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# my favorite things

WHAT WORKS IN MY STORE AND WHY



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STORY BY LORRAINE DEPASQUE



**LEONARD  
GIRARDO**

*J. Thomas Jewelers  
Sparta and Flanders, NJ*

**1 *simon g. bridal*** The classic, feminine design of all Simon G. jewelry sells well for us, but especially their bridal. Our customers love the workmanship and attention to detail, particularly the engagement rings and remounts.

**2 *michele ladies' watches*** This is a great price for watches: the \$1,000 to \$1,500 range. Women like the big faces, and we sell more with diamonds than without. The interchangeable leather straps and metal bands are a great add-on sale because women often come back in to buy more straps.

**3 *classic diamond jewelry*** Women love diamond classics, and men know that they can't go wrong buying them to give. For us, 1-carat diamond studs sell well. Also diamond tennis bracelets, especially 3 to 5 carats of round brilliants. The important thing is the quality of the stones, with each diamond in the piece matched well.

**4 *custom redesigns*** We do a lot of restyling, mainly rings and pendants. It's especially big with our 40-plus age demo-

graphic. They've typically had a piece of jewelry for a while and now want to make something new. We love working with them, starting with a rough sketch and a few specs, transforming a piece of jewelry they may no longer want into one that they love and worked with us to create.

**5 *honora pearls*** A customer can spend a few hundred dollars and leave the shop feeling excited that she's just updated her wardrobe. And I love that Honora always has something new: peach, blue, green, whatever — we sell all pearl colors, not just white. Right now, women really like to-the-waist freshwater strands and the Honora stretch bracelets.

**6 *day trips*** A favorite re-energizer for me is to go into New York City for the day with my wife and daughter. It allows me to let my mind wander and clear my head. We enjoy walking through Central Park, watching the artists sketch, and having lunch in our favorite restaurant across from the park. We always buy cookies at a shop on Madison and bring them back to our stores, which the customers really enjoy.