

THE COMPANY

Jewelry Inc. designs and distributes specialized fine jewelry on a wholesale basis to high-end boutiques and retail stores. The most popular designs include 18k and 22k gold pendants, necklaces, earrings, bracelets and rings. Private sales and an exclusive silver line for the Home Shopping Channel provide additional revenue. The Company's goal is to expand the reach of the Jewelry moniker across all price demographics and into new product lines.

Founder Jenny Barton's intimate understanding of feminine style and the myriad of roles packed into a woman's daily routine contribute to the versatility of the line. Jenny wears her pieces to accent couture gowns at the fashion industry's most elite events, and just as easily with jeans and a white t-shirt for drinks with the girls. Jewelry Inc. is recognized worldwide as timeless, feminine, and wonderfully sexy — a classic look with an indelibly modern twist.

Each piece is designed 100% by Jenny herself, and mixes classic aesthetics with her own trademark embellishments. Two new collections are presented each year to maintain a consistent burst of freshness and excitement, and currently consist of approximately 40 pieces. In 2010, the Company will bring new lines to the market, including a silver line, a emerald line, and a new housewares division.

THE COLLECTION

High-end line

Each piece in the collection is designed entirely by Jenny herself. Beginning with the stones and brushed gold that has become her signature, she oversees each element of each jewel as the piece comes to life. Jenny's designs are a mix of Grecian, Romanesque, and 18th-century aesthetics, along with her own trademark floral embellishments. The jewelry is either 18k or 22k gold paired with brilliant elements of diamonds and precious or semiprecious gems. From wonderfully handcrafted lockets to flowing link chains, her designs capture the essence of femininity. Signature gold handmade cuffs, rings with vibrant stones against brushed gold, and cascading earrings all carry the classic look and feel of jewelry passed down through generations. Going beyond the norm, Jenny adds features such as antique mirrors, adjustable chains, individual lockets and transferable pendants that allow a woman to make her own personal statement when wearing Jewelry Inc designs.

Two new collections are presented each year to maintain a consistent burst of freshness and excitement. Each consists of approximately 40 pieces, including necklaces, pendants, rings, earrings, and bracelets. In a typical seasonal refresh, 20–25 new pieces are added while 20–25 are discontinued according to carefully gauged sales and response.

