**7 ways to improve your jewellery sales.**

With the current economic climate consumers are being very fussy with their purchases. So to ensure you can do well you need to have more things going for you so you’re lines become the item of choice. Often this just means some small inexpensive changes that made a real impact. We have put together 5 areas where we have covered some ideas you maybe aware of but have not done yet and some ideas you may not have thought about. A number of the areas we are covering we will be going into more depth so if you fine a particular topic interesting and you would like more information please contact us.

1. **DESIGN**

As a jewellery designer and producer, it is important to stay on top of trends and styles and be aware of seasonal movements. Classic styles remain timeless and tend to sell well, but it is equally important to be able to translate your work according to what is fashionable at the time. Keeping track of trends will help you sell profitably each season.

More importantly, developing a point of interest within your range will set you apart from your competitors. Let those creative juices flow and create something that is unique to your brand!

Of course, it is wise to have a range of classic, high-quality jewellery that are wearable at any occasion. Enhance this with a complimentary range of statement pieces with fashion-forward styles and your consumer will have the best of both worlds—adaptable, every-day pieces and those special occasion trinkets they can fall in love with and splash out on.

COLOUR

Fashion dictates many popular colours and therefore it is important to always remain aware of the key colours of the season; try looking at women’s and lifestyle magazines for ideas on what is popular this moment. From there, determine how you can incorporate these colours into your designs and how you can challenge them. Black, white and neutrals are classic colours that work well against most outfits and will therefore become your biggest sellers. This wearability also translates well in accessories made entirely of silver or gold. Of course, the simplicity of these colour schemes demands a greater diversity in design, featuring strong details and shapes to maintain interest. Colour can be introduced in various ways and should not be reserved solely to the use of stones and beads. Incorporate ribbon, cord and other textiles to add interest to your jewellery.

1. **STONES**

**When looking for stones to use in jewellery, you should consider:**

**• Colours:** are they seasonal orclassic? Are you combining themwith complimentary or contrastingcolours?

**• Shape:** is it an unusual or interesting shape? Does the shape work well for the particular item?; e.g. Will its use on a bracelet catch on things?

The shape you choose must be comfortable to wear.

**• Size:** Consider the part of the body the jewellery will be worn and size accordingly to make it wearable; e.g. do not use excessively large stones in earrings. Consider doing separate ranges with different sized stones to suit petite and larger-framed clients.

**• Durability:** some stones are naturally more hard-wearing than others. Soft stones and those with fragile structures—such as shell, coral, crackle beads and some agates wear easily and need to be protected. Consequently these are better for necklaces and earrings than bracelets and rings which constantly suffer the abuse. Use hardwearing stones instead for these, including quartzes, onyx, amethysts, jades, etc.

**• Structure and pattern:** The beauty of natural stones lies in their characteristic variations and patterns of growth and colour. Look for interesting textures, stone structures as well as finishes, including matt, polished or faceted.

**• Availability:** Some gemstone lines are limited in their availability and therefore it is important that you have the entire stock that you need before beginning your project.

Different batches of the same stone sourced at different times will look noticeably dissimilar to one another. It is thus advisable to purchase enough of a particular stone size or style before you start rather than running the risk of being unable to access more of the material you need.

**• Price:** Gemstones can be expensive so make sure you buy enough of the stone you want to use, but at a price which enables you to put a reasonable mark-up on the finished piece to make a decent profit.