

sales pitches

JEWELERS PICK THEIR FAVORITE

RINGS AND EXPLAIN HOW TO SELL THEM

statement rings

BY LORRAINE DEPASQUE AND BETH BERNSTEIN

LAURIE KAISER

PRODUCT DETAILS: 18K yellow gold Amelie ring with moonstone cabochons and diamonds.

COLLEEN RAFFERTY'S PITCH: "Moonstone has such a glow, carrying its own moonlight, and I would definitely discuss that. Then, I'd talk to the customer about the detail of this ring, which looks like it could have been from the early 1900s. I'd explain how easily it will blend into a fashionable woman's wardrobe. All you'd need is this one ring and a pair of earrings and you're good to go."

MSRP: \$4,290 || (615) 373-7713 || www.lauriekaiser.com



THE FINER THINGS

FOR THE JEWELER WHO ALWAYS SEEKS THE VERY BEST

MSRP - MANUFACTURER'S SUGGESTED RETAIL PRICE



SARAH GRAHAM METALSMITHING

PRODUCT DETAILS: Ring in 18K yellow gold and oxidized cobalt chrome with white diamonds.

COLLEEN RAFFERTY'S PITCH: "I would tell the customer that this ring will set her apart because it's wearable art. It's very organic, with a unique way the designer looks at nature. Incorporating this black oxidized metal into a yellow gold wardrobe is a good way to add another metal color. The ring is edgy because of the black, so it's not for the classic customer, but it is the ring for a woman who wants to be more playful and casual and tone things down."

MSRP: \$8,840 || (800) 670-0917 || www.sarahgraham.com

the pitchers

INDESIGN selects three top jewelers to browse a preselected group of items in a single sales category. Then they're asked to pick their favorites and also describe how they would "pitch" those items to customers. Here are this issue's pitchers:

LEO FASSEAS

LEO FASSEAS JEWELERS
LIVINGSTON, NJ



a worldly perspective: In business for more than two decades, Leo Fasseas Jewelers is located in one of the toniest communities in New Jersey. In the early years, Fasseas trained under Italy's finest goldsmiths to become a master craftsman.

elegant expansion: Two years ago when the luxury retailer expanded, Fasseas designed the new space. Today, the store boasts a striking center oval showcase, mimicking the same silhouette in the contemporary lighting arrangement above it—all a beautiful backdrop as customers browse—often sipping cappuccino as they shop.

for the love of color: This category is perfect for Fasseas because he has a passion for colored stones—"which are often used in statement rings," he notes. Also, because his is a fashion-oriented store, well-crafted rings like these are a natural.

COLLEEN RAFFERTY

CHRISTENSEN & RAFFERTY
FINE JEWELRY
SAN MATEO, CA



women to women: Rafferty co-owns with Diane Christensen the shop they founded in 1995. Today that business—staffed all by women—serves a strong self-purchase clientele in the downtown area of the upper peninsula of the San Francisco Bay area.

the salon on the second floor: Two years ago, Rafferty and Christensen created the tagline "The Salon on the Second Floor." "It alludes to the fact that there is something special you'll find when you come here," Rafferty says. "Tucked away from the bustle of the street front, the setting is intimate. We even have an outdoor terrace, which adds to what we call our 'informal formal' environment."

the price is right: "As for rings like these, they're a strong category for us because they're perfect for the many clients we have who like to stand out," Rafferty says, "and they are largely a self-purchase item." At Christensen & Rafferty, most self-purchases are between \$500 and \$7,000, the price range into which many of these kinds of statement rings fall.

PAUL MINTON

B.C. CLARK JEWELERS
OKLAHOMA CITY, OK



rich history: Founded in 1892, B.C. Clark has three Oklahoma City stores catering to an upscale client base that has been serviced by four generations of Clarks.

big names: "We carry a lot of designer names in all of our stores," says Paul Minton, the store's director of operations. Designer showcases are spread throughout the store so customers can easily find all the designer merchandise.

it's so-oooo self-purchase: "I'd call this category of rings almost custom-made," Minton says. "Even though some might not actually be custom in the truest sense of the word, they don't have that mass-produced look. They're statement rings, which will appeal to a more upscale clientele. I can see our customer coming in and falling in love with one of them just to buy for herself, especially if she has an occasion coming up." Minton says that between 60 percent to 70 percent of their customers are impulse self-purchase buyers.



SUZY LANDA

PRODUCT DETAILS: 18K yellow gold ring with green tourmaline surrounded by bead-set white diamonds.

COLLEEN RAFFERTY'S PITCH: "I just love that this color is not traditional—the blue-green looks like it's battery-charged! It will add the right punch of color to whatever you wear. It's also a fun and happy ring—to be worn by a woman who has a confident personality. I'd mention, too, that the split shank will hug the finger well."

MSRP: \$17,850
(212) 874-2346
www.suzylanda.com



TEMPLE ST. CLAIR

PRODUCT DETAILS: 18K yellow gold ring with imperial rose topaz center stone and white rose-cut diamonds.

LEO FASSEAS'S PITCH: "This is a special-occasion ring that a woman gets and cherishes for a lifetime. I would be sure to tell the customer that it is made by a very well known designer, who makes artistic jewelry. I'd say the designer has used a color of rose topaz that is unique and is a prestigious stone. The addition of the old-cut diamonds gives the ring an old-time allure and adds to it being timeless."

MSRP: \$62,500
(800) 590-7985
www.templestclair.com



VICENTE AGOR

PRODUCT DETAILS: 18K yellow gold ring with tourmaline cabochon and diamond accent.

LEO FASSEAS'S PITCH: "First, the pink tourmaline is a warm color that looks wonderful with every complexion. Next, the ring is versatile — the 18K matte finish makes it easy to wear. If it was shiny, it would be immediately dressier, but this allows a woman to wear it with a T-shirt and a pair of jeans or on a Saturday night out to dinner. Very important: It's a discussion piece. When you wear it, people will ask about it."

MSRP: \$10,380 || (415) 863-1770 || www.vicenteagor.com



GURHAN

PRODUCT DETAILS: Mabe pearl ring set in 24K gold with diamond accent.

PAUL MINTON'S PITCH: "This ring will be unique to its owner, speaking to her imagination and individuality. It's hand-done, not designed for mass appeal — the shank has over 900 hammer marks! I'd point to the way the diamond on the shank is sort of hidden, almost making it a mystery stone. I'd emphasize the contrast of the rich 24K gold with the whiteness of the mabe pearl."

MSRP: \$6,500
(646) 230-1122
www.gurhan.com



PENNY PREVILLE

PRODUCT DETAILS: Imperial blue sapphire and white diamond ring in 18K white gold.

PAUL MINTON'S PITCH: "This ring is for someone traditional as well as trendy, and for a woman in her mid-20s or in her 70s. This type of ring has heirloom quality and can be passed on for generations. For sophisticated customers, I would even mention that it can just as easily be a wedding ring as a right-hand ring. I would also discuss the designer, who makes exceptionally feminine pieces, stressing how well-crafted the piece is, showing the attention to detail."

MSRP: \$3,435 || (516) 466-8680 || www.pennypreville.com

KC DESIGNS

PRODUCT DETAILS: Ultra-wide band in 14K white gold with white diamonds.

LEO FASSEAS'S PITCH: "This ring is so reasonably priced for the look. The open and airy design makes it easy to wear — sometimes a wide band-style can be too solid. The white-on-white also makes it easy to wear — it's not limiting and it doesn't conflict with a lot of other kinds of jewelry. I would also say it is a perfect purchase for a woman who wants a large ring with a delicate, feminine feeling."

MSRP: \$3,000 || (212) 921-9270 || www.kcdesignsnyc.com



RHONDA FABER GREEN

PRODUCT DETAILS: Floral design ring in 18K yellow gold with citrines, tsavorites, and diamonds.

PAUL MINTON'S PITCH: "This is an attention-getter. It takes the traditional design element of a flower, but it's got a variety of stones that sets it off and makes people ask questions. I would point to the oxidation, explaining that it gives unexpected darkness to the petals and how, when juxtaposed with the diamonds, it makes the whiteness of the diamonds pop. Because of the diamonds, you can easily wear this ring with your other diamond jewelry."

MSRP: \$3,660 || (310) 858-8688 || www.rhondafabergreen.com