

# MODERN

## JEWELER



### SAM HILL

Rohr Jewelers, Milwaukee, Wisconsin

**WHAT WILL SELL:** "People are starting to feel a bit better about buying, and we've brought in some stainless steel and sterling goods in an affordable price range—\$100 to \$300—that they feel comfortable with. One sterling designer we especially like is Sekikazu. He draws people in with good designs and elements like black rhodium and etching. We've also done well with Elle, it's a good name and people recognize it."

**HOW WE'LL SELL IT:** "We're not slashing prices or holding sales, which are actions that don't inspire confidence. I'm finally working on a web site. I've also gotten involved with local non-profits as a way to letting people know about us. Sekikazu designed two pieces for the wild jaguar conservation work done by our local zoo, and our store has also designed a pendant for the local medical college's cancer center."



ELLE JEWELRY "Eclipse" collection patterned ring in rhodium-plated sterling silver, suggested retail \$125, (888) 507-ELLE, [www.ellejewelry.com](http://www.ellejewelry.com).