

Faceted rose pendant recently listed with Delta Air Lines

Brands 88 will launch ELLE Time during TFWA WE in Cannes

ELLE JEWELRY

Make a statement with bold pieces featuring smoky quartz

Stackable bangles are a hot item for this fall

# Another dazzling jewel

*Americas Duty Free* recently spoke with Meg Bryson, national sales manager of ELLE Jewelry, about the brand's overall performance in the Americas and new trends for the upcoming season

During this year's TFWA World Exhibition, Brands 88 will unveil the ELLE Time collection. As a natural extension to the ELLE Jewelry collection, ELLE Time encompasses current jewelry trends like striking bold oval links and pyramid-inspired shapes, as well as time tested favorites such as sporty three hand movements and crystal accented dials. The line consists of 50 stainless steel watches that retail between US\$130 and \$215 and it will be supported by an international lifestyle advertising campaign.

## What is your involvement in the Americas duty free market?

**Meg Bryson, national sales manager, Brands 88:** We are currently covering Jamaica, St. Kitts, Puerto Rico, the Bahamas, Barbados, Bermuda and Canada. In the U.S. we cover the duty free markets in California and Hawaii.

## Where have you recently listed your products?

**MB:** Our faceted rose quartz pendant is in the current Delta in-flight magazine.

## What is the big trend for autumn/winter season and how is it reflected in your jewelry?

**MB:** For autumn/winter, we see the continuation of a wrist story, from link bracelets to bold cuffs and stackable bangles in different shapes and finishes. Mixing and matching is a key trend in the jewelry and fashion industry. In addition, this autumn/winter is all about making a statement with big bold pieces such as the Fresh Ice collection featuring custom cut stones in smoky quartz and blue goldstone. As always, classics such as hoop earrings remain a staple in any jewelry wardrobe. ELLE Jewelry has added a twist to classic pieces by integrating different finishes and textures to update this look.

## What are some of your bestsellers in duty free?

**MB:** The faceted heart necklace and earrings, which comes in a variety of stones including black agate, rose quartz and blue lace agate, featured in the Delta in-flight magazine. Also, mother of pearl station necklaces, portals, openwork and hammered silver have sold well.

## How are you catering to the American market?

**MB:** We are always looking to explore new treatments for our sterling silver collection. In addition to rhodium plating, we have utilized gunmetal and satin finishes. ELLE Jewelry is often known for its use of colored gemstones. Therefore, we are constantly looking for new and interesting stones that speak to the ready to wear colors of the season. Among our best-selling stones is our smoky, rose and clear quartz. Our cracked CZ collection has also received tremendous response as it has a very fresh and unique look.

## How are you attracting consumer attention?

**MB:** We run a global national advertising campaign in ELLE magazine and ELLE Accessories, read by one out of five women worldwide. We increase awareness for the brand by accessorizing designer lines at Miami Fashion Week and New York Fashion Week. It's about making the connection between the jewelry and fashion trends with staying power. In addition, we provide gift-with-purchase promotions as well as POS materials including posters, duratrans and postcards to support our retailers.

## How are sales doing onboard versus land-based duty free stores?

**MB:** We have focused on the land retailer and are in discussions with cruise ships for 2009. □