

# Finding Inspiration: Get Creative With Hinged Bails



Whether you're creating a custom piece of jewelry or enhancing an existing piece, a topic of conversation many jewelers have with customers is about versatility. Perhaps the piece is versatile in style and goes with many different looks. Perhaps there is a feature in the piece that allows it to transform with different stylings. Regardless, proving the flexibility of a piece can oftentimes be an excellent selling point. Let's talk about an easy way to add versatility to chains: hinged bails.

Finding Inspiration is a campaign to inspire the inner designer in every jeweler. We hope to spark a conversation among artisans within our community and share the creative work being done. Let's dive into our next installment of this series and see everything you can accomplish with hinged bails.

## Hinged Bails: Versatility with Style

From a functionality perspective, the hinged bail is great for jewelers and consumers of any experience level. With the hinge, there is no need for a bench jeweler or tools to easily utilize.

Varieties in size and ease of use make hinged bails perfect to work with any chain. For example, you can connect two chains

together to create a more layered look, add charms and dangles for personalization, turn a necklace into a bracelet, and even use the bail as the necklace center.

Choose from our three hinged bail styles to suit your needs.





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## Change It Up

Have you thought of adding findings to your merchandising and sales strategy? When making the sale, unique features like a hinged bail can make it easier to start a conversation about a piece and add value. Talk to your customer about different things they can do with their jewelry using a hinged bail. Here are some of our suggestions.

- Change up jewelry staples like the classic pearl strand to make trendy bracelets.

- Connect chains and pearls together to add interesting combinations.
- Connect two pearl strands together with pops of color for an eye-catching pairing.

By having examples of these fun ways to use hinged bails within your displays will inspire your customers and can lead to additional sales. Customers are looking to create unique stacks with their jewelry. Adding the hinged bail into their collection will give them options that help them stand out.







## Share Your Inspiration

Inspire your customers with all the things they can do with hinged bails and make sure to share that inspiration on social media! Tag photos of your creative uses of hinged bails using #StullerFindings and @stullerinc. Stay inspired!

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## A Custom Designed Mother's Pendant