

Instore Magazine – Bridal and Valentine’s Day

Valentine’s Day is one of the top events for most retail jewelers, generating significant revenue. The average sale tends to be lower than Christmas, as the types of alternate gifts most men are contemplating are flowers, chocolates, etc.

What *can* build your Valentine’s Day volume is Bridal.

Many people don’t realize that February is the second strongest Engagement month of the year, eclipsed only by December. December has both all the family gathering of the Season (when many couples like to announce their engagement), and New Year’s Eve (a popular time to get engaged).

But, one can’t deny the romance of getting engaged on Valentine’s Day!

When I see all the jewelry advertisements for Valentine’s Day I see plenty of the traditional heart shaped pendants, ruby heart shaped earrings, and the typical offerings. What I don’t see is Bridal, which has always perplexed me. Seems like a great opportunity for jewelry retailers.

If you put as much time, effort and money into Bridal than you do your other product; you will see an increased average sale and higher revenues.

Here is how to maximize your Bridal business for Valentine’s Day:

Marketing:

- Alternate whatever marketing vehicles you use between Bridal and Fashion jewelry beginning in January and carry it through Valentine’s Day
- Offer a “Bridal Bag” complete with Wedding Band Certificate, jewelry cleaner, coupons from local bridal vendors, and a free gift certificate to get the bride to be into your store
- Offer a free Wedding Planning book, or Proposal stories book

Display:

- Put various framed images of a man proposing to a woman in your bridal cases – there are lots of great images out there!

- Subtle romantic touches such as red silk rose petals strewn around are evocative, and different from the common heart shaped theme items most retailers use
- Expand your bridal cases – with imaginative display you won't need additional product

Merchandising:

- Assess your current bridal offerings – Are your assortments compelling? Do you have the popular looks covered? Do you have enough matching ladies wedding bands? Are you featuring enough of the alternative metal Gents bands? Are you stocking some Platinum for the discerning client? Do you have enough petite bridal for entry price points?
- If your bridal assortment is lacking, now is the time to bring in fresh, new product. With some long vendor lead times – you may need to place your orders in December, so don't delay!
- Make sure that all your fast selling bridal has been re-ordered and is in your cases by February 1st

Training:

- Dedicate a training session, or a series of training sessions for your staff to just selling Bridal and diamonds. Even the most seasoned sales associate needs to brush up on their skills.
- The Bridal client can be him shopping alone, them shopping as a couple, or her shopping alone or with friends – each requires a different approach.

People are buying engagement rings in February – the question is will they be buying it from you? By implementing the steps above you have the potential to capitalize on this important segment. There is no better product group than Bridal to build your average sale and increase your sales. Some of the best things about Bridal are that you are cultivating a new client, they are both potential clients, and they are at the beginning of their buying cycle. There is no question that Bridal is the foundation of a healthy, growing jewelry store. Valentine's Day is the perfect opportunity to kick-start your Bridal business!