



PLATINUM – The right choice at almost any price point!

For a new way to profit from the growing bridal market, which is predicted to grow 9% over the next 7 years, take note of Platinum Guild International's spotlight on lower price point platinum bridal jewelry.

Entry Platinum, as PGI has coined, is the answer to today's price sensitive consumer, who may desire the quality of platinum, but has not been able to find it within their budget. Starting at \$1,000, Entry Platinum can fill that gap typically filled with white gold or alternate metals. Sale Associates no longer need to shy away from platinum because of a customer's budgetary constraints.

"Every bride dreams of a platinum ring, especially when she understand the quality, lasting value and enduring benefits of platinum compared to other metals. With Entry Platinum, stores can offer platinum first, at all price points," says Jenny Luker, Senior VP of PGI. "Its an exciting, cost effective opportunity for stores to increase their platinum bridal business with bridal customers who might have settled for an alternative metal due to cost. Or with couples who have a budget and will be impressed with a store with the range of platinum product to fit within it."

As seen during PGI's Platinum Innovation Design Challenge at JCK this year, it is also an opportunity for designers and manufacturers to be inspired by the strength and workability of platinum in creating entry, yet innovative designs to meet price points in the \$1,000-2,500 range. More and more designers are developing entry platinum rings to supplement their existing higher end platinum bridal collections.

"I loved the challenge of designing new platinum product that kept the high quality and incomparable feel that is expected of platinum, and be beautiful and design conscious but at more affordable prices. It was really fun! And my retailers got it. They saw the potential."

~ Phyllis Bergmann, Mercury Ring Corp, of her new collection.

"Platinum has always been associated with being 'the best' and of the highest quality. Platinum and bridal are a natural fit. Now price no longer has to be an issue for those who desire platinum but didn't think they could afford it. By stocking a full range of platinum product, now starting at \$1,000, not only will it reflect on the caliber of your store - you will sell more platinum, increasing transaction size and profit," Luker continues. "The lower price point platinum is great potential for incremental platinum business. And the availability of Entry Platinum will be the focus of PGI's consumer marketing and advertising efforts in the next year."

Combined with platinum training offered at no charge by PGI, platinum bridal, which may have been unattainable by some, now has something for everyone.

For more information on entry platinum, check out the Design Gallery for settings in the \$1,000-\$2,500 range at preciousplatinum.com.