

How to build and organize a jewelry display

Displays: The best, light weight, and most versatile display that I have found is a garment rack peg board display.

All the supplies you need can be bought from Walmart and your local hardware store. At Walmart, you will need to get: 1 Mainstays brand two tier garment rack for \$14.88, 1-2 Classic Gray color Krylon spray paint cans for \$3.86 each, gray Velcro zip ties for around \$5.50 (the black and gray reversible ones work fine too).

The zip ties will be cut in half the long ways to fit through the peg board), and 1 pack of s-hooks (type HI-75) for \$0.97. You will also need to get peg board; a whole sheet can be bought at Lowe's for \$15.98 and will cover one rack.

I use the display hooks that come in the starter kit. I use the foam that Paparazzi sends in our shipments in between each pegboard piece standing in a large bin if we transport them. Buy the grommets in the back office for the back of the hooks, to prevent hooks from falling out during transportation!



Supply Pictures:



***Thanks Matt Hoisington for the instruction and pictures**

How to organize jewelry on your displays

There is not a right or wrong display to have. There are a lot of ways you can display your jewelry. Just be sure to colorize your jewelry. Block your jewelry out by color.

For example, you need to put all the blacks, your silvers, whites, and grays together on one board. Put all the black necklaces, black earrings, & black bracelets together.

I do the earth tone colors on my second board. Yellow, orange, citrus kit, reds, brass, copper, and browns.

On my third board I put pink, blue, green, and purple together.

You can use the ring box for your rings from the back office, or just the ones it comes in.

Put all the headbands together by color.

I use the spinner rack from achieve display.com to hold my hairclips. Be sure to put the clips together by color.

How much inventory to have:

It is proven that the more you have, the more you will sell, which in turn is more money you will make! Keep in mind that I am not trying to get you to order a lot of jewelry. When you have a good variety of jewelry, you sell more because your customers have more choices to choose from. Be sure to order the new jewelry when it comes out! Women like what's new!

I carry a lot of inventory probably 800 pieces of jewelry. Remember you can build your jewelry! I think 300 to 500 pieces is a great amount if you are doing a lot of parties!

How to handle a broken piece of jewelry if it breaks at your party.

All you need to do is clamp it back together with your needle nose pliers you received in your starter kit. I just say- that's ok, let me loop it back together and I will bring it right back to you!