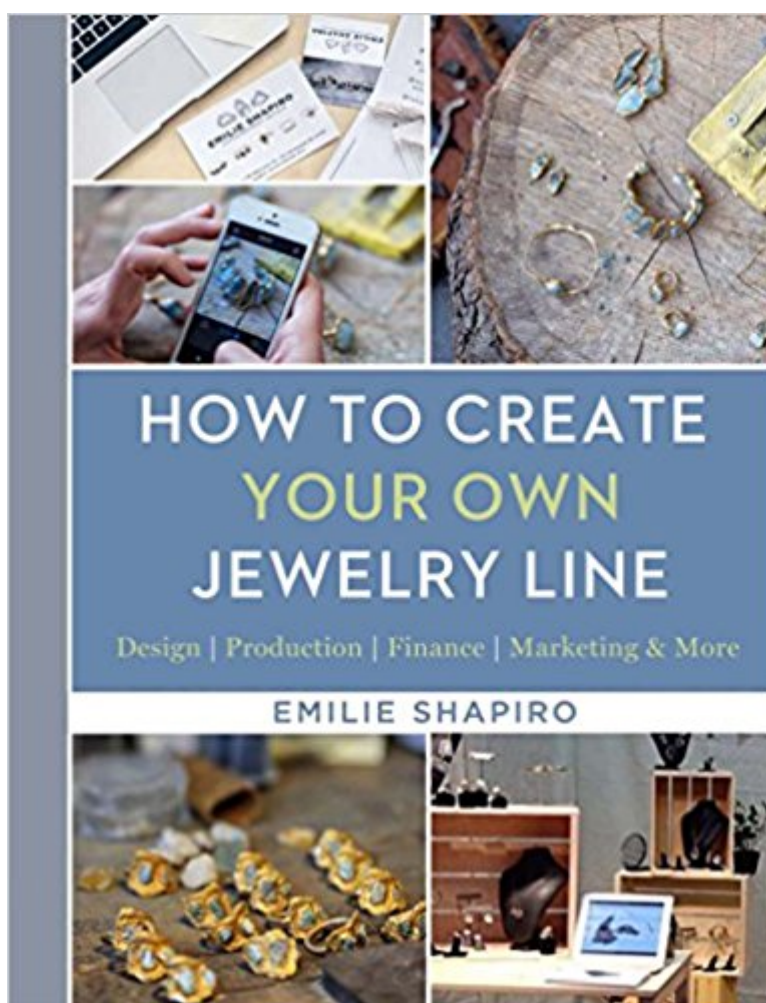


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# How To Create Your Own Jewelry Line: Design &#150; Production &#150; Finance &#150; Marketing & More



## Synopsis

To develop a successful jewelry line, designers have to be more than just creative artists—they have to understand the ins and outs of running a crafts business. Emilie Shapiro's detailed guide explores the many facets of creating a quality handmade collection that people will buy, including where to sell your work, how to do small-scale production, how to carry out market research and publicity, how to price and present your pieces for greatest effect, and so much more. It's the perfect primer for budding jewelry entrepreneurs.

## Book Information

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Average Customer Review: 4.5 out of 5 stars 21 customer reviews

Best Sellers Rank: #66,069 in Books (See Top 100 in Books) #2 in Books > Arts & Photography > Decorative Arts & Design > Jewelry Design #336 in Books > Business & Money > Job Hunting & Careers > Guides #625 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

Emilie Shapiro lives and works in New York City, where she designs and creates her own jewelry line, Emilie Shapiro Contemporary Metals. Before she started her own line, Emilie worked as the Production Manager at Pamela Love and Allforthemountain. She teaches wax-carving classes and specialty workshops at various studios including 92Y, Liloveve Jewelry School, and other studios throughout the NY Metro area. Her work is sold worldwide in locations such as the American Museum of Natural History, the Brooklyn Museum, and the Royal Ontario Museum.

You can find all the info in this book online on forums and blogs. It's too wordy for the amount of actual information in the book. I won't be keeping it. I would only recommend it if you're a complete beginner or have never done any research. I attended Syracuse university metalsmithing program as well and found the authors experiences to be hers alone.

Needed more business ideas. Great tutorial.

Just started my own jewelry business. I have a BBA and MBA; this should be a text book. It is an invaluable resource.

The book is a most read for very jewelry .I felt like I was in the class room with the author. Really great book I could relate with very detail in the book. Thanks for write such a good book,I finish reading it within 3day. And will keep going through it over and over again.

great thank you!

Very informative and gave me the motivation to start up my Etsy store again!

Excellent book. Well written, full of valuable tips.

This book was a GREAT resource and help to me. Loved it.

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