

“WE TRY TO TELL A STORY IN HOW WE DISPLAY OUR RINGS, WHICH HELPS US TO TELL THE COUPLE'S WEDDING STORY.”

— Kathy Graves,
Ellis Jewelers,
Frankfort, Indiana

Bridal set from the
“Endless Diamond
Embrace” collection
by FANTASY
DIAMOND CORP.

SHOW AND SELL

Choice and customization are key components in closing bridal ring sales today. Fantasy Diamond Corp. of Chicago joins both concepts in its latest collection, “Endless Diamond Embrace.”

Embrace engagement rings feature the Endless Diamond patented setting that makes .50 and .75 carat solitaires appear considerably larger than comparable solitaires by encircling the center stone with smaller diamonds. Three head styles are available for 0.50 carat centers and three for 0.75 carats, explains Brooke Sawyer, marketing manager for Fantasy Diamond.

Customers can choose the size of the “embracing” diamonds to create the look they want. There are no prongs between the small diamonds and the center stone, only the classic four-prong style on the outer circumference, creating a seamless visual in round shapes—with square, cushion, and oval on the horizon.

The look for less is very appealing to consumers, especially in a recession, says Kathy Graves,

manager for Ellis Jewelers, Frankfort, Indiana. “With the economy the way it’s been the Embrace line has worked out perfectly for us.”

The goal of the line, says Joe Wein, Fantasy Diamond president, is to recapture the aspirational customer. “People are struggling with the mismatch between their eyes and their wallet. The eyes haven’t changed, but the budget has, especially in this recession. When consumers see what they can get for their money they may not be happy. But if you can show them something with the same value proposition for less, you’ve captured their imagination. Getting the customer to be happy with their engagement ring purchase is the first step to other wedding related jewelry sales and jewelry purchases for future life events.”

The Endless program also requires very little investment in inventory. “The economy of many jewelry stores has always been challenging, now even more so,” says Wein. “Because there is no way that Endless engagement rings can be sold as a semi-mount, making it necessary to buy a finished piece, Fantasy replicated its designs in silver and CZ for in-store display. The display program, which costs \$1,000, is free to those who buy two live diamond pieces like stud earrings and a pendant. The turnaround time for orders is about a week.”

Ellis Jewelers merchandises engagement and wedding rings together. “We try to tell a story in how we display our rings, which helps us to tell the couple’s wedding story.” Graves also notes that Endless offers a variety of bands, with or without diamonds, which are designed to fit against any flat shank. The demand for bridal sets with rings that fit flush against each other has grown exponentially, says Graves, changing dramatically from the days of selling separate solitaires and diamond wraps that don’t even look like wedding bands.

FACT: Couples will buy their wedding bands somewhere. Why not do all that you can as early as you can to encourage that purchase in your store? ♦

