



TRACY ARRINGTON
STUDIOS

Who We Are and What We Do:

Tracy Arrington Studios is the brainchild of Tracy Arrington, a prolific jewelry designer with a style all her own. In addition to intensive college-based metalsmith training and studies with renowned goldsmiths across the county, Tracy also has a 20-year business career with experience in planning, finance, analysis, buying, merchandising, negotiation and strategic planning. This experience and training allows Tracy to not only design beautiful jewelry but also gives her company a strong infrastructure which ensures permanency. Founded in 2008, her company is a recognized brand sold throughout the US and Canada and is expanding rapidly, with triple digit growth last year alone. She employs full-time Studio Metalsmiths, a Director of IT and Operations, a Marketing Manager and experienced Sales Reps who are leading the way for continued rapid expansion. Retailers know they can trust buying from Tracy Arrington Studios; the quality of the jewelry is top notch, the company has solid backing, and its foundation is built on providing extraordinary service.

Retailers love working with Tracy Arrington Studios in so many ways. Her customers are the most important part of her business. Tracy believes that her relationship with her retailers is all about collaboration and partnership. "From our inception, it has been our policy to sell wholesale only. We believe in supporting our stocking retailers rather than competing with them." In a world filled with short-term solutions, Tracy Arrington Studios has chosen to be a long-term player and goes above and beyond to provide stores with the tools and service they need to be successful with the line. Professional clipped images, a full-color catalog, lifestyle images and monthly marketing tools are used to develop a profitable growth plan for her customers. Tracy also understands that it is critical for retailers to keep their inventory fresh and bring exciting new designs to their customers. She is constantly designing new jewelry and introduces new designs twice a year. Her entire focus is directed at helping her retail stores sell through in a timely and profitable manner.

Tools for Retailers:

- **Website:** Tracy's website is designed to provide consumers and retailers a place to connect with her brand. Designs are searchable by metal, gemstone, sku, collection, and category. It contains a wholesale-only section, protected by password, which is available to qualified retailers by request. This section includes catalogs with wholesale pricing, new product catalog inserts, promotional offers, and hundreds of professionally shot images. Tracy highly encourages retailers to show a significant number of her designs on their website, beyond those which they carry in store. This allows their current and potential customers to browse a wide range of styles and is a powerful sales tool which helps generate excitement about seeing the line in person. She can provide retailers with data to upload into their systems for any or all of her styles which can include SKU, collection, item description, materials, and images.
- **Full-color Catalog:** Tracy's catalog contains professional images of every design she sells. It is a great sales tool that allows retailers to see the line at a glance and show customers who are interested in placing a special-order for a specific design.
- **Professional Photography:** The wholesale section of Tracy's website houses hundreds of professional images which are available in jpg format (white background, ideal for web use), png format (transparent background, ideal for print materials) and hi-res lifestyle and model shots. All images can be downloaded at

the convenience of the retailer. She encourages retailers to use her images for social media posts, email marketing, postcard mailings, promotions, and advertisements.

- **Social Media:** Tracy actively follows her accounts on Facebook, Twitter, Pinterest, and Instagram and loves to share news on her timeline. She encourages retailers to share her content with their customers and is committed to helping them educate consumers about designer jewelry.
- **Email Marketing:** Tracy sends out relevant, informative emails with offers or product training information a few times throughout month. Accounts are not bombarded and all emails are sent through a professional service offering instant opt out. She believes that if you support your accounts the sales will come when the timing is right for them.

General Company Information

- **Brand Demographics:** Tracy Arrington Studios is a fully branded, cohesive silver jewelry line targeting women, age 30-75, who want the look of high-end designer jewelry without the price of karat gold. They are looking for beautifully-crafted handmade jewelry that lasts for years. These women are everyday people who want jewelry that is comfortable to wear, easy to care for, and versatile. They buy at galleries, jewelry stores, upscale boutiques, museum stores, and home and gift stores. The line offers ten collections, each with a slightly different focus. New designs are introduced twice a year, creating a series of focused, evolving collections with a clear signature style.
- **Quality:** Each item is individually made to order by a trained studio artist under the supervision of Tracy Arrington. Pieces are made using sterling silver, vermeil, 14K gold fill and a variety of semi-precious and precious gemstones including diamonds, pearls, moonstone, labradorite and druzy. All darkened metals are oxidized sterling silver.
- **Prices:** Retail prices range from \$75 to \$800.
- **Lead Time:** Ship time averages 2 weeks but we can usually ship an order the same week if there are special circumstances. "During show times and before Christmas lead times can increase so ordering early is always a good plan if specific ship dates are important to you."
- **Exchanges:** Tracy believes it is important that a store's product mix remains fresh to maximize sales. She is happy to offer exchanges on items as needed to keep stores stocked with top sellers and plenty of fresh new designs. "If it isn't selling it shouldn't be in the case."
- **Customization:** Tracy is asked on a regular basis about making custom designs. She does her best to accommodate these requests.

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