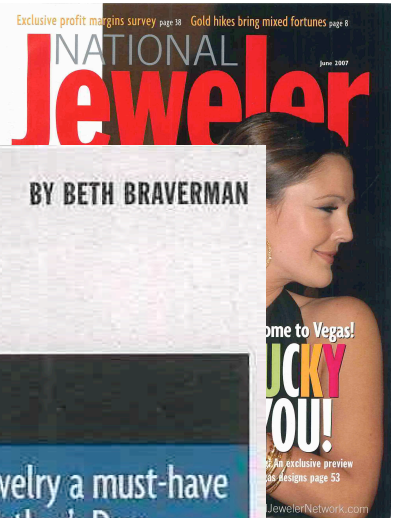


NEWS

Geri
National Jeweler
Circulation 30,895
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Men's bracelet and ring by Charriol. www.charriol.com

Steel and rubber bracelets by Breil. www.breil.com

BY BETH BRAVERMAN

Cuff bracelet in titanium by Fenim. (714) 685-0751 or www.xen-usa.com

"Hug Me" cuff links in 18-karat white gold with gray mother-of-pearl by Geri; suggested retail price is \$1,495. www.gerijewelry.com

Tips

Make jewelry a must-have gift for Father's Day:

- **ASSUME SOME MERCHANDISING RISKS.** If your men's jewelry business has gone stale, is it your product? Try choosing some fresh, moderately-priced pieces.
- **ADVERTISE SOME PIECES FOR FATHER'S DAY.** Target mothers and their children in ads that suggest jewelry as a great gift to dad.
- **WORK THOSE LISTS.** Collect information about spouses and children from all customers on your database list and use an e-mail blast to remind mothers when Father's Day is approaching.
- **KEEP UP WITH CELEBRITIES.** A-list actors and sports stars appear decked in diamonds on a regular basis, so keep an eye on who's wearing what, and mention it to your male customers.
- **HAVE MALE STAFFERS WEAR JEWELRY.** Men might better envision themselves donning male jewelry if they see your staff wearing it as well.

Among Worthmore's best selling brands of men's jewelry are TeNo, which mixes rubber and stainless steel, and Frederick Duclos, whose sterling silver designs feature ebony inlay and diamonds.

"Men want jewelry that is clean-cut and straightforward," Botnick says. "They want jewelry that is wearable for casual and dressy occasions."

While Father's Day remains the year's least significant holiday for Worthmore, the store does see a slight sales uptick in men's jewelry

and watches, Botnick says.

Men's jewelry sales rise only slightly for Father's Day at Hess Jewelers in Springboro, Ohio, says store owner Dennis Hess, who promotes the holiday with window displays and radio and newspaper ads.

"The new titanium and tungsten carbide bracelets have been very popular," Hess says. "Standard onyx and engravable signet rings remain popular as well." ♦

