

# Veteran Journalist Trace Shelton Named Editor-in-Chief of INSTORE

Popular jewelry industry magazine picks well-known figure to lead publication



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**Summary** **Veteran jewelry industry journalist Trace Shelton has been named editor-in-chief of INSTORE Magazine.**

**Details** NEW YORK — Veteran jewelry industry journalist Trace Shelton has been named editor-in-chief of INSTORE Magazine, SmartWork Media announced on Tuesday.

Since 2008, Shelton has served as editor-in-chief of INSTORE's sister publication, INDESIGN, which specialized in the niche of high-end jewelry design and retail.

Last week, SmartWork Media announced that INDESIGN would end its current bi-monthly publication schedule but would continue with occasional special issues and special sections within the pages of INSTORE.

Shelton has also been a contributing writer and editor with INSTORE since 2004, winning numerous national and international journalism awards for feature writing.

Shelton replaces SmartWork Media Group Editorial Director David Squires at the helm of INSTORE. Squires has served as INSTORE's top editor since the magazine's inception in 2002. In his continuing role of Group Editorial Director of SmartWork Media, Squires will provide oversight for INSTORE, as well as SmartWork Media's award-winning publications for independent businesses in other vertical markets.

"Trace knows the jewelry industry inside and out, and has been a popular, well-connected figure in the business for many years," said Squires. "This was a logical next step for him, and we're looking forward to seeing where he will take this much-beloved publication in the years to come."

Said Shelton: "Jewelry retailers are my favorite people, and I'm excited to continue the INSTORE tradition of bringing them the best business-building tips, advice and information we can find while also sharing stories about the human side of this special industry."

For more information about INSTORE, visit [instoremag.com](http://instoremag.com).

For more information about SmartWork Media, visit [smartworkmedia.com](http://smartworkmedia.com).

## SmartWork Media

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Quotes  *“Jewelry retailers are my favorite people, and I’m excited to continue the INSTORE tradition of bringing them the best business-building tips, advice and information we can find while also sharing stories about the human side of this special industry.”*  
— Trace Shelton

Images



## About SmartWork Media

SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse H. Neal Award. Products include INSTORE magazine (serving more than 22,000 North American jewelers) and INVISION magazine for eye care professionals. SmartWork Media is based in New York, NY.