

# Merchandising Ideas for Stores & Craft Shows

A practical checklist for displaying jewelry with intention — better spacing, smarter lighting, and layouts that help customers browse and buy with confidence.

## — QUICK REFERENCE

### The 10 Moves to Start With

These are the highest-impact display changes you can make this week.

- ✓ **1. Show it worn.**  
Use busts or T-bar stands so necklaces drape naturally — customers can picture the fit.
- ✓ **2. Hero item: back/center.**  
That's your billboard zone in a glass case. Give one standout piece its own space.
- ✓ **3. Use the 20/40/40 ladder.**  
Best = solo. Better = groups of 3. Good = tidy density. Never jammed.
- ✓ **4. Clear the front edge.**  
No bend-and-peek layouts. Open browsing feels premium.
- ✓ **5. Add LEDs / spotlights.**  
Avoid harsh overhead light. Ambient base + targeted accents make gems sparkle.
- ✓ **6. Set color temperature.**  
~5000K often flatters diamonds. ~4000K suits most other jewelry.
- ✓ **7. Use micro-signage.**  
One benefit + one category + a clean price range. Keep signs small and purposeful.
- ✓ **8. Organize logically.**  
Group by metal type, color, or collection so browsing feels obvious.
- ✓ **9. Build height with risers.**  
Levels and focal points — ideal for tables and craft show setups.
- ✓ **10. Rotate + photo-track.**  
Photograph each case monthly. Compare when sales move. Build winning layouts.

**Key reminder:** Your jewelry display is brand communication. Cleanliness is non-negotiable, and negative space is a luxury signal.

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#### RULE #1

## Show Jewelry Like It's Worn

Busts or T-bar stands help necklaces hang naturally, making it easier for customers to visualize fit and scale. This works in glass cases, on shelves, or in a craft show booth.

- Use busts / neck forms.**  
Instead of hooks that look like a laundry line.
- Give hero pieces space.**  
A single ring or pendant reads more valuable when it's not crowded.
- Use mirrors sparingly.**  
Add depth and sparkle without distraction.

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#### CASE LAYOUT

## Back/Center First, Front Edge Last

The back/center reads first as shoppers scan a showcase. Place your key item there and build a clear path: best to better to good. Keep the front edge clean so browsing stays comfortable.

**20/40/40 in plain English:** Best items get solo space, mid-tier gets small comparisons (often groups of 3), and entry tier gets tidy density — never jammed.

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#### LIGHTING

## Sparkle Without Glare

Avoid harsh overhead lights that flatten brilliance. Use a comfortable ambient base, then add targeted LEDs/spotlights to make metals sparkle and gemstones shine.

- Spotlights / LEDs for hero pieces.**  
Adjust to eliminate shadows and dead zones.
- Start with temperature.**  
Cooler ~5000K often helps diamonds; ~4000K often flatters most other jewelry.
- Check from the customer side.**  
Catch glare, hotspots, and dull zones before they cost you a sale.

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#### MATERIALS

## Background + Materials = Perceived Value

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Velvet and silk-like materials feel premium. A clean white stage feels modern. Black velvet is a classic for sparkle — just keep fingerprints and dust under control.

**Rule of thumb:** Consistent materials + cleanliness + negative space = luxury signal.

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#### EARRINGS

## Make It Easy to Pick Up

Earring cards help customers compare without disrupting the whole display. Group by metal, color, or collection so browsing feels intuitive.

- Use earring cards.**  
Encourage customers to interact and compare.
- Keep an easy-grab zone at eye level.**  
Reduce friction for the most popular styles.
- Rotate best sellers.**  
So repeat customers notice what's new.

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#### CRAFT SHOWS

## Go Vertical, Save Table Space

Empty wall space is revenue space. Use peg boards, grid panels, hooks, frames, and rotating racks. Add risers for height and keep the table surface calm so the jewelry feels curated.

**Creative ideas:** Repurposed tree branches can hold necklaces, vintage cups can present rings/earrings — keep the overall look consistent and uncluttered.

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#### SIGNAGE

## Guide Without Clutter

Keep signs small and purposeful: one benefit, one category, and a clean price range. This reduces sticker shock while keeping the case elegant.

- Benefits.**  
Handmade, custom, lifetime cleaning, sourced ethically.
- Category.**  
"Everyday studs", "Anniversary favorites", "Halo styles".
- Price band.**  
A tidy range — not dozens of tags — prevents hesitation.

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— MONTHLY SYSTEM

## Rotate, Track, Improve

On the first of each month, photograph each showcase. When sales move, compare what changed. Over time you build repeatable winning layouts for seasons and events.

**Extra simple:** Choose one key item per case, give it prime placement, and change it after it sells. This keeps the store feeling fresh.

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— PRINT & USE

## 10 Display Ideas — This Week

Work through these in your store or at your next craft show.

- Necklaces:**  
Move to busts/T-bars. Stop using hook rows.
- Prime placement:**  
Best item in the back/center at eye level.
- 20/40/40:**  
Best solo, better in 3s, good tidy density.
- Front edge:**  
Clear it. Avoid bend-and-peek layouts.
- Lighting:**  
Add LEDs/spotlights. No harsh overhead glare.
- Temperature:**  
~5000K for diamonds, ~4000K for most jewelry.
- Background:**  
One consistent stage (white, neutral, or black velvet). Keep it clean.
- Earrings:**  
Use earring cards. Keep an easy-grab earring display.
- Vertical space:**  
Peg boards, hooks, and frames at craft shows.
- Rotate + photo-track:**  
Refresh key items and document changes monthly.