

# INSTORE

MAY 2009 • THE MAGAZINE FOR THE AMERICAN JEWELRY OWNER



## MELLOW YELLOW

STRIKE GOLD WITH  
THESE 17 DESIGNS

## FOCUS YOUR PLANS

**VEGAS SPECIAL:** KEEP THIS  
YEAR'S TRIP TO THE SHOWS  
CLEAN, MEAN AND ON TARGET

## MYTHS BUSTED

PEOPLE CONTINUE  
TO BUY JEWELRY

32-PAGE SPECIAL  
SUPPLEMENT  
BUYING GROUPS



