



Selling Earrings to Fit the Face

By Calla Gold

When it comes to earrings, what's flattering on one face can be frightful on another. Learn the difference and your customers will flock to you.

There are right earrings and wrong earrings for every occasion and every woman. There are earrings for work, the opera and the party Saturday night. There are casual earrings to wear around the house and go to the grocery store. With the right earrings, a casually dressed woman can seem elegant or sophisticated.

But forget the occasion for a moment and help your customer find earrings to complement her face shape. Consider the geometry of her face and what will accentuate her good features. The texture and color of the earrings should work with the cut and color of her hair.

All these considerations are important and, as a jewelry sales professional, you should know which earring shape should adorn which women. Check the illustrations for guidelines.

Skin Deep

Along with the shape of the face, consider the condition of the skin - no matter how much sunscreen, lotion and potion is applied, skin changes with age.

Small, flat smooth-surface earrings show off sleek, youthful complexions, though textured styles are perfectly acceptable.

Older women should wear larger earrings. They should avoid smooth, "design-less" looks, which call attention to imperfect skin. Draw attention to their overall beauty with the use of bigger, bolder, more colorful jewelry.

Continued on page 2 with an illustrated guide to face shapes.

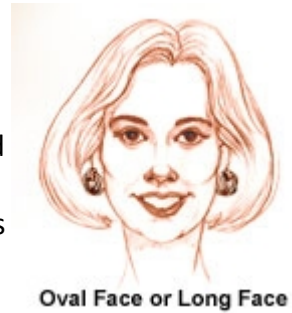


Angular Face

Small circular to large oval earrings soften the planes and lines of this face shape. Earrings that flare at the bottom and have curvy details are especially complementary. For a chiseled angular face, avoid earrings that come to a point, as this calls unflattering attention to facial angles.

Oval Face or Long Face

An open knot like this adds fullness to the cheek bone area where the oval and long face shape will benefit from it. Wearing earrings that widen the face is very balancing to the vertical orientation of these pretty face shapes. Hoops, large ovals or three-dimensional puffed earrings are effective because they add an impression of fullness. Earrings to avoid include, long, narrow and dangling earrings as they can create a too-long look. With shorter hair styles, pearl studs and round gem earrings are nicely complementary. Flat earrings are also to be avoided because their lack of dimension robs these face shapes of the fullness that so well frames them.



Oval Face or Long Face



Square or Wide Face

Large earrings balance the shape of this face. Long earrings that flare at the bottom, elongating styles and long oval shapes can all work. Flat designs are better than fuller three-dimensional puffy styles. On larger fleshier faces, angular earrings that make a statement can look great and convey power and confidence. Avoid round hoops, circular designs and triangles.

Round Face

Big Bold earrings minimize the visual impression of roundness. Angular earrings create a dramatic juxtaposition to the curves. Earrings that lengthen are very complimentary, as are flatter designs. When choosing studs try marquis shape, emerald cut and trilliant designs with simple, elegant settings. Avoid round hoops, puffy, three dimensional designs and small intricate styles. An oval hoop that comes to a point at the bottom that's elongating should work also.



Round Face

Illustrations by [Entera](#).

Calla Gold is a Personal Jeweler in Santa Barbara, California. Visit CallaGold.com to learn more.