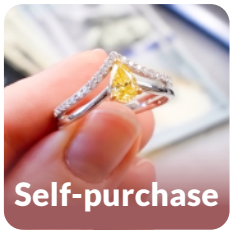
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RETAILER'S GUIDE

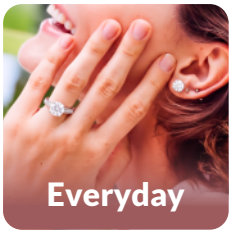
to Build a *Natural* Diamond Jewellery Collection

01 Build Around How Customers Buy

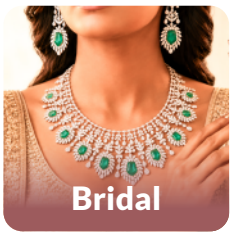
Natural diamond purchases extend beyond bridal into ***self-purchase, gifting, milestones and everyday luxury.***

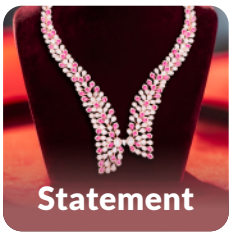


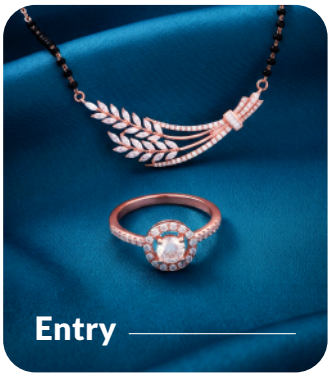








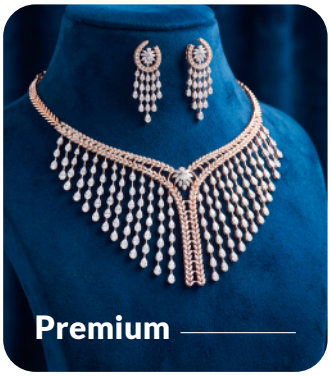




Accessible,
Easy-to-wear pieces



Proven Everyday and
Occasion Styles



Higher-value,
More Detailed Designs



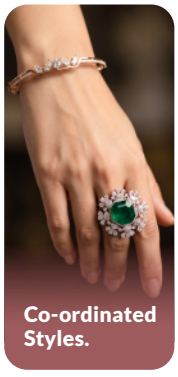
Distinctive,
High-impact Pieces

02 Give Every Product a Role

A strong assortment needs a clear balance.

Other Connections







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03 Keep the Core. Test the New.

Divide your assortment into:

CORE
Proven Sellers

REFRESH
Updated Versions of Familiar Styles

TEST
New Directions Introduced in Smaller Quantities

Track sell-through, enquiries and reorders before increasing depth.

- *What is moving fastest?*
- *What needs replenishment?*
- *Which price points are strongest?*
- *Which designs are worth repeating?*
- *Where inventory is getting stuck?*

04 Buy for Replenishment, Not Just the First Order

A successful collection needs to be easy to maintain.



05 Choose a Partner That Can Evolve With You

The right manufacturing partner should support:

- *Natural Diamond Expertise*
- *Design Breadth*
- *Consistent Quality*
- *Ready Availability*
- *Replenishment*
- *Different Price and Diamond-size Requirements*
- *Production Flexibility*

Build your next *collection* with Ariha.