



METALSMITHS

STERLING

Offers Proven, Design-Driven Collection to Specialty Retailers

Distinctive jewelry collection poised to greatly expand reach in 2010.

The driving forces behind the Metalsmiths Sterling™ brand consider the distinctive line "the ultimate destination for 'must have' fashion jewelry and accessories." To that end, behind the strength of its high quality materials, impeccable craftsmanship, elegant design and proven sales record, this successful European-based line is poised to dramatically announce its arrival in fine jewelry and premium gift boutiques across the U.S. - and globally - in 2010.

The official U.S. debut of the brand takes place this month at the Atlanta Gift Fair, where buyers will enjoy a number of special accoutrements, and learn firsthand about the depth of the Metalsmiths Sterling program. The launch also includes an aggressive advertising campaign on television and radio, and in top national and international fashion and style magazines, all meant to communicate the lifeblood of the Metalsmiths Sterling brand - quality and style.

The Metalsmiths Sterling story began in 1998 when two brothers, Lee and Peter Konidas, decided to fuse their respective passions - gems and design - to form a luxurious jewelry store where women could find handcrafted, fashion forward sterling silver jewelry at affordable prices. Together their skills helped build Metalsmiths Sterling from a single store to one of the most successful jewelry brands with dealers and retail stores across numerous continents. Today, the retail chain has grown to include more than 50 concept stores worldwide, and as Lee Konidas explains, this track record makes the line even more attractive to potential wholesale customers. "All of these pieces are retail-proven, having achieved top-selling status throughout our retail establishments globally," he explains.

With the goal of actively partnering with fine jewelry and premium boutiques here and around the world, the company is committed to offering today's discriminating consumers a myriad of unique gemstone jewelry that's exclusively designed and manufactured by the firm. The Metalsmiths Sterling presentation encompasses earrings, pendants, rings, necklaces, bracelets and more.

"This is a diverse and sophisticated product line, fully-branded and well-made, designed especially for high-end jewelry and gift boutiques," Konidas says. "Along with fostering our loyal customer base, we are constantly striving to reach new customers, enticing them with our cutting-edge designs."

Metalsmiths Sterling showcases more than 30 exclusive collections with 800 different independent pieces scaled for individual styles. Featuring clean, modern lines with European flair, Metalsmiths Sterling takes pride in offering something that will appeal to every woman, with items ranging in retail price from \$80 to \$1,600. One of its most recent additions is the beautiful Aramid™ collection, with rings,

bracelets, necklaces and earrings all formed of interwoven pieces designed to reflect life's complexities - love, passion, friendship, heartache.

"We have found that our core audience is women 25-45+, with an average to above average income," Konidas says. "These women are Internet savvy, and nearly all are heavy readers of entertainment and fashion magazines. They know what is current and hot; they enjoy shopping as an avenue of relaxation." These women also spend more than the average consumer on jewelry, Konidas notes, and they appreciate quality and detail in the items they buy and tend to repeatedly support the brands they trust. It is this customer that Metalsmiths Sterling hopes to attract through an established web presence that includes social media interaction and search-based targeted marketing, as well as radio, television and print advertising. The company launches its newest advertising campaign this month in the January 2010 edition of *Elle* magazine.

Utilizing its state-of-the-art manufacturing facility that has achieved and maintained prestigious ISO 9001 certification, Metalsmiths Sterling now employs over 700 factory staff, technicians, jewelers, gemologists and designers. With a combined experience of over 30 years in the gem and jewelry business, the two Konidas brothers are graduate gemologists and fellows of the Gemological Association of Great Britain. They are also holders of two global patents in jewelry clasp design, and the pair travels the world to develop innovative concepts to bring to their customers. Every Metalsmiths Sterling item is stamped with the company's hallmark of quality and purity.

Another distinguishing component of this high-end presentation is the firm's branded packaging. "This packaging is made with luxurious textures, modern silhouettes, and most of all, an attitude that communicates who we are as a brand," Konidas says. "We believe the experience of opening a new piece of jewelry is vital, and we have worked out every detail, from the overall look to how the box feels as it is pulled apart," he says proudly.

"When retailers learn about the Metalsmiths Sterling program, which includes a full range of point-of-purchase support materials, retailer resource books and more, they will be overwhelmed," Konidas concludes. "It's a first-class presentation."

For more information on becoming a Metalsmiths Sterling dealer, please call 1-877-425-4299, or visit www.metalsmiths925.com.

