

INSSTORE

MAY 2008 • THE MAGAZINE FOR THE APPLICANT OWNER

BUYER'S RECOURSE

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RETAILERS+EXPERTS
HELP YOU
PLAN RIGHT
FOR THE VEGAS SHOWS

DESIGNED TO SELL

A STORE EXPANSION
PROJECT
WRAPS UP

P163

MAN vs WOMAN

FIND OUT WHO RUNS
A BUSINESS
BETTER


P52

- PLUS
- + GOLD JEWELRY
 - + E-CHECKOUT EXPLAINED
 - + SUMMER PROMOTIONS

32-PAGE SPECIAL
SUPPLEMENT

BUYING GROUPS: STRENGTH IN NUMBERS





UDI BEHR

Legendary rock band Queen and jewelry designer Udi Behr have teamed up to create the LOVE - MADE IN HEAVEN COLLECTION. Proceeds from the sale of jewelry like this sterling silver and 18K-yellow-gold-accented necklace and pendant, set with citrine, will go the Mercury Phoenix Trust, an organization dedicated to raising money and awareness about AIDS in lead singer Freddie Mercury's memory.

\$1,295 (866) 808-5683



CLAUDIA ENDLER DESIGNS

From the CENTER POINT COLLECTION come these long bar pendants in silver set with pink sapphire or 18K white gold set with a diamond. Claudia Endler Designs donates 50 percent of proceeds to the Young Survival Coalition, a group of under-40 breast cancer survivors.

\$225 and \$1,400

(323) 225-5924



DENÉ JEWELRY

The LEGACY NECKLACE, featuring detachable birthstone medallions, is made from 14K reclaimed gold set with conflict-free diamonds. Birthstone choices (also Fair Trade-approved from Columbia Gem House) are available in a variety of colors. Pictured here are sea foam tourmaline, alexandrite, garnet and citrine.

Starting at \$1,499

(800) 577-3363

REFLECTIVE IMAGES

The MAGNOLIA BRACELET is an ancient Celtic motif that is handwoven in 18K yellow gold and silver. All jewelry is made using recycled gold. The company also purchases carbon offsets.

\$479

(888) 733-5238

