



CREATIVE JEWELRY INDUSTRY SOLUTIONS

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Welcome to my Newsletter!

I hope to provide some opinions and insights into our industry that will be relevant to you. I would love to hear your thoughts - please contact me through my website.

Consulting Services Offered

April 2010: Are you ready to grow your Bridal Business at the Vegas Show?

A study conducted for The Platinum Guild International showed that approximately 30% of brides would compromise on the size of the center diamond, 22% on the overall cost, but only 3% on the design. So, yes, it really is all about the design of the setting! I think there will be more new product than last year since vendors are finally investing in some product development.



\$1100

Are you confident you have the right assortment of Bridal?

Bridal price points have dropped - are you sure you have enough of certain price points?



\$400

Last year I was on the hunt for price pointed Bridal, still a very hot category. I wanted to find styling which was fresh and contemporary. What I didn't want was 80's, trio-ish looking product some vendors were trying to promote just because they were inexpensive. Price points are important, but it is not all about the price - brides still want something fashionable.

I was pleased that a handful of vendors had stepped up to the plate in terms of price pointed Bridal. Here are a few of the styles, and approximate price points that I thought were great.

- Merchandising Strategy
- Assortment Analysis
- Product Development
- Program Development
- Inventory Management
- Brand Message Continuity

Are you unsure how to go about elevating your Bridal product offerings? How do you use your time at the show effectively, targeting the Bridal category? Are you sure you will be on the right track?

With my extensive *prime vendor resources* (both designer and generic), I can help you add new Bridal product that is sure to give you a return on your investment. **Call me so that we can develop a plan of action for the show. I will also be available for appointments at the show.** I would love to meet with you and discuss how I can help you merchandise your store for the Gen X and Y Bridal client.



\$1300

If you are a vendor, give me a call so that I can help you to create product that retailers and consumers want.

Tel: 406-293-4779
Cell: 720-8834377

I will be speaking at JCK Las Vegas on Sunday, June 6th from 10:00 am to 11:00 am. The topic is "Why Bridal is Unique".



\$1800

As a product category, Bridal is unique in many ways. To elevate your Bridal business and become a significant player in your market, you need to master all of the moving parts. We will be discussing Merchandising, Marketing and Selling the Bridal Client and what it takes to grow your Bridal business.

Hope to see you there!