

Holiday Learning Series
**Kicking Off Holiday
Bridal Season**



LIVE

Kicking Off the Holiday Bridal Season

Ready or not, the holidays are here. Christmas is just 44 days away and we are ready to ship you everything you need to deliver on every customer's biggest wish. And with holiday romance in the air, what could be more on target than holiday engagements?

This is the [fourth episode in our Holiday Learning Series](#), and this week, Senior Director of Bridal Alex Stuller delves into what is hot and happening in bridal fashions. [CLICK HERE](#) to enjoy her presentation on the most exciting new and popular trends.

New & Popular Engagement Styles

Yellow or white gold: what are brides choosing? Yellow has come back strong in both bridal jewelry and jewelry overall. It is also Alex's favorite, so she is showing several styles in this rich shade. Alex also mentions customers' trend towards larger center stones and CTW – wonderful for them and

you! Here are the dominant trends. It is also worth saying that fancy diamonds are very much in fashion. Watch for triangle, marquise, pear shaped diamonds, and more.

Art Deco

Art Deco has been emerging as a trend over the past few seasons. Now it has come into its own, and our designers have met the challenge. We love the fact that these designs communicate extravagance and restraint. You will discover the halo-style below on page eight of our October Bridal and Bands brochure.



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Updated Classics

Timeless looks never go out of style, yet each generation adds its own special touches. Look for hidden gallery details such as elegantly understated hidden cross solitaire. From the top, it looks like a classic, and from the sides, it takes on a deeper meaning. The split-shank solitaire shown has been updated with sculptural detailing on the shank and gallery – luxurious touches that win hearts.



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Favorites from 2020

We have watched these styles fly out the door, and because many are flexible 3C designs, customers have a world of options. They can change the stone shape and size and choose from at least 13 metal qualities. You will see this stunning double infinity style on page 40 of our [holiday brochure](#) – an outstanding engagement choice. And you will notice that the accented style below features rose-cut diamonds, beading, and claw prongs – all important trends.



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Showstoppers

These designs will stand out and start conversations with everyone your customer knows. Yes, she's definitely engaged. There is no denying that. And what could be more appropriate to a wintry proposal than this fabulous snowflake design? Its gorgeous dimensions sparkle with round and marquise accents that delight the eye from every angle. Does she prefer something dazzling and edgy? The asymmetric beauty will steal her heart away with its emerald cut center (or oval) and its bouquet of marquise and round accents.



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Stackable Anniversary Selling System and A&E Selling Systems

Irresistible stackables continue to take center stage, allowing each bride to build her unique look. And the best part? The more bands, the merrier. She can add to her stack for her anniversary, birthday, Mother's Day, the holidays, or just because she feels like it. Our prototype [Stackable Anniversary Band Selling System](#) and our new [Anniversary Band](#) (\$499) and [Eternity Band](#) (\$399) Selling Systems let her try on many designs to find the one she loves – and give her ideas for future purchases.

And because these selling systems feature prototypes, you can

offer her all these choices without investing valuable inventory dollars.



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Trends in Men's Wedding Bands

Gone are the days when men's wedding bands were predictably plain. Today men have many more choices, and they love it. Sometimes it takes him longer to choose his style than it takes for her to choose her engagement.

Classic bands

Classic hand styles still hold sway over a significant percentage of the band market, but today you are just as likely to see them with special finishes, laser patterns, or both. And do not forget engraving. If you have not tried our [Classic Band Builder](#) experience, now is the time to try it. Customers can watch as you make each change and try as many options as they please until they arrive at the one they want.



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3C Diamond Bands

Diamond bands have returned in a big way, and our 3C designs let men choose the stone shapes and sizes and the metal quality to achieve the right look. We offer a wide range of choices so they will be sure to find the one they want.



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Contemporary Metals

This [contemporary metals](#) trend continues strong as grooms look to them for personal statements and durability. Is he a rock climber? These are the bands to show him. They can choose from tungsten, titanium, cobalt, stainless steel, and our two new additions: tantalum and silicone. We are extremely excited to offer tantalum, a rare metal that can be both engraved and sized – highly unusual for contemporary metals. Silicone bands have a price that cannot be beaten and offer customers the unusual choice of 10 colors: black, gray, maroon, green, navy, royal, yellow, and various stripe combinations. Yes, they do come in women's sizes.



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***ever&ever*[®] Bridal Program**

No discussion of Stuller bridal would be complete without mentioning our extraordinarily successful *ever&ever*[®] bridal program featuring our flexible 3C designs so couples can customize to their hearts' content. Alex closes her presentation by previewing *ever&ever*'s[®] enchanting new holiday video, which is part of its exclusive marketing assets.

If you are interested in this program, contact a bridal program specialist at 800-877-7777, ext. 2528 or visit [Stuller.com/everandever](https://www.stuller.com/everandever).

Extended Holiday Hours

The holidays can bring a lot of stress, so we're here to take some of that stress away. When you're in a holiday quandary, we're here to help.

Our customer experience team is currently available from 8:00 a.m. to 7:00 p.m. Central. On the Saturdays between Thanksgiving and Christmas Eve, we'll be here for you from 10:00 a.m. to 4:00 p.m. Central.