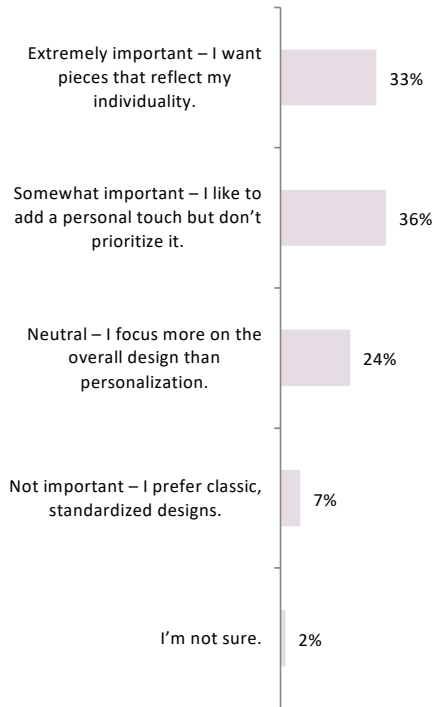




Nearly 70% of respondents consider personalization important when selecting jewelry and would like specific messages or symbols on their pieces

Personalization importance

How important is personalization to you when selecting jewelry?



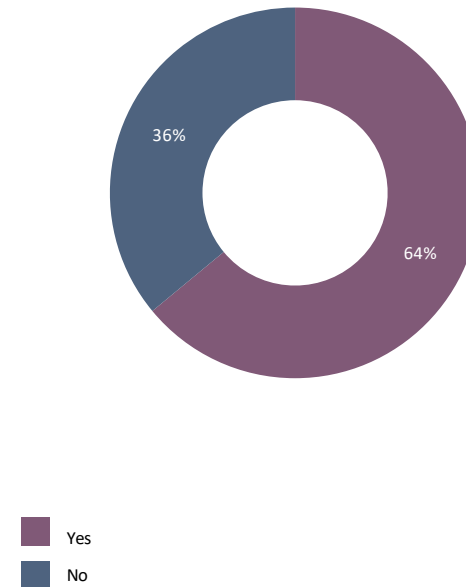
*Added in February '25

Survey February 2025

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Interest in Personalizing Jewelry

When buying jewelry, would you like to personalize the piece with a specific message or symbols? For example, initials, names, letters, dates?



Smart Jewelry Consideration

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

