

INSTORE

THE MAGAZINE FOR THE AMERICAN JEWELRY STORE OWNER • FEBRUARY 2006

SHOW YOUR SPIRIT

★ **LOW-COST (OR NO-COST) MOTIVATION TIPS FOR YOUR TEAM**

DESIGN FEATURE

15 VISIONS IN COLOR

Colored-gemstone designs will dazzle your eyes and your sales

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◀ don a matrix

KARIN JACOBSEN enters the Matrix with her most recent collection. The **PINK MATRIX** silver bracelet and the matching ring are set with synthetic rubies. The suggested retail price for the bracelet is \$1,300 (the ring is priced at \$320). For more information, call (612) 875-5788.