

# ever&ever® Sparkles With a New Winter Campaign



With it being the day after Thanksgiving, there is no questioning that the holiday shopping season is in full force all around. Everyone is putting their lists together and making plans to find the perfect holiday gift for the special someone. As you know, there are also a few nervous hopefuls looking for their dream ring to pop the question at just the right moment.

It's exciting to play a part in this narrative and ever&ever® is the perfect tool to give every couple a happy beginning to their next chapter. ever&ever® – Stuller's complete bridal program featuring flexible 3C designs – gives you the opportunity to help every customer create their own story and provide them with an unforgettable customization experience. As a retail partner, we supply you with a variety of benefits, including substantial marketing support.

As holiday proposals approach, we have our own special gifts we are excited to present to our retail partners.

## Tying the Knot, Hand in Hand

This year, we began placing advertisements in *The Knot* magazine to make sure your future customers know that ever&ever® is among the major brands within the bridal industry. Brides-to-be across the country look to *The Knot* as a source of inspiration. We are committed to ensuring they keep the ever&ever® brand top of mind.



Earlier this month, *The Knot* released its anniversary issue celebrating 25 years of being one of the top resources in the bridal industry. Our ad within its pages is the perfect complement to this issue.

This ad features a fully customizable round-shaped diamond-accented engagement ring ([124103](#)), an eternity band ([122107](#)), and a knife-edge comfort-fit band ([KER10](#)) all set in platinum – the perfect symbol of a strong and committed love.

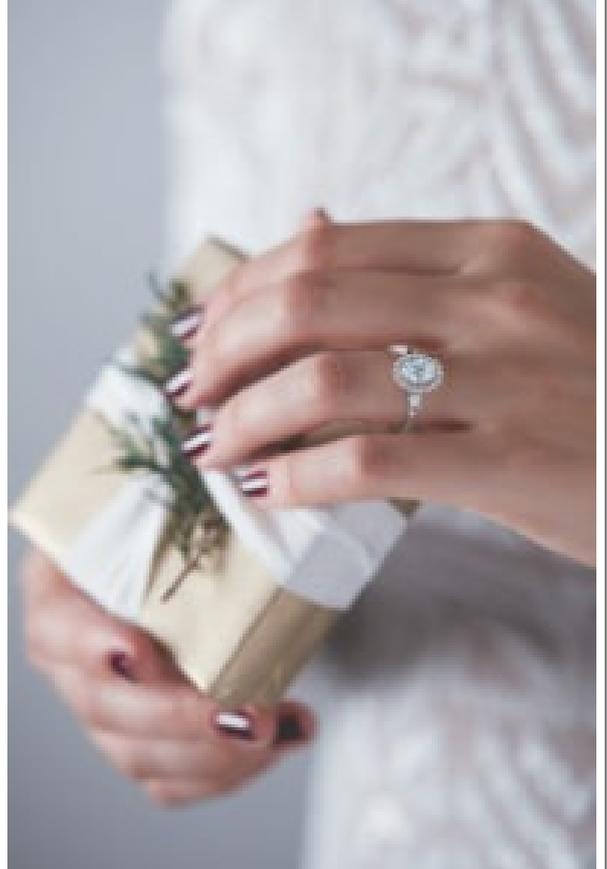
[Shop all platinum ever&ever® styles today.](#)

Retail partners have additional access to marketing resources, such as counter cards, that help promote this advertisement just in time to appeal to those shopping for a holiday proposal. Retail partners can access these materials in the [Marketing Asset Library](#) today.

## **‘Tis the Season With ever&ever®**

For the first time, we are happy to launch a holiday campaign on the consumer-facing marketing channels for ever&ever®. If you follow ever&ever® on [Facebook](#) and [Instagram](#), you’ll start to notice holiday-themed messaging and promotions. We even

created [a page on everandever.com](https://www.everandever.com) where consumers can look through our top picks for holiday proposals.





Our retail partners have access to all video and image assets we have created for this campaign so you can supplement your own holiday marketing efforts. Access all resources in the [Marketing Asset Library](#).

## Join the *ever&ever*® Family

If you want access to all of these benefits and more, become an *ever&ever*® retail partner! With a comprehensive display of high-quality prototype rings that are completely customizable when using the 3D builder on [Stuller.com](#) or by partnering with our [CounterSketch](#)® software, you can bring your customer into the experience of building their dream ring from concept to creation.

Happy holidays and happy selling from the bridal team at Stuller!