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# retail



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## JEWELLERY shines bright

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Why the CBD needs to grow

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Advertising to children

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Let customers see the merchandise

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Upkeep for on-line stores



# EVERYONE'S BEST FRIEND

Forget about diamonds being a girl's best friend, these days the range of jewellery offerings is huge and there is something for everyone. The joy of retailing jewellery is that it can be presented in the most spectacular way with good lighting and thoughtful display.

*Jewellery by Sandra  
Messinger. Photography  
by Lee Marshall.*

Later this month, the Jewellery Association of New Zealand (JANZ) will be on show to support the annual New Zealand Jewellery Fair featuring some of the best in jewellery, watches and glorious fashion pieces alongside this sector's suppliers.

In this issue, we've focused on display and merchandising, store design, training and qualifications within the jewellery sector.

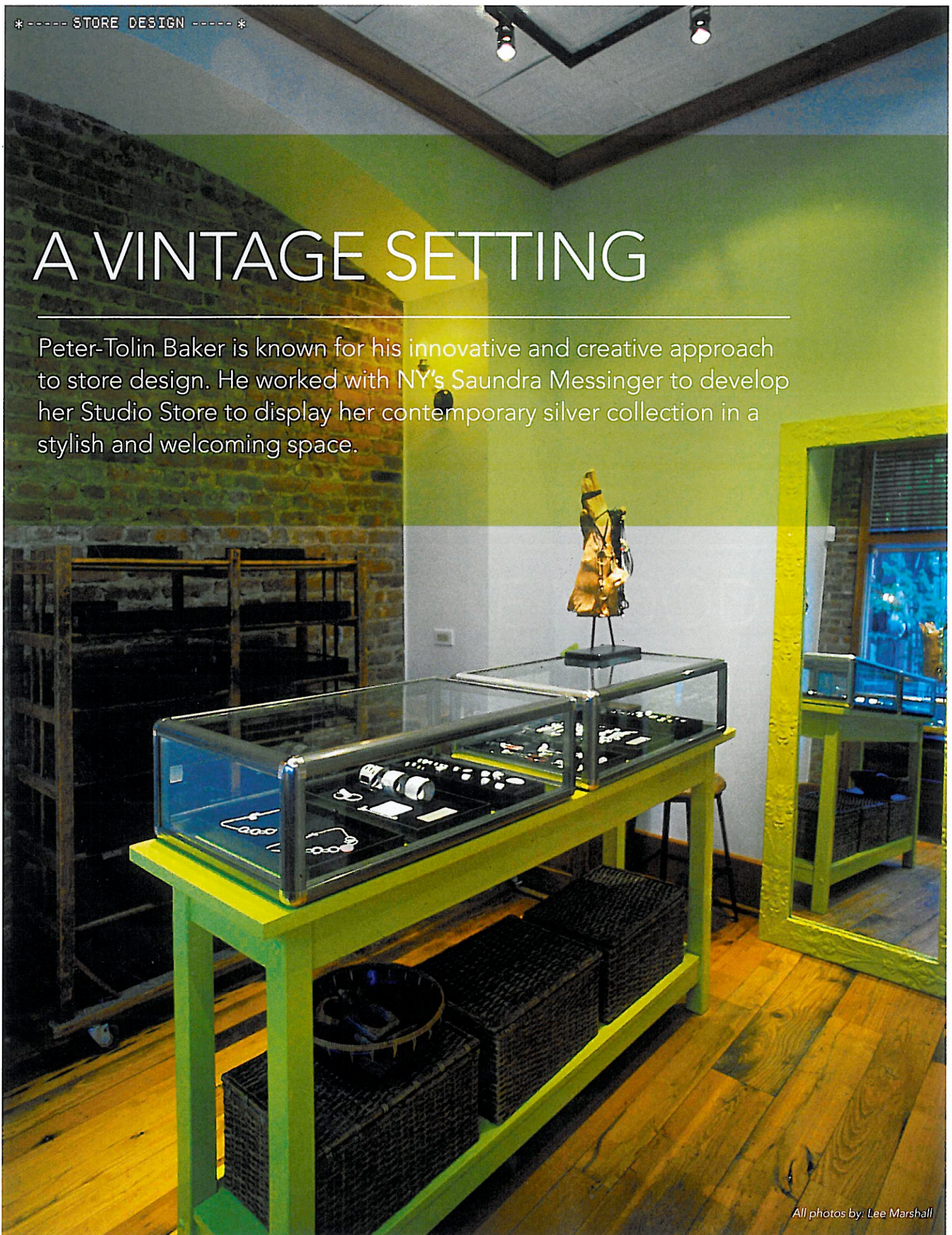
The number of different jewellery avenues available to a consumer in New Zealand have expanded greatly – as in the rest of the world. Many

department stores and non-jewellery focused retail chains stock jewellery as credible accessories – not to mention on-line sales and craft markets – albeit mainly fake. It's not easy to prevent this seepage to mass marketers so the jewellery industry has to work harder to excel in

customer service. Buying quality jewellery is largely an emotional decision for the consumer and if you're not on top of your game sales can be lost. Fortunately, there are resources available to train up and coming apprentices in the art of fine service. ■

# A VINTAGE SETTING

Peter-Tolin Baker is known for his innovative and creative approach to store design. He worked with NY's Sandra Messinger to develop her Studio Store to display her contemporary silver collection in a stylish and welcoming space.



All photos by: Lee Marshall



**T**he Sandra Messinger Studio Store represents Messinger's third successful career. Her first was in music as a nightclub singer. She then became an executive with Eileen Fisher, a widely distributed women's apparel collection. Then, 10 years ago, Messinger decided to follow a lifelong passion to design and distribute her own jewellery label. From this desire emerged a distinctive silver collection that is wholesaled to leading shops and boutiques.

In 2009, she decided to open a small retail store close to the main commercial and shopping street in the picturesque town of Nyack, New York, bordering the Hudson River Palisades, 20 miles north of New York City. For less than US\$25,000 in materials and installation, retail store designer and merchandise display consultant Peter-Tolin Baker transformed Messinger's existing 30m<sup>2</sup> office showroom space – in the vintage Nyack Express Company industrial brick building at 38 High Avenue – into a charming and

distinctive retail store and office space.

"The building and the surrounding commercial area has an early 1900's feel," Baker points out. "It's a quaint neighbourhood that attracts both

"Merchandise is displayed in low-cost, contemporary glass-enclosed cases atop reclaimed wood tables."

locals and visitors," he says. "We agreed that the best solution would be to leverage a contemporary blend with the aesthetic of the historic aspects of the building and the space.

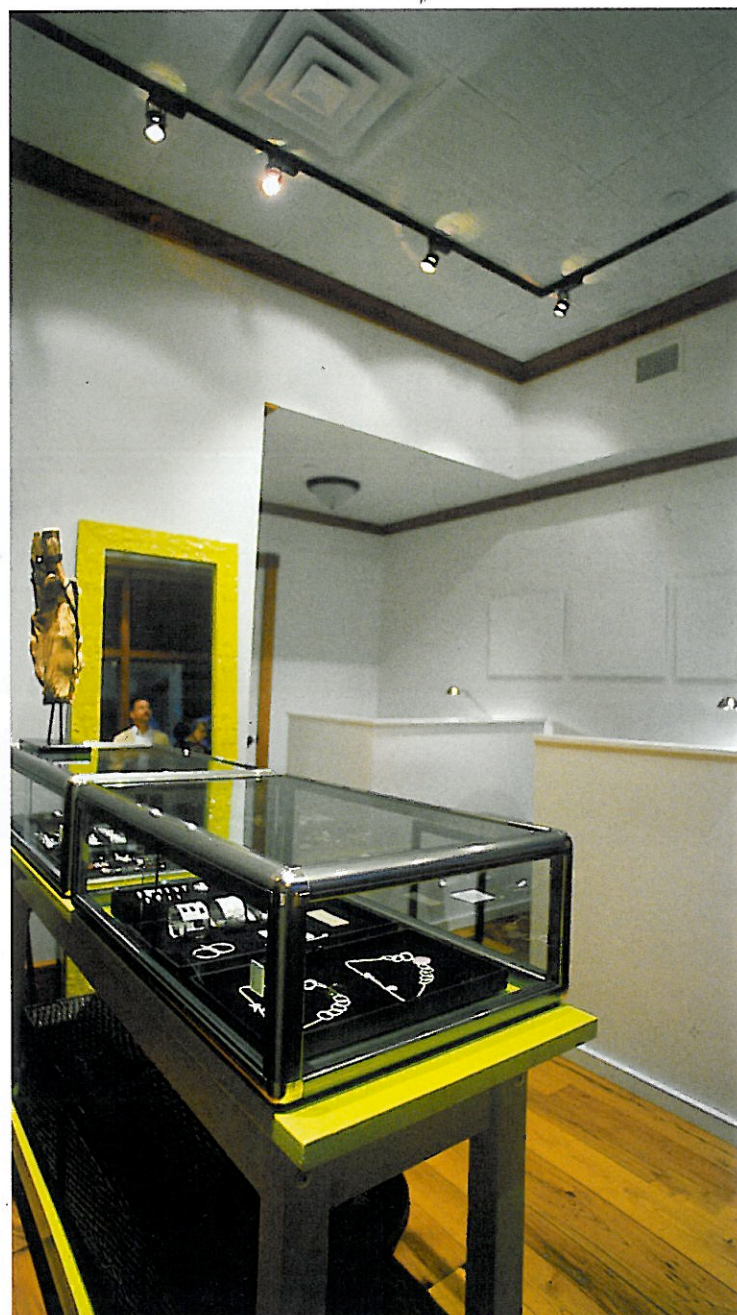
"The implementation of the design plan was a collaborative effort," says Baker, known for his creative approach to store design and display with such retail brands as Tiffany & Co. and Henri Bendel. "Friends and relatives pitched in to get Sandra's space ready for last year's holiday season."

### Interior design

Walls and the faux, pressed-tin ceiling were painted bright white. 'L'-shaped wood partitions were constructed to enclose two existing metal and glass workstations used by the design and support staff – and also to help customers as needed.

Natural cherry wood louvre blinds were installed on the upper section of the full-height windows. They coordinate with millwork trim fashioned of the same wood. On either side of an arch, framing an exposed red brick wall is a pair of vintage-style wall sconces holding a single Edison-type lamp.

Fibreglass window boxes – styled to look like lead metal – are potted with seasonal flowers to add the personal touch.



To augment the illumination from the existing ceiling track, Baker added 50-watt and 75-watt low-voltage MR16 spot and flood fixtures.

Merchandise is displayed in low-cost, contemporary glass-enclosed cases atop tables made from reclaimed wood. "Some are refinished woods and others are painted in the store's theme colour, Eccentric Lime from the Benjamin Moore line." For the front-of-store, display cases placed atop vintage folding tables give passers-by an opportunity to look at Sandra Messinger's designs before entering the store.

An antique wooden rolling drying rack – thought to have been used by a printer or for baked goods – now carries stock bins and is moved nightly to a locked area. Other displays are shown atop a former Ikea butcher-block worktable. Groups

of products rest on black velvet merchandise trays inside the glass cases. Customers can view a potential purchase as part of an ensemble in the full-length mirror with its patterned pressed-tin frame painted in the store's signature bright green hue.

To give height to the merchandise display, three ready-made mounted pieces of sculptural driftwood were procured. Necklaces and other accessories are draped on the forms, giving contrast and balance to the smaller pieces in the cases.

The store's exterior identity was created by applying the designer's logo and lettering onto the front glass and entry door. Contemporary-style fibreglass window boxes – made to resemble lead metal – are filled with potted flowers and placed on an existing concrete ledge, adding a welcoming touch.

Baker also helped his client develop her marketing programme, packaging, signature colours (black, white and lime green), along with sales collateral. ■

□ **Vilma Barr**, a Philadelphia-based freelance writer, collaborated with Peter-Tolin Baker to bring this article to *NZRetail*. Peter-Tolin Baker's 10-step guide to effective store renovation featured in the May issue (#684) of *NZRetail*.

**Left** Jewellery by Sandra Messinger.

**Above** A contemporary blend with the aesthetics of the historical aspects of the building and the space.