Mother's Day

Royi Sal, Thailand's Premier Jewelry Designer & Manufacturer

In 2019 Americans spent on Mother's Day more than ever before.

Americans are expected to spend a record $25 billion on Mother's 2020 for flowers, jewelry, greeting cards, and the like, according to the National Retail Federation. That's up 8% from the $23.1 billion spent a year ago.

That's the highest spending in the last 16 years since the trade group, together with Prosper Insights & Analytics, has been surveying consumers about their spending plans for the day.

Expected spending total by gift (in billions)

- Jewelry $5.2
- Restaurant, Meal / Special outing $4.6
- Flower $2.6
- Gift card $2.6
- Clothing / Accessories$2.3
- Consumer Electronics $2.2
- Personal Services $2.0

Mother's Day overall is the third-largest holiday for the greeting-card industry, behind Christmas and Valentine's Day, with 133 million sold for Mother's Day, according to the Greeting Card Assn. That will amount to sales of $843 million this year, the NRF estimates.

Source: Latimes.com
https://www.latimes.com/business/la-fi-mothers-day-spending-20190510-story.html

Spending on jewelry has more than doubled in the last ten years, to $5.2 billion from $2.3 billion.

Mother's Day is a holiday celebrated internationally. It is also the third-largest retail holiday in the U.S., behind the winter holidays and the back-to-school season. And indeed, the numbers speak for themselves.

The spending habits of those purchasing Mother's Day gifts. Shoppers are buying most often for their own mother or stepmother (65%), but also for wives, daughters, grandmothers, sisters, and friends. And, when shoppers are looking to buy for Mother's Day, they prefer to buy from small businesses:

66% of Americans will shop at boutiques or small retail stores for Mother's Day gifts 84% of Americans feel that gifts from boutiques and small retail businesses are more personal and unique

And here's the kicker: 29% of Americans will buy their Mother's Day gifts online.

Source: Bigcommerce.com
https://www.bigcommerce.com/blog/mothers-day-by-the-numbers/

What does it take to get a few of them buying from your business?

Free shipping often does the trick — 55% of those surveyed said this was the most persuasive tactic. Price cuts (44%) and coupons (41%) were a close second.

Yet, don't rely too heavily on discounts to close the deal: 22% of those surveyed said no retailer tactics successfully influenced their purchasing decision.

Source: BigCommerce.com
https://www.bigcommerce.com/blog/mothers-day-by-the-numbers/

Europe market follows closely

60% of people in the U.K. spend an average budget of €67 to celebrate their mothers in 2018. While in the Netherlands and France, 57% of the population celebrated Mother's Day.

Source: Qualifio.com
https://qualifio.com/blog/en/mothers-day-creative-marketing-ideas/

Mother's Day Jewelry Gift Gide for Retailers

Mother's Day is a holiday that celebrates the wonderful mothers in our lives. These women deserve the best, and finding the ideal Mother's Day jewelry gift idea can be difficult for the customer.

Royi Sal Jewelry team has prepared everything you need for the perfect gift to present your customers with the coming Mother's Day 2020, including budget-friendly and affordable luxury items.

We know that mothers, grandmothers, wives, sisters, and daughters will love, cherish, and appreciate a jewelry gift that's just as beautiful as she is.

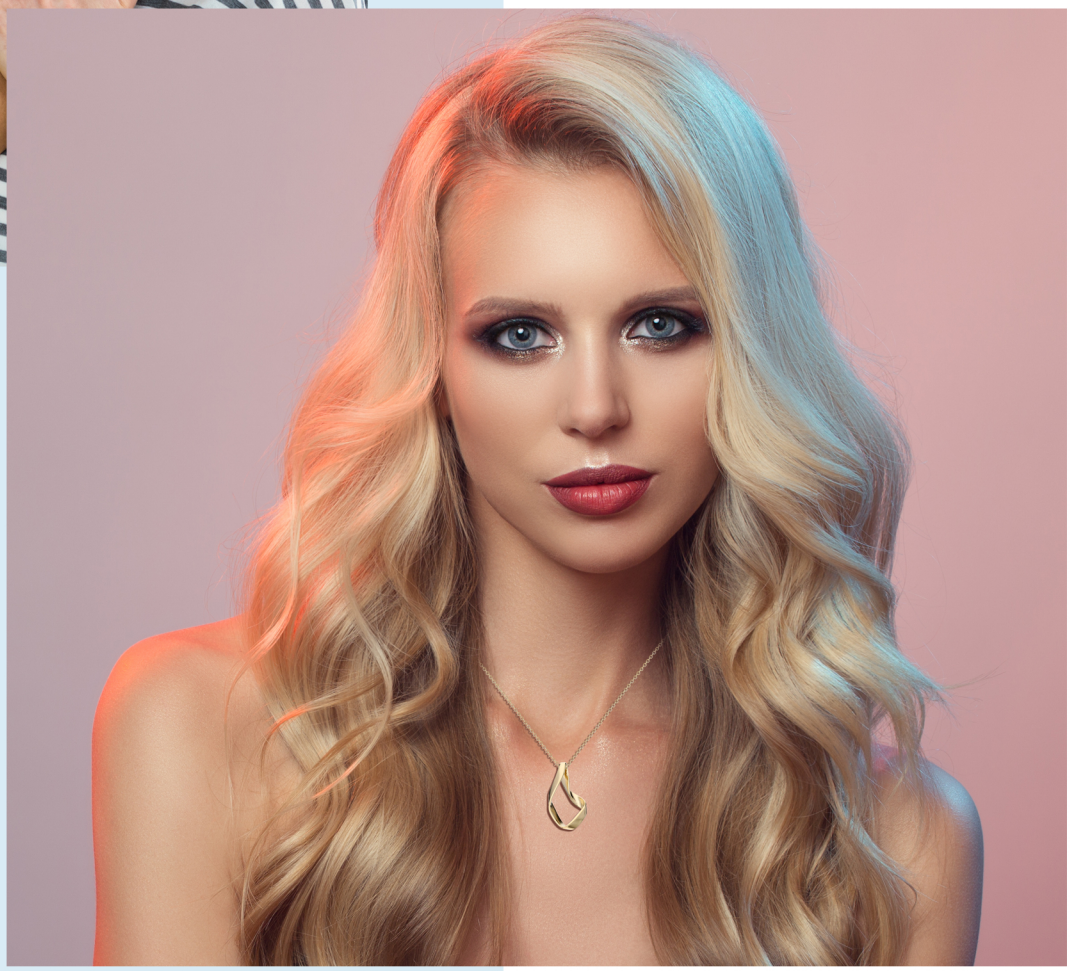
Choose from in-house designed and manufactured jewelry collections, or go on and create a custom collection for your brand/store to offer a personalized jewelry piece just for the Mother's Day.

Browse the magazine pages till the end to find a promotion code with a special discount for your new order!

Best Wishes from Royi Sal Jewelry team

Modern Ribbon Jewelry

The miracle of movement



Presenting the beauty in the new direction ‘the beauty of imperfect’ The form of flat metal displacement through twisting like the ribbon. The earrings available in silver and yellow color

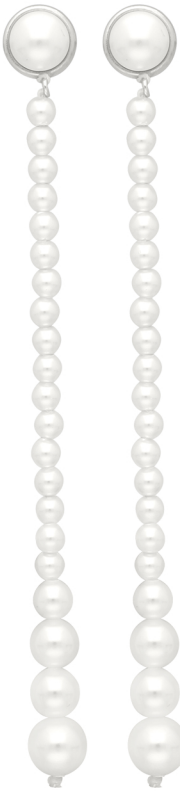
Upgrade your ordinary day with this Smart, Minimal style with elegant twist with This Modern Ribbon Twist!

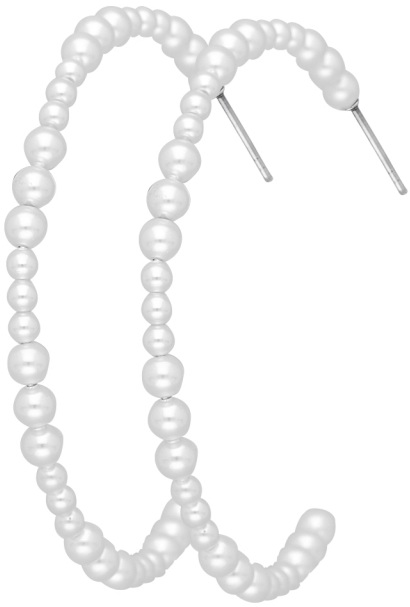
PEARL
Jewelry

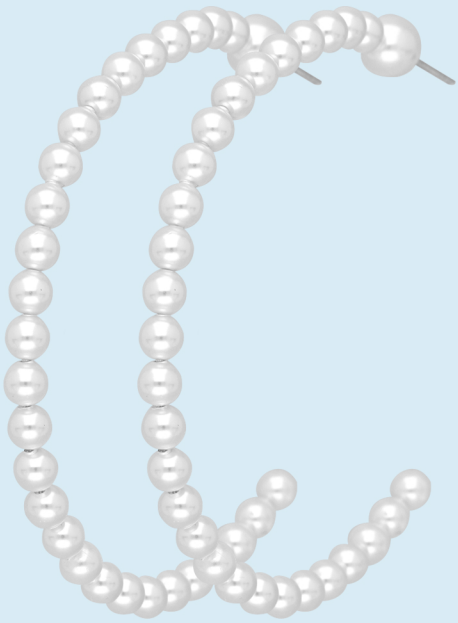
An eye-catching earrings collection that gives glamour and classy look with pearls used in different shapes on long-drop earrings, hoop earrings, and extra-long earrings, carefully fitted with a silver chain and cubic zirconia.

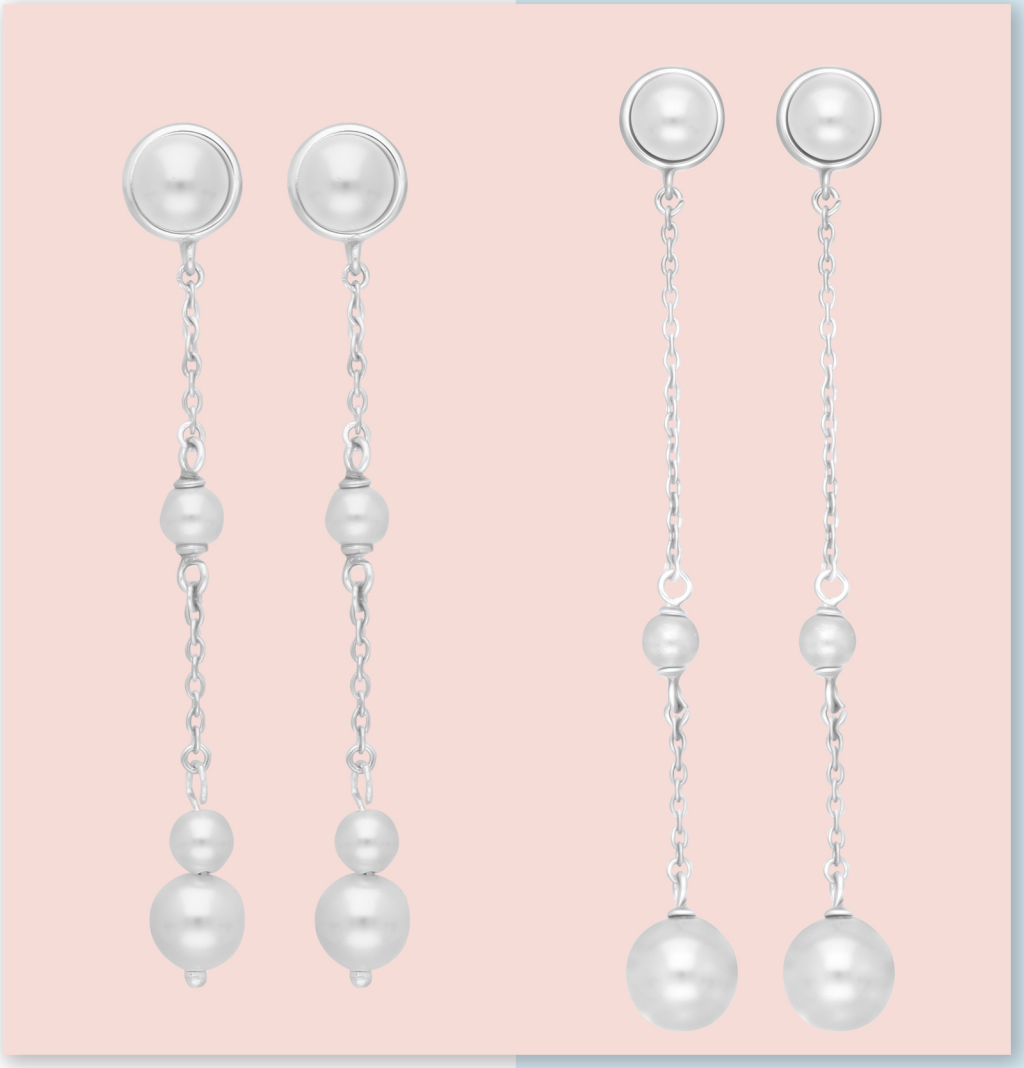
Earrings that can be worn at all times of the day and night. A set of earrings that makes you look classy and elegant, combined with a smart casual outfit for every day of work.

Enjoy wearing these long, dangling pearl earrings that are the perfect fit with an evening dress.







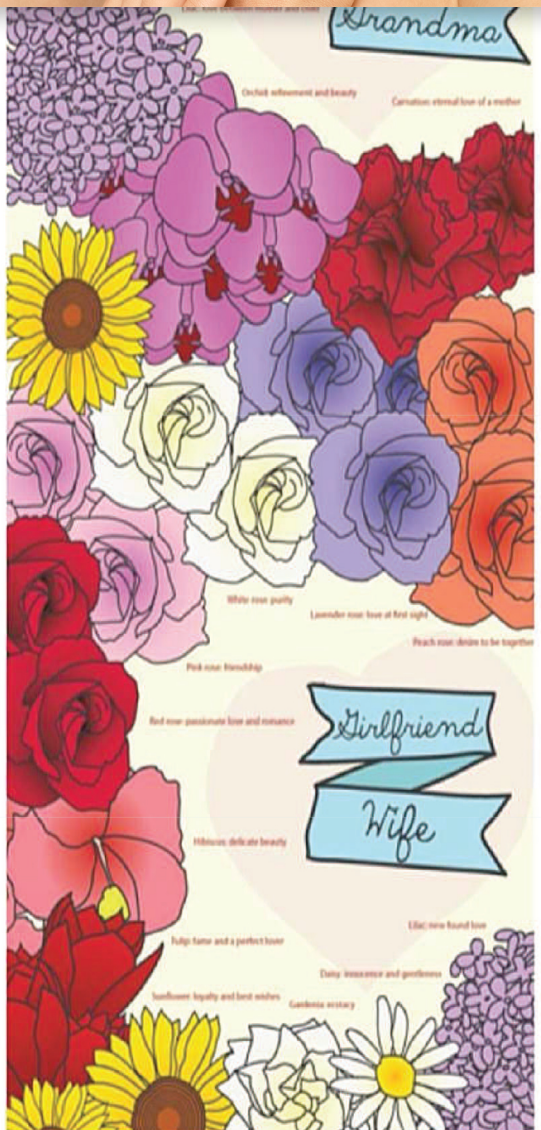


FLORAL DICTIONARY

JEWELRY COLLECTION

DIFFERENT SENTIMENTS FOR EVERY FLOWER

Consisting of 24 captivating floral designs, “Floral Dictionary” jewelry collection looks like a real flower. It is available in colorful crystal flowers, classic plain silver flowers, and a trendy two-tone gold & silver color. Each flower pendant comes in a cute box with the description of the flower meaning printed on it.



Drawing its inspiration upon the meaning our society tends to give to flowers. Lilac represents “Love Magic,” Daisies represent “Innocent Love” and so on… A jewelry piece from the “Floral Dictionary” collection is the perfect way to embrace the earth’s bounty, use nature’s hues, and make a floral statement!

forget-me-not

she is **unforgettable**
in every way

tulip

a true gem
she defines **elegance** & **charm**

wildflower

with a **wild heart**
she is a free soul

Filigree Jewelry

collection

Inspired by the master work of The Gothic stained glass from The French Gothic arts period which is the filigree pattern line Available in Silver, Gold and Rose gold color

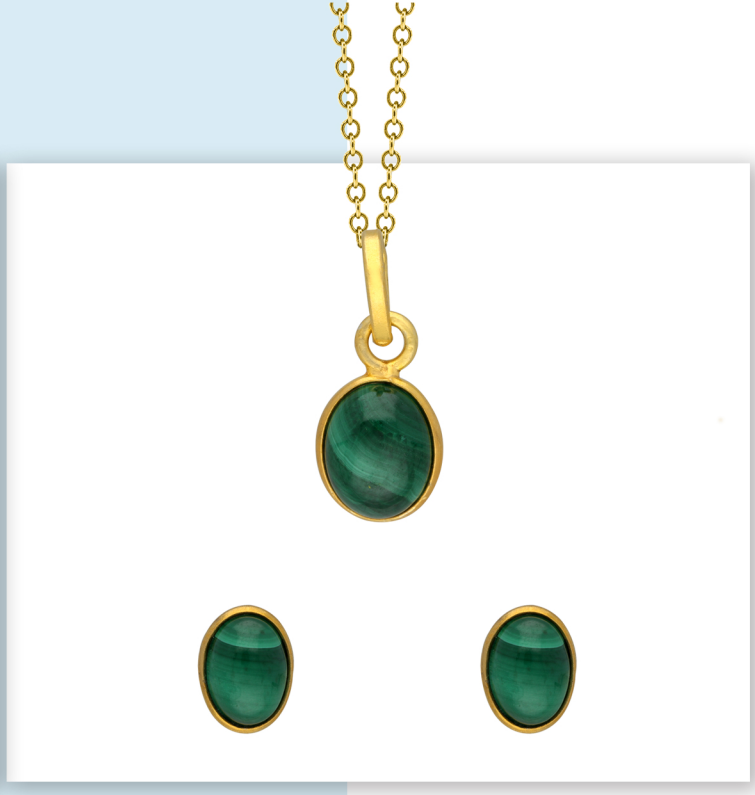
Giving a luxurious and romantic feel to the pendant that sit next to your heart

Semi Precious

Jewelry Collection

jewelry pieces are manufactured from Sterling Silver embellished with neutral colours stone

help you make a statement with your looks. Customer who prefer classy and elegant luxurious jewelry pieces at affordable prices



PEACH PERFECT

Jewelry Collection

Drawing its inspiration from the mysteries of natural stones, “Peach Perfect” jewelry collection designs depict the true beauty of natural stone color in elegant and modern crafts Sterling silver. Hand-set doublets made of natural quartz crystals. Feature with Rose and Yellow gold plated.

PARADISE GARDEN

Jewelry Collection

Hand-crafted from the highly skilled hand of our jewelers

They are featuring a broad spectrum of colors found only in the tropical gardens. Combinations of Pink, Purple, Green, Blue, Orange, and Yellow create a beautifully balanced and lovely flying bug, touching the flower made out of gems.

Wearing jewelry that adds more fun, joy, elegance, beauty while feeling close to nature for every woman or girl who is wearing them. And, why not, uplift your mood as well.

Paradise Garden" jewelry pieces will give you a beautiful and unique look, with almost any cloth you select. On any occasion you are attending during Spring and Summer.

Nature Inspired

Jewelry Collection

Enter a journey to Paradise with Royi Sal Nature Inspired Jewelry collection

Capture the beautiful of Nature, Tropical Forest Created the lively jewelry piece in Sterling Silver with colorful crystal pave setting.

Help you to connect with Nature.
Feel elegant yet fabulous sparkle
Inspire the positive energy,
Healing, Hope and Lucky.

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.

www.royisal.com
sales@royisal.com

Your first purchase qualifies for
an instant saving of 5% off your entire order!!
Available for Royi Sal in-house collection

PROMO CODE: RSMDAY20
Valid Until February 28, 2020

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Thailand's Premier Jewelry
Designer & Manufacturer
Est.2001