



3 Reasons to Partner With 302 Fine Jewelry

Milestone or no, jewelry is how we – women – celebrate and express ourselves. Frankly, we don't need a reason. But it's nice to say a new ring or necklace is to celebrate a promotion, an event, or a birthday. Or just a great day. But if you're not connecting with us, you're likely missing out on sales you didn't realize were *right there*.

As the drivers of 85%* of *all* consumer spending, women are a target audience you can't afford to overlook.

This is a glittering, golden opportunity for you. And 302 Fine Jewelry is how you seize that opportunity and capture trend-focused sales in the easiest way possible.

Here are the top 3 reasons to be a 302 Fine Jewelry partner

1. Stuller Makes It Easy

302 Fine Jewelry is Stuller's answer to a trend-focused jewelry assortment.

Covering the industry's biggest trends, the collections of 302 Fine Jewelry focus on styles that have been staples in the marketplace for years. Never "fast fashion," these pre-merchandised offerings provide peace of mind that they will be

long-lasting in your customers' wardrobes.

Our expert team looks for inspiration across the jewelry industry, fashion world, and social media to ensure each collection has the major design elements that women can use to show their individual style.

With an average wholesale price of **\$250**, 302 Fine Jewelry entices your customers to return again and again to enhance the pieces they've already purchased. Then, when they get compliments on these looks, they can enthusiastically tell everyone where they got that jewelry: at *your* store.

2. We Give You the Keys to Success

A catchy social media post could be the deciding factor of a person buying an item or product. To sell to self-purchasing women, you need to connect with them in the way they want to connect. To help you drive traffic and sell, we give brand partners a variety of 302-exclusive marketing materials:

- Established, stunning branding that's perfect for your social media
- A consumer-facing website, 302FineJewelry.com, with locate-a-retailer registry
- Beautiful photos and videos to be used in your advertising for print and on the web
- A monthly newsletter with selling tips, featured products, and a monthly social media calendar (with convenient, ready-to-launch copy and photo assets included)

Encourage your customers to use hashtags like [#302OnYou](#) and [#WearYourStory](#) when tagging their purchases on social media.

From there you can repost a customer's jewelry selection on your own social feed. By showcasing a customer's purchase, you instantly increase engagement while also gaining customer loyalty for your business.



3. You Get the Service You Know and Love

302 Fine Jewelry was named from our headquarters' address, chosen because 302 Fine Jewelry was conceptualized, designed, and created primarily by women within Stuller. You've come to know and trust Stuller for our service, product range, and quick turnaround. And 302 Fine Jewelry will be no different.

We're committed to ensuring you can trust us to provide on-trend, meaningful jewelry your customers will proudly wear to celebrate their story.

[Discover how easy it is to become a 302 Fine Jewelry retail partner](#)

* *Girlpower Marketing: "[Statistics on the Purchasing Power of Women.](#)"*

What are your favorite pieces in the new 302 collection? Let us know in the comments below!