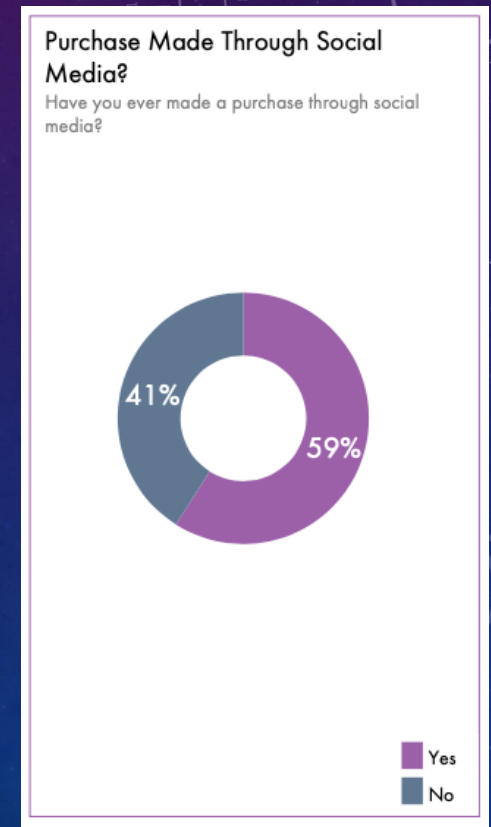
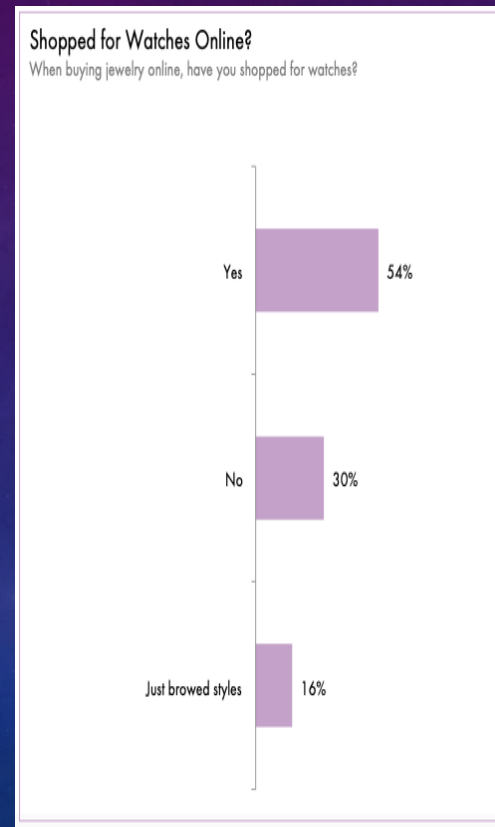
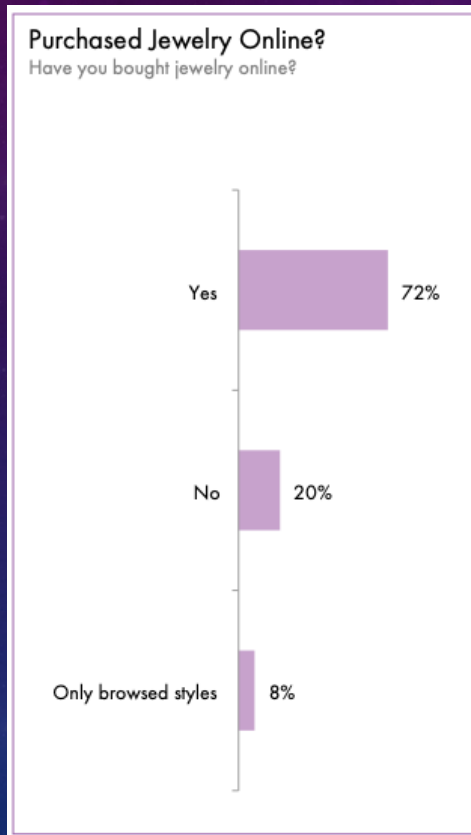


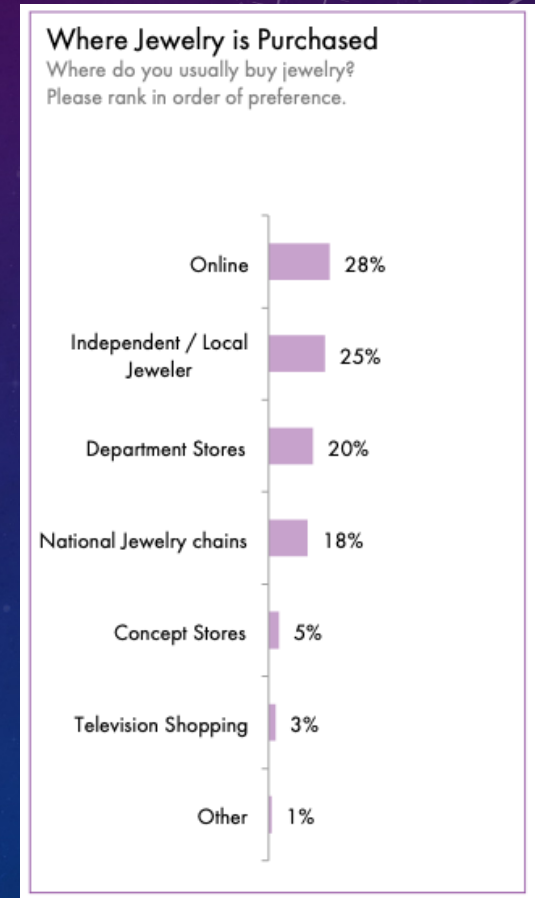
# CONSUMER SURVEY RESULTS – WHERE

- Online purchasing continues to gain strength
- Social media purchasing is growing at a rapid rate.



# CONSUMER SURVEY RESULTS – WHERE

- Good news for brick and mortar – 68% of respondents still *want to* purchase at stores with many not comfortable making a *jewelry* purchase online.

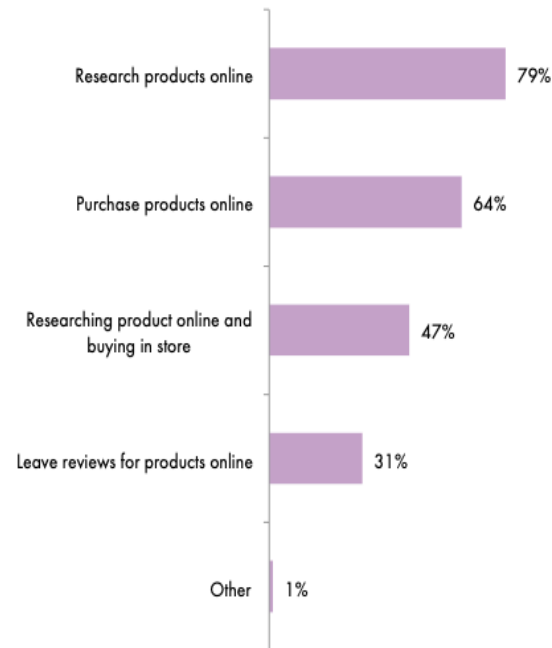


# CONSUMER SURVEY RESULTS - WHERE

- Caveat for brick and mortar – More people are becoming comfortable buying products overall online and for jewelry a retailer's website is the #1 influence in a purchase

## How Technology is Used for Purchasing Process

How do you use technology for the purchasing process?



## Jewelry Influence

What influences your jewelry purchases the most?

