

# 7 Best Practices for Merchandising Jewelry

## 1. Appeal to the Buyer's Eye

Display your best selling pieces at a level most apt to catch the customer's eye. Have several "favorite" pieces for this position and rotate as needed for a fresh look or as trends emerge.



## 2. Display Placement and Appeal

Having a display that is impactful for a particular jewelry line is invaluable — thoughtful, carefully placed displays help convert browsers to buyers. The Finishing Touch of Kentucky offers a wide variety of displays for beautiful merchandising positioning.

## 3. Grouping

Group your jewelry by color, style, materials or design. This allows customers to compare pieces and make a quicker purchase decision.

## 4. Eliminate Out-of-Stock Empty Spots

Avoid a loss of visual appeal by having back-up stock on hand for quickly replacing popular sellers. Beautiful pieces on your display are always more inviting versus empty spots that can leave customers frustrated.



## 5. Spacing is Important

Make sure there is enough space between product displays to allow for ease of browsing. Avoid cluttering every inch of counter space and also ensure there is enough walking room around larger, free-standing displays.

## 6. Branding

Showcasing the brand name of your jewelry pieces instills consumer confidence and inspires customers to become brand loyal — returning to your store for their favorite line.

## 7. Vary the Position of your Jewelry Merchandising

Occasionally move your jewelry displays to a different location. Keep your retail atmosphere fresh and inviting and a visual change of pace is welcomed by returned customers.