

Something New, Something Blue: Wedding Day Jewelry



When a couple comes to you for their wedding rings, they receive the most important piece of jewelry they will wear on their wedding day and the rest of their lives together. But are the wedding rings the only pieces of jewelry they will wear on their special day? Once you've taken care of the rings, spark additional conversations with the couple about wedding day jewelry.

Never underestimate the power of the add-on sale. The process of working with a jeweler while picking out wedding rings fosters a relationship of trust between jeweler and customer. Leveraging this relationship can lead to additional sales and repeat customers. For a bride, you can provide a matching set of earrings, necklace, and bracelet that perfectly complement her ring. For a groom, help him stand out with personalized and engraved cuff links, signet rings, and tie bar.

In celebration of Stuller's Year of the Wedding™, we have pulled pieces that make for the perfect wedding day jewelry selection. Shop today at [Stuller.com](https://www.stuller.com)!

For the Bride

A bride's accessories are like the cherry on top. Ranging from simple to flashy, these are pieces she wears to feel confident. Learn her style preferences, understand her needs, and suggest pieces that she simply must have. And don't forget

to add something blue!

Rings



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688757	72309	123093
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Necklaces







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651648	87521	653732
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Earrings



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[87544](#)

[652481](#)

For the Groom

The groom will likely not be looking for wedding day jewelry in the same way as the bride. In fact, any additional pieces he wears on the wedding day will probably be gifted to him. Regardless, be sure to have a selection of pieces that appeal to the groom and promote the idea of personalization to make his special day one to remember.

Chains



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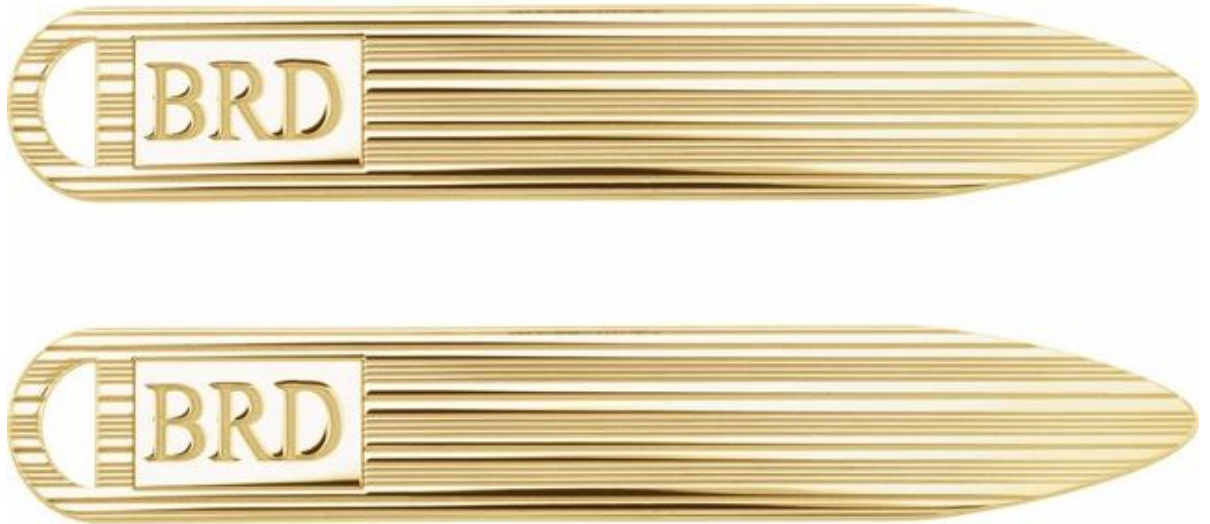
CH493	CH26	CH955
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Engravable Items





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Cuff Links and Tie Bars



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86426	87262	86543
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Your Wedding Partner

You can shop even more options for day of wedding jewelry at Stuller.com/YearOfTheWedding.

Don't forget that we also have an assortment of images and videos ready for you to use in your social media marketing. Log in to the marketing asset library and show off beautiful pieces today!

Product assortment provided by Pamala Flugence, Stuller Fine Jewelry Project Planner.