

Designs and Trends Featured in 302® Fine Jewelry



When trying to appeal to a large audience of customers, you need to provide an assortment that features variety. 302 Fine Jewelry is designed for every woman. Regardless of style preference, background, and age, we strive to create jewelry that helps women feel fashionable no matter where she's going, what story she's telling, and what activity she's doing.

Inspired Designs

The 302 Fine Jewelry team is made up of women representing a variety of backgrounds within the Stuller building. We craft and believe in a vision for this series of collections that celebrates the uniqueness and confidence within all women.

Keeping these values in mind, we approach the designs of every piece from the perspective of the women that wear them. The women that wear 302 Fine Jewelry are moms, professionals, athletes, and so much more. They deserve jewelry that fits their lifestyle.

When thinking of the function within the designs, it's these various lifestyles that guide us. For example, when we introduced the Charm School™ Collection, we discussed how we approached designing the bail. The bail is in the shape of a "D" so that when the charm rests against the skin, it doesn't roll around. This bail also makes the charm compatible with chains of assorted sizes and can work on necklaces and bracelets. The goal was to give the piece as much versatility

as possible while also solving a potential issue for the woman on the move.

In-Demand Trends

Not only are we thinking about the designs of individual pieces, but we are always on top of the trends that your customers are wanting. We curate these collections with pieces that will have them coming back for more. Here are some of our favorite trends that we have been following and have made sure are well-represented within the collections of 302 Fine Jewelry.

Ear Party

Layering and stacking is absolutely in style, which is why we offer such a wide selection of earrings for women to create their own ear party! Curate your own selection of studs, huggies, and hoops today.



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Chain

Chain has had a huge presence on the runway over the last few years and is not just for the neck anymore! From cast chain rings and draping bead chain earrings to fashion-forward chain necklaces, make sure you hop on this utility and industrial-inspired trend.







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Celestial

Many women are drawn to their place in the universe and love to display these larger ideals in their own fashion statements. Zodiac pieces, constellation styles, and wonderful stone choices really appeal to the modern woman.







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Personalization and Charms

Charms are breaking through in all market levels. Think of them as a way of creating a personal biography out of jewelry. Featuring initials, birthstones, and various symbols, they provide the flexibility to mix and match personalized looks that really speak to today's consumer.





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Lab-Grown Diamonds

Women are wanting pieces with a higher total carat weight while still reaching affordable price points. Styles featuring lab-grown diamonds are providing that opportunity for attainable luxury.



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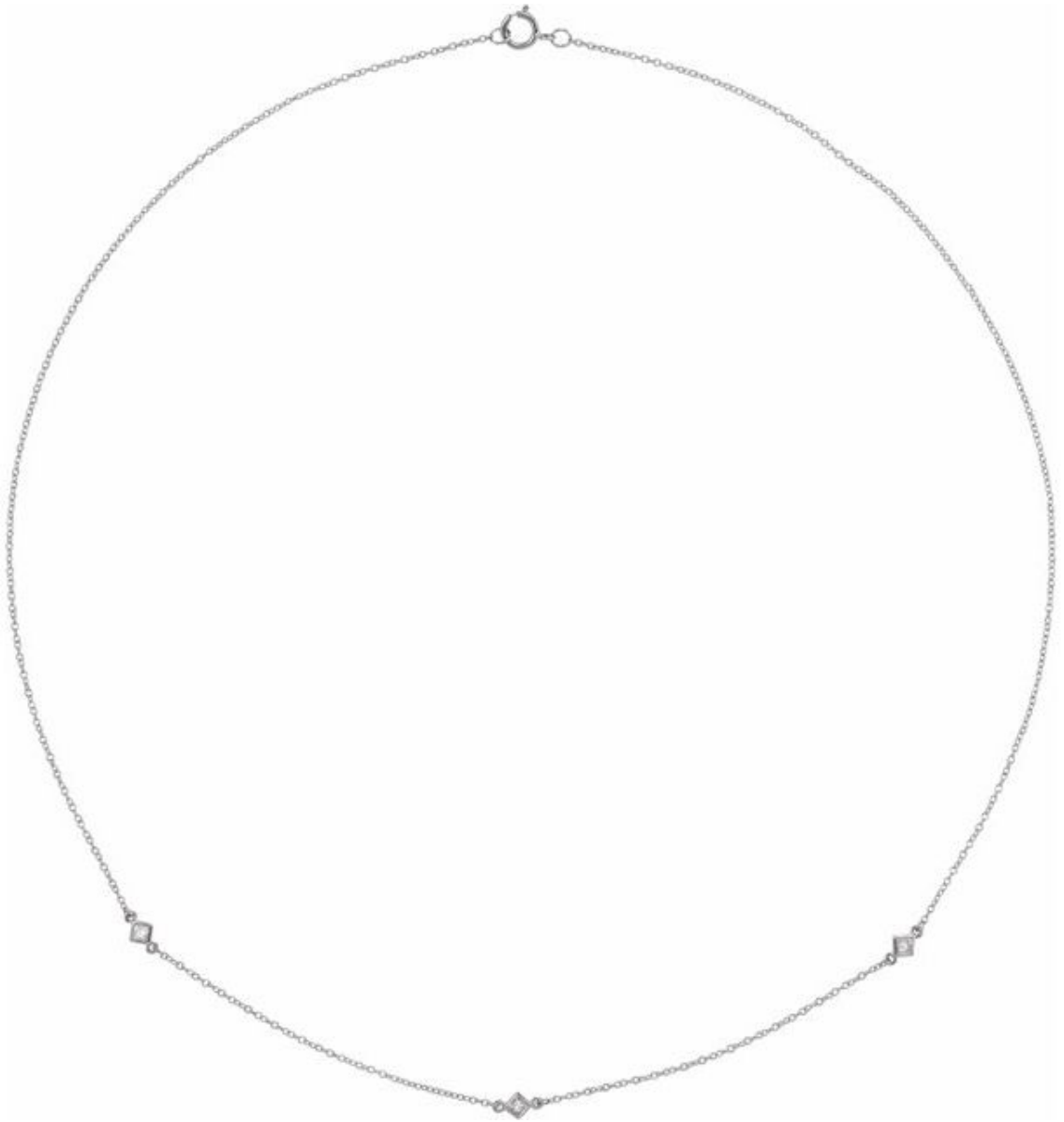
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Essentials

Simple silhouettes and everyday basics are always in style. From stackable dome rings to necklaces they never remove; these pieces are the foundation to any woman's fine jewelry collection.



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Pearls

A beloved classic, pearl is thriving in modern-day fine jewelry. Pearl-accented jewelry goes with every style and can be seen everywhere. We are bringing pearls back into everyday wear.





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Become a Retail Partner

Accessing these fantastic pieces and connecting them to your customers is easy. With a one-time \$2,500 investment in 302 Fine Jewelry products, you receive all the benefits of being a retail partner. To learn more and get started, visit Stuller.com/302FineJewelry.

Save the Date

Make sure to join us for next week's edition in our 302 Fine Jewelry webinar series for your chance to win a \$2,500 Stuller account credit. We will be talking all about the extensive marketing support you receive as a 302 Fine Jewelry retail partner. We will see you on Tuesday, August 10 at 1:00pm Central. Register at [Stuller.com/302sdays](https://stuller.com/302sdays).

Don't forget to follow us on Instagram and Facebook for closeup views of products and selling tips we will be sharing next Wednesday and a recap on our blog next Thursday.