

# INSTORE

DECEMBER 2008 • THE MAGAZINE FOR THE ANTIQUE AND JEWELRY OWNER

## THE YEAR IN REVIEW

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# INSTORE

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER

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# STUFF FOR YOUR STORE

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

## SOLE SALVATION

**ANDREA WEISNER** designed **SPARE SOLES** after repeatedly kicking off cumbersome high heels while dancing at weddings – or sprinting through airports, barefoot. The portable, flexible ballerina flats can be sole-saving for you, the holiday-harried jeweler, too, or for your bridal customer who plans to kick up *her* heels. Spare Soles, which come in four sizes, can be rolled up and stashed in a pocket, a purse or a matching wristlet pouch. Retail price is \$25 for the originals in black, silver, gold or pink. The diamond bridal line in white or ivory is \$29. Information: (858) 354-1160.



## IN THE LOUPE

**SY KESSLER SALES, INC.** has introduced the **GEMORO RADIANTVIEW**, an illuminated, 10X magnifier loupe crafted of durable zinc alloy and designed for ease of use. Featuring dual super-bright daylight or white LEDs for grading and inspection and UV LED illumination for fluorescence detection, it slides smoothly into its own leather carrying pouch. Introductory price is \$69.95. Information: (800) 527-0719 or (214) 351-0380.



## CLOCK ON

Ready to make a statement? Think big. **VERDIN** creates **WEATHERPROOF STREET CLOCKS** for jewelry stores, colleges and public spaces. The newest and grandest is The Heritage, an 18-foot beauty boasting vintage black dials, gold trim and a nameplate for displaying a business logo and date of establishment. It's not just a pretty face: An electronic bell carillon in its base chimes on the hour and can play more than 1,000 songs. The \$49,995 price includes shipping and installation. Information: (800) 543-0488.

## WHAT'S A FUMI?

The **FUMI** (fashionable, unique, multipurpose innovation) is a charm-studded **BRACELET** and a **HANDBAG HANGER** designed to keep purses off the floor. Made of recycled materials, it's available in gold, silver or pewter, and adorned with crystals, leather or animal print. Its inventors, sisters Nichole and Natascha Shamlian, contend it will bring the user positive energy, too. What could be more valuable to share with loyal customers than good vibes? Suggested retail price is \$25. Information: (877) 265-4665 or (619) 222-0663.

