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A jewellery display is not exactly the most glamorous of purchases â€“ especially compared to jewellery itself â€“ but is nonetheless a fundamental aspect of shop design for retailers operating in the industry. However chances are that you have never given consideration to how important it is to both big and small jewellers. With that in mind let us take a look at the underrated retail accessory that is the humble jewellery display:

As you can imagine, the jewellery display is not really the focal point when people are looking for fine pieces. With all the eye catching items such as necklaces, bracelets and dazzling gemstones and precious metals it is not exactly the done thing to admire the backdrop. In other words the centre of the attention will always be on the jewellery rather than the jewellery itself. Therefore, along with the likes of jewellery packaging, the shop display is something of an unsung hero. After all, is a jewellery display is doing its job well then you will not really notice it as its primary function is to serve as a showcase for beautiful trinkets.

Components of jewellery display include the likes of busts â€“ which are used to show necklaces in all their glory and are usually finished with a velvet surface.

There are also special stands which showcase watches and earrings. The former are cylindrical and the later are rectangular. Perspex wedges can also be used to display pendants. There are also very simple jewellery display items like clear plastic cases which house things securely so you can look at them. There are specialist compartment trays for smaller jewells which are easy to lose if they are stored loosely.

If you are looking to fit out a store with a practical and understated jewellery display then you can do worse than checking out Packagingworld.co.uk. A one-stop shop for pieces of jewellery display as well as jewellery packaging, the company has built up a reputation in the industry as a dependable supplier of a variety of products. Go to the website today if you are interested in high quality pieces at reasonable prices.

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Julia Roger - About Author:
A a jewellery display has to be as eye catching and attractive as possible if it is to generate consumer interest. You will love our wonderful, affordable a jewellery packaging at packagingworld.co.uk! Visit us!

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