

# MY FAVORITE THINGS

► WHAT WORKS IN MY STORE AND WHY  
► STORY by LORRAINE DePASQUE



## george press

GEORGE PRESS JEWELERS, LIVINGSTON, NJ

### 1. MARCO BICEGO

**COLLECTION** Women typically become collectors, buying four or five pieces. They like the large fashion look that isn't heavy or crazy expensive. We point out that it's made by master craftsmen who use a hand-tooled Florentine finish consistent through the line. A first purchase is often the 36-inch necklace, roughly \$1,500.

### 2. CHARRIOL JEWELRY

**AND WATCHES** For customers from 18 to 45, Charriol is addictive. When someone wants something to wear every day, I often show them Charriol, explaining that the steel is indestructible and will last forever. Bracelets and watches are selling best right now, with bracelets between \$325 and \$795.

### 3. SHOSHANA GEMSTONE

**DESIGNS** Because this jewelry is artistic and unusual, we show it to a self-purchasing customer, who is generally artsy, upscale, and brand-conscious — a woman looking for pieces she won't see on anyone else. Customers appreciate when we talk with them about Shoshana's great knowledge of colored stones, explaining how she searches the world for them. This isn't something we sell for its price, as an average retail on an 18K gold-and-colored-stone piece is from \$5,000 to \$10,000, and we carry pieces much higher, too.

### 4. XRF PRECIOUS METAL

**ANALYZER** I'm kind of a techie, so this is one of my toys. Since I got this instrument from Thermo Fisher Scientific last December, I use it every day; it's the last thing I shut off before I leave the store. It immediately separates and analyzes all the metals in a piece of jewelry, giving you the different alloy percentages. It takes one-third of the time to use this as it did the old conventional testing method of rubbing metal against stone.

### 5. DAD'S DRAFTING SET

I do a lot of design work and, while we have CAD, that requires a lot of detail. So when I need to do something quickly, this is great. I use it at least a few times a week on rings, earrings, pendants — everything. My father was an architect, and back then when he was creating, it was the only technology available — so it was his go-to tool as well!

### 6. AUCTION HOUSE

**CATALOGS** I have a considerable collection of Sotheby's and Christie's "Important Jewels" catalogs from the late '80s and early '90s. Because we have special high-end pieces coming in all the time, the catalogs are very helpful as reference materials for appraisals. Even though the prices are antiquated, they give me a benchmark for estate and significant jewelry.



**PHOTO CREDITS:** XRF Precious Metal Analyzer photo courtesy of Thermo Fisher Scientific. Auction house catalog photo courtesy of Sotheby's.

