

Mid-America Jewelry News

Serving the Jewelry Industry in America's Heartland

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SOUTHERN JEWELRY NEWS

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ROUNDTABLE

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"In a post-recession world, you just never know what's going to sell well at Christmas. What we do know is the middle market has shrunk. With gold and diamond price points, it's difficult to produce affordable jewelry of high quality. As the saying goes, 'you can't push a string; you pull it,' so one way we've responded to the decline of the middle market is by investing less in it and more in what we know sells, such as silver fashion and big diamonds. And, here in the southern part of the US, when big diamonds sell they're almost always set in classic designs. For Christmas, watches always do well for us with Patek Philippe on the high end and our own private label watches on the lower end."

Jay Mednikow,
President and CEO
Mednikow Jewelers
Memphis, TN



"We see people having fun with watches these days with watches under \$1,000 from Lego, Philip Stein and Techno Marine. With the high profile launch of the Apple watch, we think there will be a knock-on effect with watches that have some tech, are sporty and fun. This holiday season we're also counting on doing more of our custom designs. We had a chance to submit eight of our in-house produced designs for the Emmy Awards this year and four made it on the red carpet and some noteworthy celebs. This was really promoted in our local market and we are planning on a ripple-effect for custom for the holiday season. Diamond studs are a great holiday bread-and-butter item, but we'll be dressing them up with trendy halos, square jackets and dangle designs. And, we picked up two new lines in time for the holidays and will promote them with trunk shows in the fourth quarter to stimulate holiday sales. Nanis Italian Jewels is an Italian designer in high fashion jewelry done in sterling silver and gold. Eli Jewels is another sterling silver and gold line that has a range of price points that should do well this holiday season."

Susan Eisen, owner
Susan Eisen Fine
Jewelry & Watches
El Paso, TX



"Starting with diamonds, our number-one category, we did well last Christmas with the Center of My Universe Collection from Forevermark Diamonds. The sweet spot for these pieces is \$1,000 to \$5,000, but I feel customer price points will continue to climb. We're also banking on Fulfillment jewelry from Hearts On Fire, with jewelry that starts at under \$2,500 in earrings and under \$1,500 for a matching pendant. With the opening of our second store in Madison, Wisconsin, and an improving economy in Northern Illinois, we're counting on luxury watch sales. Tavannes continues to do very well for us with their Double Skeleton Manual Wind under \$2,000. Finally, fashion jewelry has performed very well for us in the last year. Dabakarov, a finer color and diamond jewelry designer, offers great looks at affordable price points for self-purchases and gift giving. For example, 14K gold martini-style color and diamond rimmed earrings starting at \$380 are big sellers for us."