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Put personal accessories in the spotlight with a quirky boudoir-like display

How to fashion a funky jewellery display

- 1.** Use unexpected fixtures like vases, dress forms and framed bulletin boards in a casual, lifelike manner. Employ several entry points (i.e., bulletin board, dress form, opened jewellery box) for customers to explore.
- 2.** Ground the display in a bold, warm colour suited to the season, and the products on display. Here, a sun-kissed orange complements the brightly-coloured summery accessories.
- 3.** Choose a fixture which maximizes floor space. The surface of this unit can be utilized, in addition to the lower drawers which can be used for on-floor storage and the upper drawers which can be opened to display additional accessories.



Use a mirror instead of the dress form, so customers can check themselves out donning the merchandise!

Scarf, silver tray with glass bottles, bud vase, ring holder, mirrored jewellery box, silver necklace, multi-coloured beaded necklace, silver and blue bangles, metal cuffs, Abbott, 800-263-2955, www.abbottcollection.com
Earrings, wood-bead purple bracelet, bulletin board frame, Accents de Ville by Linea, 888-315-4632, www.adv-imports.com
Green, purple and pink necklaces; beaded gold bangle and ring; red and turquoise bracelets, purple bangle, dress form, clock, red jewellery box, Attitudes Import, 800-479-0199, www.attitudesimport.com
Pink anemone, CMC, 800-268-2655, www.cmcwholesale.ca
White vase, Hofland, 800-387-6760, www.hofland.com
Storage unit, Ikea, www.ikea.ca
Ribbed vase, pink ranunculus stems, white jewellery box with pink trays, Samaco Trading, 800-263-3093, www.samacotrading.com



Display jewellery in a boutique fashion with unusual displays like vases and dress forms

Unusual Elements

Using vases, open jewellery boxes and dress forms in place of traditional displays imparts a boutique quality to displays. Drape necklaces over the neck of a vase (or lamp shade) and anchor earrings in their openings. The small vase pictured here could be used to add interest to a closed jewellery display instead of laying all the pieces flat under the glass.



Depth Perception

Creating depth in displays can be a challenge, but it's important. Many displays are created in a 1-2-3 stepped progression to take the eye up into the story. However, the 2-1-3 alternative displayed in the positions of the clock, journal and jewellery box add interest, depth and creativity to this vignette. The use of colour also adds to the depth perception as the eye recedes from white to pink to red.



Frame Work

Framed bulletin boards are an offbeat way to display jewellery and bring attention to individual pieces. Use double-sided tape to affix cork to the surface of a frame or mirror to make your own. Paint the cork or wrap it in fabric to harmonize with the display. We hung the board waste high to balance the overall composition, leaving an opening for an additional frame to hang above.