

Finding Inspiration: Piece by Piece™ and Petite Pavé



Where do you keep findings in your store? Traditionally, findings are kept in the back of the store and not something you'd show to a customer. But what if findings help you tell the full story?

As the building blocks of jewelry, findings are the perfect pieces you can use to sell customization. You can show your customers how to add a personal touch with jewelry made just for them using findings. Whether you have a bench jeweler or not, we make it easy to merchandise custom jewelry using findings with our popular selling systems.

Finding Inspiration is a campaign to inspire jewelers and artisans in our industry. Every day, we are inspired by the creativity of our customers. Today, we hope to inspire YOU to leverage findings as merchandise worthy of being placed front and center in your showroom.

Piece by Piece Selling System

Piece by Piece, Stuller's interactive settings & shanks ring builder, allows the customer to mix and match popular setting and shank styles for a hands-on custom jewelry-making experience. We've recently expanded Piece by Piece to include four new fancy shape carat run-ups and two new shank modules. In total, your customers can create rings using 24 shanks and 60 settings ranging in various shapes and sizes.

Display in high traffic areas where customers will instantly notice and want to interact. Placing bridal jewelry near your Piece by Piece selling system is a great way to encourage your customers to build their own engagement ring. Want to save time or don't have a bench jeweler? We can assemble the pieces together by adding a head to your desired shank.

Learn more at [Stuller.com/PieceByPiece](https://stuller.com/PieceByPiece).

Petite Pavé Dangle Collection

Pair our new magnetic charm and dangle display ([61-1010](#)) with our Petite Pavé collection to create custom displays. Incorporate personalization when creating custom pieces with initial, number, family, and symbol dangles made with 14K white, yellow, and rose gold dangles. Build your own display that fits up to 28 dangles from 48 available dangles. Petite Pavé dangles are perfect for creating a price point-friendly personalization options in your store.

Place your display near hoops, split rings, and threader chains to show easy ways customers can mix and match to create their own personalized earrings, bracelets, and necklaces. Merchandise using birthstones, letters, and symbols to create cohesive displays that appeal to your customers.

Learn more at [Stuller.com/PetitePave](https://stuller.com/PetitePave).

Your Personalization Partner

Stuller stands as your partner in customizable jewelry. Whether it's through one of our selling systems or services, we want to make sure you have everything you need. If there is something we can do to assist, contact our customer support specialists at 800-877-7777.

Learn more about jeweler and sales services we offer at [Stuller.com/Services](https://www.stuller.com/Services).

We hope you have been inspired by our suggestions on how to merchandise findings and sell customization. Already have Piece by Piece and Petite Pavé in your store? Share how you use these selling systems by tagging us and using #StullerFindings on social media.

Catch up on our recent Finding Inspiration series posts:

[Custom Jewelry Made With Trims](#)

[A Custom Designed Mother's Pendant](#)

[Modified Shanks and Settings](#)