

# Increase Your Profits & Reduce Your Risk



*Fantasy Diamond Corporation is a Chicago based, family-owned diamond jewelry and watch company, in business since 1922. Fantasy Diamond has a national reputation as a leading source of superior quality diamond products and trend setting designs. Fantasy Diamond has an intense and dedicated focus towards design and new product development, utilizing the most technologically advanced applications and patented techniques to create the most distinctive products in the industry.*



*In 2009, Fantasy Diamond saw how current economic times were affecting our retail partners; creating high inventory levels without a turn rate to substantiate new product purchasing. Struggling with these realities, some of our retail partners were not able to add new styles or replace existing skus due to this restricted buying power. As a result, Fantasy Diamond developed the Live Catalog™ concept; a solution to our retail partner's current economic hardships.*



**We understand that nothing is better than live diamond jewelry to sell to your customer. However, if current economics do not allow for substantial asset purchases, look to Fantasy Diamond's Live Catalog™ programs as your solution.**

The Live Catalog™ model is Fantasy Diamond's solution to add product merchandise without the high up-front inventory investment associated with asset jewelry purchases. As a business model, Live Catalog introduces new product lines through merchandised prototype jewelry programs. Live Catalog programs allow the retailer to sell from the sample prototype piece of jewelry and place special orders for each individual customer. This type of program affords a high return on investment and increased incremental business. Live Catalog programs are easy to use – it is like shopping a print catalog with the option of trying on the item before purchase.



## **As a retailer, reap the benefits of Live Catalog™ :**

- Opportunity to turn inventory without purchasing asset items.
- Low inventory investment.
- Showcase thousands of dollars of jewelry to sell as special orders.
- Meet the need of your customers - Fantasy Diamond will work with you and your customer to modify a design to fit their needs. Call Fantasy Diamond with any questions or to discuss a custom design.
- Attentive and exceptional customer service support.
- Marketing materials to support your selling efforts.



## **Live Catalog™ offers your customers the opportunity to:**

- Touch the product.
- Try-on the product.
- See the craftsmanship
- Special order and custom design to their requests.

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Live Catalog® consists of CZ and alloy prototype sample jewelry that is made with the same care and attention to detail and craftsmanship as our diamond gold jewelry. As you will see, the prototype sample jewelry is the same quality that you have come to know and expect from Fantasy Diamond. The sample items look exactly like our diamond jewelry except for the “CZ-925” stamped into each piece. (You will also notice a lighter weight to the item as it is alloy and CZ.) Live Catalog programs are merchandised by brand collections. Each program has its own guidelines and specifications.

## Endless Diamond® Embrace Live Catalog™ Program



- Custom designed engagement ring and bridal set program.
- GIA Certified Diamonds 1/2 ct. and up.
- \$1195 or FREE an asset purchase of \$2400+ of Embrace Engagement Rings.
- Merchandised Branded Display, Brochures, and InStore Signage.

## Endless Diamond® Engaged Live Catalog™ Program



- Endless Diamond engagement rings and matching wedding band bridal program.
- \$849 or FREE with an asset purchase of \$2000+ of Engaged Engagement Rings.
- Merchandised Branded Display.
- 24 bridal sets, 48 total pieces.

\* If you have additional inquiries or would like to discuss other Live Catalog opportunities, please call Fantasy Diamond.

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