

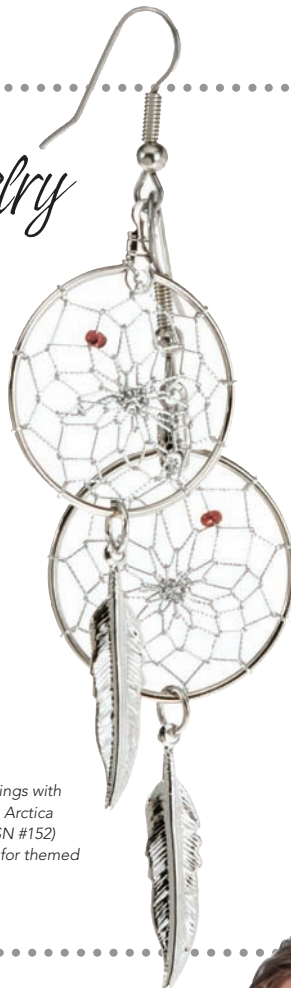
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TREND

SELLING TIP:

Gypsy-themed jewelry is great for staff at unique shops or destinations, or for gift shops at resorts or spas. Classic jewelry is a perfect incentive or rewards gifts for employees. There are even light-up jewelry choices for themed events or holidays.

Gypsy-inspired jewelry

In October, Louis Vuitton wowed in Paris with a dizzying array of accessories, including necklaces, earrings and stacks of bracelets made of mixed materials. And, at San Diego's first-ever Fashion Week, inspired by New York and Los Angeles Fashion Weeks, new designer Fuegorosa unveiled a vibrant gypsy-inspired collection with brightly colored corsets, gauzy skirts and chunky jewelry. In the wearables industry, there are actually a lot of jewelry choices – from gypsy-inspired to classic to ethnic – so they make great add-ons to any order.



These dream catcher earrings with metal feathers (DC2) from Arctica Blanket Inc. (asi/36715; RSN #152) make a perfect accessory for themed parties or holidays.



Whimsical and bright, these wooden beads (BR06) from OTC/Lauren-Spencer Inc. (asi/74778; RSN #149) create lively bracelets. Onyx graced with 14k gold (BK07) from Black Forest Ltd. (asi/40620; RSN #161) adds a dressy touch to any outfit.



These topaz earrings (NL03) and bead earrings (NL63) are both available with matching necklaces, from OTC/Lauren-Spencer Inc. (asi/74778; RSN #149).

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SELLING TIP:

Show clients three moisture-wicking shirts at three price points, so they see what their extra dollars will buy. You might even let the client wear the high-end shirt while at the presentation.

Moisture-management polos

At Golf Europe 2008, the Golf Sports Trade Show in Munich in October, spring/summer 2009 collections are focused on high-performance, technical materials, tighter silhouettes, and brightly colored and multi-colored shirts, infused with signal red, apple green, rust, light green and dolphin gray.

In this industry, top-quality moisture-management shirts, which used to only come at higher price points and with name brands, are broadening to include all price points. More suppliers are offering quality moisture-wicking shirts at good, better and best price points. For example, Broder is launching Harriton wicking T-shirts for less than \$11, while still offering pricier Adidas tees at just under \$30.

Distributors have noticed that their moisture-management apparel sales are going up. "In golf shirts, we sell about 80% higher-quality, moisture-wicking shirts," Tracy says. "Also, people want easy-care, wrinkle-resistant garments. They want to look good, so we sell them a shirt that's low maintenance, but good quality."

This PGA Tour polo (P8SK0009 601) from Perry Ellis International (asi/77715; RSN #153) in jockey red is moisture wicking and antimicrobial, and is textured and color blocked.



This moisture-wicking and antimicrobial finished polo (29669) from PremiumWear (asi/72725; RSN #154) will keep wearers comfortable and odor free.