

CELEBRATING AND SELLING
PEARLS



SUMMER | 2008

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**CULTURED PEARL
ASSOCIATION**

of America, Inc.

888-31-PEARL

> PROMOTING PEARLS

A LOVE STORY... STARRING CULTURED PEARLS

Remembering love, heritage and memories through jewelry, does this sound familiar? The story "String of pearls reconnects a family" located on P4 of this issue, is just as real and significant today as it was 40 years ago.

Every year families discover poignant stories about pearl jewelry which has become symbolic to their family history. We are in awe of Kings and Queens jewels rich with stories and tales from centuries ago. We all have the need to make a connection.

Human emotions...they often inspire us to purchase jewelry. Cultured pearls are the perfect way to celebrate life and convey love.

Consider approaching your cultured pearl sales as more than just a sale—allow an experience to happen for your customer, help then create their own story.

DEAR JEWELER,

Welcome to our summer newsletter edition.

Cultured pearls offer more value, profit and price stability than most any other jewelry in the market today. The majority of the cost is in the pearl and not metal. We strongly believe that cultured pearls is a jewelers *answer* in today's market climate.

Additionally there are many types of cultured pearls to select from and the styles of finished jewelry are extraordinary. Whether your customer is a first time jewelry buyer or a high end luxury client there is a cultured pearl for all.

Profitability, real value and marketability...pearls are perfect.

Here's to cultivating your pearl business!

Cheers,

Sonny Sethi
President



seen **BHEARD**



STYLE WATCH & CELEBRITY SIGHTINGS

Long and layered, Large, Colorful, Baroque shapes, Chocolate, Exotic, Mixed metals, Textured metals...

Pearls are perfect for every client...first time buyer and the luxury consumer.

Beyonce Knowles (pictured above) at a fan signing at the Hyundai Department Store in Seoul, South Korea, was spotted wearing various cascading strands of pearls.



Kathy Griffin (pictured left) wore colorful baroque shaped pearls at the Entertainment Weekly's 5th Annual Emmy Celebration at Opera/Crimson in Los Angeles, California.

THE LAW OF ATTRACTION

You may have heard quite a lot about this topic lately. The dictionary describes ATTRACTION as: *magnetism, persuasiveness, desirability, enticement, fascination*. Think about this in the context of your showcases...you want to *attract* customers to your showcases, specifically your pearls. Once "attraction" takes place your customer begins to form a CONNECTION; *bond, union, tie, relationship* with the pearls, ultimately ending with ownership...the sale!

**SOUNDS SIMPLE?
IT CAN BE, WITH A
LITTLE ATTENTION
TO DETAIL AND
LOOKING AT YOUR
STORE THROUGH
THE EYES OF YOUR
CUSTOMER.**

In order to create an interesting showcase, you want to tell a story. Begin by arranging complimentary or companion pieces together. This helps your customers envision style options that can be worn together now or at a later date (future purchase!). It also helps them imagine what their jewelry might look like together with

new purchase. You can still display single, unrelated pieces, but highlight them to reflect their uniqueness. Remember not to crowd items...*less is more*. Use display elements that are in good condition and do not detract from the jewelry. Add dimension and interest by using risers and positioning the elements in different angles; do not fill up every empty space. Keep additional "decorative" touches to a minimal and incorporate a common piece or theme for a seamless transition from case to case. Create inexpensive fold over or tent signs to add into the case with a simple word on them, such as wedding, anniversary, love, motherhood, etc. Think of occasions coming up and use that as a guide. The "suggestive words" are *subliminal reminders which evoke a "call to action" response*.

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WHAT IS THE FASCINATION WITH THE SOUTH SEA WHITE AND GOLDEN PEARL?

Born from the **rarest and largest** oysters in the world, the giant silver lip or gold lip **Pinctada maxima**, are found in the warm tropical South Seas region, which covers North Australia, Indonesia, the Philippines, Myanmar and Thailand.

South Sea cultured pearls are prized and coveted for their large size, generally 10 to 16 millimeter and occasionally 17 to 19 millimeters. The growth period is generally two years.

The "silver lip" shell produces naturally white, white rose, silver or silver rose colored pearls and the "gold lip" shell produces cream tones, golden white, gold, or champagne.

The quality and value of the South Sea pearl is determined by value factors; color, shape, size, surface and luster. **Some of the South Sea pearl's most distinguishing attributes are their exceptionally large size, rarity, very thick nacre, pure color, supreme luster and mesmerizing orient.** Notably called "the Queen of Pearls" and the "Pearl of Queens" this rare gem's status and rarity are legendary.

Please send your questions to www.cpa.org.

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From ordinary to extra ordinary

YOUR SHOWCASE AND DISPLAYS SPEAK WITHOUT ANY WORDS...IN ESSENCE THEY ARE A SILENT SALESPERSON...WILL THE CUSTOMER GET THE IMPRESSION YOU WANT THEM TO HAVE?

It is important to note that when someone looks at a showcase there is a lot that goes unsaid. A person's eyes take in one overall view, while their mind unconsciously gives feedback; "This is interesting", "I want a closer look", "Some nice things but I'll keep looking", or "Nothing here for me".

What does a customer think when looking at your showcases? Put your self in their place and consider the answer... it can be easy to fix if you are not happy with your answer.

Remember the old adage: You never get a second chance to make a first impression...

seen **B**HEARD

STORES THAT ONLY SELL PEARLS... DO THEY KNOW SOMETHING THAT YOU SHOULD?

With most anything in life, what you place *focus* and *attention on*, expands...so it would stand to reason if you pay attention and focus on creating a *profitable* and *exciting* pearl department it will happen!

Retailers successful with pearls do many things to create that success but there are a few key ingredients necessary to begin. You already possess them but they are being used elsewhere.

A positive *attitude* combined with genuine *enthusiasm* and *commitment*.

You simply need to transfer this state of mind to the category of pearls.

Why spend much of your time competing for the same customer with the same merchandise, set yourself apart from the rest and become a *pearl destination store*.

Seek the guidance of a Cultured Pearl Association member for the latest cultured pearl styles and selections; they will be happy to share their *passion for pearls* with you.

seen **B**HEARD

STRING OF PEARLS RECONNECTS FAMILY Necklace forges physical link

Elizabeth Leland, The Charlotte Observer

CHARLOTTE - When Jan Tevepaugh thinks of her mother, she doesn't picture her wearing pearls. She remembers a petite woman with graying hair and high cheekbones, in a dress and heels, yet just as comfortable driving a tractor across their farm. She pictures her working at the sewing machine, stitching a new Easter dress for Jan, delicate rose pink with white lace.



It was shortly after Easter the year she made the dress, 1970, when her mother told Jan she was sick. She had a disease Jan had never heard of. Whenever Jan didn't know something, her mother always made her look it up in the World Book.

I'll go look it up, Jan remembers saying. How do you spell leukemia?

Her mother didn't answer, and Jan believes it was because she didn't want Jan to find out what it meant. Few people survived leukemia then. Jan's mother lived only a few months longer. She was 47 when she died in June 1970. Jan was 11.

She grew up, married and had children of her own, and that's when she missed her mother most. She missed having a connection with her as another adult. She regretted that she didn't know more about her to share with her son and daughter.

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seen **B** HEARD
continued from P4

Finally, a connection

Jan doesn't remember exactly when, maybe 10 years ago, her uncle brought two gifts from Raleigh, where her mother grew up. They had been stored for years in Jan's grandmother's house. One big box held Jan's mother's wedding dress. With it was a worn envelope with 3 words in her grandmother's cursive handwriting:

"Betty Jo's pearls." Jan's mother's pearls.

SHE SLIPPED THE NECKLACE OUT OF THE ENVELOPE AND FELT A PHYSICAL CONNECTION WITH HER MOTHER IN A WAY SHE HADN'T FELT IN YEARS. THE PEARLS WERE A PART OF HER MOTHER SHE NEVER KNEW, LIKE A HIDDEN CLUE TO HER PAST.

They seemed so special, Jan was afraid to wear them. She worried she might break them. It was enough to hold them and admire them, then she tucked the necklace away in a safe place, waiting for a special time to take it out again.

The time came years later, in 2006, when her daughter, Beth, had her senior pictures made at North Mecklenburg High School. Beth was named after Jan's mother, Elizabeth Josephine, Betty Jo.

Jan gave Beth the necklace to wear and told her the story of how she came to get the pearls.

Mom, Jan remembers Beth asking, don't you miss your mom?

Always.

There all along

A few weeks before Christmas last year, a cousin from Raleigh telephoned Jan. Denmark Photography Studio had posted old photos on its Web site, including portraits taken of people in Raleigh between 1918 and 1956.

There was a photo, the cousin said, of their grandfather and one, she believed, of Jan's mother.

Jan found the Web site and typed in her mother's name.

The mother she had grieved for most of her life appeared as if by magic on the computer screen. She was younger than Jan remembered her, with high cheekbones and a lovely smile. Her hair was brown, no gray in it yet, and she wore a pretty dress belted at her tiny waist.

It was Beth who noticed another detail in the photograph.

Mom, those are the pearls!

She wore them draped daintily around her neck, the largest pearl in the center graduating to smaller pearls at the nape of her neck, the way Beth wore them for her high school picture.

JAN HAD SPENT A LIFETIME NURTURING A RELATIONSHIP BETWEEN HER CHILDREN AND THE GRANDMOTHER THEY NEVER KNEW. IN ONE MAGICAL MOMENT, THREE GENERATIONS CONNECTED OVER A STRING OF PEARLS.

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NEW AT WWW.CPAA.ORG

FORUM SECTION

Ask a question...Answer a question...Add your opinion...Become a pearl Blogger



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