

# STUFF FOR YOUR STORE

August's **HOT LIST** of business-boosting products



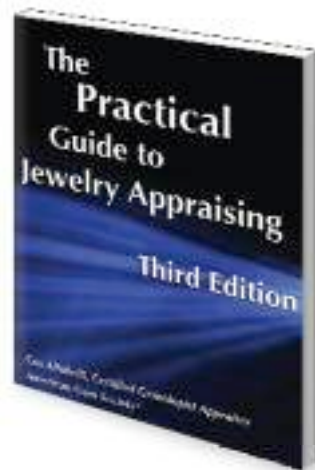
## MAGNETIC MIRACLE

**DEMIKA**, a self-locking **CLASP** designed for women who have difficulty fastening necklaces and bracelets, is being distributed by **STULLER**. The clasp operation is simple: Bring the two ends of a necklace or bracelets close to each other; the magnets will attract and a safety catch will lock immediately. It's available in vermeil, sterling silver, gold plate, silver plate and 14K gold. Prices range from \$12.50 to \$79, depending on the metal selected. Information and orders: (800) 877-7777.



## VIRTUAL TRUNK SHOW

For 18 months, veteran jewelry reps **DEBORAH HECHT** and **TIM RHODES** have been fine-tuning an **ONLINE VIDEO PROGRAM** called **V-BY** that allows them to show wares in detail to retailers without traveling — risking theft and incurring expenses. Now the couple is making the program available to retailers as a sales and marketing tool to reach out to their own customers, who may be traveling, or otherwise too busy to stop by the store. An annual introductory rate of \$2,500 (available through Sept. 1) includes at least four hours of training, and all the hardware (light box with lights, web cam with software, and stand) and software licensing to put on a real-time, video fashion show for customers. It also enables retailers to e-mail one-minute videos highlighting trunk shows or special collections. Information: (888) 830-1930.



## A-TO-Z APPRAISAL

The **AMERICAN GEM SOCIETY** has published an updated, third edition of certified gemologist appraiser Cosmo Altobelli's book, **THE PRACTICAL GUIDE TO JEWELRY APPRAISING**. It includes resource websites, sample letters and forms, metal-pricing charts, gemstone-weight-estimation charts, and information on cut grades of the American Gem Society and Gemological Institute of America. The soft-cover book is available for \$69 through the American Gem Society. Call (702) 255-6500, ext 1034.

## JEWELS TO GO

**MARTHA**, **MEG** and **ALICE** may be the perfect travel companions for your globe-trotting, jewelry-toting clients. Leather travel accessories by **ROWALLAN OF SCOTLAND** are available in shades of Skye and Mariner blue. "Alice," a large, half-moon jewelry case, keeps rings and earrings secure and chains tangle-free in a compartment hidden under the suede flap. "Martha" organizes jewels in two zippered compartments within a cylinder zippered case. "Meg" is equipped with a removable drawstring suede bag. Price range is \$28-\$44. Information: (843) 278-6068 or [www.rowallanusa.com](http://www.rowallanusa.com).

