



BellaMoi®

Add Some Sparkle
To Your
Life, Everyday

Retail
Partners
Success
Deck





BELLA MOI = BEAUTIFUL ME

INDEED, ITS ALL ABOUT YOUR CUSTOMER!

Amid a sea of choices, Bella Moi puts together Jewelry styles that are already resonating fabulously with your customer. Made in a responsible and sustainable way that comforts customers association with the brand, and at a price point that she is happy to indulge, many times over!

“Your customers are opening their wallets for Bella Moi, repeatedly!”

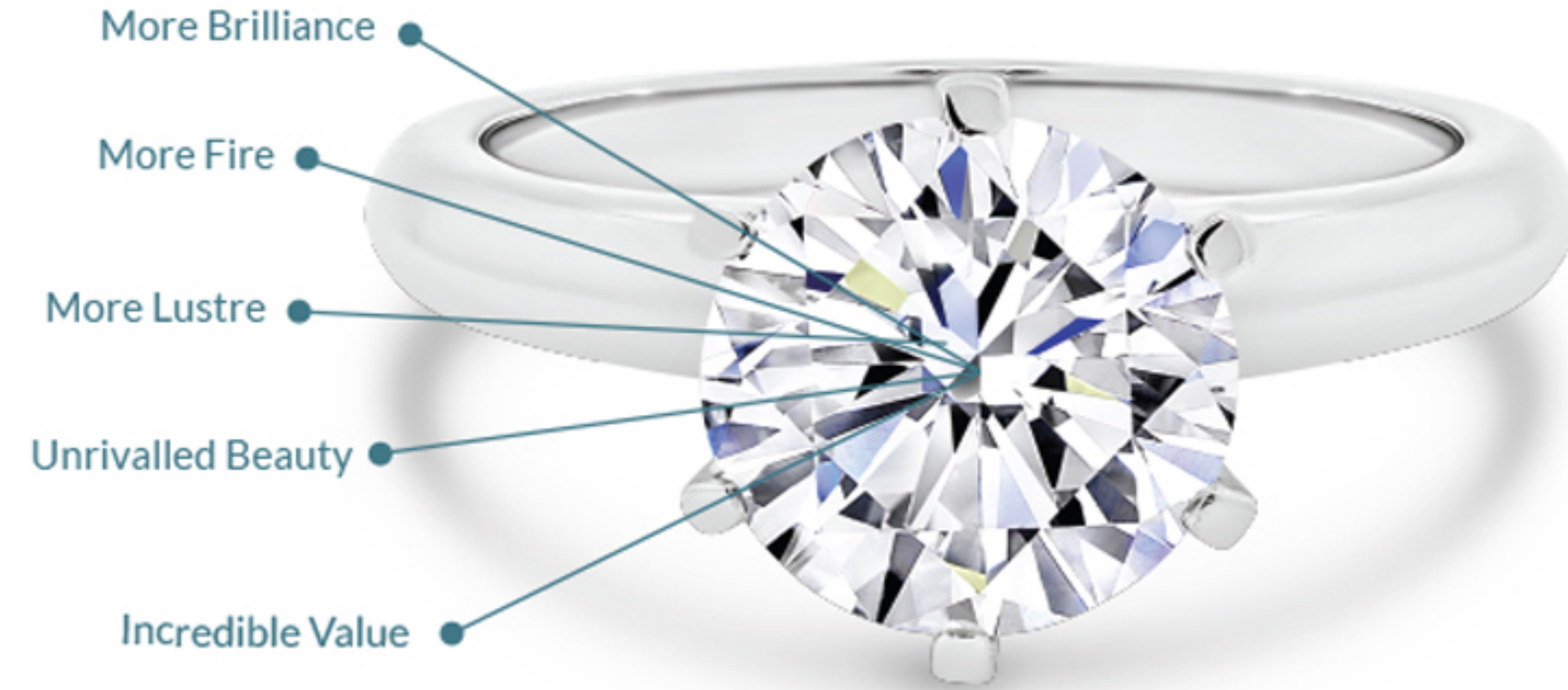


CRAFTED FOR THE **CONSCIOUS AND ASPIRATIONAL** CONSUMER

Sustainable,
recycled/reuse,
made not mined,
trendy,
aspirational



Feel good emotional
trigger, care for
environment, elevated
status, responsible
and positive luxury



**BELLAMOI HAS SUCCESSFULLY
CREATED A UNIQUE, EMOTIONAL,
FEEL GOOD CONNECT WITH
YOUR CUSTOMERS**

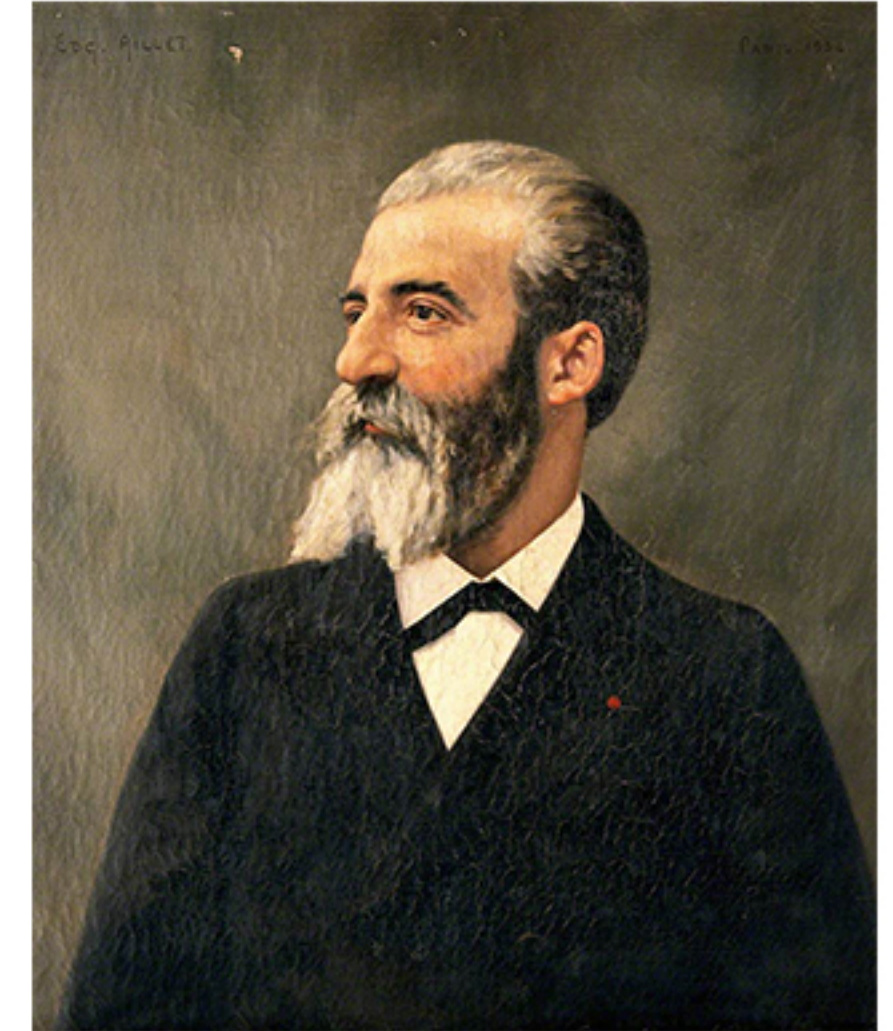


MOISSANITE WAS DISCOVERED IN 1893

Natural moissanite was discovered in 1893 by Dr. Henri Moissan, a distinguished French chemist who eventually won the Nobel Prize. Dr. Moissan began researching geological bits of a meteorite recovered from a meteor crater in Arizona (Canyon Diablo). He observed tiny amounts of a shimmering substance in these shards. In 1905, George Kunz, a well-known Tiffany & Co. gem expert and mineralogist, proposed that the diamond be named moissanite in honor of Dr. Moissan.



The Canyon Diablo Meteorite Impact Crater, Arizona, USA.
(Source: www.edupic.net)





BRILLIANCE

Refractive Index

Moissanite	2.65
Diamonds	2.42
Ruby	1.77
Sapphire	1.77
Emerald	1.58

FIRE

Dispersion

Moissanite	0.104
Diamonds	0.044
Ruby	0.018
Sapphire	0.018
Emerald	0.014

LUSTRE

Shine

Moissanite	20.4%
Diamonds	17.2%
Ruby	7.7%
Sapphire	7.7%
Emerald	5.1%

HARDNESS

Moissanite	9.25
Diamonds	10
Ruby	9
Sapphire	9
Emerald	7.5

BETTER THAN A DIAMOND!

Made not Mined is in our DNA, and we work to put more money in your pocket!



MORE FIRE



MORE LUSTRE



MORE BRILLIANCE



BETTER VALUE



**FINE QUALITY AND
SUSTAINABILITY CAN
HAPPEN TOGETHER
AND CAN BE EASY ON
THE POCKET OF YOUR
CUSTOMER**

OUR EXPANSIVE **AND**
UNMATCHED PRODUCT RANGE



**Macys' Charles and Colvard 2ct
dew cts in 14k yellow gold**

\$850.00
Source Macys.com



**Helzberg 2.00cts dew in 14k
White Gold**

\$1499.00
Source helzberg.com



**Bella Moi 2.00cts dew cts in 14k
yellow gold**

Suggested retail **\$450.00**
Your cost as a partner **\$99.00**



**FINE QUALITY AND
SUSTAINABILITY CAN
HAPPEN TOGETHER
AND CAN BE EASY ON
THE POCKET OF YOUR
CUSTOMER**

OUR EXPANSIVE **AND**
UNMATCHED PRODUCT RANGE



**3.10ct dew 14k Yellow Gold
Moissanite Bracelet**

\$1999.00

Source charlesandcolvard.com



**Bella Moi
3.15ct 14k Yellow Gold
Moissanite Bracelet**

Your Cost **\$550.00**

Suggested Retail **\$1650.00**



MUST HAVE BASICS

14k/sterling silver

Appeals to both millennials and gen X



EDGY AND TRENDY

14k/ sterling silver

Such a hit with explorer archetypes and gen Z



ENGAGEMENT

variety to choose from

Trendy classy timeless , something for everyone





All this with a brand that makes one feel good about the purchase, and still continues to be a price leader = more money in your pocket!

Delivering a phenomenal customer experience

Superior product + earth conscious and sustainable materials + updated styling & designs + aspirational product packaging + price leadership = Happy customers!

Here is what some of our customers with our retail partners have to say :



Diana M.
Verified Buyer

Oct 24, 2021

Astrid Moissanite Stud Earrings



Beautiful for everyday ir special occasions. They sparkle and the quality is excellent. Love my new moissanite earrings.



rakhi j.

Sep 8, 2021



super sparkle and very happy to be introduced to this brand. i love what they stand for...



10/24/2021 *neomateo, FL*

Five stone ring

Very pleased with this purchase.the quality of the stones and the silver is impressive. Good for the planet using recycled silver and gold. Love it.



10/14/2021 *DUBYA, NJ*

Impressive

This is my "Grandmother's Ring". Each of these beautiful stones represents one of my beautiful grandchildren.



★★★★★ 10/5/2021 *kingmom336, NC*

WOWZA!

All I can say is that you had better be sitting down when you open this baby. Let me start by saying the presentation is beautiful. Beautiful green box, tissue paper, pouch. The way a gorgeous item should be sent to you. This ring is a stunner, no really, it's a stunner. It shines more than any diamond ring I own. It is truly special and while I hesitated due to the cost, I'm glad I ordered. A real winner!

★★★★★ 11/7/2021 *Mrne2, ID*

Pink stone

I absolutely love the stone in this ring! It is stunning, not only pink, but has flashes of different colors in the light. I wish I would have also have purchased the blue one!

WAS THIS REVIEW HELPFUL? 0 out of 0 found this review helpful





YES YOU GET FABULOUS JEWELRY
MADE WELL IN SUNSTAINABLE WAY

YES YOU WILL BE A PRICE LEADER IN
THIS CATEOGRY **AND** YES PUT MORE
MONEY IN YOUR POCKET!

- Full marketing and promotional media support
- Digital access to catalog of images and videos that are constantly updating
- Beautiful and ever- praised packaging
- 24 hour ship window on all in stock items and faster turnaround times on all made to orders
- Dropship capabilities

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