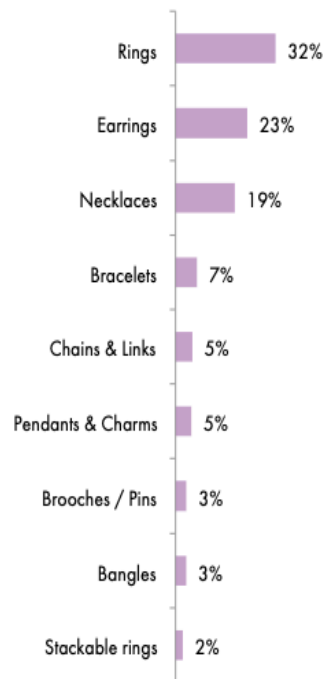


CONSUMER SURVEY – WHAT THEY'RE BUYING

Preferred Jewelry Categories to Wear

Please rank in the level of importance the type of jewelry categories you prefer wearing:



Preferred Categories

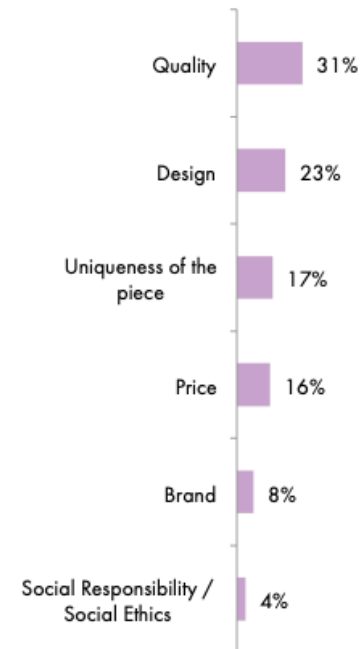
- Rings 32%
- Earrings 23%
- Necklaces 19%

Most Important Elements

- Quality 31%
- Design 23%
- Uniqueness 17%

Most Important Jewelry Elements

Please rank in level of importance the elements that matter to you the most while purchasing new jewelry:

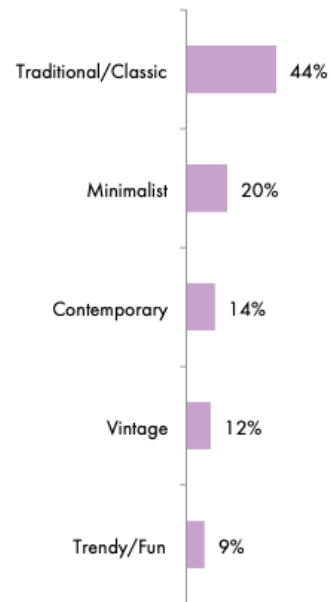


CONSUMER SURVEY – WHAT THEY'RE BUYING

- Consumers feel that traditional/classic jewelry best expresses them
- 67% of consumers wear jewels that express their personality
- 40% of consumers feel jewelry can convey emotion or protect the wearer

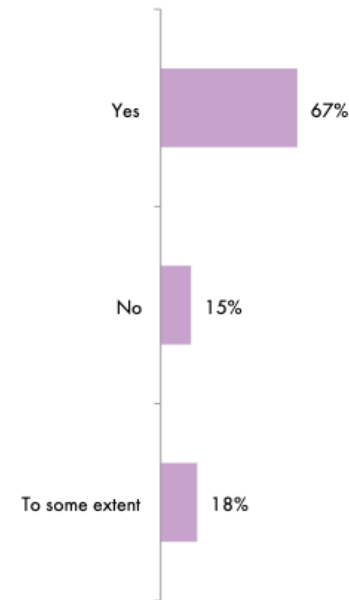
Jewelry Purchase Style

What type of jewelry best expresses your style and personality?



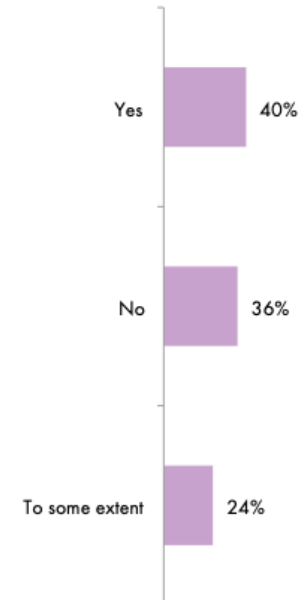
Jewelry and Personality

When you wear jewelry, do you wear jewels that express your personality and mood?



Symbols and Emotions

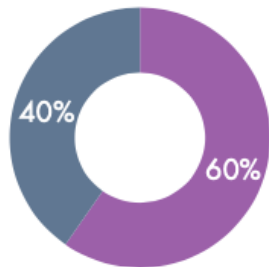
When you buy pieces of jewelry, do you believe symbols have the power to convey emotions or to protect you?



CONSUMER SURVEY – WHAT THEY'RE BUYING

Seek Out Jewelry with Birthstone?

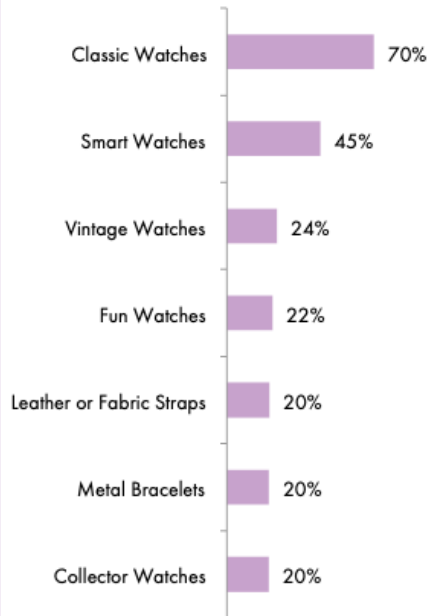
Do you seek out jewelry that has your birthstone in the design?



Yes
No

Watch Style

How would you define your watch(es) and/or watch style? Please check all that apply:

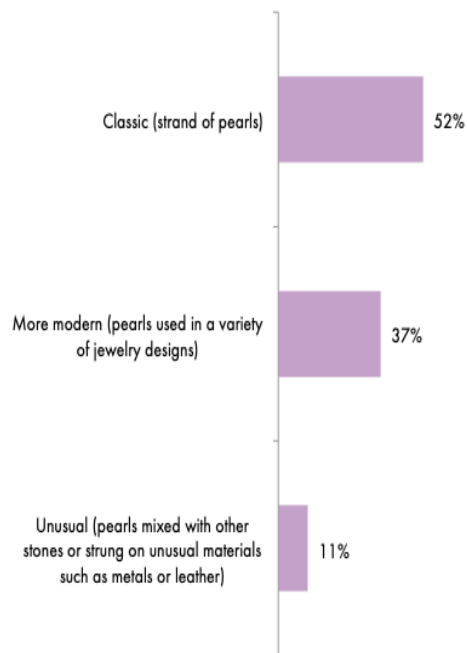


- 60% of consumers say they seek out jewelry with their birthstone
 - 55% seek neutral/pastel color palettes
 - 45% see bright/multi-colors
- Classic watches are still most preferred
- Smart watches come in second (67% of respondents own up to 4 watches)

CONSUMER SURVEY – WHAT THEY'RE BUYING

Pearl Jewelry Style Preferences

When buying pearl jewelry, which styles do you most prefer?



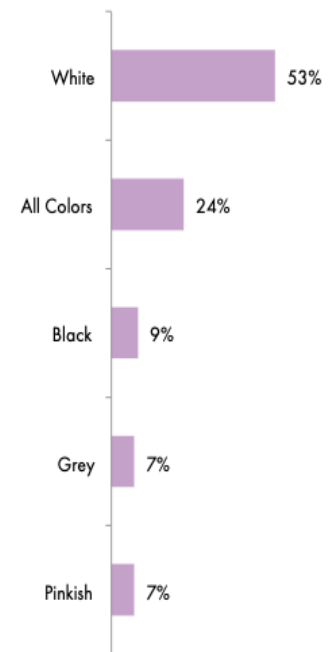
When looking for pearls 52% look for classic pearl strands

Pear color preference:

- 53% prefer white pearls
- 24% prefer pearl colors
- 23% prefer black/grey/pinkish

Pearl Color Preferences

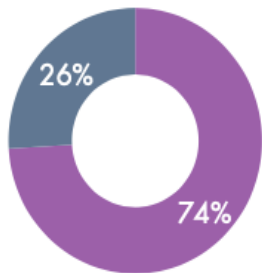
Which color pearls do you most prefer?



CONSUMER SURVEY – WHAT THEY'RE BUYING

Interest in Alternative Jewelry

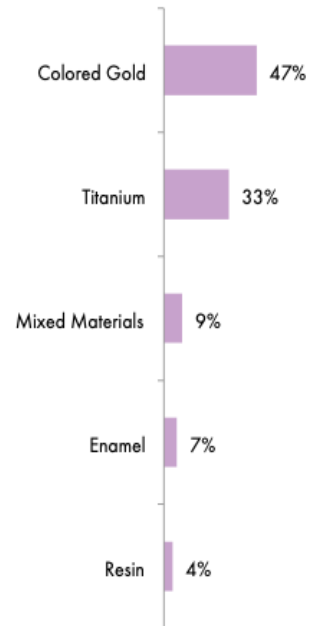
Do you enjoy alternative options in jewelry design (such as colored gold, enamel, etc.)?



Yes
No

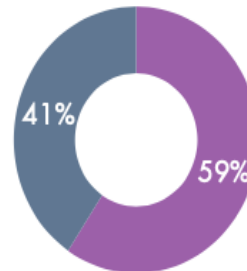
Jewelry Material Preferences

Please rank the following items in terms of your likelihood to purchase jewelry made from or including these materials:



Smart Jewelry Consideration

Have you or would you purchase jewelry (excluding watches) that have technology worked into the design (smart rings, smart necklaces etc.)?



Yes
No

74% of consumers are interested in non-traditional jewelry materials.

- 47% Colored Gold
- 33% Titanium

59% of consumers would consider or have already purchased smart jewelry

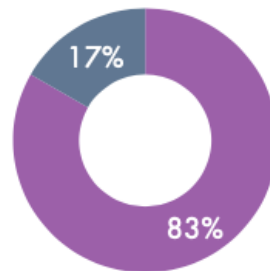
CONSUMER SURVEY – WHAT THEY'RE BUYING

Consumers are considering lab-grown diamonds

- 83% would consider for fashion jewelry
- 65% would consider for engagement rings

Lab-Grown Diamonds: Fashion Jewelry

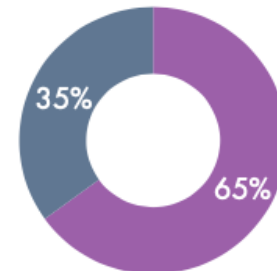
Would you consider buying a piece of fashion jewelry (jewelry other than engagement, anniversary, wedding band) with Lab-Grown diamonds?



Yes
No

Lab-Grown Engagement Ring

Would you consider buying a Lab-Grown Diamond Engagement Ring?



Yes
No

CONSUMER SURVEY – WHAT THEY'RE BUYING

- MORE EXPENSIVE PIECES
 - AVERAGE SPEND \$1,207
- ACCORDING TO EDAHN GOLAN RESEARCH IN 2019 THE AVERAGE WAS \$647
- ACCORDING TO STATISTICA.COM IN 2018 THE AVERAGE WAS \$647
- ACCORDING TO A NJ/JA SURVEY IN 2016 (EXCLUDING ER/WB) THE AVERAGE WAS \$804

Jewelry Purchase Spend

On average, when purchasing new jewelry, what's your average amount spent?

