

# Chain: The Hottest Essential For The Holidays



Over the last year, we have noticed chain becoming more and more prominent in the fashion industry. From clothing to accessories, this iconic utility statement is essential in everyone's personal style. The surge in popularity of charms and layered looks in fine jewelry pieces has become a popular and versatile way to display chain of all kinds.

As the holidays approach and you experience an increase in business, think about how you position chain and all the different ways you can merchandise it. Stuller offers more than [330 different styles](#) of both finished and unfinished chain, most of which are available for next-day delivery for your convenience. Whether your customer is looking to make a bold statement, match a classic style with a timeless pendant, or layer several different styles together, Stuller's chain assortment has got you covered!

## Unfinished Chain: Order by the Inch

Within our chain and cord selection, we offer the option to custom order unfinished chain by the inch. Click [here](#) to begin exploring our Chain by the Inch page on our website.

From here, you can browse through the 100+ styles offered within our chain by the inch assortment. Use the drop-down options to filter by style, width, and metal color. Once you have chosen the style, customize the length to the nearest  $\frac{1}{4}$  inch. From here, you can use the unfinished chain for all your

jewelry designing needs, or you can let us complete the look for you. By clicking the “Add Clasp” button in the customization panel, you can select a clasp and we will assemble it for you. Voila! A chain made just for you!

## **Finished Chain: Shop Our Favorite Styles**

If you’re looking to expand your chain assortment, we have a wide range of finished styles that are sure to add value to your case. We have chosen our favorite picks for this season that we believe you should absolutely offer. [Browse these styles as well as our full chain inventory on Stuller.com.](#)

### ***Classic Styles***

Timeless classics that are always in style make for the perfect complement to a pendant. To help give your customers a broad selection to choose from, consider investing in our 14 Karat Gold Chain Selling System ([651632](#)) or our Sterling Silver Chain Selling System ([652154](#)).

Be sure to shop our top two picks for this season’s classic styles.



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<a href="#">CH1015</a>	<a href="#">CH619</a>
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## ***Trending Styles***

Chains that are perfect for stacking and layering, but also provide a drawing board for on-trend charms are on the rise. Our elongated link chain ([CH1094](#)) within our 302® Fine Jewelry line is an excellent example of a trending style that consumers are loving to pair with charms from 302 Fine Jewelry's Charm School™ Collection.



## ***Statement Styles***

Bold customers will be looking for standout pieces that catch the eye and wow those they meet. Statement styles, such as our favorite picks below ([CH26](#) and [CH1109](#)), are great to pair with other necklaces or stand alone as their own style.



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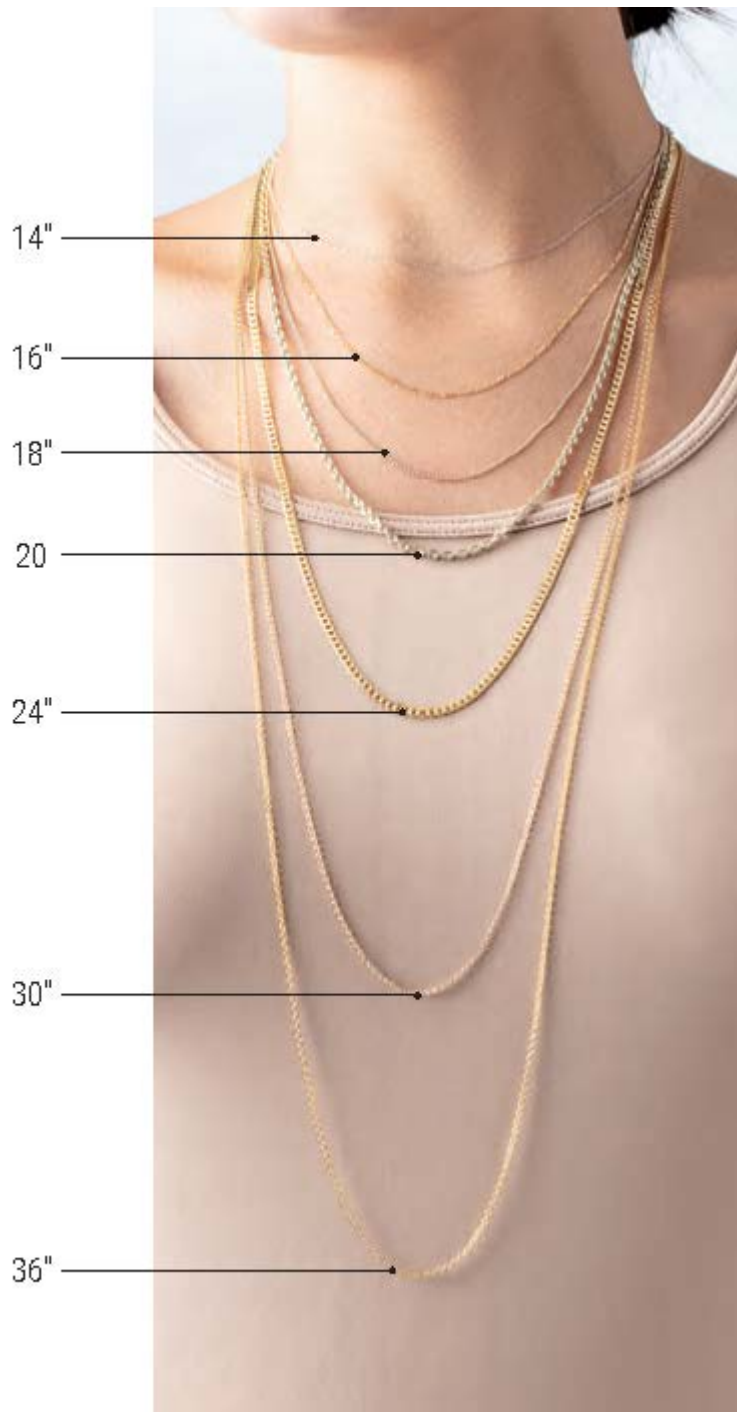
[CH26](#) | [CH1109](#)

## Layering and Length: Pair with Complementary Styles

Once you've curated your assortment, the last thing to consider is how to style products with your customers. Layering chains and necklaces together is another popular trend that speaks to personal style. Pairing chains of different lengths with a statement pendant or charm builds a more unique story.

Use this diagram to help show your customer how different

chain lengths can look when stacked together.



## Your Trusted Resource for the Holidays

With styles coming in a variety of metal qualities and colors as well as next-day delivery on all in-stock items, Stuller is ready to be your trusted chain resource this holiday season.



Visit [Stuller.com](http://Stuller.com) or call 800-877-7777 to start your order today.