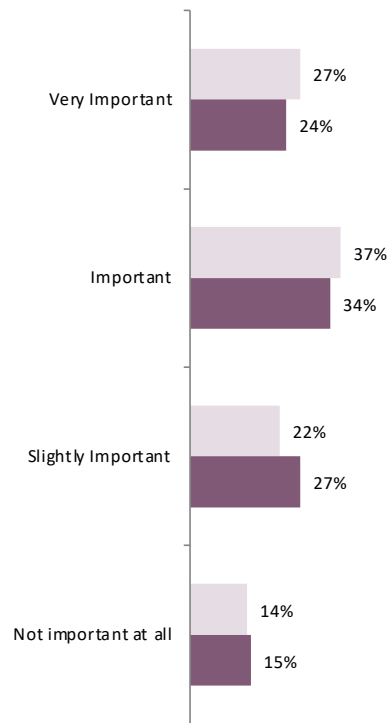




## 64% value name-brand products in-stores and over 60% prioritize salesperson product and industry expertise, both up from the 2023 survey

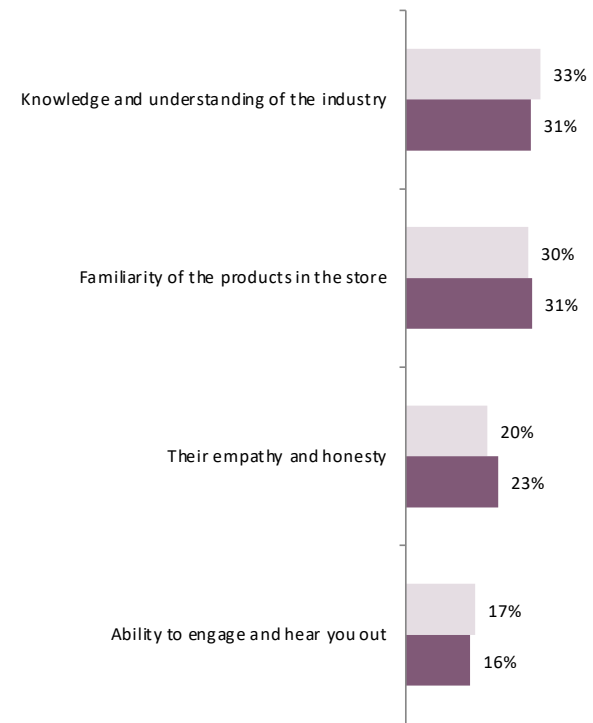
### Importance of Carrying Name Brands

How important is it for a retail jewelry store to carry name brands?



### Desired Salesperson Qualities

What are qualities you find most valuable in a salesperson?



Survey February 2025

Survey February 2023