

READY SET SELL!



# preparing for '24 holiday decor

Lyn Falk

**H**oliday season is upon us. Funny how it happens the same time every year, yet we're often scrambling at the last minute to prepare and install our decorations.

Planning and putting up décor can either be a fun endeavor, or an aggravation. Regardless of your talent in this area, or your perspective, the best way to tackle décor is to plan ahead. Below is a year-long calendar to help you create fabulous fourth quarter holiday décor. Simply tackle one each month and you'll be surprised how much easier life is come November. You'll see a lot of the prep can take place early in the year, when most retailers have the time to plan.

## January

Take down 2023 décor. Review condition of the elements and determine what can be used again. Pack and label accordingly.

## February

Select a theme. If last year's décor is still in good condition and on-trend, then your job will be easier. Generally, the same décor should only be used three years on a row, and even then, there should be some new elements incorporated every year. If it's been three years and it's time to start anew, then look at the latest décor trends and see what fits your store's brand best.

Remember, jewelry = fashion, so customers expect décor to have some sense of the latest fashion/trend. Think beyond the standard red and green garland and holiday trees. When you go to market, see how they are putting a twist on today's décor.

Some new ideas to consider: fill a large frame with men's holiday ties; use your jewelry boxes as ornaments to fill a holiday tree; spray paint your greens (tree, wreaths) in your brand color and then just add a simple tree topper or bow; place an unusual and unexpected finish on the walls inside your wall cases, i.e.: pieces of white furry carpet, ornaments glued to substrates so they fill the wall; bare twigs glued to a substrate...); keep a fresh bouquet of holiday flowers on your transaction counter throughout the season. A simple solution for your cases is to select three different wide ribbons that coordinate and place one of the colors/styles in engagement cases, another in men's, and another in all the other cases. Then select three colors of ornaments, and place one ornament on the ribbon in each case. These simple touches can tie a store together while still letting your products shine.

If you need to refresh old décor, or create new décor by hand, and February is a slower month, then now is the time to do this work.

## March

Determine what parts of your store need décor. Window displays? Vestibule? Interior corner of store? Lounge area? In Goldsmith room? At the transaction counter? How many showcases with get some holiday bling? Tabletops? New wrapping paper?

## April

Determine a budget and start shopping for décor and props. Now is when items will still be in stock. Be sure to stick with your theme (and budget). Don't get distracted with a little of this and a little of that because it caught your eye in a showroom/store!

## May - June

Tie up loose ends, continue making props, or focus on your summer business.

## July

Unpack new orders. Review and label items for installation. Select your install team. Determine who is going to do what and when.

## August

Take your summer vacation.

## September

Start thinking about promotions and special effects/events. Bring your team together to share ideas. Will you serve your customers (spiked?) eggnog this year? Will you select new holiday tunes? How about a new winter/holiday aroma (think essential oil diffusers disseminating pine/fir, or a small crock pot with orange peels). What signs will you need to have made? What will they say? Will you need new or additional lighting?

## October

Final prep to occur. Unpack everything, make the signs, pick up any last-minute items. Have a team meeting to get staff excited and on-board with all the holiday décor and promotional services to be offered.

## November

All décor to be put up between November 1st and 15th. Have a holiday kick-off party, whether internally or with your customers! Stand back and take photos and notes for next year.

## December

Tweak anything that may need fixing or enhanced. Ring in the sales!

Once the sandpaper is dry, it's ready for use. Cook simply slips it over the threaded portion of his handpiece so that when he turns it on, the roll tightens and is ready for use. When the motor stops, the roll loosens and self-releases. "That's the trick," he says. "This saves the effort of taking the whole assembly out of the handpiece. All I have to do is slide one roll off and one roll back on."

These tips originally appeared in MJSA Journal, which is published monthly by Manufacturing Jewelers & Suppliers of America, the trade alliance dedicated to professional excellence in jewelry making and design. To read articles from the latest issue and sign up for a free trial subscription, go to [mjsajournal.online](http://mjsajournal.online).



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