

JAMMIES & JEWELRY
JANUARY 24, 2010
SPRING COLLECTION OVERVIEW

ANGIE

Fashion Sense – it's on the cover. This is the ON TREND necklace. Multi layer – all in one look. The price is FABULOUS! This is like Cascade, Runway Keepsake all put together! It is a fantastic price point!

Cool Waters – Multi strain necklace with seafoam and wonderful soft colors. Chunky and fun.

Las Colinas - It looks like you “made it” – but the great part. A hot look – awesome colors. A few strains and not overpowering. Tans

Blush – a young look. Fresh and totally spring. A newer look and similar to Butterscotch style. It screams spring time. Fresh shells,

Link – this is kind of like the one that looks like Madeline. It is so fun and totally looks like fine jewelry. The strands in between the links are so delicate – a great layering piece.

Canyon – bolder color; glass beads are real popular right now – the feel of Venetian in a gorgeous gold. A great hit, great length and huge extender.

Starfish – This is always good to put on. It is a huge designer look – you must get this on your guest! It has a notice me look without trying to hard. This is perfect for the Bus stop in the morning when you need something to wear. The feedback on the price has had concern on the price. Ladies that like this will pay it. Remember “pay what it is worth to you!!!” It is worth it. Also there are cubic zirconias and not cut glass and it is a pave set piece.

Sands Dune necklace – a good feel, heavy and a great pendant that is removable. It will appeal to everyone. We don't have anything like it.

Fire and Ice – we don't have a single thing like this in our line. A nice size to it – yet something about it doesn't feel overwhelming. It is a smooth gold. The earrings are fabulous and a must to wear with it.

Get a good, big necklace –and the **Distinctive** necklace is perfect. It is a palate piece. Size wise it is fantastic. It is the big necklace to wear out and get noticed!

Coral – it may not be your #1 seller but it will be your #1 notice piece~ Wear it with all black, all cream

Rhodium plated:

In the family of platinum; anti-tarnish –and even though Premier puts an anti-tarnish coat Rhodium comes already with it.

RHONDA – from West Virginia – she represents the South.

Fashion Sense – This is definitely one that has been seen in magazines. This is a great for people that aren't so good putting together combinations. This gives the total layered look with just ONE necklace.

Precious (p 21) – one that you are going to sell to a variety of people – some that just want something that is basic and simple; good for ladies that don't want the long layer but want something fashionable. Great piece for proms, bridal attendants; and it's a great price.

Cool Water – anyone that is into layering –this is perfect. This isn't long; great color – very soft but also has the gun metal silver that brings the look that jewelers love – it is totally blended together. This will speak to people that like simplicity as well as those that love

Las Colinas – love it for the colors. It will give variety to go with a lot of different things.

Canyon – the gold is a beautiful shade. Everyone seems to love the turquoise – the way it lays, the feel of it, and it will layer well with so many of the pieces of our current line.

Linked – it lays beautiful' it's sophisticated; great 2 tone and the earrings are fantastic. Not extremely heavy and this is perfect as we go into the warmer months.

Catalina – loves it – the feel of the pendant is quality; great pendant piece also comes off giving so much versatility. Would look great on the Chic necklace. Show stopper!

Chocolate Kiss – one of those pieces “don't just look at the book – go and put it on” – this is a piece that you HAVE to put on – it literally comes to life when you do. Remind the guests at your show this is a piece that is for everyday wear too.

Haven – a perfect piece for the variety of all ages – the youth all the way up to grandma. Great contemporary piece. The cording is very popular now and the price is amazing. Removable pendant.

Janet – from California; representing the West

The jewelry is great and it's always so exciting to have a new line.

Haven – a lot of excitement at Rally about this. Circle of Friends, Patina, and Portrait can all be used with the removable.

Las Colinas – great colors – it can be casual with a t-shirt or dressy. The pearls dress up the piece. Wear it with a jean jacket or a brown or white sweater.

Cool Waters – the green color is just so pretty; it has a chunky look without looking heavy; it looks light and airy. It is Oprah's favorite color.

Fire and Ice – the matte gold is very elegant; Joan wore it with a cute white jacket with a touch of animal print. It is reversible. It is a simple but elegant and unique piece.

Starfish – great seller on the West. It is a designer inspired piece; it will attract to the young and old. Think about the average customer – it will appear to them. Layer with Bellissimo or ??

Canyon – gold and blues on this piece – this is GENUINE shells and glass and TURQUOISE. You can layer it with several pieces in our line.

Always describe a feature (the details) and then a benefit (tell something great about it so people want it.- such as “every skin tone looks fabulous with it!”)

Sand Dunes – personal favorite – it has genuine quartz and genuine stones. It has a removable pendant.

Promenade and add the sand dune. Then show the sand dune.

Firecracker – we all have those black and white outfits. Use this piece to update your look and give WOW and spice. Genuine coral and the red is a “blue red” so it should look good on all skin tones.

Hearts Desire – wonderful charms; on the West Coast there is a designer that has similar pieces. It is a designer inspired piece.

Catalina – it reminds us so much of Katrina. It is an updated piece. It is fun and versatile.

Bracelets:

Sundance – the three bracelets that come with mother of pearl – stack them.

Ritzy – STACK them! Put on at least two!

Be VERY careful when you say our pieces our designer inspired – there are legal implications.

CARRIE

Sand Dune – after seeing this in the catalog it looks good but in person it is fabulous. Wear it with the promenade (wear two) – put it with a duchess pearl necklace; wear it with an 18 inch duchess. Try it with Riveria. Looks gorgeous when you clip on the pendant onto CABO.

Fashion Sense – Her 18 year old daughter said she would wear it anytime. Perfect piece for any age. Great layer look.

Las Colinas – looks great with new serenity – lady fair, coastal, bellissimo – very classic look

Linked – a classic look; tow tone, gorgeous. Short; layer with Fire and Ice. Wear with some of

Haven – everyone loves this when they see it. wear it 10 different ways

Canyon - Promenade, Cabo, the Turquoise goes great with Morocco

Chocolate Kiss- you need to have this to really sell it – the colors in it are gorgeous. – put the MESA pendant on this – WOW! Hung the Prism with it

Serenity – great with Keepsake – long or doubled. Frame it with Las Colinas; doubled with Sand Dune; Runway, Coastal.

Distinctive – high end and gorgeous; great with Firecracker necklace.

Fire and Ice – Coral necklace and flip it on it's top strain and it looks fabulous! The matte gold is beautiful. Layer it with our other necklaces.

Studio – very high end – very artsy; people with love it or hate it.

MESA pendant – it is a HUGE pendant but looks fabulous on Coral, Cabo, Essence; Chocolate kisses,

Three would pick **FASHION SENSE** as the one piece that would use to book a show or a very top pick due to appeal, fashion trends, etc.

The **Starfish** or **Sand Dune** is the West Coast pick

USE your ABC's of Jewelry to get good ideas of features and benefits!!