

Bridal Diamonds — New and Refreshed

The bridal assortment was completely revamped for fall 2010! Along with an expanded selection, you can show your customers new and exclusive pieces! Most importantly, there's something for everyone's budget. The comprehensive assortment includes many looks that your customers will find in fine jewelers and bridal magazines, so they are sure to find something they love for a great price.

RED BOX BRIDAL

This is an incredible value in 10K gold! There are many styles for your customers to choose from, and they'll be promoted throughout the holidays at a great price point. This was a great seller last year, and will certainly continue its trend through this year!



#22757

Diamond Bridal Set in
10K white gold



#22758

Diamond Bridal Set in
10K yellow gold



#22095

Diamond Bridal Set in
10K white gold



#22412

Diamond Bridal Set in
10K yellow gold

DIAMOND ANNIVERSARY BAND

Last year, this ring was offered in a yellow gold setting and quickly became a best seller. A white gold setting has been added to your selection this year, so you can offer your customers another option. These rings are sold at an amazing value, and their traditional styling is appealing to many different types of customers!



#22754

1 ct. t.w. Diamond Anniversary
Ring in 10K white gold



#22571

1 ct. t.w. Diamond Anniversary
Ring in 10K yellow gold



TRADITION DIAMOND

Sears is adding an exclusive brand to the cases this fall — Tradition Diamond.

All items are vendor certified with H1 color and I2 clarity, and they're displayed in beautiful boxes. Each ring is made with either 10K or 14K gold, and all are available on Sears.com. The collection will contain both best-selling styles and many new and updated looks.



#22739

2 ct. t.w. Diamond Engagement
Ring in 10K yellow gold



#21872

1/2 ct. t.w. Diamond Engagement
Ring in 14K white gold

NEW BRIDAL ASSORTMENT

The entire bridal assortment has been reworked — you now have options to meet the needs of every customer!

- A clear good/better/best strategy is now in place, so you can help your customers at any budget.
- A significant amount of sterling silver bridal pieces have been added to keep up with today's trends.
- The new Sears exclusive branded bridal program, Tradition Diamond, comes with a certificate and box.
- Best sellers will remain available, but unproductive inventory has been replaced.
- The comprehensive assortment available in your store covers most looks found in fine jewelers and bridal magazines. So whether customers want something modern or traditional, you'll be able to show them something that suits their style.