

Tie the Knot with ever&ever®



If you look at this season's issue of [The Knot](#) – one of the nation's most prominent wedding industry publications – you will see a familiar brand showcasing pieces you know and love. We have recently begun an advertising partnership between The Knot and our comprehensive bridal selling solution ever&ever®.



“The Knot Magazine has strong consumer rapport and a substantial footprint in the wedding industry,” says Randi Bourg, Stuller’s director of marketing strategy and operations. “Couple that with Stuller’s constant drive to deliver the best in product assortment and quality and you have a natural partnership that makes perfect sense.”

You can expect to see the ever&ever® brand continue to make an appearance within this publication throughout the rest of 2021, introducing a unique advertising opportunity

for our *ever&ever*® retail partners.

Crafted For Everlasting Love

The advertisement itself features a stunning image of a popular accented halo-style engagement ring ([124443](#)) with matching band ([124444](#)). These rings are accompanied by a half round stepped edge wedding band ([HRE8.5](#)).



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While all of our *ever&ever*® designs complement any metal quality, we kicked off this campaign highlighting the durability and strength of rings made with platinum in collaboration with our partnership with Platinum Guild International.

Senior director of bridal Alex Stuller explains the demand for platinum. “Platinum is naturally white and will never fade or change color over time. It’s naturally hypoallergenic, has a weighty feel, and holds diamonds and gemstones more securely than any other metal. People appreciate platinum due to its strength and rarity, which makes its value long-lasting,” Stuller explains.

She further describes platinum as a metal that is perfect to be passed down through generations. “Even if you’re unsure about everything else in life you know platinum is going to last forever,” she said. “We take this precious metal and make it into an heirloom.”

How does this benefit our retail partners?

This advertising campaign provides several benefits to our *ever&ever*® retail partners. Primarily, the greatest benefit is the increased brand awareness.

“Exposure in publications like The Knot develop brand awareness and desire. These advertisements put *ever&ever*® in the spotlight and drive foot traffic into *ever&ever*® retailers. We create demand through these publications and our retail partners take it to the finish line to make the bride and groom’s dreams come true,” says Stuller.

In anticipation of increased demand for this brand, we are

supplying our retail partners with marketing materials to help display the connection between their inventory and the major wedding publication feature. Retail partners can access these digital and print materials on the [Marketing Asset Library](#).

Create Your Own Story

ever&ever® celebrates every bride and groom taking control of their narrative by building the rings of their dreams. Our retail partners play a key role in helping them tell that story.

You can shop the advertised styles and more on our website right now. Start building your customers' dream rings at Stuller.com/ShopEverAndEver.