Article Side

Styles Versus Trends

by Lina Lambert

Article published on May 30th 2012 | Jewelry

Selecting merchandise to be sold in retail jewelry is not as easy compared to other markets. Though accessories have been successfully integrated into every fashionistas' list, jewelry still has a particularly unique place in it. For many, jewelry is something they cannot live without while others might be able to compromise to functional accessories like shoes or bags. Because of this, jewelry retailers need to be more scrutinizing and forward in selecting inventory so that merchandise will not pile up collecting dust on the shelves.

Trends can dictate how customers select jewelry but basing your inventory on current trends alone might not be wisest decision a retailer could make. As the common saying goes, "Trends come and go but style lasts forever." Styles and designs grow but if one will notice, stunning details tend to surface every now and again in fashion.

Style and design has a value of its own that is independent to a jewelry's materials. Leading designers, due to the constraints given by ballooning cost of precious metals like gold and gems like diamond, are diverging from the traditional definition of worth by focusing on exceptional craftsmanship and design. Stainless steel jewelry has grown to become a popular choice today among retailers and customers as more and more beautiful pieces go to mainstream markets.

Retailers might think that offering timeless styles can drive away the younger markets because they may perceive such accessories to be dated or old fashioned. But many designers have innovated classic styles like Heraldic stainless steel jewelry for men and charms stainless steel jewelry for women so that it can still be appreciated in contemporary context. Also, younger markets also are starting to appreciate classic styles more so when the price point is just right.

Jewelry styles offer a great number of advantages over solely providing on the trend accessories. The many customers are not really too particular if their jewelry are on season and the mens jewelry market, though starting to really make a statement, are still on its early beginnings.

There have always been male jewelry buyers but most of their purchases are at the lower end and only few were investing on fine jewelry. Most of the accessories that men buy back on the day when they are still a non-existent market in jewelry are limited to watches and cufflinks. As they started to buy more jewelry in other categories, men still have that sense of playing it safe in choosing the design and not many would go and jump head first on the latest trends pool. Classic monotone styles in stainless steel jewelry proved to become very popular, defeating the sparkly and shiny wares that many high end designers tried to push too early.

Trends can be influential but most of them are appreciated only those who like the high end jewelry. Most do not reach the ordinary, day-in day-out customers, who mostly want functional, affordable and stylish accessories. Retailers who are slave to the trends might want to think about their investment to inventory that many might like to look at but never want to buy.

Article Source:
http://www.articleside.com/jewelry-articles/styles-versus-trends.htm - Article Side

Lina Lambert - About Author:
Lina Lambert, loves to write article out from her collections especially accessories, gadgets and jewelries from Inox a Stainless Steel jewelry either for men and women as a alternative metal jewelry. Visit the website and learn more about the products that beautifies men and women as mens steel jewelry and womens steel jewelry respectively.

Article Keywords:
stainless steel jewelry, womens steel jewelry

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!