

The Dollie News



Rise in Gemstones

Our Gemstone Collection has been extremely popular since we launched it! We keep playing around with new ideas and adding new colourful items to the range!

We've seen a trend in pink-coloured gemstones (both light and dark pink stones) and we plan on decorating our shop pink this summer! The combination of light and dark emphasises the beauty of both, of course they still look gorgeous worn individually. Both colours are in high demand and we have our Dollie makers re-stocking them constantly!

We've also seen green and blue as upcoming popular Gemstone colours and have already started experimenting with designs for you!



Coronation

A new collection and two new Stacks were created for the Coronation and despite expectations of an increase in business, the collection was only a slight success, with the Crown Bracelets and Rings in particular selling the most. Some of our stockists also reported similar results so you're not alone if the same happened to you!





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Featured Stockist

Our featured stockist this month is Nathaniels Jewellers in Scunthorpe.

Run by Nathan Coe and assisted by his partner Chloe, Nathaniels has been in business since 2018. Nathan is a skilled time served jeweller, not only repairing jewellery but also undertaking bespoke commissions.

Nathan's been in the jewellery industry since he was a teenager having had an apprenticeship in the family business, meaning he has extensive fine jewellery knowledge! Over the past few years, Nathan and Chloe have introduced Dollie and other Silver ranges into their store and continue to grow their following locally and internationally with the launch of their own Nathaniels website.

Visit their store on Asby Hight Street, Scunthorpe, or check out their website.



Visual Merchandiser: 'Dollie Style' display

We love our jewellery and take pride in how it's presented in your stores!

We're more than happy to send a Visual Merchandiser to your store free of charge, depending on location, to set up your display and create a fabulous look. Our Merchandiser will set your display up 'Dollie style'!

If you would like to send us a picture of your display, we would love to showcase it on our social media!



New in: Family Love Stack

Introducing the newest stack to our collection! We're extending our Stack collection, each being based on something specific...this one being based on family!

This stack includes some of our best selling bracelets, especially the Tree of Life. Our Gemstone bracelets have become increasingly popular so we also decided to add a 'pop' of colour with the Violet Skies Bracelet made from Amethyst. Amethyst is a powerful and protective stone so we thought this was perfect for a Family Love Stack.

All Gemstone Bracelets and Stacks include a small card explaining the meaning of their stone so customers can create a connection with their jewellery! We can't wait to bring more stacks out...coming soon!

