

# INSTORE

MAY 2010 • THE MAGAZINE FOR THE AMERICAN JEWELRY INDUSTRY

THE BIG STORY

## Aim Here

Learn the success secrets of the world's very best non-jewelry retailers

## DESERT HEAT

YOUR GET-READY GUIDE FOR THE BIG SHOWS IN LAS VEGAS

## BREATH OF FRESH AIR

Aromatic options for jewelry stores

## THE BUZZ ON BEADS

New looks for the year's hottest product



Platinum engagement ring from RITANI



DAVID GELLER  
*Ticked Off*

SHANE DECKER  
*Body Talk*

DAVID BROWN  
*Plan Ahead*



# 16

BRILLIANT DIAMOND DESIGNS



SPECIAL SECTION

**BUYING GROUPS EXPLAINED**

LAST  
LAUGH

AS TOLD BY

MALLORY  
Murphy

A shoplifter was caught red-handed trying to steal a watch from a jewelry store. "Listen," said the shoplifters, "I know you don't want any trouble. What do you say I just buy the watch, and we forget about this?" The manager agreed and wrote up the sales slip.

The crook looked at the slip and said, "This is a little more than I intended to spend. Can you show me something less expensive?"

## ABOUT OUR JOKER

Mallory Murphy, 21, is the fourth generation of Murphy Jewelers and the daughter of Patrick and Kim Murphy. After constantly hearing her father tell "cheesy" jokes to friends at jewelry trade shows, she knew she had to do something to restore her family's reputation, she says. "We started to become infamously known for our bad jokes," says Mallory. "'The Last Laugh' is my way to clear the Murphy name, while also providing my dad with new material!" Murphy Jewelers was founded in 1913 when Frank J. Murphy opened a store in downtown Pottsville, PA, and traveled door-to-door in a horse and buggy repairing schoolhouse clocks. Today, almost 100 years later, they've grown to become one of Pennsylvania's foremost jewelry retailers, with three locations in Pottsville, Hamburg, and a newly opened store at the Promenade Shops at Saucon Valley in Lehigh Valley, PA.

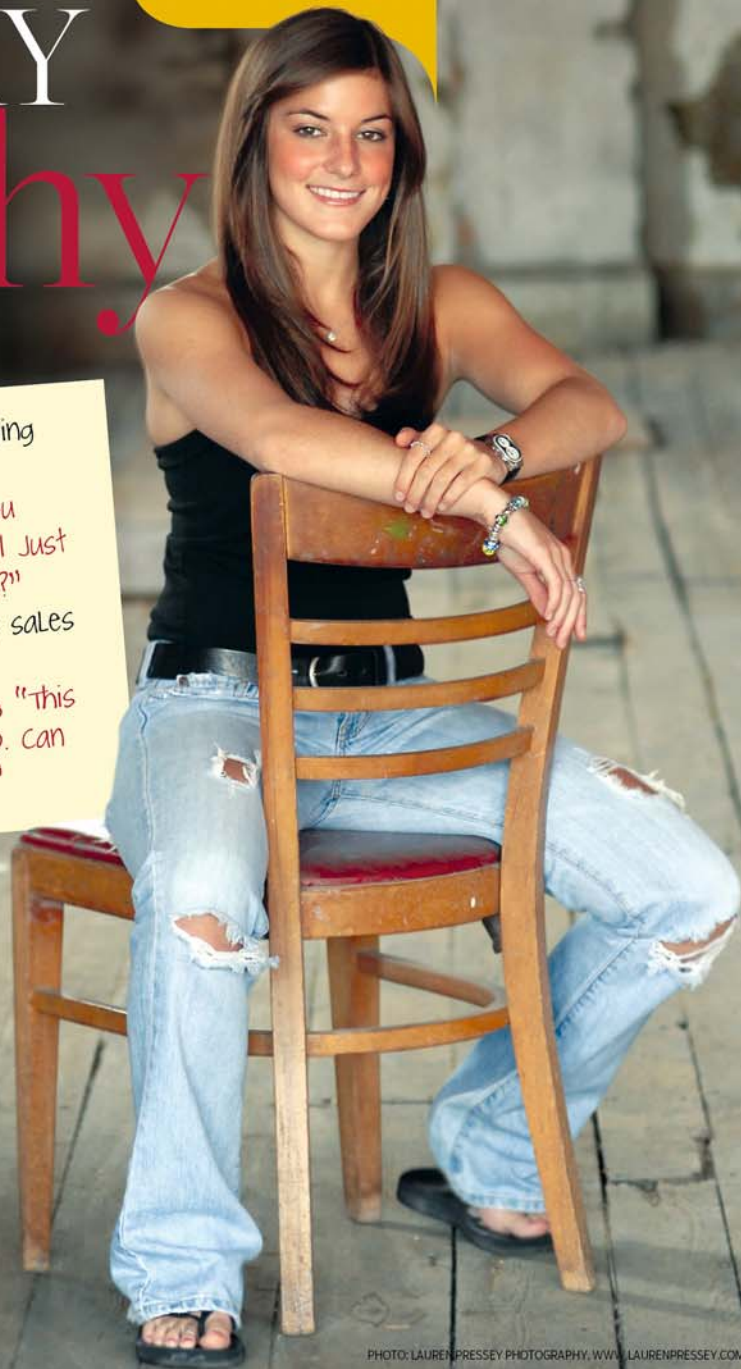


PHOTO: LAUREN PRESSEY PHOTOGRAPHY, WWW.LAURENPRESSEY.COM

# INSTORE

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

## FOUNDER

Fred Mouawad  
fred@smartworkmedia.com

## PUBLISHER

Dan Kisch  
dan@smartworkmedia.com

## GROUP EDITORIAL DIRECTOR /

ASSOCIATE PUBLISHER  
David Squires  
dsquires@smartworkmedia.com

## EDITORIAL

### GROUP EXECUTIVE EDITOR

Ralf Kircher  
ralf@smartworkmedia.com

### GROUP MANAGING EDITOR

Chris Burslem  
chris@smartworkmedia.com

### MANAGING EDITOR

Eileen McClelland  
eileen@smartworkmedia.com

### CONTRIBUTING EDITOR

Trace Shelton  
trace@smartworkmedia.com

### SENIOR EDITOR

Beth Bernstein  
beth@smartworkmedia.com

### EXPERT ADVISERS

David Brown, Shane Decker,  
David Geller, Kate Peterson

### EXPERT CONTRIBUTORS

Nick Failla, Ellen Fruchtman, Larry B.  
Johnson, Scott Ginsberg, Rick Segel

### CONTRIBUTING WRITERS

Britt Bivens, Fred Michmershuizen,  
Jeff Prine, Josh Wimmer

## CREATIVE

### PRODUCTION MANAGER

Wim Nutakhom

### DESIGNERS

Sunee Taweekitrunpaiboon,  
Victor Marlu Cantal

### WEB DESIGNER

Varoonruethal Vichaitanapat  
mooky@smartworkmedia.com

## ADVERTISING

### ASSOCIATE PUBLISHER

Matthijs Braakman  
mb@smartworkmedia.com  
(212) 981-0242

### WESTERN SALES DIRECTOR

Lisa Norling-Christensen  
lisa@smartworkmedia.com  
(847) 918-9495

### SALES REPRESENTATIVES

#### EAST

Fran Zimniuch  
fran@smartworkmedia.com  
(856) 435-0710

#### Krista Collins

krista@smartworkmedia.com  
(212) 981-0230

#### INDIA

Mehernavaz Vesaveala  
mehernavaz@smartworkmedia.com

### AD & MARKETING COORDINATOR

Candace Carlisle  
candace@smartworkmedia.com  
(212) 981-9625

## OPERATIONS

### BUSINESS MANAGER

Wipawan (Lynn) Saelim  
lynn@smartworkmedia.com

### OFFICE COORDINATOR

Suttinee Saenrak  
aey@smartworkmedia.com

editor@smartworkmedia.com

[www.instoremag.com](http://www.instoremag.com)

COPYRIGHT 2010. ALL RIGHTS  
RESERVED. PRINTED IN THE USA.

A BETTER, BRIGHTER BUSINESS MAGAZINE BY

**SMARTWORK MEDIA**

[WWW.SMARTWORKMEDIA.COM](http://WWW.SMARTWORKMEDIA.COM)

### USA REPRESENTATIVE OFFICE

45 West 45th Street, Suite 808, New York, NY 10036  
TELEPHONE: (212) 981-9625 | FAX: (877) 471-1312

**SUBSCRIPTIONS:** Subscriptions to INSTORE are free to all American and Canadian jewelry store owners, and \$64.95 per year (13 issues — two in April) to other industry members. Request your subscription at [circulation@instoremag.com](mailto:circulation@instoremag.com) or visit [www.instoremag.com](http://www.instoremag.com) to use our instant online subscription form. For information on international subscriptions, e-mail [circulation@instoremag.com](mailto:circulation@instoremag.com).

**MAGAZINE REPRINTS:** For custom reprint orders of any article in INSTORE (available in sums of 500 copies or more only), contact Lisa Abelson at Lisa Abelson & Company. E-mail: [labelson@optonline.net](mailto:labelson@optonline.net). Phone: (516) 379-3768

**EXTRA COPIES:** For extra copies of INSTORE, please e-mail [circulation@instoremag.com](mailto:circulation@instoremag.com) for a quotation.



INSTORE is audited by BPA Worldwide. For a copy of our circulation statement, e-mail [circulation@instoremag.com](mailto:circulation@instoremag.com).