

Paco Underhill to Speak at The SMART Jewelry Show

Best-selling author to deliver keynote address in Chicago



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Summary **The SMART Jewelry Show today announces that best-selling author and retail environment expert Paco Underhill will deliver the keynote address at its 2015 Chicago show on Saturday, April 18, at 8:30 a.m.**

Details The SMART Jewelry Show today announces that best-selling author and retail environment expert Paco Underhill will deliver the keynote address at its 2015 Chicago show on Saturday, April 18, at 8:30 a.m.

Drawing on his 20 years of experience studying the buying habits of shoppers around the world, Underhill will give retail jewelers ideas for creating a physical environment and store personality that fits the needs of their market's demographics.

"Paco has been a huge source of inspiration for INSTORE fans for years," said Cindy Chandler, associate show director. "We're excited to give our audience the chance to learn some valuable ideas directly from the man himself. For jewelers interested in learning new ways to increase their bottom line, this is one event that can't be missed."

Underhill's first book, *Why We Buy: The Science of Shopping*, was an internationally recognized bestseller. His most recent book, *What Women Want*, addresses the power of the female shopper, and his editorials have appeared in *The New York Times*, *Money Magazine* and *The Wall Street Journal*.

As the founding president of Envirosell, a behavioral research and consultancy firm, Underhill helps optimize commercial environments for companies like Microsoft, McDonald's, adidas and Estee Lauder.

The SMART Jewelry Show, now in its seventh year, gives retail jewelers the opportunity to shop 500 booths of products in every key category while also learning techniques to improve their marketing, sales, inventory management and more. The 2015 show takes place April 18-20, with a full day of education sessions on Friday, April 17.

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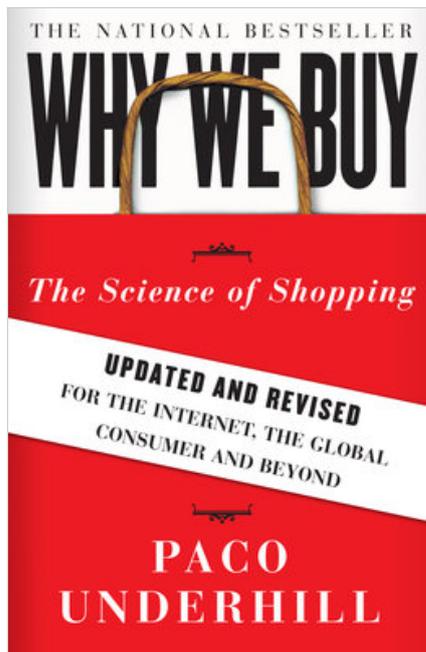
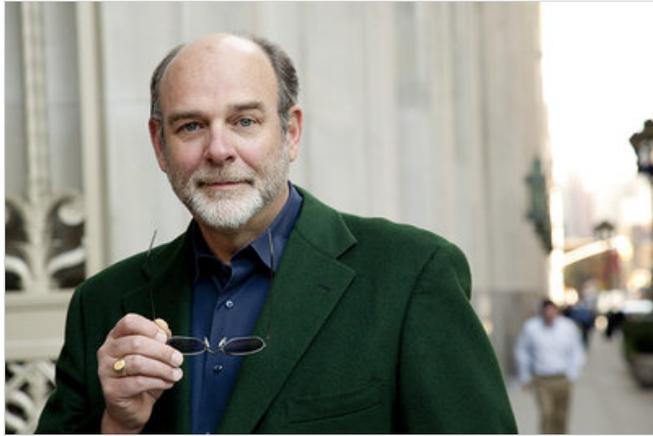
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SmartWork Media produces market-leading media products for retailers in the jewelry and eyecare industries. Over the last decade, SmartWork Media's business publications have earned more than 65 national and international awards, including a Jesse 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.