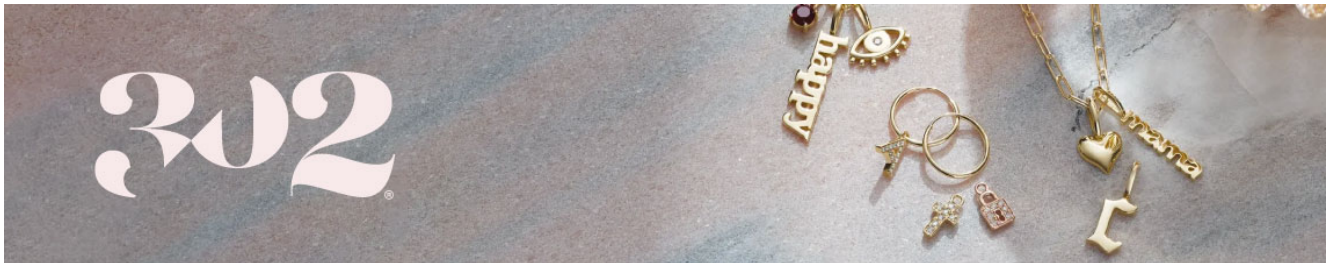


# Charm School™ Collection: Because Confidence is Always in Style



Above all, [302® Fine Jewelry](#) values women celebrating confidence, choice, and self-love. From concept to creation, each piece is made for women who want to share their story with the world. These award-winning styles provide a lasting expression of moments that define life's chapters. We are very excited to launch a major new addition that helps bring your customers' stories to life: [the Charm School™ Collection](#).

## Class is in Session

The Charm School Collection is an assortment of on-trend, modern-day charms that celebrate personalization and uniqueness. With so many options available, these charms provide infinite possibilities for customers to create a look unique to them.

“This collection really puts the wearer in the driver's seat,” says Emily Graffagnino, Stuller's senior director of fine jewelry. “Being able to curate their own look, their own story, and wear it for all the world to see.”

Getting your customer started is simple... and FUN! Start with one of the chains offered in the Utility Collection, either for a bracelet or necklace. Then mix and match with pieces in the Charm School Collection to have them look top of the

class.

## **Designed With Your Customer in Mind**

When we designed the Charm School Collection, our priorities were comfort and personalization. The bail used on all our charms are D-shaped with a flat back so that the charm is stable when it is worn and doesn't roll around. All Charm School pieces easily mix, match, and layer with each other on a variety of bracelets and necklaces.

"We want your customers to feel comfortable and confident so that they wear these pieces every day," says Emily Bute, Stuller's executive director of product design and development.

## **A+ Styles**

From birthstone and symbolic to initial and engravable, let's take a closer look at these chic and trending pieces.

### ***Birthstone Charms***

We offer three different birthstone charm options that are incredibly versatile and pair well with any charm combination. There are multiple price point options as well with the inclusion of natural and lab-grown gemstones.

"Whether you buy it for yourself or gift it to someone else, you can really cherish these pieces and pass them on for generations to come," says Taylor Beadle, fine jewelry product manager.



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## ***Religious and Symbolic Charms***

We offer multiple charms that help commemorate the spirituality and religious convictions of women. These ideals serve as the foundation of what matters most to the wearer. These pieces provide an opportunity to display these values in unique and beautiful ways.

“This expression and celebration of bigger ideas and values really unites us all as women on a deeper level, no matter our race, age, or status,” says Alisse Gregson, fine jewelry senior product manager.



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## ***Personalized and Engravable Charms***

One of the best features of the Charm School Collection is the level of personalization you can incorporate into a piece. Initial charms and letter slides allow you to put words, names, and initials on any chain bracelet or necklace. Engrave initials onto a dog tag or heart charm as a reminder to keep someone close. Word charms, such as our “happy” and “mama” charms, also hold special meaning.

“Having a hand in what you wear and what your jewelry says allows women to feel empowered and more personal with what



they wear,” says Kristen Ber with the 302 Fine Jewelry team.





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