

Introduction.....	9
In 2010 the U.S. jewelry market recovered from the recession	9
Research Objectives.....	11
Methodology & Sample Specifications.....	12
<i>Figure 1: Luxury Sample: Income Demographics, 2010-2008.....</i>	<i>13</i>
Jewelry Survey Specifications	14
Luxury Jewelry Survey Specifications.....	16
Chapter 1: Demographics of the Jewelry Consumers	21
Who Purchases Jewelry?	22
<i>Figure 2: Overall Purchase of Jewelry, 2011 & 2007</i>	<i>22</i>
Jewelry Marketers: Take Action>>	22
Demographic Distinctives of Jewelry Buyers, including Costume and Fine Jewelry Buyers	23
<i>Figure 3: Demographic Distinctives of Jewelry Buyers, Fine and Costume, 2011</i>	<i>23</i>
Ethnic Make Up of the Jewelry Market	24
<i>Figure 4: Jewelry Buyers by Ethnicity</i>	<i>24</i>
Jewelry Marketers: Take Action>>	25
Where Jewelry Buyers Live.....	25
<i>Figure 5: Regional Distribution of Jewelry Buyers, 2011.....</i>	<i>25</i>
Jewelry Marketers: Take Action>>	27
Household Composition of Jewelry Buyers.....	27
<i>Figure 6: Household Composition and Children in Home among Jewelry Buyers, 2011</i>	<i>27</i>
Demographics of Jewelry Buyers	28
Jewelry Buyer's Gender.....	28

<i>Figure 7: Gender of Jewelry Buyers, 2011 & 2007</i>	28
Age of Jewelry Buyers	29
<i>Figure 8: Age of Jewelry Buyers, 2011 & 2007</i>	29
Household Income of Jewelry Buyers.....	30
<i>Figure 9: Household Income of Jewelry Buyers, 2011 & 2007</i>	30
Marital Status of Jewelry Buyers.....	30
Demographics by Type of Jewelry Bought.....	31
<i>Figure 10: Overall Jewelry Purchases by Type, 2011-2007</i>	31
<i>Figure 11: Overlap of Fine & Costumer Jewelry Buyers, 2011</i>	32
Jewelry Marketers: Take Action>>	33
Demographics of Fine Jewelry Buyers	34
<i>Figure 12: Demographics of Fine Jewelry Buyers, including Women's and Men's Fine Jewelry, 2011</i>	34
Jewelry Marketers: Take Action>>	35
Demographics of the Costume Jewelry Buyers.....	37
<i>Figure 13: Demographics of Costume Jewelry Buyers, including Women's and Men's Costume Jewelry, 2011</i> 37	
Jewelry Consumer Market at a Glance.....	39
<i>Figure 14: Jewelry Buyers Demographic Overview, 2011</i>	39
Chapter 2: Sales & Growth of the Jewelry Market	40
Overall Size & Growth Jewelry Market.....	40
<i>Figure 15: Sales and Growth Jewelry Market, 2002-2011 est.</i>	40
Jewelry Market Sales & Growth by Major Type of Jewelry	41
<i>Figure 16: Jewelry Market, Sales & Growth by Major Product Category, Fine Jewelry and Costume, 2002-2010</i>	41

Trends in the Fine Jewelry Market	42
Fine Jewelry Sales & Growth in Men's & Women's Jewelry	42
<i>Figure 17: Fine Jewelry Market, Sales & Growth by Men's & Women's Jewelry, 2002-2010</i>	42
<i>Figure 18: Men's Fine Jewelry as Share of Total Fine Jewelry Market, 2002-2010</i>	43
Jewelry Marketers: Take Action>>	43
Fine Jewelry Sales and Growth by Product Form for Men and Women.....	44
<i>Figure 19: Fine Women's Jewelry Sales & Growth by Product Form, 2006-2010</i>	44
<i>Figure 20: Fine Men's Jewelry Sales & Growth by Product Form, 2006-2010</i>	45
Fine Jewelry Sales and Growth by Metal for Men and Women.....	46
<i>Figure 21: Fine Women's Jewelry Sales & Growth by Metal, 2006-2010</i>	46
<i>Figure 22: Fine Men's Jewelry Sales & Growth by Metal, 2006-2010</i>	47
Fine Jewelry Sales and Growth by Gemstone for Men and Women.....	48
<i>Figure 23: Fine Women's Jewelry Sales & Growth by Gemstone, 2006-2010</i>	48
<i>Figure 24: Fine Men's Jewelry Sales & Growth by Gemstone, 2006-2010</i>	49
Trends in the Costume Jewelry Market.....	50
<i>Figure 25: Costume Jewelry Sales & Growth by Product Form 2006-2010</i>	50
About Channels of Distribution for Jewelry.....	51
<i>Figure 26: Total Jewelry Market by Channels of Distribution 2006-2010</i>	51
Summary of Major Findings	52
Chapter 3 — Overview of Jewelry Purchases & Spending	54
Overview Jewelry Purchases.....	55
<i>Figure 27: Jewelry Purchase Overview Fine & Costume, 2011</i>	55
Spending on Jewelry.....	56
<i>Figure 28: Total Spending on Jewelry Purchases, Fine and Costume, 2011 & 2007</i>	56

Spending by Demographic Segment	57
<i>Figure 29: Total Jewelry Spending by Demographic Segment, including Fine and Costume Jewelry, 2011 .</i>	<i>57</i>
Jewelry Marketers: Take Action>>	58
Trends in Future Spending on Jewelry	59
<i>Figure 30: Trends in Spending on Jewelry in Coming Year</i>	<i>59</i>
About Where They Shopped for Jewelry	60
<i>Figure 31: Where Jewelry Consumers Shopped, 2011 & 2007.....</i>	<i>60</i>
Demographic Distinctives in Shopping Destinations	61
Chapter 4 — About Fine Jewelry Purchases & Spending	62
About the Type of Fine Jewelry Bought	63
<i>Figure 32: Fine Jewelry Purchases of Men' & Women's Jewelry</i>	<i>63</i>
Fine Jewelry by Type of Item	64
<i>Figure 33: Type of Fine Jewelry Bought including Women's and Men's Jewelry Types, 2011</i>	<i>64</i>
Men's Fine Jewelry by Type	65
<i>Figure 34: Purchases of Fine Men's Jewelry by Types, 2011.....</i>	<i>65</i>
Total Spending on Fine Jewelry.....	66
<i>Figure 35: Total Spending on Fine Jewelry Purchases, 2011</i>	<i>66</i>
<i>Figure 36: Spending on Fine Jewelry by Demographic Segment.....</i>	<i>67</i>
Trends in Spending by Fine Jewelry Buyers.....	68
<i>Figure 37: Trends in Future Jewelry Spending by Fine Jewelry Buyers</i>	<i>68</i>
Jewelry Marketers: Take Action>>	69
Metal & Gemstone of Last Fine Jewelry Item Bought.....	70
<i>Figure 38: Metal and Gemstone Composition of Last Jewelry Item Purchased, 2011 & 2007.....</i>	<i>70</i>

Spending & Price Points for Fine Jewelry.....	71
<i>Figure 39: Spending on Last Jewelry Item Bought, 2011 & 2007</i>	71
Average Price Paid by Type of Fine Jewelry Item Bought.....	72
<i>Figure 40: Average Price Paid for Last Fine Jewelry Item, 2011</i>	72
Chapter 5 — About Costume Jewelry Purchases & Spending	73
About the Type of Costume Jewelry Bought.....	74
<i>Figure 41: Costume Jewelry Purchases of Men' & Women's Jewelry</i>	74
Jewelry Marketers: Take Action>>.....	74
Costume Jewelry by Type of Item.....	75
<i>Figure 42: Type of Costume Jewelry Bought, 2011</i>	75
Total Spending on Costume Jewelry.....	77
<i>Figure 43: Total Spending on Costume Jewelry Purchases, 2011</i>	77
<i>Figure 44: Spending on Costume Jewelry by Demographic Segment</i>	78
Trends in Spending by Fine Jewelry Buyers.....	79
<i>Figure 45: Trends in Future Jewelry Spending by Costume Jewelry Buyers</i>	79
Jewelry Marketers: Take Action>>.....	79
Chapter 6 — About the Luxury Jewelry Market	81
<i>Figure 46: Tiffany Ranks as Luxury Consumer's Favorite Jewelry Brand</i>	81
Luxury Tracking Survey Methodology.....	81
Sample Demographics.....	83
Income Demographics.....	84
<i>Figure 47: Luxury Tracking Income Demographics, 2010-2008</i>	84
Net Worth.....	85

<i>Figure 48: Luxury Consumer's Net Worth</i>	85
Gender.....	86
<i>Figure 49: Luxury Consumer's Gender</i>	86
Age Distribution	86
<i>Figure 50: Luxury Consumer's Age Distribution</i>	86
Generations	87
<i>Figure 51: Luxury Consumer's Generations</i>	87
Other Demographic Variables	88
<i>Figure 52: Luxury Consumer's Ethnicity</i>	88
Occupation & Employment	89
<i>Figure 53 Luxury Consumer's Occupation</i>	89
<i>Figure 54: Luxury Consumer's Employment</i>	90
Luxury Jewelry Purchase Details.....	91
Amount Spent on Luxury Jewelry.....	91
<i>Figure 55: Luxury Jewelry Spending by Demographic Segment 2010-2008</i>	91
Type of Luxury Jewelry Bought.....	92
<i>Figure 56: Estimated Spending on Women's & Men's Luxury Jewelry (2010-2008)</i>	92
Type of Women's Luxury Jewelry Bought.....	93
<i>Figure 57: Estimated Spending on Women's Luxury Jewelry by Product Type (2010-2008)</i>	93
Women's Luxury Jewelry Material of Composition.....	94
<i>Figure 58: Estimated Spending on Women's Luxury Jewelry by Material (2010-2008)</i>	94
<i>Figure 59: Estimated Sales of Women's luxury Jewelry by Gemstone (2010-2008)</i>	95

Where People Shopped for Luxury Jewelry	96
<i>Figure 60: Estimated Spending on Luxury Jewelry by Type of Store (2010-2008)</i>	96
Luxury Jewelry Brand Usage	97
Tiffany tops the list of most widely purchased luxe jewelry brand, followed by Bulgari and Boucheron.....	97
<i>Figure 61: Luxury Jewelry Brand Usage</i>	98
Luxury Consumer Jewelry Store Usage.....	99
<i>Figure 62: Top Luxury Consumer Jewelry Store Destinations</i>	99
Chapter 7 — About Maximizing Sales in the Jewelry Market	101
Integrate Consumer Insights and Take Action	101
Jewelry Marketers: Take Action>>	103
Innovate	105
Jewelry Marketers: Take Action>>	106
Inspire	107
Jewelry Marketers: Take Action>>	108
Final Thoughts to Inspire You	110

INTRODUCTION

In 2010 the U.S. jewelry market recovered from the recession

But the post-recession jewelry market doesn't look anything like the pre-recession market

In 2010, the U.S. jewelry market emerged from the recession, posting a dramatic 7.5 percent increase in consumer expenditures from 2009 to 2010, after two successive years of negative growth. Yet the jewelry market today is very different than it was back in 2006 and 2007 before the recession, and jewelry makers and retailers expecting to pick up where they left off with the same products targeting the same consumers will find themselves in the lurch. This according to Unity Marketing's latest *Jewelry Report 2011*, a new market research study based upon surveys conducted among recent jewelry buyers.

"Since 2006 Unity Marketing has tracked dramatic changes in the jewelry market related to consumers' product and shopping preferences," explains Pam Danziger, president of Unity Marketing and author of *Putting the Luxe Back in Luxury: How new consumer values are redefining the way we market luxury* (Paramount Market Publishing, 2011). "Among the most profound shifts our research uncovered is the growing demand for men's jewelry. Over two-thirds of the growth in the jewelry market from 2008 to 2010 is directly attributable to increased expenditures on men's jewelry."

"The men's jewelry market pre-recession was so small that it was difficult to make definitive assessments about men's jewelry preferences. Today, that segment of the market has grown, and we can pinpoint the preferences men have about the jewelry they wear as well as the preferences of those who buy jewelry for them, with a level of detail designed to help manufacturers and retailers carefully target their product line."

The latest study of the U.S. jewelry market includes:

- Size of the costume and fine jewelry sector of the market

- What's hot and what's not in terms of jewelry products, such as rings, necklaces and earrings or for men, tie tacks and cuff links.
- What types of metal jewelry consumers favor today, including gold, sterling silver and platinum as well as various plated metals. Where people shop for jewelry, including dramatic shifts away from jewelry stores toward a wider spectrum of shopping destinations including art galleries, department stores, warehouse club outlets and direct-to-consumer channels such as the internet and television shopping.

Further the report presents the latest demographics that describe the jewelry consumer market, and an in-depth look at the luxury sector of the jewelry market, which accounts for more than 50 percent of total industry sales, including which jewelry brands and national retailers the luxury shopper favors.

"In order to build successful businesses in the future, jewelry marketers and retailers must take into account the many changes that their consumers have experienced coming out of the recession. Jewelry marketers have to be willing to challenge the old strategies and create new designs at new price points to be sold in new ways. Take jewelry designer Carol Brodie who against the conventional wisdom launched an exclusive high-end jewelry line called Rarities on HSN. By swimming against the tide, today Brodie's line is reported to be HSN's top-selling jewelry line by the trade publication *Women's Wear Daily*. Jewelry marketers need to think outside of the traditional jewelry "box," and open up to the many exciting possibilities to connect with consumers beyond the glass-cased jewelry store counter," Danziger concludes.

RESEARCH OBJECTIVES

The objective of this study is to provide jewelry marketers and retailers the latest data about sales and growth in the consumer market for jewelry products. Based upon research among recent jewelry purchasers conducted in April 2011 among a statistically representative sample of consumers across all income categories, which is compared with similar surveys conducted in 2006 and 2007. Further the report is supplemented with in-depth surveys among luxury jewelry consumers conducted quarterly throughout 2008, 2009, 2010 and 2011.

With a focus on the consumers, their buying behaviors, needs, desires and preferences, this research study includes research data and statistics about:

- **Jewelry Market Size and Growth:** What is the size of the jewelry market and how rapidly is it growing? How is the jewelry market segmented by the type of jewelry product and material of composition, including metals and gemstones?
- **Demographics of the Jewelry Market:** What kinds of households buy jewelry and how do different demographic characteristics impact and influence jewelry buying behavior, (e.g. household income, size, composition, ethnicity/race, education, etc.); what are the different demographic segments within the jewelry market? How similar or different are households/consumers who purchase jewelry for personal use and for gifting?
- **Jewelry Buying Behavior:** What are the primary characteristics of the consumers' buying behavior related to jewelry? Why they are motivated to buy these goods, either for themselves or as a gift purchase? Where do they shop for jewelry; how do they decide to purchase one piece vs. another; what is their budget for a jewelry purchase; what is the role of brand in jewelry buying behavior; how much do they purchase and how much do they spend on key categories of jewelry. How do men and women differ in their jewelry shopping and buying behavior?

- **Luxury Jewelry Sector:** How is the luxury jewelry market consumer defined; what products do the most affluent consumers buy, where do they make their purchases; what jewelry brands and national jewelry retailers capture the greatest share of their spending?

METHODOLOGY & SAMPLE SPECIFICATIONS

Jewelry consumer survey specifications

The 2011 jewelry consumer survey was conducted March 31-April 1, 2011 among 553 recent purchasers of jewelry (average income \$76,080; average age 45.1 years; 64 percent female/36 percent male) identified from a statistically-representative sample of 1,055 U.S. households. The results of the latest survey were compared with a similar survey conducted in July 2007 among 753 recent jewelry buyers (average income \$75,400; 41.6 years; 63 percent female/37 percent male. In both surveys respondents were screened for their purchase of any fine or costume jewelry purchase in the past 12 months. Only individuals who personally made jewelry purchases, either for oneself or as a gift, were included in the surveys.

Luxury consumer sample specifications

Every quarter Unity Marketing surveys not just people with high incomes, but affluents who buy luxury goods and services. The luxury survey sample is recruited based upon high income (\$100,000 or more which corresponds to the top 20 percent of U.S. households) and purchase of one or more luxury goods or services in the three month study period. Respondents are also qualified by age, from 24 to 70 years old.

In 2010 a total of 5,195 luxury consumers were surveyed, which compares with a total of 4,739 surveyed in 2009 and 4,609 surveyed in 2008. Overall the surveys skew toward a higher portion of female respondents. In 2010 some 56 percent of the survey

sample was female, as compared with 62 percent in 2009 and 64 percent in 2008. Of note: in 2010 and corresponding with the over-sampling of ultra-affluent consumers, more men participated in the luxury tracking study.

The average age of the luxury consumers surveyed has been remarkably consistent in the past three years, averaging just slightly over 45 years in age. This is not unexpected as the age window of affluence when people reach their highest level of income and earnings ranges from 35 to 54 years.

In 2010 survey respondents had an average income over \$311,400, putting the income average in the ultra-affluent range

The average income of the survey sample in 2010 was \$311,400, making the typical respondent a member of the ultra-affluent segment. Because Unity Marketing increased its sampling of the ultra-affluent consumer segment in 2010 to comprise 33 percent of the overall sample, as compared with the natural distribution of only 10 percent, the income samples for 2009 and 2008 were statistically weighted to match the income distribution for 1Q2010.

<i>Income</i>	<i>2010</i>	<i>2009</i>	<i>2008</i>
		<i>Weighted</i>	<i>Weighted</i>
\$100,000 to \$149,999 (HENRYs)	32%	32%	31%
\$150,000 to \$199,999 (HENRYs)	23%	23%	23%
\$200,000 to \$249,999 (HENRYs)	12%	12%	12%
\$250K+ (Net Ultra-Affluents)	30%	33%	23%
\$250,000 to \$499,999	16%	18%	16%
\$500,000 to \$999,999	5%	6%	3%
\$1,000,000 or more	8%	9%	4%
Average	\$311.4k	\$331.5k	\$272.3k

Figure 1: Luxury Sample: Income Demographics, 2010-2008

Jewelry Survey Specifications

The survey among jewelry buyers was structured about the type of jewelry item bought, specifically if they purchased any of the following in the past year:

- Fine jewelry, defined as jewelry made from 10k and above gold, sterling silver, or platinum and that may include precious, semiprecious stones, crystals or manmade gems; or
- Costume or fashion jewelry, defined as jewelry made from base metal, plastic, wood, or other non-precious material.

For the jewelry items bought, data was collected about the total amount spent on the jewelry purchases made in the past year, as well as the amount spent on the last jewelry item bought. They were also questioned as to whether the last jewelry item bought was purchased as a gift to provide context to understand the incidence of gift purchasing in the overall jewelry market. Further, data was also collected on consumers' expected purchases of jewelry in the coming year.

Details about fine jewelry purchases

If the respondents had purchased any fine jewelry, they specified the type of item bought and if the item was bought for a man or a woman. These specific items were included:

- Ring (excluding Bridal, Engagement, and/or Wedding Rings)
- Necklace
- Bracelet
- Earrings
- Pin/Brooch
- Bridal, Engagement, and/or Wedding Rings
- Tie Tack
- Cuff Links
- Other Jewelry Item

Pertaining to fine jewelry items additional information was collected about the metal the item was composed of, specifically whether it was:

- Fine gold jewelry (e.g., 10k and above, not gold plate)
- Fine platinum jewelry
- Fine sterling silver jewelry
- Gold plate, gold filled, or vermeil
- Palladium, Platinum or Rhodium plate
- Base metal

In addition, data about any gemstones that accented the jewelry item, specifically:

- Diamonds
- Pearls, including fresh water pearls, cultured pearls
- Other precious gemstones (such as emeralds, sapphires, rubies, etc.)
- Semi-precious gemstones (such as opals, topaz, amethyst, turquoise, etc.)
- Faux or man-made stones (such as CZ's, Moissanite, etc.)
- Crystal

- Other costume and/or fashion stones (including glass, plastic, composite, etc.)
- No gemstones/metal only

Data about costume jewelry purchases

Among those who bought any costume jewelry for men or women in the past year, data about the type of costume jewelry item purchased was collected, specifically:

- Ring
- Necklace
- Bracelet
- Earrings
- Pin/Brooch
- Bridal/Wedding Jewelry
- Tie Tack
- Cuff Links
- Other Jewelry

No data about metal or gemstones was collected related to costume jewelry as this category was defined specifically as

composed of non-precious metal and faux, glass or other non-precious accents.

Where jewelry purchases were made

Insight into where people shopped for jewelry in the past year was gathered in the survey. These are the types of stores included in the survey questionnaire:

- Chain jewelry store (such as Zales, Kay's, Bailey Banks & Biddle, Tiffany's, etc.)
- Independent or locally-owned jewelry store
- Department store (such as Macy's, Sears, JC Penney, Kohl's, Dillard's, other regular department store)
- Discount department stores (such as Wal-Mart, Target, Kmart, etc.)
- Gift shop (such as Hallmark or other specialty gift store)
- Internet e-commerce site, mail order catalog or direct mail (such as Blue Nile, jewelry.com, eBay, Amazon.com, etc.)
- Luxury department store, (such as Nordstrom, Neiman Marcus, Bloomingdales, etc.)
- Specialty fashion shop or boutique (such as Gap, Banana Republic, Limited, Chico's, etc.)
- Television shopping channel (such as HSN, QVC, NBC Shop, etc.)
- Warehouse clubs (such as Costco, Sam's Club, etc.)
- Art gallery or arts & craft boutique
- Other types of stores not listed above

Luxury Jewelry Survey Specifications

Unity Marketing's exclusive Luxury Tracking study supplements the data collected in the general consumer jewelry survey with more insights and understanding of the high-end jewelry consumer segment. In the luxury jewelry survey, only those in the top 20 percent of U.S. households, specifically incomes starting at \$100,000 and above, are surveyed who also buy one or more luxuries in the quarter. In addition to gathering the total amount spent on luxury jewelry in the quarter, the following questions are contained in the Luxury

Tracking study for consumers who report buying any "Luxury or High-End Jewelry, including Fashion Jewelry" during the quarter:

Type of luxury jewelry bought

For both men's and women's jewelry purchases, respondents are asked to describe their jewelry purchases by type, specifically:

- Ring
- Necklace
- Bracelet
- Earring
- Pin/Brooch
- Bridal/Wedding Jewelry
- Tie Tack/Bar
- Cuff Links
- Other Jewelry

Material of composition of luxe or high-end jewelry

Luxury consumers also specify the material of composition of their jewelry purchases, specifically:

- Metal
- Fine gold jewelry (e.g., 10k and above, not gold plate)
- Fine platinum jewelry
- Fine sterling silver jewelry
- Gold plate, gold filled, or vermeil
- Palladium, Platinum or Rhodium plate
- None of the above
- Gemstones:
 - Diamond jewelry
 - Pearl jewelry
 - Other precious gemstone jewelry (such as emeralds, sapphires, rubies, etc.)
 - Semi-precious gemstone jewelry (such as opals, topaz, amethyst, turquoise, etc.)

- Faux or Man-Made Stones (such as CZ's, Moissanite, etc.)
- Crystal
- Other Costume and/or Fashion jewelry (including glass, plastic, composite, etc.)

Where luxe jewelry purchases are made

For the luxury consumers, these stores are included in the question about where jewelry purchases are made during the quarter:

- Department Store
- Luxury Branded Shop or Boutique, such as Armani, Burberry, Chanel, Gucci, etc.
- Specialty Fashion Shop or Boutique
- Jewelry Store and/or Specialty Gift Store
- Art Gallery, Custom Framing Shop and/or Antique Store
- Discount Store, Outlet Store and/or Warehouse Club

- Through Internet, Mail Order or TV Shopping
- Other Types of Stores Not Listed Above

Luxury jewelry brands bought

Luxury jewelry buyers are also asked about the brands they purchased in the quarter, from this list of luxury brands:

- Bacarrat
- Boucheron
- Bulgari
- Cartier
- Crislu
- David Yurman
- DeBeers
- Di Modolo
- Diamiani
- Fope
- Gucci
- H Stern

- Harry Winston
- John Hardy
- Judith Ripka
- Kwait
- Lalique
- Leo Diamond
- Majorica
- Mikimoto
- Ralph Lauren
- Robert Lee Morris
- Roberto Coin
- Scott Kay
- Swarovski/Swarovski CRYSTALLIZED
- Tiffany
- Van Cleef & Arpels

Jewelry stores frequented in quarter

In a final question pertaining to their luxury jewelry purchases, luxury consumers are asked if they shopped in any of these branded jewelry stores in the quarter:

- Bailey Banks & Biddle
- Ben Bridge
- Borsheim's
- Bulgari
- Cartier
- DeBeers
- Fred Meyers Jewelers
- Harry Winston
- Helzberg Diamonds
- Jareds Galleria of Jewelry
- Jewelry Exchange
- Judith Ripka
- Kay's
- Littman Jewelers
- Mayors
- Reeds Jewelers

- Ross-Simons
- Samuels Jewelers
- Sterling Jewelers
- Tiffany's
- Zales