

## The Jacqueline Kent Collection ... Five Fabulous Advantages!

Whether you currently run a successful fashion accessories business, or are considering adding this product category to your offering, here are five compelling reasons why the Jacqueline Kent Collection should be your go-to brand!

### **1. The Premium Quality: Jacqueline Kent jewellery is manufactured to the highest possible standards.**

Jacqueline Kent jewellery is made of high quality base metals including brass, steel, zinc alloy and tin alloy. These base metals are then plated with various finishes including rhodium (silver tone), imitation rhodium (silver tone), gold (gold tone), and ruthenium (dark gray "hematite" tone).

All items are nickel, cadmium and lead compliant. The jewellery meets the strictest of safety standards for North America, which are defined by a California law known as Prop 65. All earrings are hypoallergenic (which means the wearer is unlikely to suffer an allergic reaction to the jewellery.)

Each piece of jewellery is handcrafted with elements such as Swarovski Elements (crystals), glass pearls, premium cubic zirconia and Swarovski Zirconia (imitation diamonds), exotic shell and semi-precious gemstones. Some of the other benefits of the collection include easy-to-use lobster claw and magnetic closures; extension chains on most necklaces allowing for the wearer to create their own custom length; and many rings that are available in three sizes - small (size 6), medium (size 7) and large (size 8).

The wrap bracelets are crafted by hand. The small beads consist of real or synthetic gemstones, cut crystals, abalone shell, and glass pearls.

The "Look of Real" designs are created with genuine Swarovski Zirconia. There are only a handful of companies in North America that feature these premium gemstones.

Pure Brilliance Swarovski Zirconia are lab-created gemstones that have the same hardness, cut, and colour of real diamonds. In fact, the refractive index (how light is reflected off the stones) of Swarovski Zirconia compares to the Tolowsky diamond- the benchmark of brilliance in the diamond industry. Items that are made with Swarovski Zirconia are sold with the "Made with Swarovski Zirconia" tags.

The Jacqueline Kent Collection also offers a few designs made of solid .925 sterling silver.

## **2. The Variety: Jacqueline offers exquisite designs in all price ranges.**

One of the greatest advantages of the Jacqueline Kent Collection is the tremendous selection of designs in all price ranges. From fun and trendy Sweet Petite Macrame Slide Bracelets, priced at \$1.75, to our Premium Swarovski Zirconia Wreath Necklace, priced at \$100.00, Jacqueline offers one-stop shopping for customers with any budget.

## **3. The New Releases: Jacqueline creates up to six new collections per year.**

Twice per year, Jacqueline releases 3 mini-collections consisting of hundreds of new items ... fresh, exciting and affordable designs that are always on-trend and ahead of the curve. Season after season, count on the Jacqueline Kent Collection to surprise and delight your customers with an ongoing selection of irresistible accessories!

## **4. The Versatility: Many designs may be worn multiple ways!**

Jacqueline has a special talent for creating playful designs that may be worn in a variety of ways. Take, for example, Jacqueline's Cinderella Necklace, which may be worn as a long necklace, two shorter necklaces, or the combination of a necklace and wrap-around bracelet. Or, new this season, is the amazing 3-IN-1 Crystal Cube Necklace—which also doubles as a bracelet and anklet!

## **5. The Merchandising: Choose coordinating scarves, hats and eyewear!**

Jacqueline makes 'putting it all together' simply a breeze! Merchandising your inventory from the Jacqueline Kent Collection couldn't be easier ... as jewellery, scarves, hats and eyewear are designed to coordinate with a wide variety of other items in the collection. After all, what customer doesn't love to shop for accessories that mix and match – without even trying!

With the ever-increasing popularity of 'nail-art', Jacqueline's extensive selection of wrap bracelets makes matching nails to jewellery a wonderful way for retailers to capture many new customers.