

SHOPVISION MARKET INTELLIGENCE

Accessible Jewelry Black Friday Benchmark:

How 24 leading brands
ran Holiday 2025

Insights to take into Q4 2026 planning



How would you plan Holiday 2026 differently if you knew exactly what your peers did in 2025?

Across 13 weeks of Q4 2025, ShopVision tracked every promotional move 24 of the most-watched accessible jewelry brands made — when they went live, how deep they cut, how they framed offers, and how hard they pushed the inbox.

What follows is a peer-informed reference: a clear picture of what the market did, giving you the context to benchmark your timing, offers, and promotional strategy for Holiday 2026.

What we saw

- **Singles Day is a real pre-holiday beat.** While only 5 of 24 brands ran 11.11 promotions, the event is a natural fit for jewelry self-gifting. It remains an underleveraged opportunity in this market.
- **No one sat Black Friday out.** All brands ran Black Friday discount offers, but launch timing swung widely between Nov 2 and Nov 27. 8 brands gave members early access — between 1 and 4 days' head start.
- **Half the field ran a true sitewide offer.** 12 led with a flat sitewide rate, 9 discounted select products or categories, 2 ran spend-tiered thresholds, and 1 brand opted for BOGO only.
- **Flat-rate discipline read as a premium signal.** The deepest true flat rates came from the mass-fashion tail, ranging from 35–40% off; several accessible-luxury names held a flat 20–25%. The 50% figures were “up to” ceilings for select product collections.
- **16 of 24 ran a gift with purchase** — more common than any single discount structure, but minimum purchase to qualify swung wide between \$50 and \$350.
- **The Black Friday inbox saw 392 emails over 14 days (Nov 19 to Dec 2).** 50 sends landed on Black Friday, 45 on Cyber Monday. Most brands leveraged re-sends to non-openers at least once across this time span.
- **16 of 24 kept promotional headlines active between Dec 24–31,** pushing new markdowns, sale-on-sale stacks, sitewide discounts, and gift card discounts.

24	13	9,000+	Q4 2025
ACCESSIBLE JEWELRY BRANDS	WEEKS TRACKED	DATA POINTS ANALYZED	OBSERVATION WINDOW

Before Black Friday, there was Singles Day.

Nov 11 — Singles Day, or 11.11 — has become a bona fide sales opportunity for jewelry brands that overlaps with early Black Friday. We observed 5 of 24 brands giving this self-gifting holiday its own moment, each with their own twist on the 11 theme.

AURATE

MADE-TO-ORDER EXTENDED - TODAY ONLY!



BLACK-FRIDAY SINGLES' DAY
30% OFF

We interrupt Black Friday to applaud those in their solo era. What better way to celebrate Singles' Day than buying your own bling?

BYOB 30% OFF

Code: BF30

AURATE

'30% off for you singles,' 11/11 only.

PURA VIDA

TREAT YOURSELF

2 FOR \$11

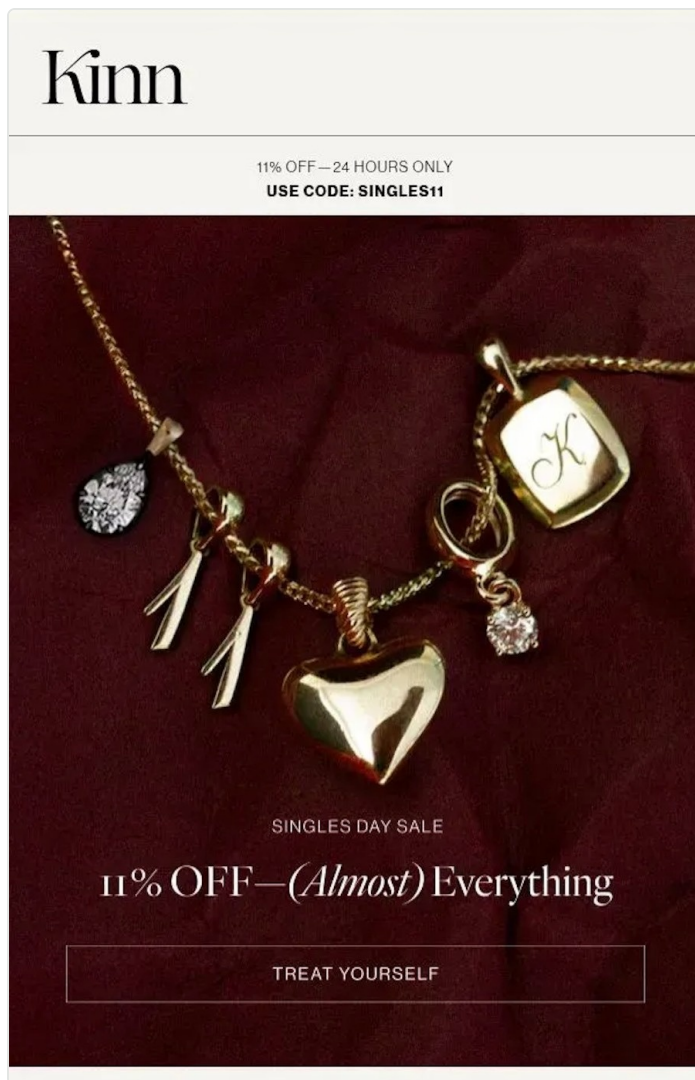


A little self-care shopping spree is what Singles Day is all about. Treat yourself to any two charm, string, and stretch styles for just \$11 – now through 11/11!

SHOP THE SALE

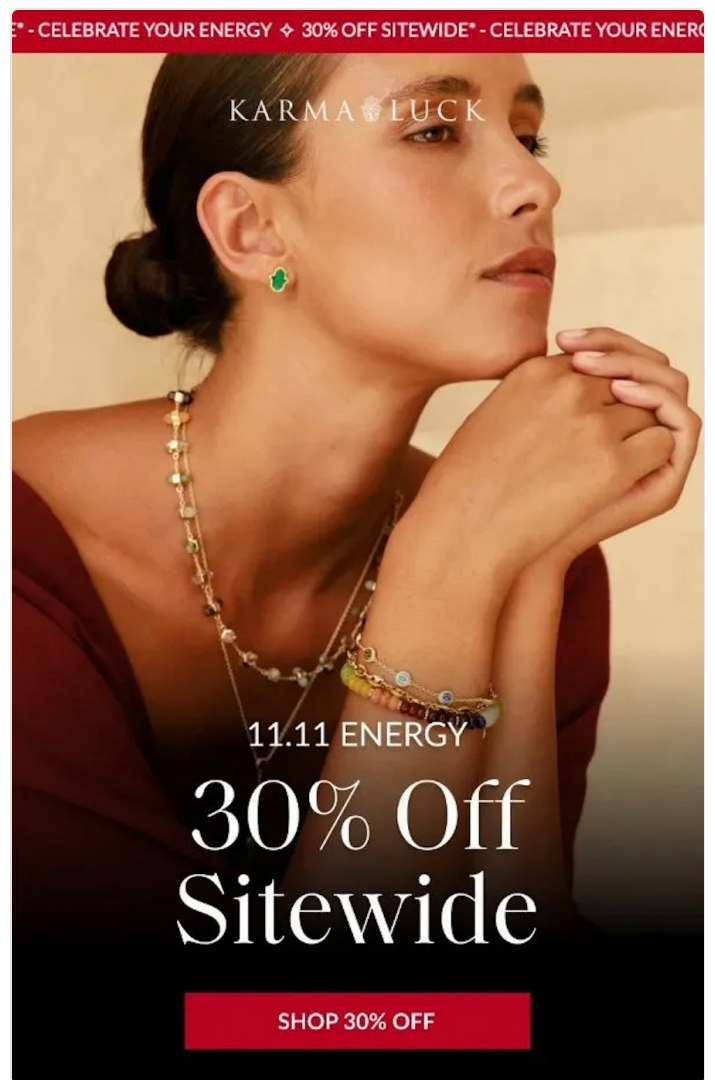
PURA VIDA

Bracelets 2 for \$11, Nov 10–11.



KINN

11% off everything, 11/11 only.

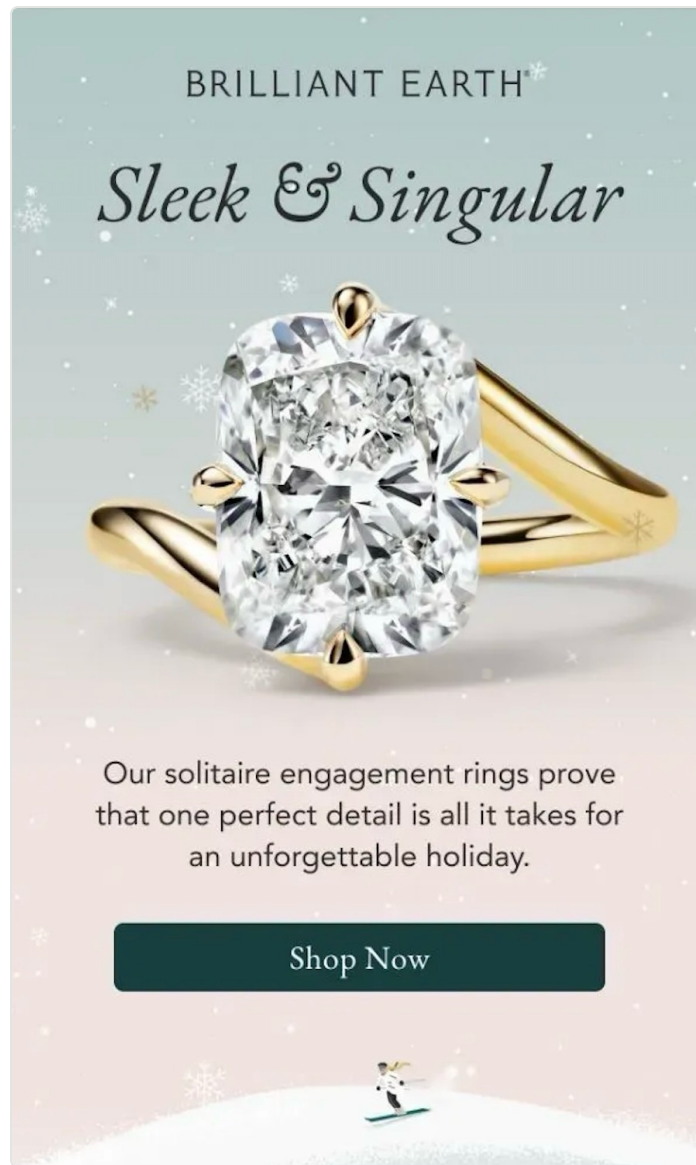


KARMA AND LUCK

30% off everything, Nov 11–17. (Singles week!)

Awe Inspired skipped the discount entirely, sending a 'Make a Wish' email that nudged shoppers to build a wishlist on 11/11, then opened its Black Friday sale — 30% off sitewide — the very next day.

Honorable mention: **Brilliant Earth**. Although we excluded Brilliant Earth from this peer set due to its fine jewelry focus, email subscribers received a spotlight on solitaire engagement rings. Was ‘solitaire’ a direct play on ‘single,’ or a clever coincidence? We’ll never know.



BRILLIANT EARTH

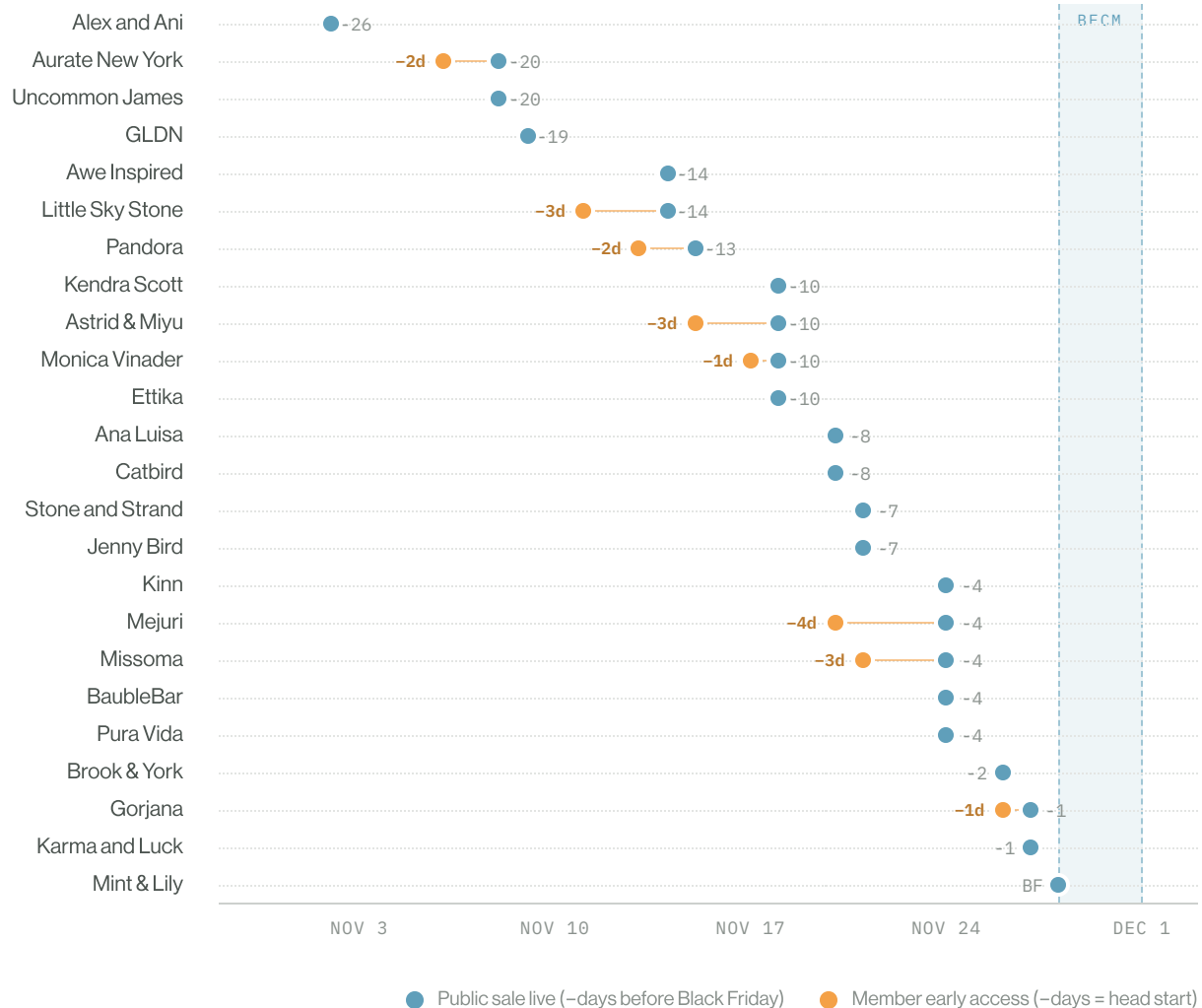
TAKE INTO 2026 PLANNING

- **Will 11.11 earn a beat in your calendar?** 19 of 24 brands are not leveraging this self-gifting moment. Whether it's an 11% discount, 30% off everything, or just a twist on making a wish — it may be your hidden pre-holiday merchandising gem.

15 of 24 Black Friday sale events were live by Nov 20.

Accessible jewelry is a market where one brand moved far earlier than the rest: Alex and Ani. 40% off almost everything opened to the public Nov 2, and continued right through Dec 4.

When accessible jewelry brands went live: Black Friday 2025



Each brand's first Black Friday framed promotional event, including gated early access. Source: ShopVision.

The pulsed events

Not every brand ran a single, sustained Black Friday event. 4 brands in this peer set ran “pulsed” events in addition to their official BFCM sales:

- **Mint & Lily** launched its first Black Friday framed offer, a 24-hour BOGO preview flash on Nov 4. The flash deal repeated Nov 14 and 17 before returning as the official Black Friday headline on Nov 28. Aside from this offer, Mint & Lily ran no sitewide discounts.
- **GLDN** gave shoppers an early holiday-framed, spend-tiered sale from Nov 9 to 16: 15% off orders under \$150, 20% over \$150. It returned with up to 40% off “The Holiday Sale Collection” on Nov 27 as its official BFCM offer.
- **Aurate New York** offered a flat 30% off everything, giving email and SMS subscribers early access Nov 6 before launching to the public Nov 8. The sale ran through Nov 10 before converting to a Singles Day sale on the 11th.
- **Uncommon James** ran “Early Black Friday 50% off jewelry (select styles)” from Nov 8 to 11, then returned with an everything “Buy 2, Get 1 Free” from Nov 18 to 22. Its Black Friday 50% off jewelry did not land until Nov 25, running through Nov 30.

The long-runners

- **Awe Inspired** had been running 30% off sitewide under a “VIP Event” banner since Oct 31, before converting the same offer to Black Friday on Nov 14.
- **Alex and Ani**’s 40% “Black Friday Early Access” sale launched Nov 2 and held steady through BFCM to Dec 4, with an extra 15% off sale prices from Nov 23 to Dec 2.

The gated access

Members and app only early access was strong in this peer set. 8 of the 24 brands that ran a sale used it: **Mejuri** (4 days), **Astrid & Miyu** (3 days), **Little Sky Stone** (3 days), **Missoma** (3 days), **Aurate New York** (2 days), **Pandora** (2 days), **Gorjana** (1 day), and **Monica Vinader** (1 day).

We’ve scoped offers in this section to Black Friday framed headline offers only, with the full brand breakdown reported in the next section. Accessible jewelry is a highly promotional segment — most brands ran additional product- and category-specific deals throughout the holiday season, and in tandem with BFCM headlines. Every sub-offer is available in ShopVision.

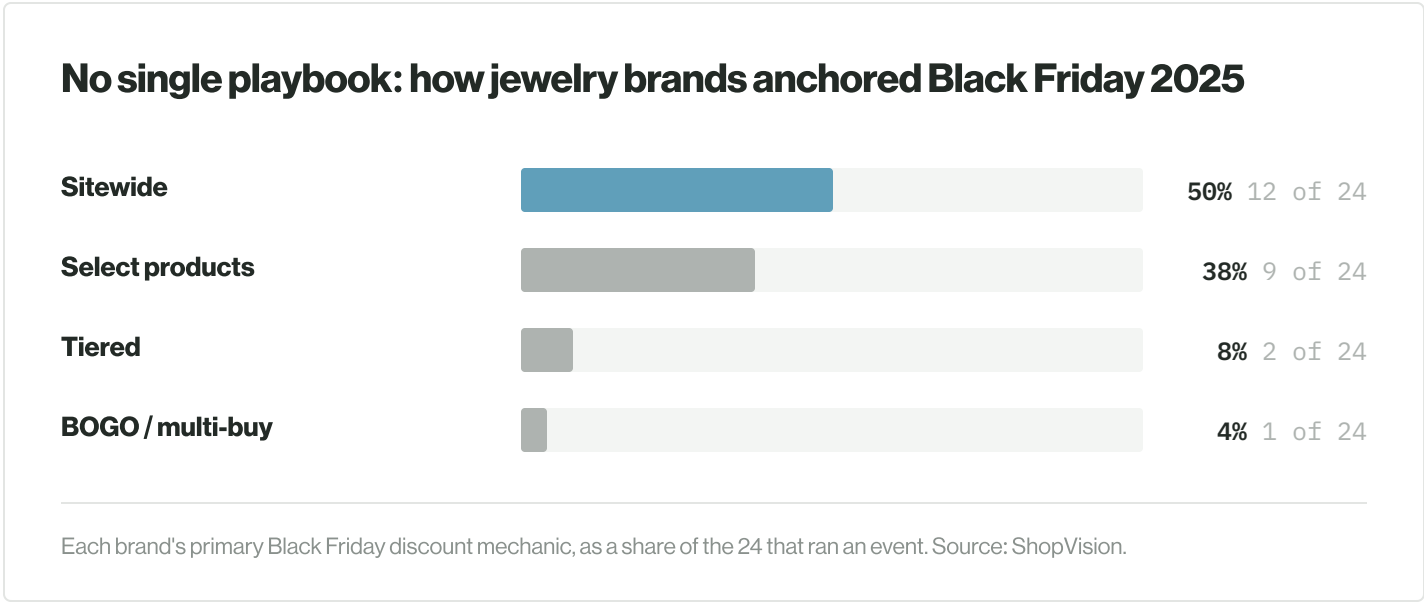
TAKE INTO 2026 PLANNING

- 1 **When’s your sale launch sweet spot?** Now that you’ve seen the market’s moves, is your planned launch date ‘competitive’? Is there room for a ‘pulsed’ sale mid-Nov in your calendar?
- 2 **Will you offer gated early access?** This tactic is trendy in accessible jewelry, whether offered to loyalty members, email subscribers, SMS followers, or app users. Compared to other industry verticals we’re tracking, 1 to 4 days is a short pre-ramp — there’s room to start even earlier, at 7 to 14 days.

50% of Black Friday discounts were sitewide.

If you’re debating whether to run a ‘true’ sitewide offer (flat rate off everything), or apply an “up to XX%” discount to select products, it helps to know how the market moves.

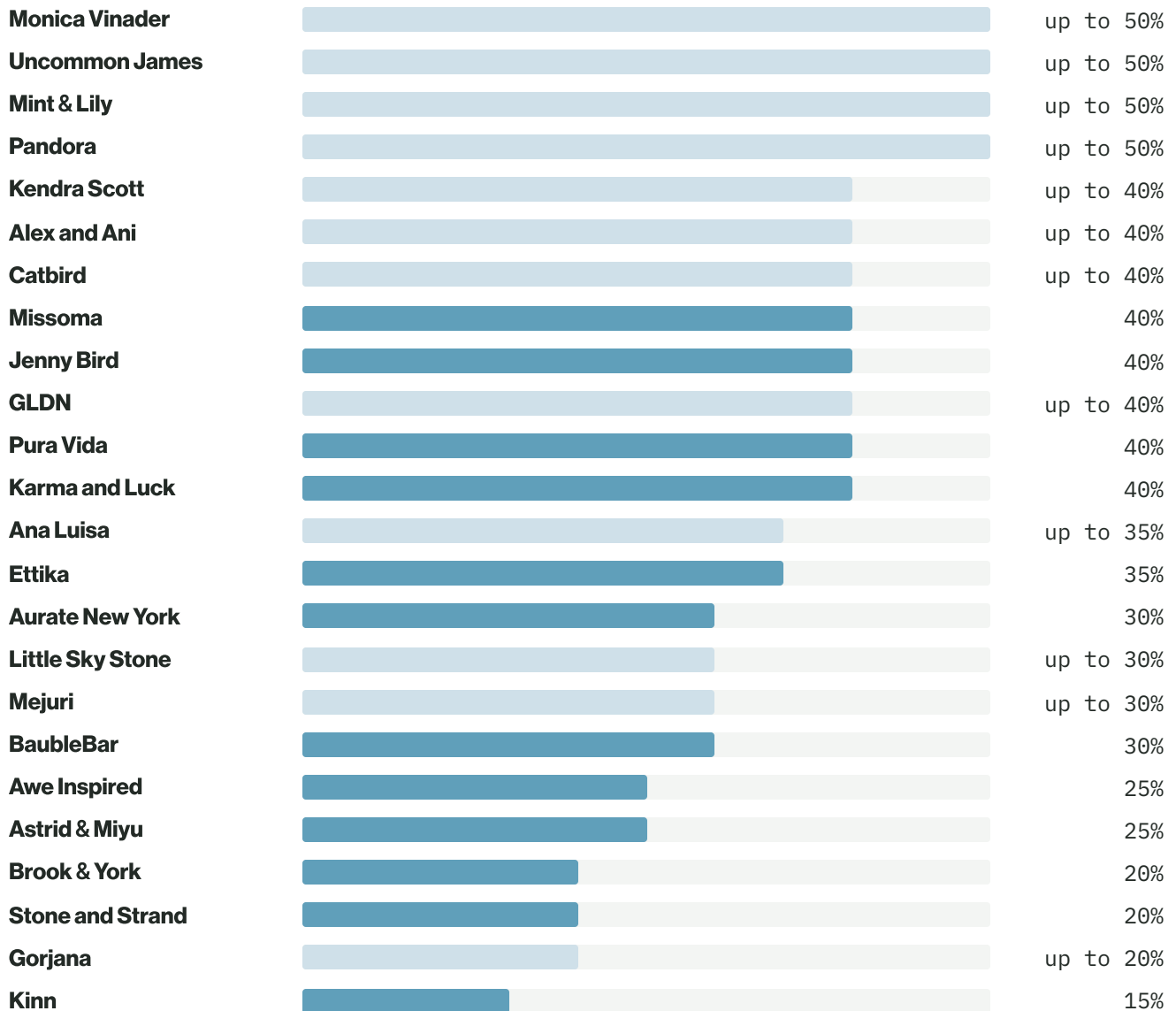
In the accessible jewelry segment, 12 of 24 brands ran a true sitewide offer. 9 brands discounted select products or categories only. 2 ran tiered discounts at various spend thresholds, and only 1 stuck to BOGO alone.



Headlines went as high as 50%

Depth ran opposite to tier. The intuition is that mass brands go deep and premium brands stay shallow; the data inverts it at both ends.

Accessible jewelry brands' headline discount depth: Black Friday 2025



FLAT PUBLIC RATE "UP TO" CEILING (SELECT STOCK ONLY)

Peak Black Friday headline discount rate per brand, colored by mechanic. Source: ShopVision.

The deepest cuts came from mass-fashion

- The mass fashion moves: 40% sitewide offers came from **Pura Vida** and **Karma and Luck**, with **Ettika** coming close with 35%.
- Several accessible-luxury names held the line at a flat 20–25%: **Stone and Strand** (20%), **Astrid & Miyu** (25%), and **Awe Inspired** (30%).
- **Monica Vinader, Pandora, Uncommon James.** Each ran an “up to 50%” headline.
- **Alex and Ani.** Stacked an early-access rate to roughly 55% on select styles, the single deepest headline observed.

The loyalty sweeteners

Only 2 brands leveraged members-only perks during Black Friday.

- **Pandora.** My Pandora members earned double points on every purchase through Black Friday week and got free express shipping before Christmas — both flagged “My Pandora Exclusive.”
- **Astrid & Miyu.** Club A&M members earned double loyalty points over the Black Friday weekend and a \$10 store credit to spend in January — which the brand marketed as “better than Black Friday.”

No brand gave members a deeper public-style rate on the whole catalog, and none gated a gift with purchase to members either.

The headline fine print

Sitewide offers are straightforward: % off everything (or almost everything). Here are the details for every offer on select products, tiered spend, and BOGO.

Brand	Promo type	Headline offer
Catbird	Select products	20% off select styles
GLDN	Tiered	15% off under \$150, 20% off over \$150
Gorjana	Tiered	Spend tiers: \$25 off \$175, up to \$100 off \$500
Kendra Scott	Select products	40% off fashion jewelry, 25% off fine & watches
Little Sky Stone	Select products	30% off engravable, birthstone & solid gold
Mint & Lily	BOGO	Buy one, get one 50% off
Monica Vinader	Select products	Up to 50% off daily flash, up to 30% off the rest
Pura Vida	Combination	40% off everything, 50% off sale styles

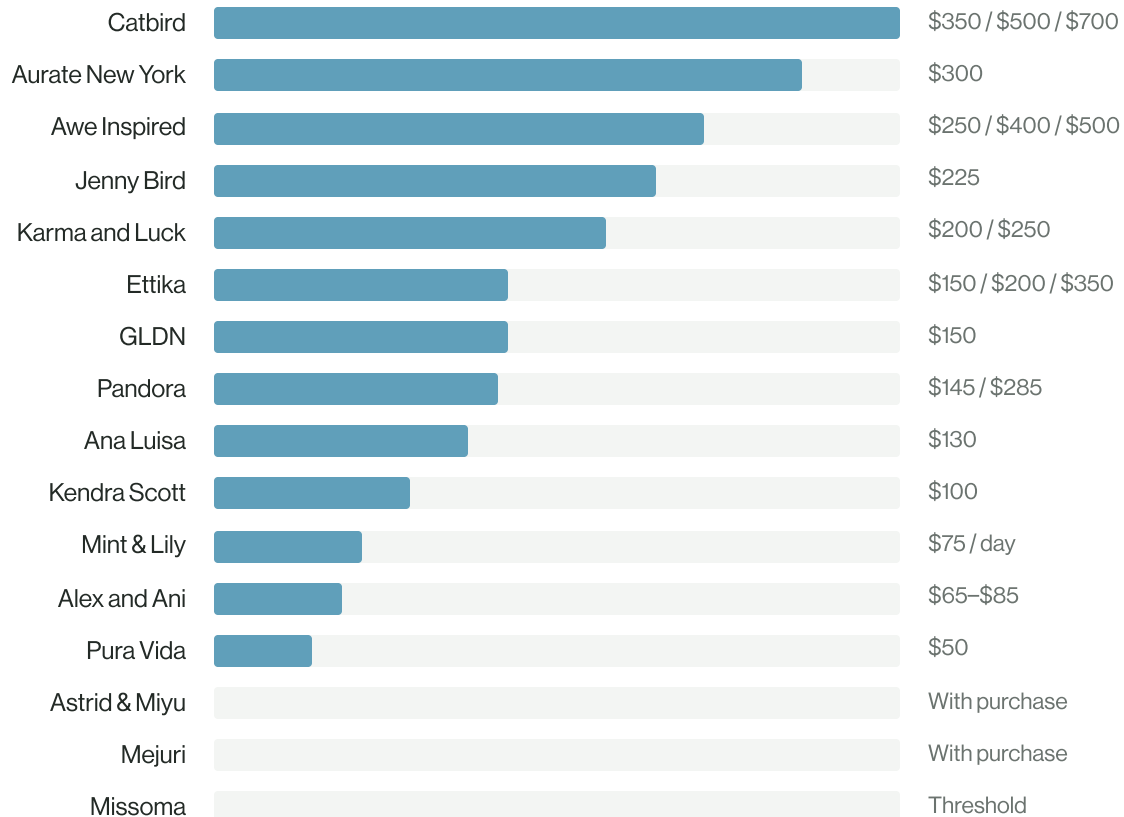
TAKE INTO 2026 PLANNING

- 1 Is sitewide on the table?** Compared to other industry verticals we're tracking, accessible jewelry is the most aggressive on flat-rate, sitewide offers. If each brand runs the same offers this year, will you be competitive against your closest peers?
- 2 Will members get a sweeter deal?** Early access is only one perk. Cash back to spend on future orders, point multipliers, gift with purchase, and additional % off are all options to reward your best customers.

Gift with purchase was jewelry's real AOV lever.

16 of 24 brands ran a gift with purchase — more common than any single discount structure. But minimum spend to qualify (and value of the gift) were all over the map.

Black Friday 2025 gift with purchase offers: accessible jewelry



Entry spend threshold to earn a gift with purchase, by brand. Source: ShopVision.

Brands got creative with GWP

- **Awe Inspired.** The most layered program in the set — a free mystery charm at \$250, mystery earrings at \$400, and a suede jewelry chest at \$500, rotating by window.
- **Pandora.** The most explicitly tiered — a free sterling-silver bangle at \$145, stepping up to a 14k gold-plated bangle worth about \$225 at \$285.
- **Kendra Scott.** The most varied calendar — a different named necklace every few days at \$100, and on one window a Jones Road lip gloss and pouch.

- **Mint & Lily.** A rotating daily jewelry piece (each roughly \$25–45) at a \$75 spend, a new gift every day of the calendar.
- **Aurate, GLDN, Catbird.** Branded goods rather than jewelry — a 'viral' hat at \$300, a Sidekick jewelry case at \$150, and velvet boxes and totes laddering to a \$700 threshold.

Reading the relative value

- At the low end, **Pura Vida** gave a roughly \$15 surprise bracelet at a \$50 spend — an impulse nudge at the register.
- At the high end, **Pandora's** gold-plated bangle carried a stated ~\$225 value, and **Awe Inspired** and **Catbird** set their top gift tiers behind \$500–\$700 of spend.
- **Ettika** skipped the physical gift and gave a stackable gift card (\$25 / \$40 / \$75 by tier) — value the customer could only spend back at Ettika.

The rule of thumb across the set: the higher the threshold, the more the gift worked as an AOV step rather than a sweetener.

Every brand's gift with purchase

The 16 brands that ran a gift, with the item, its estimated value, and the spend threshold. A few gift items could not be confirmed from public copy and are marked as such; thresholds are the entry tier where a brand ran a ladder.

Brand	Gift	Est. value	Spend threshold
Alex and Ani	Free bracelet base / mystery gift	\$28+	\$65–\$85
Ana Luisa	Free gift (item unconfirmed)	—	\$130
Astrid & Miyu	Free gift (item unconfirmed)	—	with purchase
Aurate New York	Branded "viral" hat	branded merch	\$300
Awe Inspired	Mystery charm / earrings / suede jewelry chest	to gift box	\$250 / \$400 / \$500
Catbird	Velvet jewelry box / illustrated tote / cap	premium branded	\$350 / \$500 / \$700
Ettika	Ettika gift card	\$25 / \$40 / \$75	\$150 / \$200 / \$350
GLDN	Free Sidekick jewelry case	—	\$150
Jenny Bird	Free gold Lumi Anklet	~\$90	\$225
Karma and Luck	Free jewelry case (+ red-string charm)	—	\$200 / \$250

Brand	Gift	Est. value	Spend threshold
Kendra Scott	Rotating gifts (necklaces; lip gloss + pouch)	~\$24–80	\$100
Mejuri	Pouchette with purchase	~\$50	with purchase
Mint & Lily	Daily rotating jewelry piece	~\$25–45 / day	\$75 / day
Missoma	Free gift (item unconfirmed)	—	threshold
Pandora	Free silver bangle → 14k gold-plated bangle	~\$75 → \$225	\$145 / \$285
Pura Vida	Free surprise bracelet	~\$15	\$50

TAKE INTO 2026 PLANNING

- **What's your GWP strategy?** A gift with purchase at the right threshold buys the same basket lift a deeper discount would, without repricing the brand. The threshold is the lever — set it at your real AOV ceiling and the gift pays for itself. Now that you've seen the market offers, will you keep your GWP from 2025, or mix it up? If you didn't gift last year, will you try it in 2026?

71% of brands ran real sale events after Cyber Monday.

Cyber Monday wasn't the finish line. 17 of the 24 kept a headline promotion running through the gift-buying weeks. The peer set split their mechanics across sitewide %, money-off, BOGO / multi-buy, and gift with purchase.

17 of 24 accessible jewelry brands ran new promos after Cyber Monday 2025



Each brand's discrete post-Cyber Monday promotional events, by launch date and type (Dec 2-23, 2025). Source: ShopVision.

The real events clustered in 2 waves

- **A first group opened in the Dec 7–9** lull once Cyber Monday cleared — Ettika, Karma and Luck, Ana Luisa, Aurate, Brook & York, Pandora, and a 48-hour Astrid & Miyu flash.
- **The larger wave landed Dec 14–18** as the shipping deadline approached, when Little Sky Stone, Missoma, Stone and Strand, BaubleBar, Mejuri, Mint & Lily, Pura Vida, Uncommon James, and Catbird all launched within days of each other.

The event breakdown

- **Sitewide %** was the most common — Aurate (25%), Little Sky Stone (25%), Pura Vida (30%), BaubleBar (20%), Ana Luisa and Karma and Luck (each pairing a sitewide rate with a gift), and the second legs of Brook & York and Missoma.
- **BOGO / multi-buy** anchored 2 — Kendra Scott's '2 for \$80' and Mint & Lily's buy-one-get-one 50% off.
- **Money-off minimum** drove 2 — Mejuri's tiered \$20–\$175 off ladder and Brook & York's opening \$32 off \$85.
- **Gift with purchase alone** carried 3 that never cut a rate — Pandora (free bracelet at \$145 / \$285), Stone and Strand (jewelry tray at \$500), and Catbird (a \$350 signature cap).

The subscriber-only play

Aurate ran 2 distinct offers. The public event was a flat 25% off sitewide from Dec 8. But days earlier (Dec 3–4), its email list received a 'Nice List' exclusive: 35% off everything, no minimum.

The 7 that held full price

Aside from proper 'sale events,' there was plenty of on-site activity.

- **Alex and Ani** ran its standing Holiday and Warehouse Clearance sections.
- **Awe Inspired** ran category-only cuts on sets and charms.
- **GLDN** ran mystery boxes.
- **Kinn** ran a run of 'Kinnmas' product launches.
- **Gorjana, Jenny Bird**, and **Monica Vinader** stayed on service offers, price-point framing, and first-order discounts.

If these are your closest comps, that restraint is as much a signal as anyone else's depth.

Every brand's post-Cyber event

The 17 brands that launched a qualifying event, alphabetically, by event type and the date the event went live.

Brand	Promo type	Headline offer	Launched
Ana Luisa	Sitewide % + gift	25% off sitewide + free gift	Dec 8
Astrid & Miyu	Sitewide % (48-hr flash)	20% off almost everything	Dec 9
Aurate New York	Sitewide %	25% off sitewide	Dec 8
BaubleBar	Sitewide %	20% off everything	Dec 15
Brook & York	Money-off min	\$32.48 off \$85+	Dec 8
	Sitewide %	20% off sitewide	Dec 17
Catbird	Gift with purchase	Free signature cap with \$350+	Dec 18
Ettika	Sitewide %	30% off flash	Dec 7
	Sitewide %	25% off sitewide	Dec 15
Karma and Luck	Sitewide % + gift	30% off all jewelry + free gift	by Dec 7
Kendra Scott	BOGO / multi-buy	2 for \$80 (select styles)	Dec 11
Little Sky Stone	Sitewide %	25% off everything	Dec 14
Mejuri	Money-off minimum	\$20–\$175 off at \$150–\$1,000 tiers	Dec 15
Mint & Lily	BOGO	Buy one get one 50% off	Dec 15
Missoma	Gift with purchase	Free gold hoops (\$225+)	Dec 14
	Sitewide %	Up to 50% off	Dec 19
Pandora	Gift with purchase	Free bracelet (\$145 / \$285 tiers)	Dec 9
Pura Vida	Sitewide %	30% off everything	Dec 15
Stone and Strand	Gift with purchase	Free jewelry tray with \$500+	Dec 14
Uncommon James	Sitewide % + gift	Sitewide holiday sale + free jewelry case (\$200+)	Dec 17

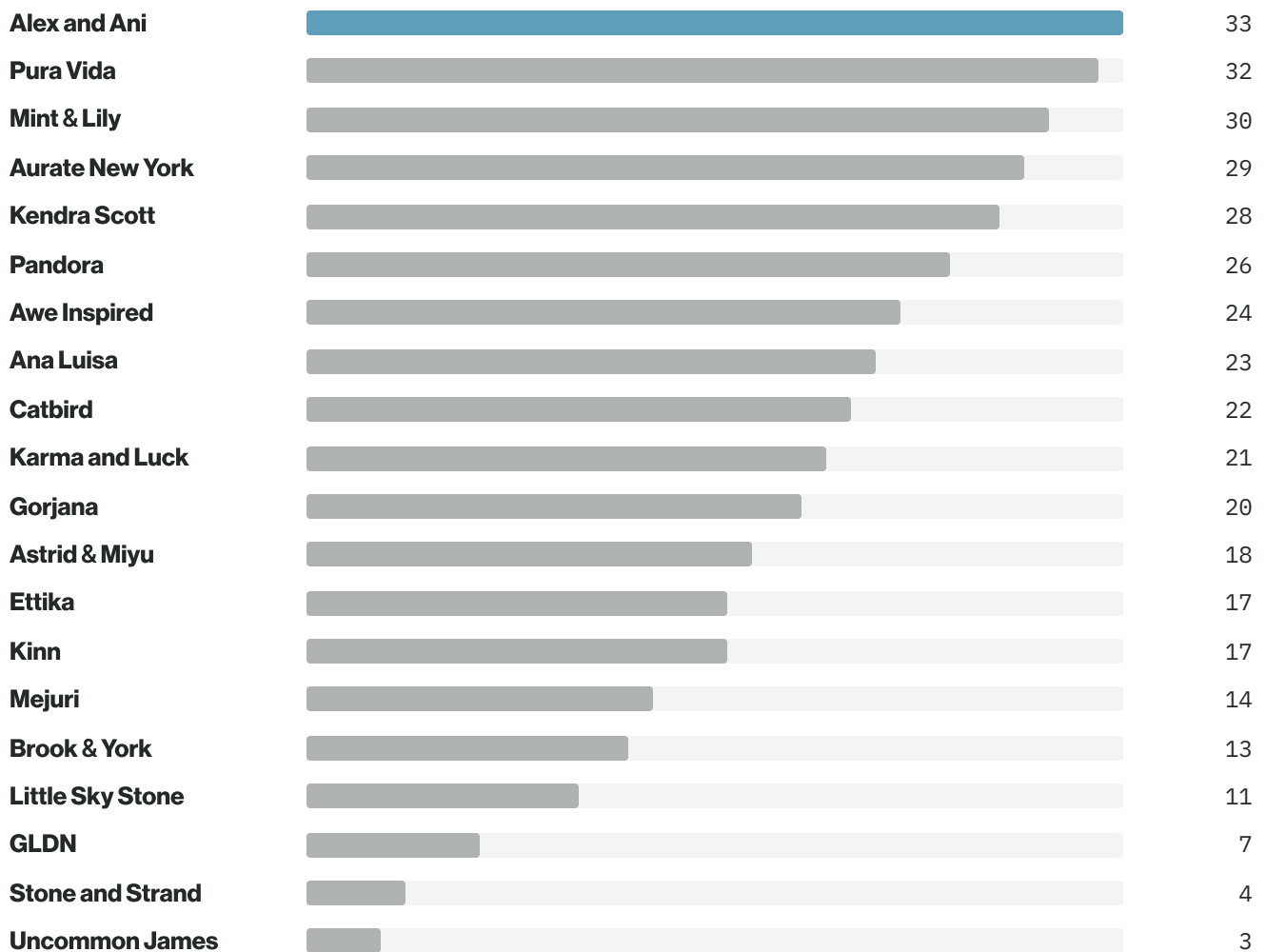
TAKE INTO 2026 PLANNING

- **What's your mid-Dec move?** The market maintains promotional pressure throughout the holiday — but it doesn't mean running your deepest headline month-long. Now that you've seen the market events at a glance, will you plan to one-up any of your closest competitors in 2026?

The Black Friday inbox: daily sends were the norm.

Accessible jewelry brands sent 392 emails across the Black Friday band (Nov 19–Dec 2), and most sent at least once a day. Alex and Ani led at 33 sends; Uncommon James and Stone and Strand anchored the floor at 3 and 4.

Accessible jewelry Black Friday 2025 email volume: Nov 19–Dec 2



Total email sends per brand (Nov 19 – Dec 2). Source: ShopVision.

Excluding BaubleBar, Jenny Bird, Missoma, and Monica Vinader.

As expected, send behavior was leaner outside of the BFCM core. Daily sends became double, triple, even quadruple sends for some brands.

Where the sending heat landed

Unsurprisingly, email sends by brand were hottest across the Cyber 5, with most brands sending 2–3 emails per day.

Accessible jewelry brands: Black Friday 2025 email sends by day

	19	20	21	22	23	24	25	26	27	BF 28	29	30	CM 1	2	TOT
Alex and Ani	2	2	2	2	2	2	2	2	2	3	3	3	3	3	33
Pura Vida		1		1	1	3	4	4	3	4	3	3	3	2	32
Mint & Lily		2	2	2	2	1	2	3	1	4	3	2	3	3	30
Aurate New York	2	2	2	2	2	1	2	1	2	3	3	2	2	3	29
Kendra Scott	1	1	1	2	1	1	1	2	2	4	3	2	5	2	28
Pandora	2	1	1	1	1	1	1	1	3	3	2	2	3	4	26
Awe Inspired	2	1	2	2	2	1	1	1	1	3	2	2	2	2	24
Ana Luisa	1	1	1	1	1	2	2	1	2	2	3	2	2	2	23
Catbird	1	2	1	1	2	2	1	1	1	2	2	1	3	2	22
Karma and Luck	1	1	1	1	2	1		1	2	3	2	2	3	1	21
Gorjana	1	1	1	1	1	1	1		3	2	2	3	2	1	20
Astrid & Miyu	1	1	1	1	2	2	1	1	1	2	1	1	2	1	18
Ettika			2		1	1		2		3	2	1	3	2	17
Kinn			1			1	1	1	1	3	3	1	4	1	17
Mejuri		1		1	1	1	1		1	2	2	2	1	1	14
Brook & York	1	1			1	1		1		3	1	1	2	1	13
Little Sky Stone	1		1			1		1	1	1	2		1	2	11
GLDN	1		1		1			1		1	1		1		7
Stone and Strand		1							1	1		1			4
Uncommon James								1	1	1					3
INBOX TOTAL	17	19	20	18	23	23	20	25	28	50	40	31	45	33	392
1 2 3 4 5 EMAILS / DAY															

Email sends per brand per day. Brands ranked by total email volume observed between Nov 19 and Dec 2, 2025. Source: ShopVision.

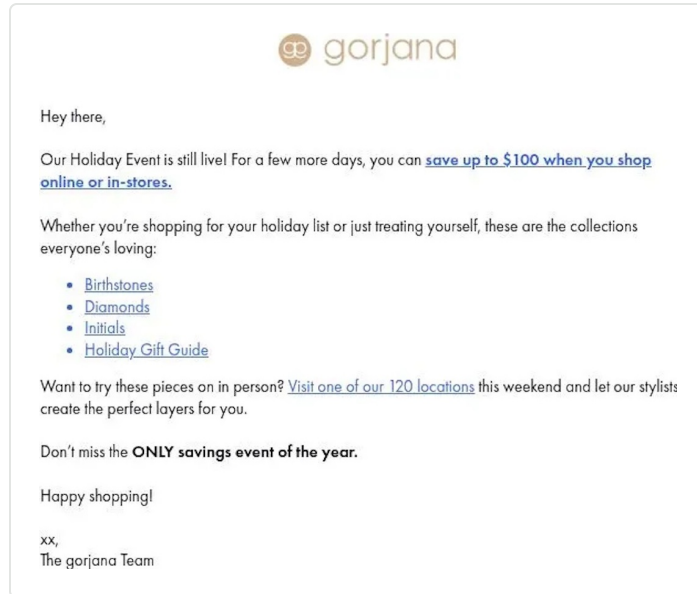
The hottest senders

- **Pura Vida.** The most aggressive mailer in the set — as many as 4 sends in a single day, pushing the same offer to non-openers more than once a day.
- **Alex and Ani.** The most consistent heavy sender — a steady 2 to 3 emails every day of the band, all distinct creatives and never a re-send.
- **Kendra Scott.** Black Friday and Cyber Monday landed 4 and 5 emails, respectively — only 1 of these was re-sent on each day; 3 Black Friday and 4 Cyber Monday campaigns were unique creatives.
- **Stone and Strand and Uncommon James.** The clearest restraint — 4 and 3 sends across the entire band. Against a field mailing daily, a near-quiet inbox reads as a deliberate brand decision.

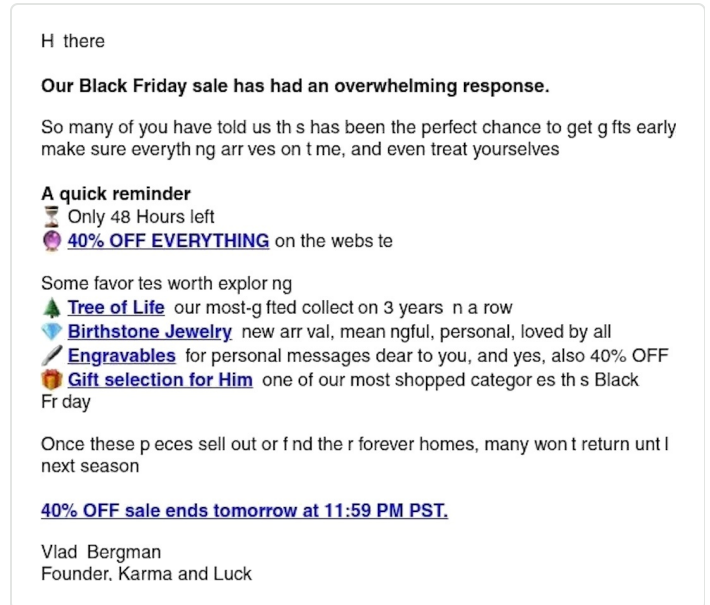
Inbox standouts

Text-based email

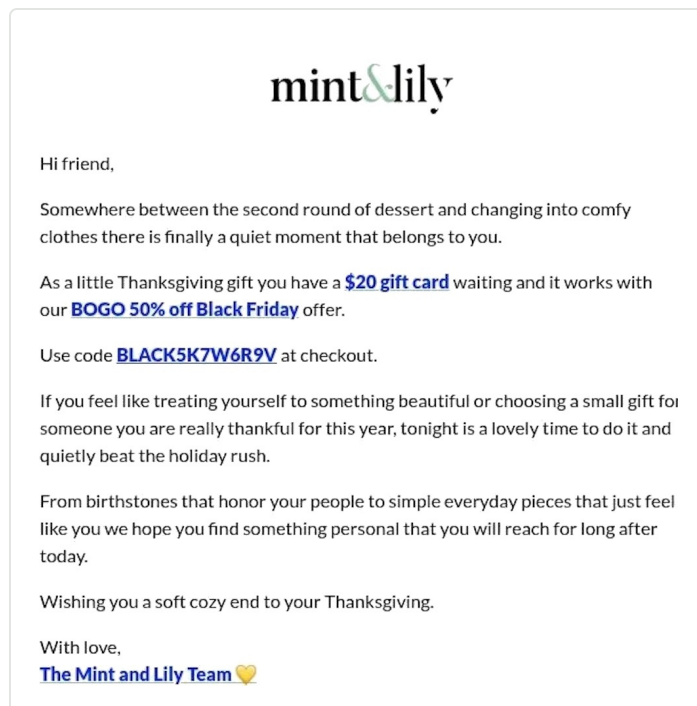
6 brands used the text-based tactic: **Ettika**, **Gorjana**, **Karma and Luck**, **Little Sky Stone**, **Mint & Lily**, and **Uncommon James**.



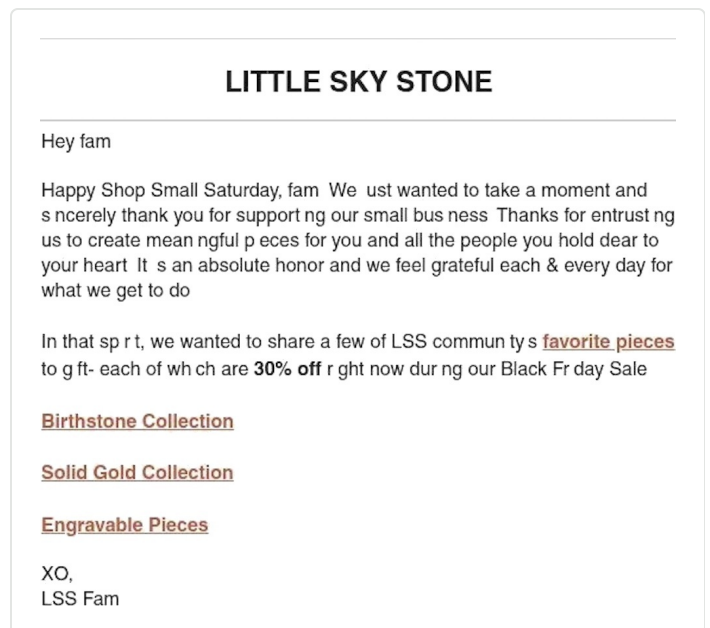
GORJANA



KARMA AND LUCK



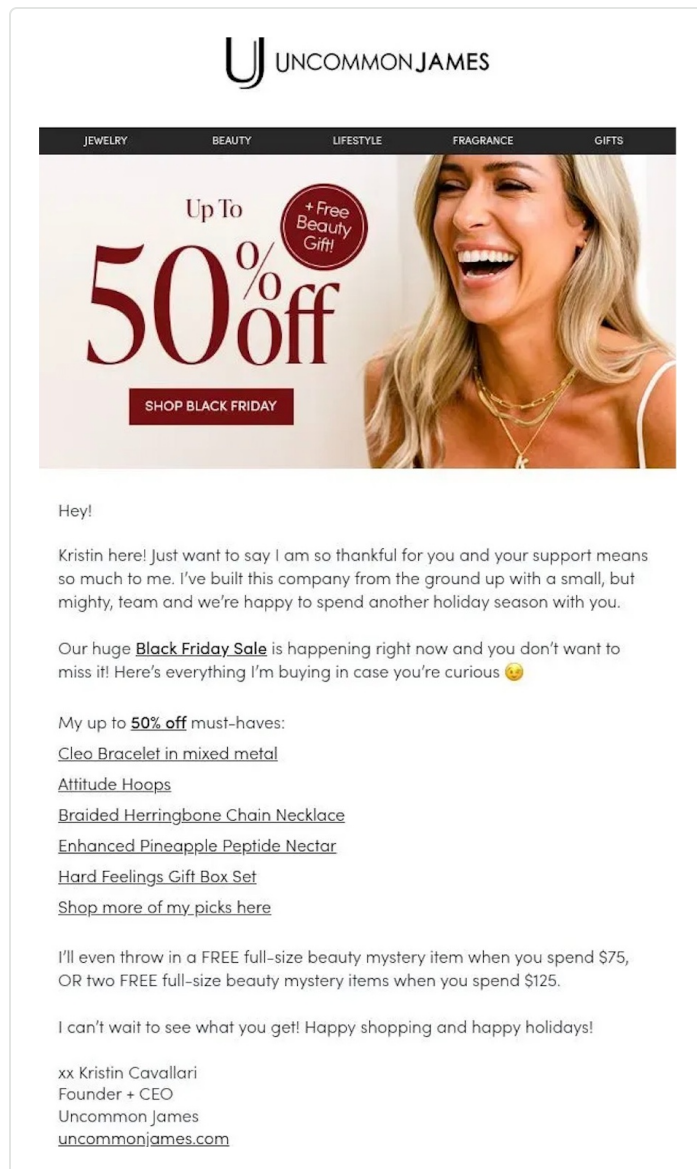
MINT & LILY



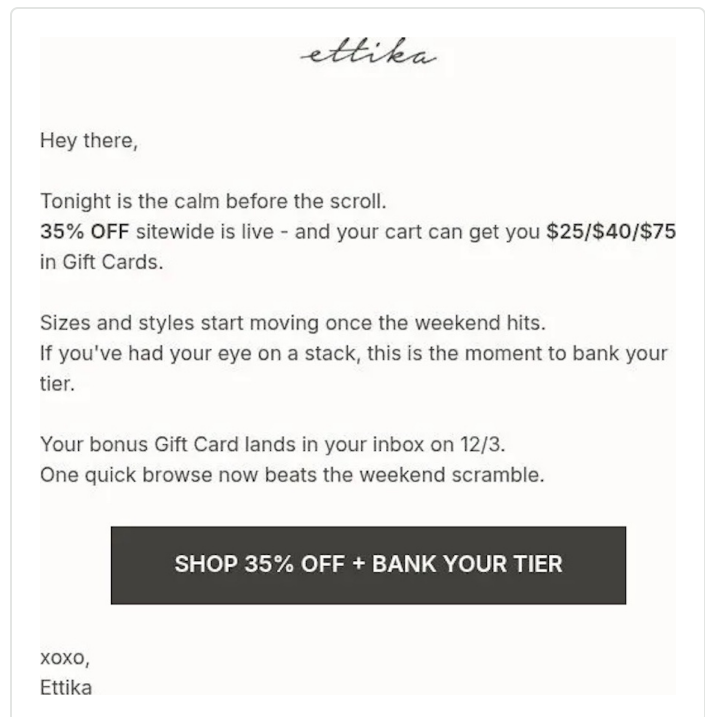
LITTLE SKY STONE

With fewer images, links, and complex HTML, plain-text emails can be less likely to trigger spam filters, load instantly across devices, and feel more like a personal message than a marketing campaign.

But not all were pure plain text — **Ettika** and **Uncommon James** borrowed the style, but used HTML.



UNCOMMON JAMES



ETTIKA

Small Business Saturday

2 brands mentioned Small Business Saturday in their Nov 29 messages: **Aurate** and **Kinn**, with 30% off and 15% off headline discounts, respectively.

AURATE

00

00

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DAYS

HOURS

MINUTES

SECONDS

SMALL BUSINESS SATURDAY

TIME TO CLOCK OUT

We're closing the books on Small Business Saturday. Don't panic—but maybe hurry.

SHOP 30% OFF

Code: BF30



AURATE NEW YORK



Kinn

1001 Broadway
Alhambra, CA 91802
626-261-1336
www.kinnla.com
Pay 10pm - 5pm
10pm - 5pm

SHOP SMALL
—15% OFF

SHOP SMALL

15% OFF—AUTO APPLIED

KINN

Branded Black Friday

2 brands put a spin on the Black Friday moniker: **Pura Vida** (Stack Friday) and **Kendra Scott** (Yellow Friday, for their brand color).



PURA VIDA



KENDRA SCOTT

- * Full list of BFCM email sends in Appendix A of this report. Full archive of email creatives available in ShopVision.

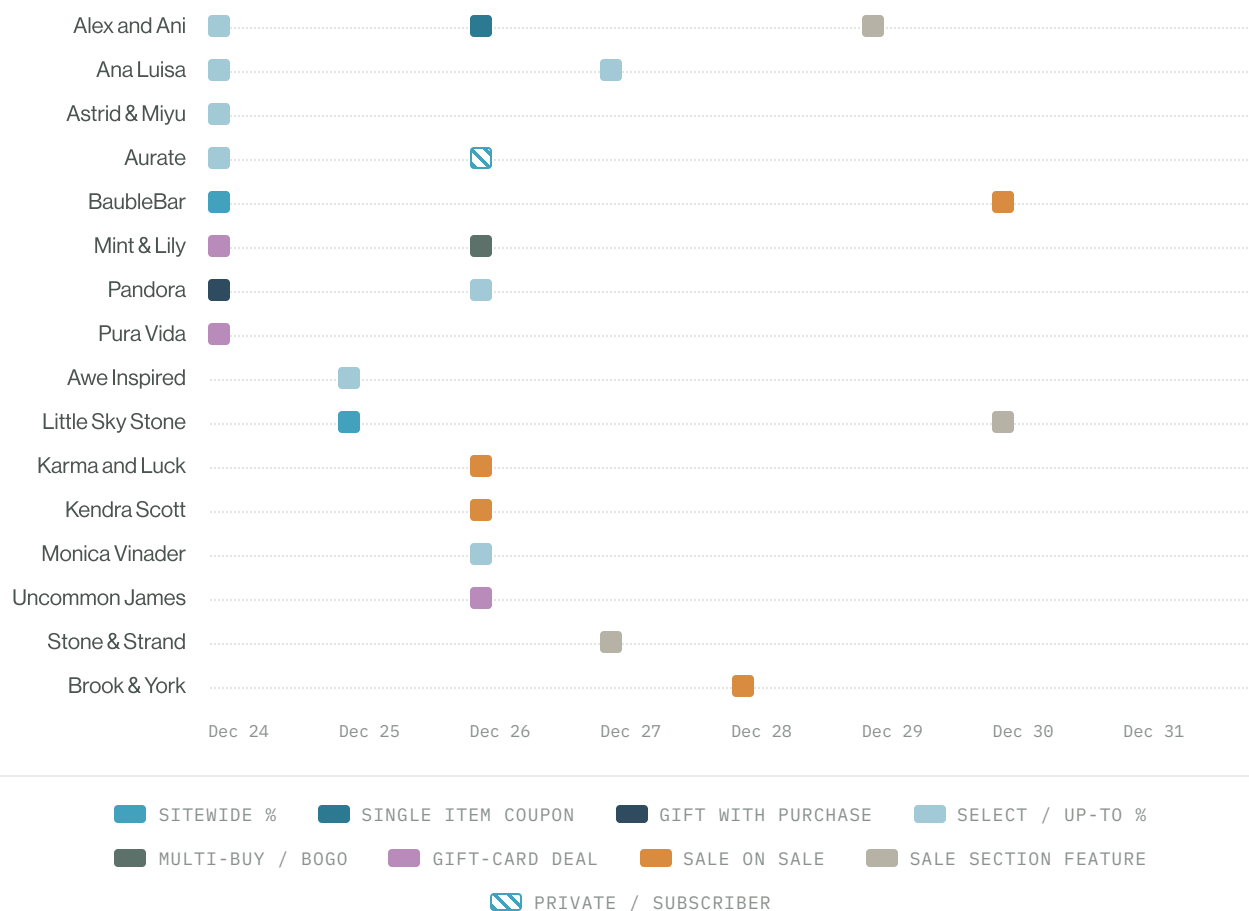
TAKE INTO 2026 PLANNING

- **Will your email playbook change?** Now that you see the market head-to-head, where do you want to compete harder for the inbox? Most brands send at least 1 message daily. BFCM may warrant re-sends to non-openers to maintain visibility.

The week after Christmas ran on fresh promotions.

Jewelry brands kept promotions popping for the final week of the year. 16 brands stayed active, but there was no standard mechanic. We observed a mix of select markdowns, sitewide cuts, sale on sale, gift-card givebacks, multi-buy, and gift with purchase.

Accessible jewelry 2025 year-end promotions



Each brand's discrete year end promotional events, by type (Dec 24-31, 2025). Source: ShopVision.

Alex and Ani, Ana Luisa, Aurate, BaubleBar and Little Sky Stone's events started before Dec 24, detailed in the table below. Catbird, Ettika, GLDN, Gorjana, Jenny Bird, Kinn, Mejuri, and Missoma ran no promotions during this period.

Some brands just used their existing sale section as the marketing headline with no additional percentage off. These are indicated as "Sale section feature."

The clearance accelerators

4 brands stacked an extra discount on already-reduced stock.

- **Brook & York** layered an extra 20% on new sale styles.
- **Karma and Luck** ran an extra 40% off clearance.
- **Kendra Scott** tiered it — extra 30% off 2 sale items, 40% off 3, 50% off 4 or more.
- **Mint & Lily**'s buy-more-save-more took money-off: Buy 2 sale items, get \$20 off. Buy 3 / \$30 off. Buy 4 / \$40 off.

The new 'sale' events

A few brands ran a genuine sitewide rate: **BaubleBar's** flat 20% off everything, **Little Sky Stone's** 25%, and **Aurate's** 30%. **BaubleBar** converted 20% off everything to 20% off sale Dec 30.

Aurate gave email subscribers an exclusive 30% sitewide under code PRIVATE (Dec 26–31), while the public saw 25% off select products on the website.

Awe Inspired ran an up-to-50% New Year Sale; **Monica Vinader** an up-to-60% Boxing Day Flash.

The gift card giveback

Pura Vida discounted gift cards 10%, and **Mint & Lily** took 30% off theirs on Dec 24 as last-minute e-gift prompts.

Uncommon James ran a 25–30% off e-gift cards from Dec 26–30 — a push for the late gifters.

The GWP play

Pandora ran a 24-hour flash on Dec 24, giving a free bracelet at \$145 spend — a 'treat yourself' moment.

Every brand's year-end promotions

Brand	Promo type	Headline	Launched
Alex and Ani	Select / up-to %	Up to 50% off + \$10 off \$100+	Dec 23–26
Alex and Ani	Single item coupon	25% off one item (Treat Yourself)	Dec 26–28
Alex and Ani	Sale section feature	Warehouse clearance 500+ styles \$5+	Dec 29–31
Ana Luisa	Select / up-to % + GWP	Up to 25% off sale + free gift (End of Year)	Dec 8–31
Ana Luisa	Select / up-to % (flash)	20% off zodiac necklaces (24hr flash)	Dec 27
Astrid & Miyu	Select / up-to %	Up to 50% off Winter Sale (selected lines)	Dec 24–31

Brand	Promo type	Headline	Launched
Aurate	Select / up-to %	25% off sale (public headline)	Dec 8–31
Aurate	Sitewide % (private)	30% off PRIVATE sale (email only)	Dec 26–31
Awe Inspired	Select / up-to %	Up to 50% off New Year Sale	Dec 25–31
BaubleBar	Sitewide %	20% off EVERYTHING	Dec 15–29
BaubleBar	Sale on sale	20% off SALE (narrowed)	Dec 30–31
Brook & York	Sale on sale	Extra 20% off new sale styles	Dec 28–31
Karma and Luck	Sale on sale	Extra 40% off clearance	Dec 26–31
Kendra Scott	Sale on sale + Multi-buy	Extra 30/40/50% off 2/3/4+ sale items	Dec 26–31
Little Sky Stone	Sitewide %	25% off everything	Dec 3–26
Little Sky Stone	Sale section feature	Up to 70% off last-chance (new markdowns)	Dec 30–31
Mint & Lily	Gift-card deal	30% off gift cards	Dec 24
Mint & Lily	Multi-buy / BOGO	Buy 2/3/4 → \$20/\$30/\$40 off	Dec 26–27
Monica Vinader	Select / up-to % (flash)	Boxing Day Flash Sale, up to 60% off	Dec 26–31
Pandora	Gift with purchase	Free bracelet w/ \$145 spend (24hr flash)	Dec 24
Pandora	Select / up-to %	Up to 50% off select styles	Dec 26–31
Pura Vida	Gift-card deal	10% off gift cards	Dec 24
Stone & Strand	Sale section feature	New end-of-year markdowns up to 50% off	Dec 27–31
Uncommon James	Gift-card deal	25–30% off e-gift cards	Dec 26–30

TAKE INTO 2026 PLANNING

- **Which mechanics fit your playbook?** Accessible jewelry brands don't all lean into sale on sale. Will you explore 'gift yourself' incentives, offer rebates on last-minute gift cards, run multi-buy deals to clear old stock, private sale, or match sitewide headlines?

Want to drill deeper into this data?

ShopVision holds the deepest competitive intelligence dataset in digital commerce. The report you just read is one slice of one peer set across one quarter — every promotional event verified at the source from the brand's own public copy.

What ShopVision shows you next

Your own peer set, your own granularity. Define the data set that matters to your team — follow competitors, retail partners, wholesalers, owned brands, specific country domains, or any site you want to monitor.

Ask your own questions of the data. This report is one cut of the dataset. ShopVision lets your team drill into the brands, channels, campaigns, and time periods that matter to you, then turn the findings into intelligence briefs, competitor teardowns, creative swipe files, and data-backed slides.

Every season, every business case. Black Friday is one moment. ShopVision tracks every competitor move across promotions, email, ads, social, pricing, and catalog dynamics to support year-round planning, benchmarking, and strategy.

See the moves shaping your market.

Your competitors are making moves every day across pricing, promotions, ads, email, social, catalog, and wholesale channels. ShopVision helps your team turn those signals into sharper strategies, faster decisions, and stronger seasonal planning — not just during Black Friday, but every week of the year.

Book a demo at shopvision.ai →

How this benchmark was built.

Data source. ShopVision tracked promotional events, marketing emails, and homepage banners across 24 accessible jewelry brands over the Q4 2025 observation window (Oct 1 – Dec 31, 2025). Every promotional event was classified from the brand's own public copy across those signals.

Window. Oct 1 to Dec 31, 2025 (92 days; 13 weeks).

Black Friday framing filter. Insight 02 timing counts only events the brand itself framed as Holiday / Black Friday / Cyber, or that ran inside the BFCM event window (Nov 19 – Dec 2) as a sitewide, category, or other discount mechanic. Non-Holiday Q4 sales, merchandising features and standing offers are excluded from the timing read.

Classification. Every promotional event was read from the brand's own public copy and classified into a jewelry mechanic taxonomy: flat sitewide, sitewide "up to X%" / tiered, category / select, BOGO / multi-buy, and gift with purchase. Each brand is assigned one primary Black Friday mechanic; secondary mechanics are held in the underlying data.

Peer set included

Alex and Ani	alexandani.com	Ana Luisa	analuisa.com
Astrid & Miyu	us.astridandmiyu.com	Aurate New York	auratenewyork.com
Awe Inspired	aweinspired.com	BaubleBar	baublebar.com
Brook & York	brookandyork.com	Catbird	catbirdnyc.com
Ettika	ettika.com	GLDN	gldn.com
Gorjana	gorjana.com	Jenny Bird	jenny-bird.com
Karma and Luck	karmaandluck.com	Kendra Scott	kendrascott.com
Kinn	kinnstudio.com	Little Sky Stone	littleskystone.com
Mejuri	mejuri.com	Mint & Lily	mintandlily.com
Missoma	us.missoma.com	Monica Vinader	monicavinader.com
Pandora	us.pandora.net	Pura Vida	puravidabracelets.com
Stone and Strand	stoneandstrand.com	Uncommon James	uncommonjames.com

The Black Friday inbox, send by send.

Every marketing email sent by the peer set across the core Black Friday–Cyber Monday window, Nov 27 – Dec 2, 2025, ordered by date and time (UTC). Source: ShopVision.

Date	Time (UTC)	Subject
ALEX AND ANI		
Nov 27	02:01	Black Friday Gifts for Every Style (and Budget) 🔥
Nov 27	16:00	A Little Thank You: \$19 Snowflake Bangle is HERE ❄️
Nov 28	02:02	15% Off Holiday Bangles 🛍️ Stack the Savings
Nov 28	14:18	GET A FREE GIFT ❄️ Black Friday Continues: Extra 15% Off
Nov 28	21:03	\$8 FINDS ✨ Daily Deal: Personalized Styles + FREE GIFT!
Nov 29	02:01	HARRY POTTER FROM \$10+ ⚡️ FREE Gift Final Chance!
Nov 29	14:31	Hey there, Black Friday ends TOMORROW! 📅
Nov 29	21:03	Only \$24 ❄️ Winter Wonderland Notalgia
Nov 30	02:02	ONE DAY LEFT 📅 Extra 15% Off + Gifts for Everyone on Your List
Nov 30	14:30	Holiday Icons You Can't Miss, Now 25% OFF 🎄
Nov 30	21:02	RUNNING LOW: Up to 40% Off + Extra 15% ✨
Dec 1	02:03	New This Month: The Glass Butterfly Collection 🦋
Dec 1	14:43	Your Cyber Monday FREEBIE Is Here 💙
Dec 1	21:00	\$24 & UNDER 📅 12 Days of Deals Start Now
Dec 2	02:04	Don't Miss Your FREE Bangle ✨ 40% Off + Extra 15% FINAL HOURS
Dec 2	16:03	📅 Daily Deal #2: \$24 NEW Evil Eye Styles
Dec 2	21:02	\$16+ Gifts That Honor Their Passion & Purpose
ANA LUISA		
Nov 27	15:15	A Special Note from Our CEO

Date	Time (UTC)	Subject
Nov 27	17:09	30% OFF EVERYTHING FOR BLACK FRIDAY
Nov 28	14:17	WAKE UP. IT'S BLACK FRIDAY. 🕒
Nov 28	22:08	ENDS SOON: 30% OFF BLACK FRIDAY SALE RE-SEND
Nov 29	02:03	🔥 JUST ADDED: 70% OFF Select Styles Now
Nov 29	17:06	48 HRS LEFT: 30% OFF ⌚ ⌚
Nov 29	22:02	30% Off Ends Tomorrow. For Real. RE-SEND
Nov 30	15:09	LAST DAY: 30% OFF BLACK FRIDAY SALE
Nov 30	22:07	5-HRS LEFT: 30% OFF BLACK FRIDAY SALE RE-SEND
Dec 1	13:54	STARTS NOW: 30% OFF CYBER MONDAY SALE
Dec 1	22:01	CYBER MONDAY. ALMOST SOLD OUT. RE-SEND
Dec 2	14:04	ENDS TONIGHT: 30% OFF
Dec 2	23:03	⌚ 6 HRS LEFT: 30% OFF ⌚ RE-SEND
ASTRID & MIYU		
Nov 27	13:00	Thankful for 25% off* new jewels
Nov 28	13:01	Payday + Black Friday = NEW JEWELS
Nov 28	23:00	The clock is ticking
Nov 29	13:01	Are you ready to party?
Nov 30	13:00	25% OFF* won't be here forever
Dec 1	13:02	You're about to miss our BIGGEST SALE
Dec 1	23:01	FINAL CHANCE FOR 25% OFF* 📧 RE-SEND
Dec 2	13:00	SALE ENDS 12PM TODAY
AURATE NEW YORK		
Nov 27	15:04	GRATEFUL FOR YOU
Nov 27	22:03	FREE GIFT WITH PURCHASE

Date	Time (UTC)	Subject
Nov 28	14:07	BLACK FRIDAY IS ON 💎
Nov 28	17:01	💥 30% OFF 💥 30% OFF 💥 30% OFF 💥 RE-SEND
Nov 28	21:04	📢 WE REPEAT: 30% OFF (!) RE-SEND
Nov 29	01:01	🚫 ALMOST SOLD OUT (!!!)
Nov 29	16:04	DID WOMEN RUIN THE WORKPLACE
Nov 29	23:00	HARD STOP AT MIDNIGHT
Nov 30	16:04	30% OFF EVERYTHING!!!
Nov 30	23:03	LAST CALL FOR 30% OFF 🍷 RE-SEND
Dec 1	16:04	LET'S CYBER (30% OFF)
Dec 1	21:05	MIDNIGHT = GAME OVER
Dec 2	01:03	FINAL HOURS FOR 30% OFF (!!!)
Dec 2	16:03	30% OFF! ONE MORE DAY
Dec 2	23:02	WE CAN'T STRESS THIS ENOUGH
AWE INSPIRED		
Nov 27	17:05	A note from our founders 🌸
Nov 28	01:02	Have you heard? Black Friday is here
Nov 28	15:01	🔥❤️ BLACK FRIDAY 30% OFF SITEWIDE ❤️🔥 RE-SEND
Nov 28	20:30	NEW MARKDOWNS ❤️ Up to 70% off
Nov 29	02:03	Today Only: Free Triple Moon Bag Charm 🌙
Nov 29	17:08	24 HRS ONLY: 50% Off Rings ✨
Nov 30	01:02	Final hours ⌚ 50% OFF RINGS
Nov 30	17:08	50% Off Jewelry Sets ❤️ Awe's most wanted deal
Dec 1	01:02	Last Hours: 50% Off Jewelry Sets ❤️

Date	Time (UTC)	Subject
Dec 1	15:11	A Cyber Monday mystery charm + 30% off
Dec 2	02:00	LAST CHANCE: SALE ENDS @ MIDNIGHT
Dec 2	17:00	Last Chance: Save + Give Back
BROOK & YORK		
Nov 28	00:05	Grateful for You - 25% off Sitewide 🐻
Nov 28	12:15	Black Friday 🌟 25% Off + Free Ship RE-SEND
Nov 28	23:16	The Biggest Sale of the Year is ON 🌟 RE-SEND
Nov 29	14:30	Your Weekend to Sparkle - 25% Off Sitewide
Nov 30	14:07	Be the Favorite Gift Giver - 25% Off 📺
Dec 1	12:01	25% Off Sitewide + \$25 Gifts 📺
Dec 1	23:02	Outshine every sale - 25% Off + \$25 Gifts RE-SEND
Dec 2	12:00	The Gift of the Season, 20% off 📺
CATBIRD		
Nov 27	16:00	ICYMI: Best of SALE 📺
Nov 28	00:00	Wishlist Favorites, On Sale
Nov 28	13:12	Starts Now ❤️ Black Friday SALE
Nov 29	02:04	Black Friday Sale: Don't Miss It!
Nov 29	16:06	The Biggest Sale of the Year!! RE-SEND
Nov 30	17:07	Ending Tomorrow: Our Biggest Sale
Dec 1	02:02	1 MORE DAY 📺 Everything on Sale
Dec 1	14:02	FINAL DAY: Cyber Monday Sale 📺 RE-SEND
Dec 1	20:05	ENDS TONIGHT: Everything on Sale! RE-SEND
Dec 2	02:02	3 HOURS LEFT 🕒
Dec 2	13:01	Surprise! Sale Extended Until Tomorrow!

Date	Time (UTC)	Subject
ETTIKA		
Nov 28	01:02	Thanksgiving treat: 35% off everything continues
Nov 28	17:02	Black Friday is here — 35% off plus gift card tiers RE-SEND
Nov 28	21:30	Going fast (grab your favorites now)
Nov 29	02:02	Here's your Black Friday advantage
Nov 29	21:30	Saturday hot pieces (35% off continues) RE-SEND
Nov 30	21:30	Last day to bank your bonus Gift Card
Dec 1	01:30	Final hours: BF prices end tonight
Dec 1	13:18	Cyber Monday starts now — 35% off sitewide
Dec 1	18:15	Still shopping? Here's what's going fast
Dec 2	01:30	35% off tonight — here's the shortcut
Dec 2	21:30	One more day: 35% off sitewide (ends 11:59 PM) RE-SEND
GLDN		
Nov 28	16:15	Best day of the year: Bright Friday. ✨
Nov 29	18:27	It's on: 15% OFF SITEWIDE 🎁 ✨
Dec 1	13:16	Cyber Monday = 15% OFF SITEWIDE 🎁 ✨
GORJANA		
Nov 27	01:15	EARLY ACCESS STARTS NOW
Nov 27	05:21	The Holiday Event IS ON RE-SEND
Nov 27	14:17	WE ONLY DO THIS ONCE A YEAR
Nov 28	00:04	Save room for SAVINGS ❤️
Nov 28	14:18	BLACK FRIDAY?!
Nov 29	00:16	YOUR TIME TO SHINE
Nov 29	14:16	IT'S SHOWTIME

Date	Time (UTC)	Subject
Nov 30	01:15	SAVE UP TO \$100
Nov 30	14:15	\$100 OFF DIAMONDS RE-SEND
Nov 30	22:15	This ONCE-A-YEAR event ends soon!
Dec 1	14:18	ENDS TONIGHT: The Holiday Event
Dec 1	21:15	FINAL HOURS RE-SEND
Dec 2	17:15	TODAY ONLY
KARMA AND LUCK		
Nov 27	14:00	40% Off Best Sellers 💖💎
Nov 27	22:01	Grateful for YOU: Reflecting on our year together 💖
Nov 28	11:00	40% Off Everything You Love
Nov 28	18:01	All Trees Are 40% OFF
Nov 28	23:06	Limited Stock: 40% Off Everything 🔥 RE-SEND
Nov 29	11:01	40% Off Symbolic Jewelry 💎
Nov 29	23:04	48 Hours. 40% Off. Let's Go.
Nov 30	11:02	Ends Midnight: 40% Off Everything ⚡
Nov 30	23:02	LAST HOURS TO SAVE 40% OFF RE-SEND
Dec 1	14:32	CYBER MONDAY: 40% OFF 🔥
Dec 1	17:30	New & 40% Off: Nano Chip Jewelry
Dec 1	23:03	Last Hours to Save 40% ✨ RE-SEND
Dec 2	14:06	Extra 48 Hours: 40% Off Gifts With Energy & Purpose
KENDRA SCOTT		
Nov 27	01:13	Can You Keep a Secret?
Nov 27	21:16	40% Off Starts NOW 💖✨
Nov 28	02:28	Our Biggest Sale of the Year Is HERE

Date	Time (UTC)	Subject
Nov 28	12:40	\$25 Elisa? It's ON!
Nov 28	17:19	Say Hello to 40% Off! ✨ RE-SEND
Nov 28	22:37	Selling FAST: 2 for \$60 🕒 ✨ 🛒 ✨
Nov 29	02:27	Oh, NO—You Almost Missed 40% Off!
Nov 29	12:56	Get Your \$35 Snowflake Pendant ❄️
Nov 29	17:56	30% Off Our Best Gifts
Nov 30	01:59	30% Off Great Gifts ✨
Nov 30	12:58	\$35 Tennis Bracelet, Today ONLY ✨
Dec 1	00:02	Oops, Cyber Monday Sale Is Live
Dec 1	03:01	Cyber Monday Starts Early! RE-SEND
Dec 1	11:53	She's Here! The \$25 Mini Elisa
Dec 1	17:09	Yes, We're Seriously Putting <i>These</i> On Sale
Dec 1	23:00	STARTING NOW Exclusive 2 for \$60 Styles
Dec 2	01:59	Last Call 40% Off at Kendra Scott
Dec 2	16:13	Join Us for Giving Tuesday
KINN		
Nov 27	15:16	From Our Table—To Yours
Nov 28	04:45	15% OFF—BLACK FRIDAY Starts Now
Nov 28	15:09	NOW LIVE—Our Final Black Friday RE-SEND
Nov 28	20:00	Your Future Heirlooms—15% OFF RE-SEND
Nov 29	01:01	15% OFF—Yes, It's Our Last Black Friday
Nov 29	12:45	SHOP SMALL—15% OFF RE-SEND
Nov 29	21:03	A Reminder to Shop Small—15% OFF RE-SEND

Date	Time (UTC)	Subject
Nov 30	13:04	LAST CALL—15% OFF Ends Tonight
Dec 1	00:15	FINAL HOURS—15% OFF Last Black Friday
Dec 1	13:00	15% OFF—Your Future Self Says Thanks
Dec 1	17:16	15% OFF—Small Luxuries, Big Meaning RE-SEND
Dec 1	23:16	FINAL HOURS—Ends Tonight 15% OFF RE-SEND
Dec 2	14:00	GIVING TUESDAY—15% OFF
LITTLE SKY STONE		
Nov 27	17:04	Happy Thanksgiving to You and Yours!
Nov 28	14:11	It's Go Time
Nov 29	01:02	Time Is Running Out
Nov 29	15:30	Shop Small 🧡 Save Big
Dec 1	16:08	Cyber Monday Savings
Dec 2	01:04	FINAL HOURS: Your Last Chance to Save
Dec 2	15:03	The final countdown is on... RE-SEND
MEJURI		
Nov 27	00:37	Cue: Love At First Sight
Nov 28	00:05	Sale As Good As It Gets
Nov 28	15:55	Just Dropped and on Sale
Nov 29	03:35	Sale Just Got Personal Sally
Nov 29	16:35	Rare Sighting: Diamonds on Sale
Nov 30	02:05	Vogue, Glamour & Elle Top Picks—Now Up to 30% Off
Nov 30	14:35	Never on Sale. Until Now.
Dec 1	16:15	This Is Not a Drill: Sale Ends Tomorrow
Dec 2	16:15	Last Chance: Sale Ends Tonight

Date	Time (UTC)	Subject
MINT & LILY		
Nov 27	19:12	Thankful for you 🧡 your early Black Friday gift is live
Nov 28	00:42	The dishes are done your gift is not ❤️
Nov 28	14:17	Black Friday starts NOW 🎉 BOGO 50% + \$20 gift card
Nov 28	18:35	Don't wait! Your Black Friday savings end at 11:59 PM 🕒 RE-SEND
Nov 28	22:45	🕒 Final Hours! Your \$20 Gift + BOGO 50% OFF End Tonight! RE-SEND
Nov 29	02:16	❤️ Last chance for our biggest Black Friday savings ❤️
Nov 29	15:06	One more day to double up ❤️
Nov 29	22:45	🕒 Final Hours: \$20 Off + BOGO 50% OFF RE-SEND
Nov 30	15:07	💙 CYBER MONDAY STARTS TODAY! 💙
Nov 30	23:30	Cyber Monday Early Access 🗝️ RE-SEND
Dec 1	14:15	Cyber Monday is HERE! 💎💎
Dec 1	18:35	\$14 steals + more Cyber Monday treats! 💙 RE-SEND
Dec 1	22:45	📣 Final hours! Our once a year deal ends tonight 🌙 RE-SEND
Dec 2	02:16	🕒 When the day ends, your Cyber Monday gift does too
Dec 2	15:01	Guess What... Cyber Monday Got a Little Extension 😊
Dec 2	23:35	👁️ You Asked, We Listened... Cyber Monday Stays Up Late (But Just Tonight) RE-SEND
PANDORA		
Nov 27	08:44	SALE GOT BETTER: UP TO 50% OFF for a limited time!
Nov 27	17:45	Giving Thanks to You!
Nov 27	21:37	LAST DAY to get 40% OFF Disney x Pandora!
Nov 28	12:41	Going Fast: UP TO 50% OFF bestselling styles!
Nov 28	18:20	JUST ADDED! Get up to 50% off our best rings!
Nov 28	21:56	Bestselling charms now at UP TO 50% OFF - from \$32!

Date	Time (UTC)	Subject
Nov 29	15:13	Bigger Savings: UP TO 50% OFF on new arrivals, online only.
Nov 29	18:37	UP TO 50% OFF gifts that go beyond personal
Nov 30	13:49	SELLING FAST! Bestselling charms UP TO 50% OFF from \$32.
Nov 30	22:54	Time's running out. Save UP TO 50% — top picks going fast! RE-SEND
Dec 1	08:42	Cyber Monday Exclusive! Up to 50% OFF - now including select lab-grown diamonds!
Dec 1	14:26	UP TO 50% OFF sitewide & select Lab-Grown Diamonds for a limited time! RE-SEND
Dec 1	20:05	NEW! Bestsellers added to the sale, now up to 50% off!
Dec 2	01:29	ENDING SOON! Up to 50% OFF sitewide, including Lab-Grown Diamonds!
Dec 2	07:44	FINAL CALL: Up to 50% off sitewide ends today! RE-SEND
Dec 2	18:28	Less than 24 hours left to shop your wish list at UP TO 50% OFF! RE-SEND
Dec 2	23:23	FINAL HOURS: Up to 50% off sitewide ends at midnight! RE-SEND
PURA VIDA		
Nov 27	06:00	You don't have to wait! ✨ Our Black Friday Deals are LIVE
Nov 27	14:05	Thankful for you 🧡 40% off everything RE-SEND
Nov 27	23:03	Happy Thanksgiving from Pura Vida
Nov 28	05:02	Stack Friday Starts NOW! ✨ Beat the rush!
Nov 28	14:09	Black Friday who? It's Stack Friday 💕 RE-SEND
Nov 28	17:04	✨ All Your Faves, 40% Off! RE-SEND
Nov 28	23:07	You didn't miss Stack Friday ... yet. 😊 RE-SEND
Nov 29	06:01	Need Gift Ideas? We're Basically Santa 🎁
Nov 29	14:05	40% Off = 100% Better Weekends 🥳
Nov 29	23:04	Still Need the Perfect Gift? We Got You 🎁
Nov 30	06:00	Yep, 40% Off Everything. Still Happening.

Date	Time (UTC)	Subject
Nov 30	14:09	PSST... Still 40% Off 🙈 RE-SEND
Nov 30	23:01	🌟 Ending Soon! 40% Off Everything RE-SEND
Dec 1	06:02	Cyber Monday Starts NOW! 40% Off Everything ✨
Dec 1	14:07	💛 40% OFF EVERYTHING 💛 RE-SEND
Dec 1	17:01	Say NO to FOMO 😭 40% OFF ENDS TONIGHT RE-SEND
Dec 2	01:04	FINAL HOURS! 40% OFF ENDS TONIGHT
Dec 2	15:40	Buy One, Give One 💕 Original Bracelets
STONE AND STRAND		
Nov 27	15:04	Thank You, From Our Team to You
Nov 28	00:45	Four Days of Flash Sales Start Tomorrow
Nov 30	23:04	24 Hours Left to Save 20%
UNCOMMON JAMES		
Nov 27	08:03	A note from Kristin Cavallari
Nov 28	06:33	POV: YOU GET 50% OFF