

From: National Jeweler Network [email@mail.nationaljewelernetwork.com]

Sent: Wednesday, April 28, 2010 5:59 PM

To: Williams, Schuyler J

Subject: Is silver the ticket to Mother's Day sales?

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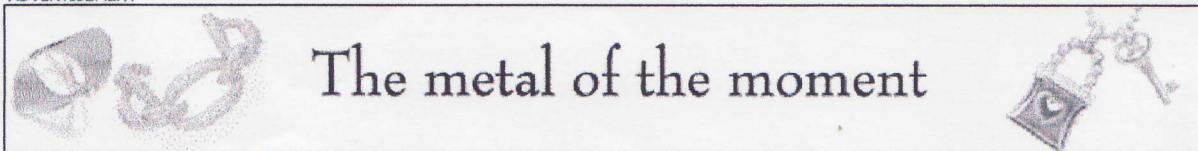
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As spot prices for gold and platinum have soared over the past few years, jewelers have increasingly sought alternative materials that will enable them to maintain margins and offer their customers realistic price points. Silver has been a major beneficiary of this trend, with manufacturers and wholesalers offering a broadened range of excellent product. As we do with other product categories, National Jeweler's new silver-specific newsletter will bring you all the news and developments within this increasingly important market opportunity.

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April 2010--This Month in Silver



[Is silver the ticket to Mother's Day sales?](#)

For last-minute, wallet-friendly items to stock up on for Mother's Day 2010, look to sterling silver rings, bracelets and necklaces, especially those that can be engraved and hand-stamped with inscriptions and loved ones' names.

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[NRF: Mother's Day spend up, jewelers high on list](#)

Specialty stores such as jewelers and florists will be hot spots for Mother's Day shopping this year, finds a new National Retail Federation (NRF) consumer survey which also predicts that the average shopper will spend more on mom than in 2009. Conducted by BIGresearch, the survey found that the average person will shell out \$126.90 on Mother's Day gifts, compared to \$123.89 last year, figures that make sterling a likely option for jewelry gifts.

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Silver jewelry sales grew
by an average of 22.4% in 2009.*



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Silver Promotion Service

Guest Editor Column by Lorraine DePasque

From the iPad and iPhone to MyNetworkTV and WE tv, the culture customers live in is all about personalization. Their reality is individuality. Thus it follows that, in this



Swarovski latest to fall under silver's spell

In a departure from its predominantly costume jewelry focus, Swarovski is bringing its fashion-forward ethos to the company's first sterling silver jewelry collection, the "Manhattan Collection," unveiled as part of its fall collection.

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81% of jewelry retailers said their silver jewelry sales increased in 2009.*

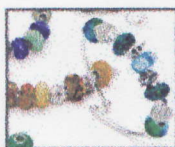


David Yurman opens new digs on Madison Avenue

David Yurman, the designer whose eponymous jewelry empire launched 30 years ago with his signature sterling silver cable bracelets, is celebrating the brand's latest anniversary with the opening of a new flagship in Manhattan.

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54% of retailers said silver jewelry had the best holiday season maintained margin.*



Stuller system gets Kera bead sales rolling

Stuller has launched a marketing support system for Kera, the branded bead collection that the Lafayette, La.-based jewelry manufacturer initially launched in November 2009. The collection includes more than 150 total Murano glass and sterling silver beads, six varieties of bracelet styles and two necklace styles.

Sears unveils recycled silver line for Earth Day

NES Green, the environmental arm of the NES Group, a New York City-based sterling silver jewelry company, announced that it is debuting its "Silver Earth" jewelry collection in 775 Sears stores nationwide and at Sears.com, with the launch of the collection set to coincide with the 40th anniversary of Earth Day, April 22.

Olsens go solo with Elizabeth and James line

Style icons and fashion entrepreneurs Mary-Kate and Ashley Olsen received a crash course in the jewelry business last year when they partnered with renowned designer Robert Lee Morris for jewelry to complement their contemporary apparel brand Elizabeth and James. Beginning in the fall of 2010, new jewelry from the Olsens, which includes sterling silver pieces, will fall simply under the Elizabeth and James brand name.

Stuller launches celebrity-fave Swank Mommy line

Just in time for Mother's Day, which is right around the corner on May 9, Stuller has collaborated with designer Ali Krebs to introduce customers to Swank Mommy, a branded and customizable line of sterling silver and 14-karat gold jewelry that already enjoys a following of celebrity moms.

Argentium inks silver deal with two new suppliers

Argentium International Ltd. has announced a partnership with two new suppliers, a move that is part of a new distribution strategy for the company, which manufactures tarnish-resistant silver.

Jeweler's deal sparkles, pampers for Mother's Day

Any Northeastern Fine Jewelry customer who spends \$159 or more on jewelry for Mother's Day (sterling silver, anyone?) at any of the retailer's four locations between May 6 and May 8 will receive a package that is sure to soothe even the most overworked mom, the jeweler announced in a press release.

relatively new world of "I, my and we products," designer sterling silver is a must-have sign of the times. Its hallmarks--signature elements, handcrafted workmanship, artisanal details--speak to the contemporary consumer's craving for distinction. To help you sell more and talk with customers about it, here's a simple memory tool, an acronym using the initials D-E-S-I-G-N-E-R:

D: DETAILS. Distinct details characterize designer sterling. Logos, hidden gemstones, unique surface treatments, artistic features--the design is in the details. And silver, with its inherent affordability, allows designers to incorporate details into dramatic, large-scale pieces.

E: EIGHTEEN, ESTABLISHED AND EMERGING. The "Designer Gallery" on the SavorSilver.com [Web site](#) features 18 brands, established and emerging. Encourage customers to log on and see their uniqueness. Remind them, too, that the SilverMark is emblematic of high design.

S: STORIES. Key to the specialness of these designs are the artists' personal stories: their inspiration, where they come from, other media they work in. Stories help consumers feel connected to the jewelry and also encourage collecting. There's "a story" on each artist in SavorSilver.com's Designer Gallery.

I: INFORMATION. Caring for jewelry requires knowledge, and caring for designer silver, which often has unusual surface treatments, has some special "how-tos"--which customers will find on SavorSilver.com.

G: GROUNDBREAKING. When it comes to new techniques, designer silver lines shine. Our site explains many designers' handcraftsmanship and innovations.

N: NOBLE METAL. Always tell consumers that sterling silver is one of only four noble metals in the world--also the most affordable.


E: EUROPE. What, Europe? Given the economy, some of Europe's biggest luxury players--Gucci, Louis Vuitton, Prada, Dior--are marketing their brand's history and heritage to underscore longevity, authenticity and quality. It's the same for designer silver--so talk about it.

R: REAL GEMS. Point out that designers of sterling silver use "real gems," from diamonds and sapphires to semiprecious stones. Real gems in precious metal.

Lorraine DePasque, a freelance writer and editor, is one of the industry's leading journalists on designers and upscale jewelry brands. She was also a recipient of the Contemporary Design Group award for "Best Designer Advocate."

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Isn't it time you increased sales and maintained margin?

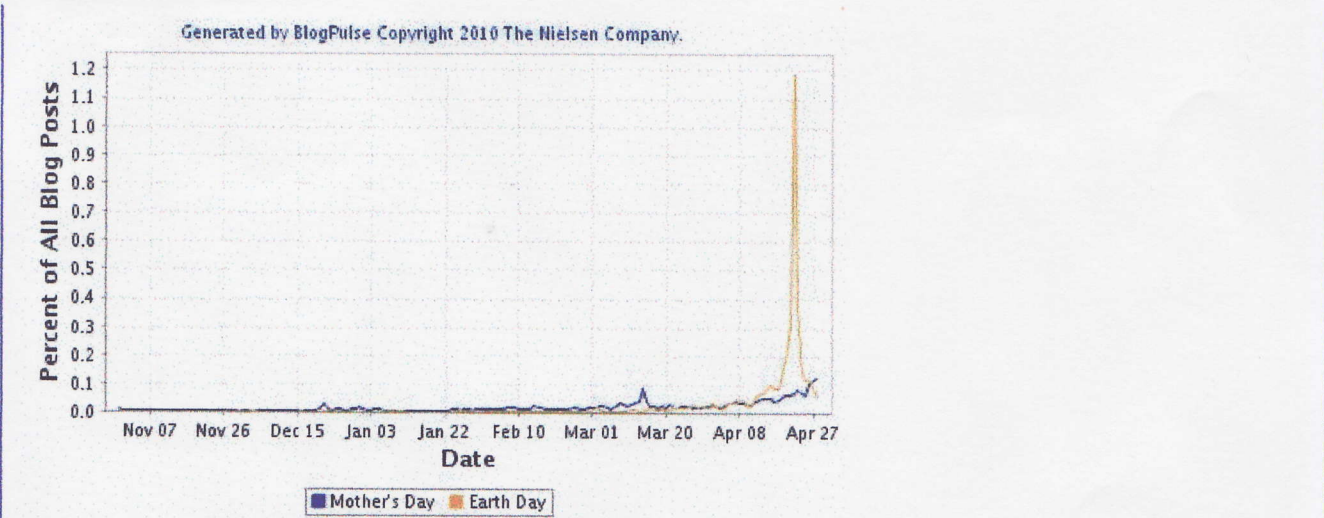


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* Based on Nielsen/National Jeweler research

The Buzz About Silver



Created by National Jeweler's corporate sister Nielsen Buzzmetrics

BlogPulse measures usage prevalence for individual terms by bloggers to gauge interest in those terms and the trends they represent.

The frequency of blog mentions featuring the term "Earth Day" spiked around April 22, the annual celebration of environmental awareness, while blog mentions of "Mother's Day" were slowly increasing at the end of April and leading up to the May 9 holiday.

Join the ABJ Social Network

The premiere business networking site designed specifically for the jewelry community. The ABJ Network is a social media application for peer-to-peer interaction, discussion forums, photo and video showcases, and much more. Exclusive to retailers, the site contains market wide discussions, the ability to create your own working groups and a continuing stream of ideas to help you succeed in your store.

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