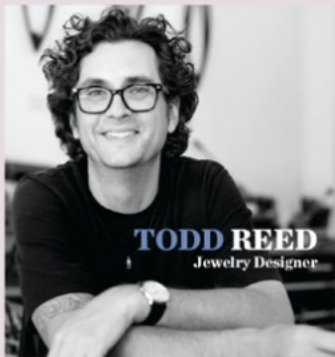


SELLING DESIGNS | SALES ADVICE FOR DESIGNER JEWELRY



TODD REED
Jewelry Designer

CONNECT YOUR CLIENT TO THE ARTIST

Each piece starts with a design. My designs come from a feeling, emotion or what is seen as a mundane moment in time. I take that inspiration and sketch; the sketch is then handed off to my shop masters and made into an object.

Unless our story is shared by the salesperson, the object could end up with someone who doesn't know that one of our jewelers, Ashley, spent 16 hours setting the stones or that the design was inspired by a motorcycle ride I went on in late September.

That client looking at the object in the case doesn't know about the passion that went into sketching the design or the skill involved in fabricating the piece in our Boulder, CO studio. The excitement that traveled through the office when the design was complete isn't conveyed just by peering into that jewelry case. Without the story, the piece

of jewelry is simply a beautiful object.

At my company, we focus on connection and experience. Not just the client's experience, but the entire experience from concept to finished piece. We make sure our employees have fresh fruit and a beautiful space to work, and the jewelers fabricate my designs in a room that is flooded with natural light. We get to know our clients and keep in touch with them long after they make their purchase. A core piece of our culture is to create deep relationships.

When selling designer jewelry, you are selling more than an object. You are selling a connection to art. The client is able to communicate with the designer through the piece and the piece becomes a part of the client's life. The story needs to continue to the point of sale and even further. Our goal is that each piece becomes part of a legacy.

TODD REED has been designing jewelry for more than 20 years and is known for popularizing raw, uncut diamonds in jewelry. Each piece is designed and created in his Boulder, CO studio.

“**YOU ARE SELLING MORE THAN AN OBJECT. YOU ARE SELLING A CONNECTION TO ART.**”



CASE STUDY

CREATIVITY IN JEWELRY DISPLAY

PORT ROYAL JEWELERS

NAPLES, FL

FOR PORT ROYAL JEWELERS owner William Boyajjian, the key to both jewelry design and display is to create a sense of fantasy. “When people buy jewelry, they love to have a story to tell,” he says. “And when they look at jewelry, they like to see a little story played out in front of them.”

Furthermore, Boyajjian says, it's important for a luxury boutique to have expensive-looking displays. “People associate quality with the type of display you use. If you use fine materials, people see it immediately. If you are selling luxury, you need that.” — STORY BY TRACE SHELTON

THE FEATHERS

“I used the peacock feather material because it's on the showy side to have a stone that large. Some people like to show off. They like to know their husband cares and wants to give them the very best.”

THE COLORS

“We use the new *World of Color* book by Gemworld International to find the true color of each gem; it's a great reference guide for when we do displays. It's important that the relationship between each element is correct.”

THE FROGS

“I love the idea that there are two frogs. They're telling the story, and it's about the jewelry. Maybe one likes one ring and one likes the other. The sculptures are very clean and modern, like the rings.”

THE RINGS

“One is stronger while the other is more delicate, even though both stones are large. They appeal to different personalities. Some clients like the large stone in a delicate mounting, while some ladies want a stronger ring.”