



A R M A D A N I



## OUR MISSION

Armadani is the premier private label fine jewelry manufacturer of striking anniversary and eternity bands, engagement rings, and fine fashion jewelry serving fine retail partners throughout the United States. With Armadani, your brand is in the spotlight.

## THE ARMADANI DIFFERENCE™

The Armadani difference means exquisite craftsmanship, unbeatable value, and incomparable customer service.

**EXQUISITE CRAFTSMANSHIP:** Our product collections are carefully designed to simplify the sale- from classic to contemporary designs in bridal, anniversary, and fashion jewelry.

**UNBEATABLE VALUE:** Armadani customers don't pay a designer price tag because we ensure our time and marketing energies go toward enhancing our customers' brand names.

**INCOMPARABLE CUSTOMER SERVICE:** As a proud American Gem Society Registered Supplier, all Armadani products are rigorously inspected for strict quality control. Armadani's courteous, knowledgeable, and professional sales staff ensures prompt delivery and is happy to accommodate special requests.

## HISTORY & INNOVATION

Armadani was founded in 1999 when three friends recognized the need for exquisitely crafted bands delivered with a higher standard of service. Taking their combined one hundred years of jewelry industry experience, the partners set out to redesign and perfect the classic channel set band. Armadani worked with a master machinist and inventor to design innovative and proprietary channel set band machinery, now protected by 40 international design patents. Our bands feature precision calibration, careful finishing, and stones matched by cut and color, set with a gap of no more than 1/100 of a millimeter between each one. The company also developed a new platinum finishing process to enhance the metal's regal tone and polish.

Customers appreciated the quality of Armadani's proprietary channel set bands and began requesting new and custom styles. These new style requests became Armadani's ten distinct collections of bridal and fine fashion jewelry including: bands, semi-mounts and finished rings, earrings, pendants, necklaces, and bracelets in a variety of styles and setting types.

Armadani has grown to be one of the leading private label manufacturers serving the industry today, represented by some of the nation's finest jewelry retailers across the United States. Armadani is headquartered in Philadelphia, PA with a satellite office in New York City's famed Diamond District.

# ARMADANI COLLECTIONS

uniquely personality, just like your customers



**THE BRIDAL COLLECTION:** Classic and contemporary engagement rings, anniversary and eternity bands, from vintage inspired and diamond halos to classic solitaires and three-stone rings, each designed to sit flush against any of Armadani's bands.



**THE ANNIVERSARY COLLECTION:** A range of comfortable, low-profile bands featuring a variety of popular setting styles, available in halfway and eternity options, with diamonds and fine color gemstones.



**THE VINTAGE COLLECTION:** fine rings, necklaces, earrings, and bracelets inspired by vintage and estate jewelry pieces, featuring delicate milgrain and pave details and Asscher and French Carre cut gemstones.



**THE COLOUR BURST COLLECTION:** stylish and colorful fine fashion rings, earrings, bracelets, and necklaces featuring vivid gemstones in faceted and cabochon cuts, accented by diamonds.



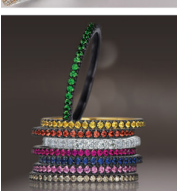
**THE CLASSIC COLLECTION:** timeless and elegant fine jewelry staples fit for any occasion including diamond and fine gemstone bracelets, rings, earrings and necklaces, fit for any occasion.



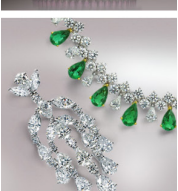
**THE SAFARI COLLECTION:** an exotic, bold, and fashion forward collection of fine fashion bracelets, rings, earrings, bracelets, and necklaces featuring leopard, flower, and ombré accents in champagne, chocolate, black, and white diamonds.



**THE RIBBON COLLECTION:** light and airy, the ribbon collection features a fashionable woven bypass design in single and two-tone diamond rings, bracelets, and necklaces.



**THE FEATHER COLLECTION:** perfectly collectible, the feather collection features vivid, light-weight and comfortable stackable eternity and halfway bands in vivid precious gemstone and diamond options, perfect for a fashion splurge or anniversary purchase.



**THE REGAL COLLECTION:** A collection of elaborate and extraordinary collection of jewelry fit for the red carpet featuring classic diamond, fancy color, unusual cuts and rare gems in rings, necklaces, bracelets, and earrings.



**THE HEIRLOOM COLLECTION:** Eternity bands featuring ornate carvings and milgrain, diamond accents, and metal color combinations- perfect as a fashion buy, anniversary gift, or wedding band.

# PRIVATE LABEL MARKETING SERVICES



## DIGITAL MARKETING

**Mobile and iPad websites linked to QR codes**

**Custom landing pages for your events and trunk shows**

**Website Gadgets to embed products into your website**

**Website Widget Sidebars to take appointments, emails, or promote a sale**

**Branded web banner ads**

## PRINT MARKETING

**Private Label Collection Branding**

**Brochures and catalogs**

**Newspaper or Magazine ads, Co-ops**

**Postcards, Mailings with embedded QR codes**

**Dura Tran Posters, banners and flyers**

**In-Case displays and window clings**

Armadani is committed to placing our customers' brands in the spotlight with a range of innovative co-op web and print marketing programs. All Private Label marketing services and cross-promotions can feature your logo, brand imagery, color scheme, and current inventory. Our sales staff is also available for trunk shows.

For more information on Armadani Private Label Marketing Services Please Contact Inside Sales Director Rachel Taliaferro at [rachel@armadani.com](mailto:rachel@armadani.com).



ARMADANI

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# TRUNK SHOWS



## Bridal & Bands Fine Fashion Jewelry Holiday Parties

Our professional sales staff is available to host in-store trunk shows for our valued retail partners.

We'll also help you promote your trunk show with Armadani's marketing services, including: Facebook, mobile and email campaigns, web landing pages, QR codes, flyers, postcards, and more.

To schedule your own Armadani trunk show or for event promotion questions contact Rachel Taliaferro, Inside Sales Director at [rachel@armadani.com](mailto:rachel@armadani.com)

*Join us for a Trunk Show*

Join Shreve, Crump & Low at our Boston Flagship store for Wedding Band Weekend, Saturday, March 10th from 10-6. On Saturday only, premier engagement and wedding ring designer Armadani will be on-site with their exquisite collection.  
 RSVP to be entered into our drawing for a free pair of Armadani martini stud earrings!

RSVP FOR YOUR CHANCE TO WIN ARMADANI STUD EARRINGS!

SHREVE, CRUMP, & LOW BOSTON  
 39 NEWBURY STREET  
 BOSTON, MA 02116

Boston Flagship:  
 1-800-225-7085

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Smartphone Display: CATALOG JEWELRY CONNECT  
 SHREVE, CRUMP & LOW  
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# LET'S SOCIALIZE

At Armadani, it's always been about relationships.  
Now we're going social online.

Connect with us on our social networks for timely  
industry news, sales tips, trends, and fun stories.

We also want to hear from you! Send us your  
customer stories, store news and events,  
or just drop in to say hello.

**Let's cross-promote and have a conversation.**

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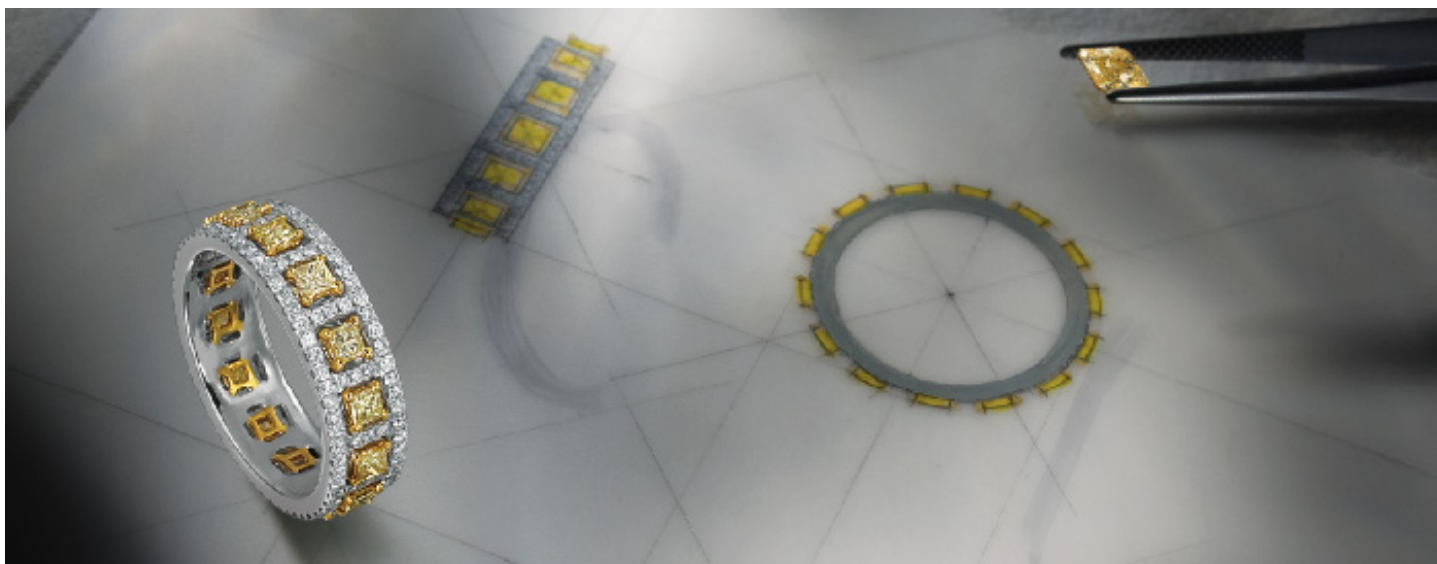
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# RETURN ON INVESTMENT

## A WORD FROM THE ARMADANI TEAM

"We want to add value to our jewelers' business experience. We work diligently to provide them with the tools to be successful, including inventory management, timely delivery, retail training, trunk shows, national advertising, and creative local marketing support. We don't put the extra margin in building our brand because **we believe in helping jewelers promote their own brand with a quality product they can sell for the greatest return on investment.**

We invite you to explore this packet about our company and to contact Armadani's courteous and professional staff to **find out how to get more return on your investment as an Armadani retail partner.**"

**-Armadani President Kevin Brosh**

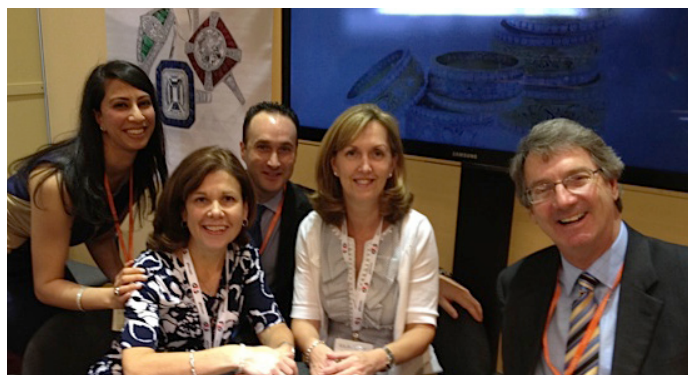
## EXPERIENCING THE ARMADANI DIFFERENCE: A WORD FROM OUR RETAIL PARTNERS

"To take on a new supplier, we expect more than just superior quality and great customer service. They must help set us apart from the competition. Armadani has done that. The company's commitment to our success does not end after we hang up the phone."

**-Jonathan Zadok  
of Zadok Jewelers, Houston, Texas**

"For every square foot of showcase space, Armadani is the best return on investment in our store. Its bands move across the counter!"

**-Chas Schwartz & Son, Washington, D.C.**



Armadani staff and Customers in the Armadani LUXURY booth at JCK



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