

Outfitting a store of any kind is no small feat. The purpose of this form is to give you a comprehensive overview of the fixtures and supplies you'll need to start and maintain your Jewelry Store. If you're a new shop owner, you'll also want to read our [checklist for opening a new store](#).

- 1. Window Display** – Your customer's first impression of your shop will be a lasting one. Successful window display is not only draws potential shoppers into your retail environment, it also serves to advertise your location and keep your store memorable. Read our [article about creating an effective window display](#) to learn more.

Required Items:

- Pedestal Cases
- Banners
- Bases

Recommended Items:

- Light Boxes
- Neon Signs
- Scrolling LED Signs

- 2. Wall Display** – Depending on your store, wall displays will hold the bulk of your merchandise. Careful selection of one or all of the fixtures listed below will have a lasting effect on the selling potential of your store. Choose your colors, finishes and styles wisely, and your customers will keep coming back. For more information on using wall displays to maximum effect, read this [article about perimeter wall display](#).

Required Items (Choose At Least One):

- Slatwall
- Puckwall
- Slatstrip
- Freewall
- Wall Shelving & Standards

Recommended Items:

- Air System Shelving

- 3. Floor Display** – Your store’s traffic flow, overall look and display potential are all dependent on the careful selection of the items in this category. Balancing budget with customer experience is the key factor in choosing which fixtures are right for you.

Required Items:

- [Display Tables](#)

Recommended Items:

- [Slatwall Fixtures](#)
- [Gridwall Fixtures](#)
- [Glass Displays](#)
- [Abstracta](#)

- 4. Hardware** – Selecting the right hardware for your store depends heavily on the kind of atmosphere you expect to create for your customer and the type of merchandise you want to display. If you plan ahead, you will be able to re-use hardware on most or all types of your fixtures whether they’re sitting on the floor, hanging on the wall or filling out your window display.

Required Items (Choose At Least One):

- [Slatwall Accessories](#)
- [Standards](#)
- [Puckwall Accessories](#)

- 5. Countertop & Cases** – Your main counter is the nerve center of your retail space. Effective use of display cases, counters and countertop displays provides last minute sales opportunities, security for small but expensive items as well as an effective point of contact for your customers. Check out our [article about display cases and counters](#) for more information.

Required Items (Pick At Least One):

- [Showcases & Counters](#)
- [Jewelry Display](#)

Recommended Items:

- [Tecno Jewelry Showcases](#)
- [Raw Steel Jewelry Cases](#)
- [Sit Down Jewelry Cases](#)
- [Countertop Mirrors](#)
- [Watch Displays](#)
- [Sign Holders](#)
- [Anti-Fatigue Mats](#)

- 6. Cash Management** – Effective money management is key to running a successful retail operation. A simple cash register may provide enough functionality to handle the needs of a smaller shop owner, however we recommend a full POS system as it will allow you to take full control of your accounting, inventory and credit card processing in one convenient package. Be sure to read our [article about point of sale systems](#) before making a final decision.

Required Items:

- [Cash Register](#)

Recommended Items:

- [Point Of Sale System](#)
- [Safes](#)

7. **Bags & Packaging** – Not just a simple store supply, your bags & boxes are also a key element in the strengthening of your brand. Be sure to spend a little extra to have your logo placed on your choice of bags or boxes – it's a small price to pay for a huge return in brand recognition.

Required Items:

- [Bags](#)
- [Gift Boxes](#)

Recommended Items:

- [Tissue Paper](#)
- [Custom Logo Printing](#)

8. **Lighting** – Effective lighting can be the deciding factor between whether your customers engage with your merchandise or simply move on to one of your competitors. Striking a proper balance between ambient and accent lighting will create an environment that will stimulate your customers and keep them coming back. For a better idea of how to harness the power of illumination in your store, read our [article about track lighting](#) as well as our [article about retail lighting](#).

Required Items:

- [Track Lighting](#)
- [Light Bulbs](#)

Recommended Items:

- [Clamp-On Lights](#)
- [Lighting Truss](#)

- 9. Signage** – Useful for everything from advertisements to customer relations, proper use of signs and graphics are crucial to keeping shoppers informed and engaged with your merchandise. A proper mix of the items listed below will keep your customers happy and your register ringing.

Required Items:

- [Sign Holders](#)

Recommended Items:

- [Neon Signs](#)
- [Message Sign Boards](#)
- [Graphic Display Units](#)
- [Light Boxes](#)
- [Banners](#)

- 10. Security** – Loss prevention should be a priority for any retailer. From blind spot eliminating safety mirrors to full-fledged electronic article surveillance (EAS) systems, it is in your best interest to protect your wares, and your profits, from would-be criminals. For more information on protecting your store from shoplifters, read our [article about retail loss prevention](#).

Recommended Items:

- [Security Mirrors](#)
- [Security Systems](#)
- [Door Chimes](#)
- [Dummy Security Cameras](#)
- [Safes](#)

11. Store Supplies – The unsung heroes of the retail world, store supplies are the most replaced category on this list. Gauging your needs and keeping proper stock of these often overlooked items is key to keeping your store up and running. This category also represents the nuts and bolts of your shop, which are made no less important by their lack of flash or glamour.

Required Items:

- [Jewelry Tags](#)
- [Sign Holders](#)

Recommended Items:

- [Anti-Fatigue Mats](#)

12. The Back Room – Perhaps the most overlooked aspect of store planning, the back room is where you keep your most important asset – your inventory. Read our [article about inventory management](#) to get a handle on your stock and how to keep it in check.

Required Items:

- [Back Room Shelving](#)