

sales pitches: hot trend edition

long earrings

style, long earrings are being worn at all times of the day. If they aren't diamond intensive chandeliers or a version of shoulder dusters, then a woman can wear linear styles to work, fashionably with jeans or out to dinner." Levinson suggests that customers wear them with an exceptional cuff, bangle bracelets or a cocktail ring, leaving the neck bare or wearing them with the newer, elongated station chains.



"The lines between day and evening have become blurred when it comes to fine jewelry," says *Robin Levinson*, co-owner of *Levinson Jewelers* in *Plantation, FL* alongside husband Mark. "Depending on the

Breuning

PRODUCT DETAILS: Long diamond ribbon earrings in 14k white gold with white cultured pearls

ROBIN LEVINSON SAYS: "These are pretty, classic earrings in a medium length that's easy for almost every woman to wear. These earrings cascade with movement, and the subtle sparkle of the diamonds and pearls definitely works to brighten up the face. They go with everything in a woman's wardrobe, so if my customer likes a longer everyday earring, this is a perfect style."

\$3,100 MANUFACTURER'S SUGGESTED RETAIL PRICE



Durnell

PRODUCT DETAILS: *Classic and Contained Daily Diamonds* in platinum with pear, marquis and round cut.

ROBIN LEVINSON SAYS: "The silhouette of this earring makes it a perfect choice for a variety of face shapes and hair styles. It's a versatile length, which makes it practical as a day into dinner earring. Bold, yet accessible. This type of earring will garner many compliments from friends as it really pops, but will enhance rather than overpower the wearer."

\$5,100 MANUFACTURER'S SUGGESTED RETAIL PRICE



Mark Silverstein

PRODUCT DETAILS: Two-tone 18k white and rose gold earrings featuring white and pink diamonds

ROBIN LEVINSON SAYS: "I love the touch of rose gold and pink diamonds with the white in this earring. It not only sets off the design, but it will work with so much in a customer's existing wardrobe. These have a sexy look to them and just enough sparkle. I would recommend them to a customer who is on the taller side, with a long neck and long hair, a woman that can pull them off while wearing jeans or going to a black tie event. They also have a rich luxurious look at an affordable price."

\$5,000 MANUFACTURER'S SUGGESTED RETAIL PRICE