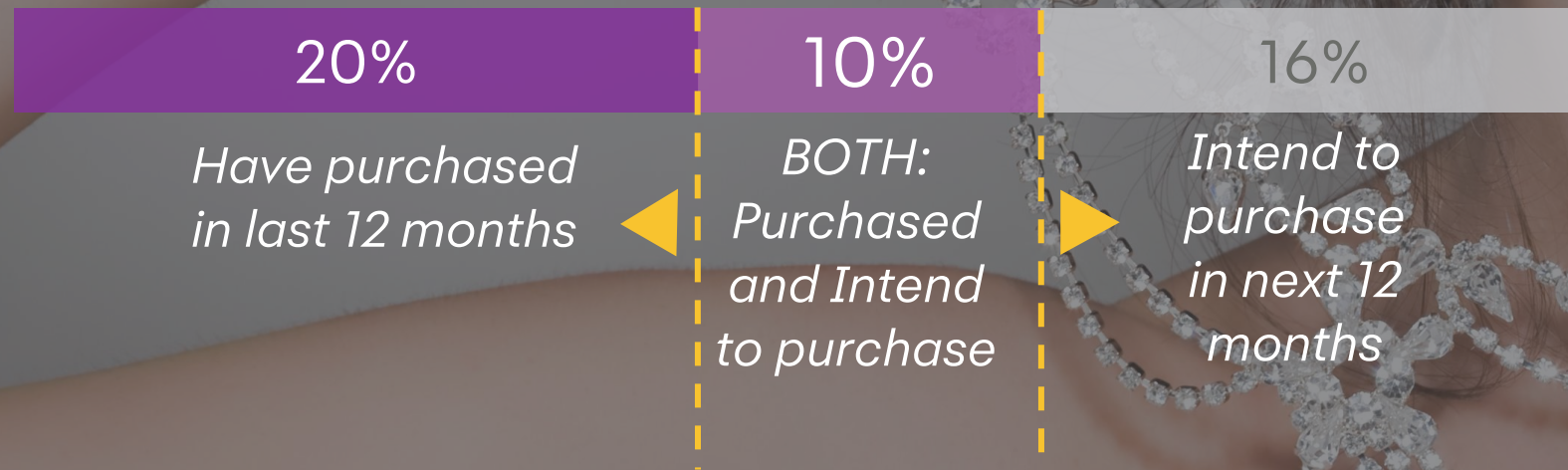


For some, What Matters is Crystal Clear

Intent of Fine Jewelry Purchases

In a survey of general consumers:



For some, What Matters is Crystal Clear

Why they buy



62% purchased to celebrate a special occasion

Over half spend over **\$1,000** on their purchase



58% purchased as gift to self

About half spend less than **\$1,000** on their purchase

For some, What Matters is Crystal Clear

What is important (% selecting important/very important)

68%



Brand name
MEN

83%



Reflection of
style/personality
WOMEN

90%



Quality
Past Purchaser

87%



Quality
Future Purchaser

- Men are more likely than women to say financing options were essential/very important for future purchases

- Over half stated financing was important/very important for past purchases

Finance Helps the Business Sparkle

The Fine Jewelry Buyer Journey

