



Show 'Em What You Got: Displaying High-End Cases

By Kimberly Jones High-end eyeglass cases combine premium materials with tantalizing textures and bold coloring to help patients convey a look that, together with their eyewear, is complete and sophisticated. Putting fashionable cases on display in the dispensary, not just in a drawer, is a great way to get patients to notice how useful and stylish an accessory they are.

NOT JUST GIVEAWAYS

Today's eyeglass cases are more than just mere giveaways. If you are giving away standard cases, then you are missing out on lucrative sales and marketing opportunities that could take your practice from good to great. Moving beyond giving these gems away can be easily accomplished with the right products and the right display strategies.

CURIOSITY SNAGS THE PATIENT

Create interest in cases by creatively displaying them in a way they are sure to be noticed. So how do you create interest?

As with all high-end inventories, you can start by simply displaying the product under glass. It is understood by the consumer that anything held in a glass display, whether it be jewelry or collectibles, is inventory that the seller places a lot of value and confidence in and therefore builds instant allure and mystique around that stock.

Other display options include towers and portable displays that lets patients be hands-on with the product, allowing them to both see and feel the quality.

“A little creativity goes a long way.”



Display Corinne McCormack's Red Hollywood case with a ruby-red lipstick for a smokin'-hot effect!

USE YOUR IMAGINATION

A little creativity goes a long way when it comes to making that multiple sale. Extra touches in your display that suggest situations in which a case would be ideal is a great way to excite patients' imagination, making them eager to purchase and use the accessory.

Picture this: a silk scarf artfully draped around a luxurious look-

ing case with a playbill propped nearby to invoke a sensuous evening of performing arts. Or, pair a stylish case with a trendy retainer that doubles as a necklace along with a menu from a popular restaurant to summon thoughts of a night on the town. There are many themes to play with in order to appeal to a diverse range of patients.

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Highlight the pockets in Astucci's Model No. IP715 case when displaying it to show just how it can carry all of the essentials.

BEWARE OF SHRINKAGE! If not protected properly, cases can be a shoplifter's dream because they're lightweight and easy to hide. Inventory shrinkage can be detrimental to your bottom line and therefore makes an even stronger reason why you should protect your goods in a way that shows them off and keeps them safe at the same time.

