

The 2015 SMART Jewelry Show Chicago Opens Strong

“Big Thinker” Paco Underhill Delivers A Powerful Keynote Address



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Summary **The seventh annual SMART Jewelry Show Chicago opened its doors today following an inspiring message from keynote speaker Paco Underhill. His session, “What Your Customers Really Want: The Science of Shopping,” taught retailers what they can do to encourage today’s savvy customers to stay longer and purchase more. The keynote address was sponsored by Synchrony Financial.**

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“We love getting retailers pumped up before they head down to the show floor, and Paco did that and more,” said Jim Reed, director of The SMART Jewelry Show. “With his vast experience optimizing retail environments, and plenty of hands-on experience in the jewelry industry, he fits right in to this year’s ‘Big Thinker’ theme.”

Said Underhill during his session, describing the importance of being able to recognize shifts in consumer needs and behavior. “Retail is the dipstick to social change. The key is being able to react to that social change.”

Retailers attending the session were impressed.

“This man would be my favorite this year because he was new and fresh,” said Cynthia Findlay of Cynthia Findlay Antiques in Toronto, Canada. “He makes you fall in love with your business, go home and generate new approaches to improving your physical store.”

“He inspired a lot of fresh thinking that we can go back and implement,” said Alan Rodriguez of Julz by Alan Rodriguez in Canton, OH.

Underhill is the best-selling author of *Why We Buy: The Science Of Shopping* and *What Women Want: The Science of Female Shopping* along with other titles, as well as president of Envirosell, a behavioral research and consultancy he founded in 1977.

This year’s show promises to be the best yet, with a host of exciting new programs being introduced alongside popular show features.

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For the first time ever, the SMART Show is offering special perks to top buyers with its SMART Buyers Club. Buyers who spend a minimum amount can qualify for access to an exclusive lounge, complimentary lunch and refreshments, free parking, bonus education sessions and more at next year's show by turning in receipts at the INSTORE booth.

Submitting receipts can also qualify retailers to enter the Buy & Win Sweepstakes: For every \$2,500 spent at the show, they can enter to win a four-day, three-night luxury cruise to the Bahamas (courtesy of Capitol Marketing Concepts) or other prizes.

This year also sees the return of INSTORE's SMART Party, the Sunday night networking event at Navy Pier's Grand Ballroom. Sponsored by Antwerp World Diamond Center, it features live music, abundant food stations, drinks and dancing.

And, one of the most unique, innovative and popular show features -- The Bench Pressure Challenge which is sponsored by Stuller -- is returning. Eight talented contestants face off in timed, head-to-head battles that show off their CAD and bench skills live on the show floor. But this year, the area has been expanded into its own pavilion, with a full day of hands-on demos featuring the latest bench tools and tech.

The SMART Jewelry Show runs through Monday at Chicago's Navy Pier.

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), INDESIGN magazine for designer jewelry, INVISION magazine for eye care professionals and The SMART Jewelry Show Chicago. SmartWork Media is based in New York, NY.