

# *Valentine's Guide For The Jewelry Retailer*

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The Truly Romantic Jewelry Collections





Valentine's Day Guide for the Jewelry Retailer. The Truly Romantic Jewelry Collections Royi Sal Jewelry exclusive in-house designed and manufactured jewelry collections are a truly romantic gift for the 2020 Valentine's Day.

The great thing about jewelry is the available variety and versatility for a woman, no matter if she's a laid-back adventurer or a fashionista.

Though there are many choices out there in the market, we believe you should consider some of the bestselling jewelry collections, Royi Sal Jewelry recommends to the jewelry retailers around the world for Valentine's Day 2020

**Browse the Magazine to find our coupon code with a discount for the new collections!**

Hope you enjoy our e-magazine







## Valentine's Day Celebrants Spend More in 2019!

### Shoppers Feeling the Love This Valentine's Day

In 2019, Valentine's Day shoppers set new spending records. They added \$20.7 billion to the economy, according to the National Retail Federation. That's more than the \$19.2 billion spent in 2018. This gave a huge boost to retailers who cater to this market. It also points to rising consumer confidence.

That's good news for the economy. Consumer spending drives almost 70 percent of the nation's total output. That makes it the largest component of gross domestic product.

### Who's Doing the Spending?

51 percent of the American population planned to celebrate Valentines' Day.

Younger people, who still try to impress potential mates, participate more than older, more settled folks.

- Fifty-two percent of those between the ages of 25 and 34 will celebrate the holiday,
- Another 53 percent of those between 18 and 24 years old will do so. According to the NRF.

### How will people celebrate valentines' day?

55% celebrating with a significant other

#### 45% choose to celebrate in another way

- 12% treat themselves with something special
- 10% plan to get-together with friend and family
- 3% purchase anti-Valentine's day gift

References: [nrf.com](http://nrf.com), [thebalance.com](http://thebalance.com), [contactpigeon.com](http://contactpigeon.com), [valuewalk.com](http://valuewalk.com)



## Average expected spend on Valentine's Day by country (USD)

Reference: [contactpegon.com](http://contactpegon.com)

Spain: \$144

USA: \$141

France: \$137

Italy \$137

Germany \$108

UK: \$63

## Candy was the top popular category while Jewelry generated the most revenue

What gifts say "I love you"? Top sellers for Valentine's Day 2019 includes candy at the top of the list with 55% of shoppers saying they will the gift of sugar to their loved ones. Greeting cards came in next with 46% of Valentine's shoppers gifting them, while 36% are opting to give flowers. Date nights account for 35% of shoppers plans and giving jewelry came in last with only 19% of shoppers planning to buy it.

However, the interesting fact here is that jewelry generated the most revenue. That's right; consumers spent only \$1.8B on candy, while they proved that diamonds really are a girl's best friend by spending \$4.7B on jewelry for loved ones.

Here are the top five gifts, the percentages of who bought them, and how much they spent in total:

### Purchase Percent Billions Spent



Candy	52%	\$1.8
Greeting cards	44%	\$0.9
Evening out	34%	\$3.5
Flowers	35%	\$1.9
<b>Jewelry</b>	<b>18%</b>	<b>\$3.9</b>

References: [nrf.com](http://nrf.com), [thebalance.com](http://thebalance.com), [contactpigeon.com](http://contactpigeon.com), [valuwalk.com](http://valuwalk.com)



## Consumers to shop 2 weeks earlier their Valentine's Gifts

For e-Commerce marketers, it might be surprising to learn that in 2018, almost 50% of Valentine's Day shoppers planned on buying their gifts for loved ones during the first 2 weeks of February.

This is why we always recommend in order avoiding a broken heart, E-Commerce marketers to roll out their unique Valentine's Day marketing strategies early to grab the attention of love-sick consumers, who start planning for the big day ahead of time - as a month in advance.

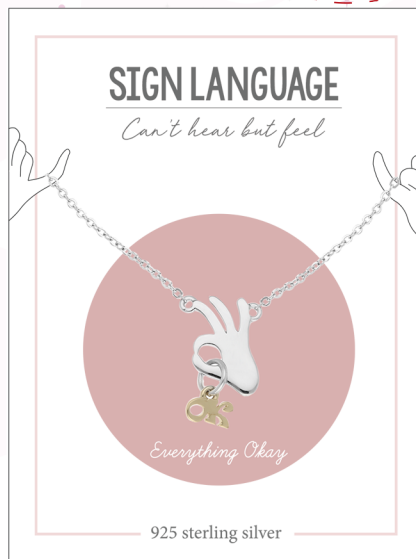
References: [valuewalk.com](http://valuewalk.com)



Sometimes we are too shy to say  
“ I Love You”

so we say it using our hands and body language.

Do you remember when someone gave you a thumb up?  
You felt happy and smiled, right?



“Sign Language” jewelry collection is here to **represent the words that we cannot hear, but we can only feel.** The unspoken emotions that our hearts can experience when we have a strong bond with someone.







## True friend Necklace

Friendships are essential to our well-being. They provide companionship, someone to talk to and confide in, and someone to spend time with and keep things from getting too dull.

However, how can you honor a friendship?

Inspired by the meaning of being a real friend and honoring friendships – "True Friend," pendants are **the perfect gift to share with your best friend** and show your appreciation.





Our families are where we experience our biggest triumphs  
and our most profound vulnerabilities

Mini Brilliant Blessings Rings collection  
for those of you who believe family is a blessing.

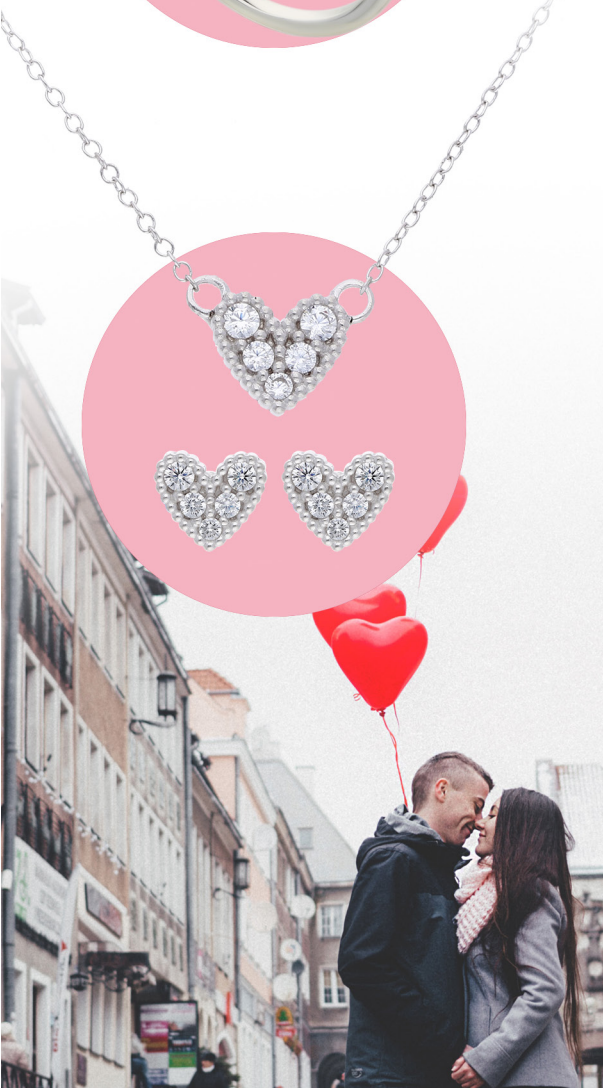


MINI BRILLIANT BLESSINGS RINGS COLLECTION VALENTINE'S GIFT FOR FAMILY



## Delicate Collection

Whether it is Valentine's Day, your anniversary, her birthday, or some other special occasion, a girl will always appreciate a gift of jewelry. Jewelry has always been a favorite among most girls & women, and you really can't go wrong with an adorable delicate fashion silver design collection.





Delicate Collection



DELICATE COLLECTION VALENTINE'S GIFT FOR GIRLFRIEND



# Touch Of Rose

Jewelry has always been a favorite among most women, and you really can't go wrong with a well-chosen, well-designed classy piece.

There are some classic items that you can never go wrong with and that every woman should have in her jewelry collection. The pieces found in the "Touch Of Rose" jewelry collection are bound to be women's favorites.



Gemstone lore is endless. Every culture has its own beliefs about specific stones, and those beliefs often tie-up to that culture's history, geography, and spiritual practices.

Inspired by ancient myths and lores describing almost supernatural powers to different gemstones, **"Semi-Precious Gemstones" jewelry collection aims to match our uniqueness with gems.**

This Valentine's Day, shower yourself with love, and some sweet pastel gemstone earrings.





Gemstone Jewelry Collection





Royi Sal Jewelry more than 18 years of experience in jewelry manufacturing and design originate from working with multiple international clients worldwide. As a result, the Royisal team can identify and understand different needs and requirements across different markets.

Throughout the years we at Royisal have formed long-term business relationships with international famous jewelry brands in critical regions, including the US, Europe, Russia, Australia and Asia. Our ability in serving the wholesale jewelry industry with the finest high-quality jewelry products that meet your expectations has been proved again and again.

We provide an extensive range of designer jewelry collections with an emphasis on delivering the most attractive products to meet your market positioning. Your Exclusive Collection is to be offered with the most exquisite design and craftsmanship to serve the needs of your business, whether you are a leading international, newly startup jewelry/ fashion brands or general retailers who look for exclusive house brand lines.

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Your first purchase qualifies for  
an instant saving of **5%** off your entire order!!  
Available for Royi Sal in-house collection  
PROMO CODE: **RSVDAY20**  
Valid Until December 20, 2019



Thailand's Premier Jewelry  
Designer & Manufacturer  

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