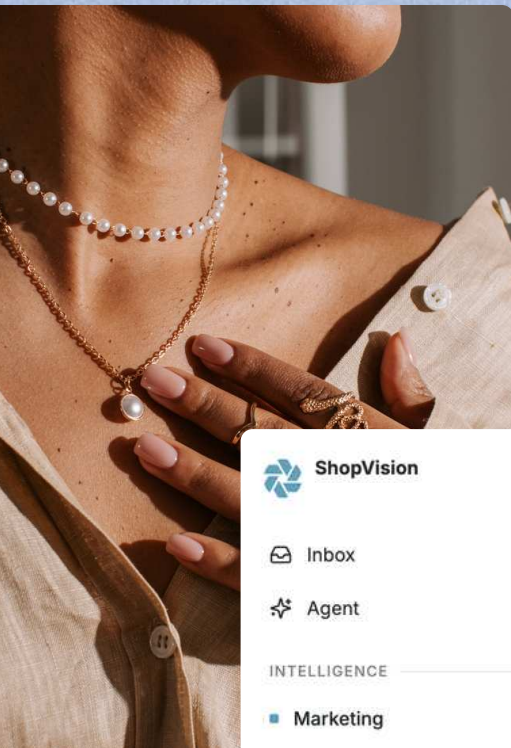


How to win

BFCM 2026

The Accessible Jewelry Playbook



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Ads

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Pages

Banners

Promotions

Traffic

United States

subject/from...

Filters

This Week

Gorjana

Mejuri

Alexandani

Kendrascott

Alexandani



Ad Details

BaubleBar

The Custom Rowan Bracelet is your ultimate summer go-to

WEAR ON REPEAT

3-in-1 layering

RILEY

Brand

BaubleBar

Status

Running from 6/15/2026

Time running

94D

Format

Advantage+ Creative

Platforms

First seen

6/16/2026

Last seen

9/1/2026

CTA link

What your category did, and *what you do next.*

The follow-up to the Accessible Jewelry Black Friday Benchmark.

You've seen how 24 leading brands ran Holiday 2025. This is the shorter companion: the seven decisions that mattered most, what's already changing this year, and the move to make on each one.

Last year we tracked every promotional move 24 accessible jewelry brands made across 13 weeks of Q4: 9,000+ data points on timing, depth, gifts with purchase, membership, and email. The benchmark told you what the market did. This playbook is about what you do with it, updated with what we're seeing in the market right now as Holiday 2026 takes shape.



Play 1: Claim Singles Day, the beat 19 of 24 brands skipped



What 2025 told us.

Only 5 of 24 brands gave 11.11 its own moment, and each made it cheap to run: Kinn's 11% off, Aurate's 30% "for you singles," Pura Vida's 2-for-\$11 bracelets. Awe Inspired skipped the discount entirely and sent a wishlist-building email instead, then opened its Black Friday sale the next day. Self-gifting is this category's engine, and a self-gifting holiday two weeks before Black Friday went unclaimed by most of the market.

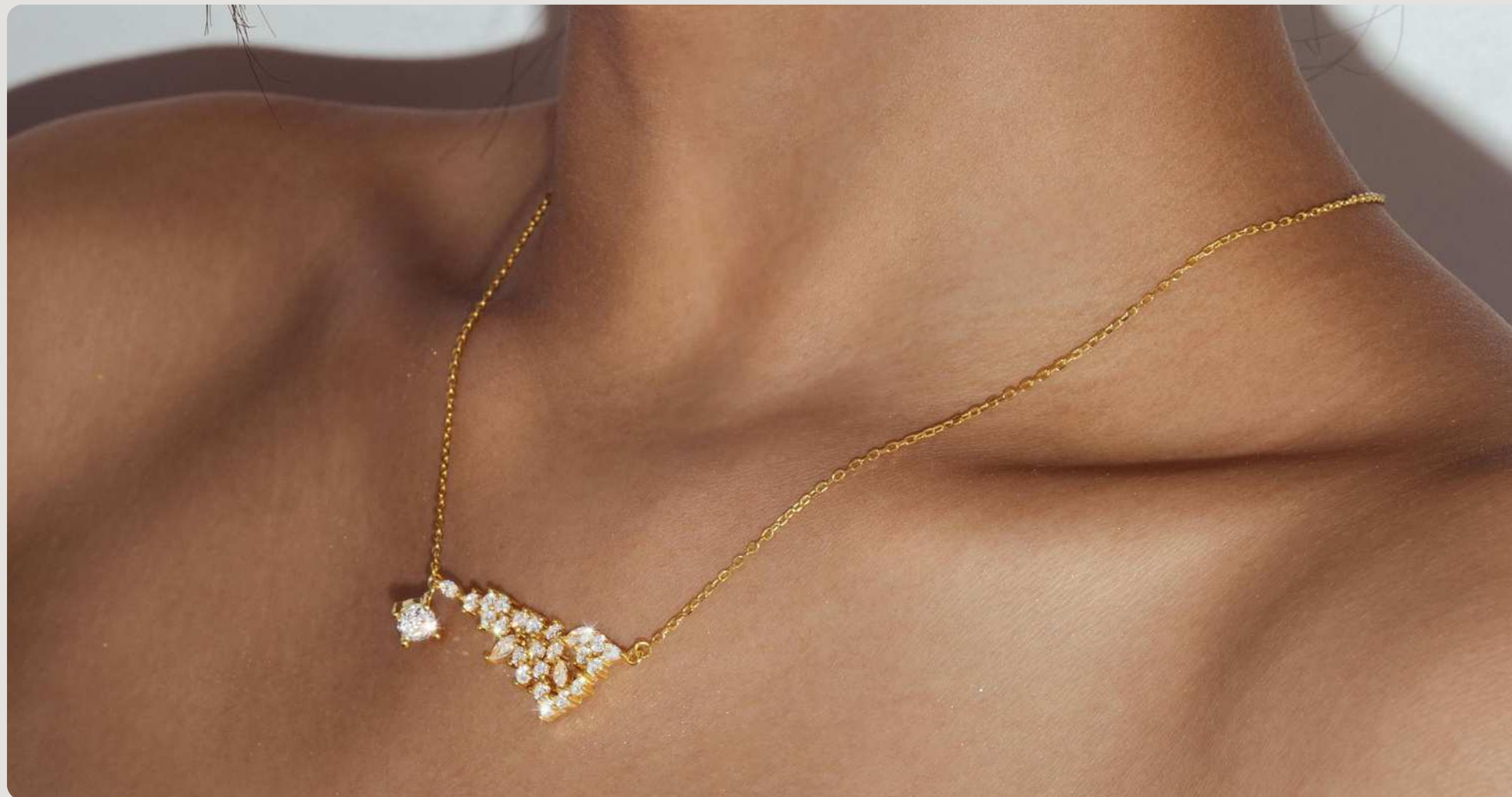
What we're seeing in 2026.

No tracked brand has named 11.11 yet, which is normal for September. The muscle is visible, though: Oak & Luna has spent the year turning micro-holidays into revenue moments, with Galentine's, Women's Day, and even National Best Friend Day each getting their own offer and creative. A brand running that calendar walks into November with the exact machinery Singles Day needs.

Play 1: Your winning move

- Put 11.11 on the calendar as a one-day beat with its own creative. A themed 11% code costs almost nothing and buys a clean self-gifting story before the Black Friday noise starts.
- If a discount two weeks before your headline feels risky, run the Awe Inspired version: a wishlist prompt that loads the cart for the sale that follows.

Play 2: Set your launch date, and stretch the early-access window



What 2025 told us.

15 of 24 Black Friday events were live by November 20, and Alex and Ani opened at 40% off on November 2 and held it through December 4. Four brands pulsed early flashes before their official headline. Gated early access was popular but shallow: 8 brands used it, topping out at Mejuri's 4 days, and in other verticals we track the pre-ramp runs 7 to 14 days.

What we're seeing in 2026.

The gates are being built early. Mejuri sent a dedicated early-access sign-up email a week before its August sale, the exact sequence a November gate needs. Oak & Luna runs a two-tier audience all year, Key Club plus an SMS Squad that gets exclusive codes and gated gifts, and it ran an SMS-acquisition gift push in early August, a classic list-building sprint 12 weeks out. Jewlr relaunched its Jewls rewards program on July 1.

Play 2: Your winning move

- Pick the launch date now against where your closest peers sat last year, and decide whether a mid-November pulse flash earns a spot before the headline.
- Take the early-access window past the category norm. At 1 to 4 days you match the field; a 7-day member window is standard elsewhere and unclaimed here.

Play 3: Pick your discount type, and know what your rate says about you



What 2025 told us.

Half the field ran a true sitewide rate, 9 discounted select products, 2 tiered by spend, 1 ran BOGO only. Depth inverted tier: the deepest flat rates came from the mass-fashion tail at 35 to 40%, while accessible-luxury names held a disciplined flat 20 to 25%. Every 50% headline was an "up to" ceiling on select stock, and Alex and Ani's stacked early-access rate hit roughly 55%, the deepest observed.

What we're seeing in 2026.

The rate positions are diverging early. Jewlr has run near-continuous promotion since mid-May under rotating banners, with ad creative testing 60 to 70% off ceilings, so its November number has a very high bar to clear. Mejuri has held the opposite line: no flat sitewide all year, just select clearance and tiered spend events. In this category, flat-rate discipline read as the premium signal last year, and it still does.

Play 3: Your winning move

- Treat the rate as positioning, not just margin math. A flat 20 to 25% puts you with the accessible-luxury names; 35 to 40% flat is the mass lane; a 50% ceiling is a banner, and shoppers know the difference.
- If you run "up to," put real inventory at the top number. Ceilings without stock behind them spend trust you'll want in December.



Play 4: Make gift with purchase your AOV lever



What 2025 told us.

16 of 24 brands ran a GWP, more common than any single discount structure, with thresholds from \$50 to \$700. The pattern was clear: the higher the threshold, the more the gift worked as an AOV step. Pandora tiered a silver bangle at \$145 up to a gold-plated one at \$285, Awe Inspired laddered mystery charms to a \$500 jewelry chest, Kendra Scott rotated a new named gift every few days, and Ettika swapped the physical gift for a stackable gift card only spendable at Ettika.

What we're seeing in 2026.

GWP is running year-round now. Oak & Luna has fired a rotating gift roughly every 2 to 3 weeks since January, with a \$100 default floor, VIP-only gifts at \$200, scarcity caps (first 200 shoppers), and an SMS-gated gift at just \$75 that doubled as list-building. Mejuri, notably, has run almost none, a single in-store tote in May, which leaves the gifting lane open among the minimalist set.

Play 4: Your winning move

- Set the entry threshold at your real AOV ceiling and ladder above it. The gift pays for itself when the threshold stretches the basket; at a below-AOV threshold it's just margin given away.
- Rotate the gift through the season the way Kendra Scott and Mint & Lily did. A new gift is a new email, and the calendar writes itself.



Play 5: Give members a sweeter deal, not just an earlier one



What 2025 told us.

Early access was the whole loyalty story for most brands. Only 2 sweetened the pot: Pandora with double points and free express shipping, Astrid & Miyu with double points plus a \$10 January credit it marketed as "better than Black Friday." No brand gave members a deeper catalog-wide rate, and none gated a gift to members. The white space was wide open, and it still is.

What we're seeing in 2026.

The programs got rebuilt this year. Jewlr's relaunched Jewls program puts a visible points balance in every email. Oak & Luna gates gifts and exclusive 25% codes to its SMS tier and runs member-only GWP's. Mejuri+ keeps early access and member products in steady rotation. The infrastructure for a real member offer now exists across the set; the offer itself is still missing.

Play 5: Your winning move

- Pick one sweetener beyond timing: a points multiplier, a member-only gift, or the Astrid & Miyu move, a January credit that buys a second purchase after the season.
- If your program can carry it, a member-deeper rate would make you the only brand in the set pricing loyalty, which is a headline in itself.

Play 6: Plan the inbox for daily sends, re-sends, and a look of its own



What 2025 told us.

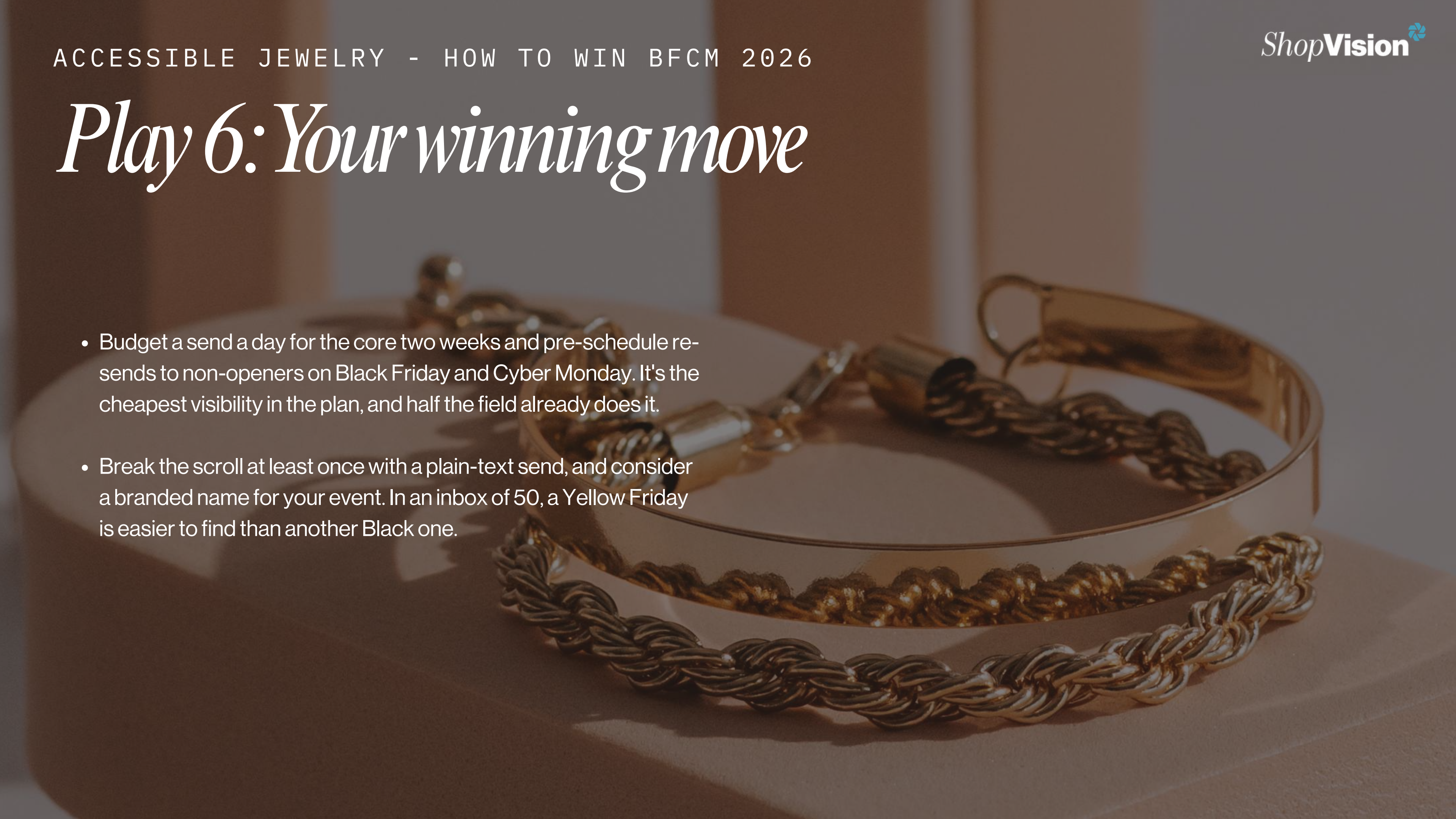
The field sent 392 emails in 14 days, 50 on Black Friday and 45 on Cyber Monday, and daily sending was the norm. Alex and Ani sent 33, every one a distinct creative; Pura Vida hit 4 sends in a day using re-sends to non-openers; the quietest senders sat at 3 and 4 total. Six brands cut through with plain-text style emails that read like a note rather than a campaign, and two renamed the day itself, Stack Friday at Pura Vida and Yellow Friday at Kendra Scott.

What we're seeing in 2026.

Cadence positions are set and far apart: Oak & Luna leads the tracked set at roughly 4 sends a week, driven by 48-hour gift windows; Mejuri is pacing slightly below its 2025 summer rate, holding capacity; Jewlr runs a steady automated 1 to 2 a week with points-balance nudges. Whoever wants the November inbox is building the habit now.

Play 6: Your winning move

- Budget a send a day for the core two weeks and pre-schedule re-sends to non-openers on Black Friday and Cyber Monday. It's the cheapest visibility in the plan, and half the field already does it.
- Break the scroll at least once with a plain-text send, and consider a branded name for your event. In an inbox of 50, a Yellow Friday is easier to find than another Black one.



Play 7: Program December as two waves and a year-end mechanic



What 2025 told us.

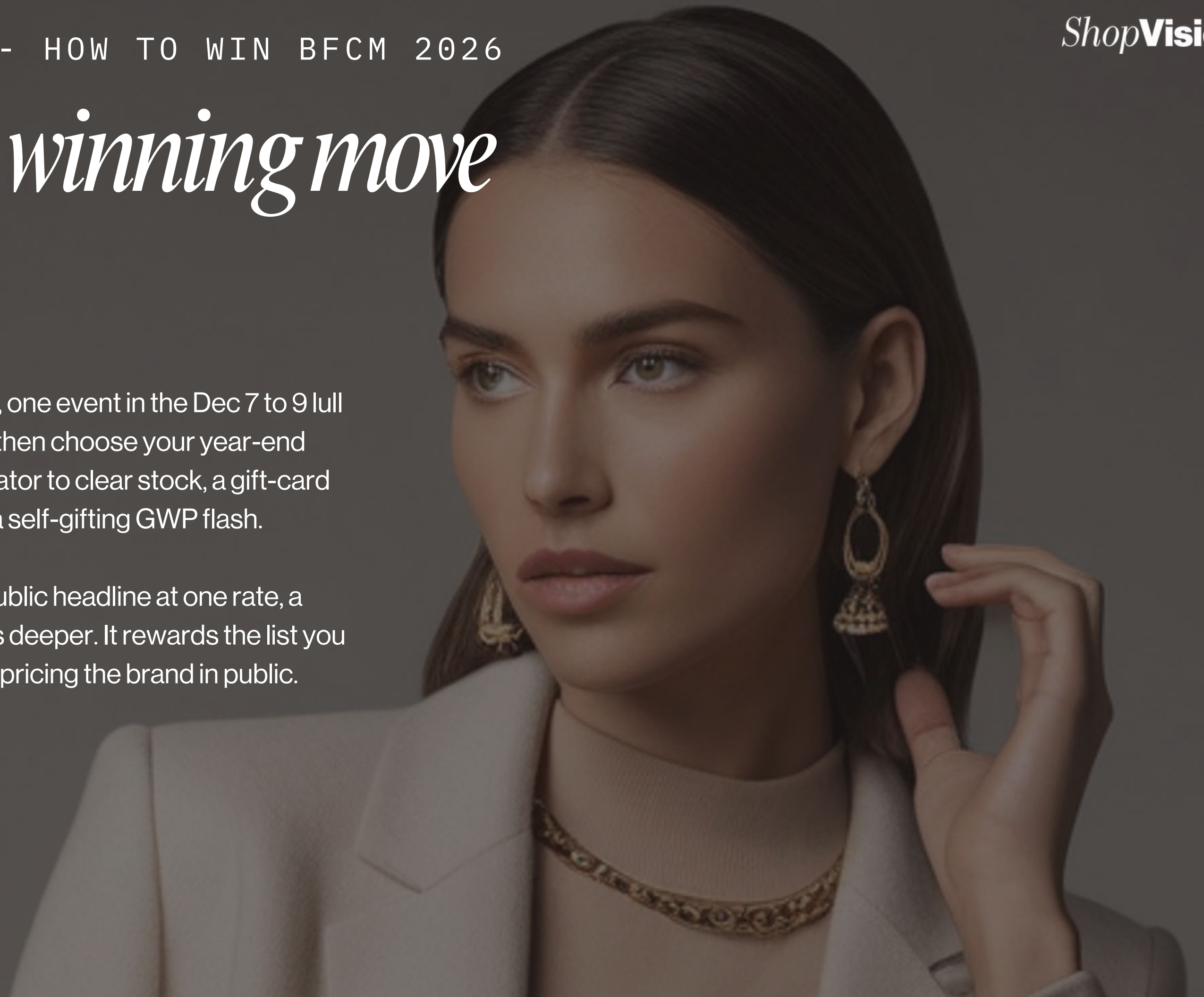
71% of brands ran real events after Cyber Monday, clustering in two waves, December 7 to 9 and December 14 to 18. Then 16 stayed active through December 24 to 31 with no standard mechanic: sale-on-sale accelerators (Kendra Scott's extra 30/40/50% off 2/3/4+ sale items), gift-card givebacks for the late gifters, Pandora's Christmas Eve GWP flash, and Aurate's quietest move, an email-only PRIVATE sale at 30% while the public saw 25% on select.

What we're seeing in 2026.

The December muscles are in training. Oak & Luna's 48-hour flash cadence and code-segmented lists are exactly the private-sale and flash machinery the year-end week rewards. Mejuri's "Before We Melt" clearance ran from late May into July, proof the markdown discipline is there when inventory needs moving. Jewlr's challenge runs the other way: after four months of continuous promotion, December needs framing that doesn't read as more of the same.

Play 7: Your winning move

- Book both December waves now, one event in the Dec 7 to 9 lull and one at the shipping deadline, then choose your year-end mechanic: a sale-on-sale accelerator to clear stock, a gift-card deal for the post-cutoff buyer, or a self-gifting GWP flash.
- Steal the Aurate architecture: a public headline at one rate, a subscriber-only code a few points deeper. It rewards the list you spent October building without repricing the brand in public.

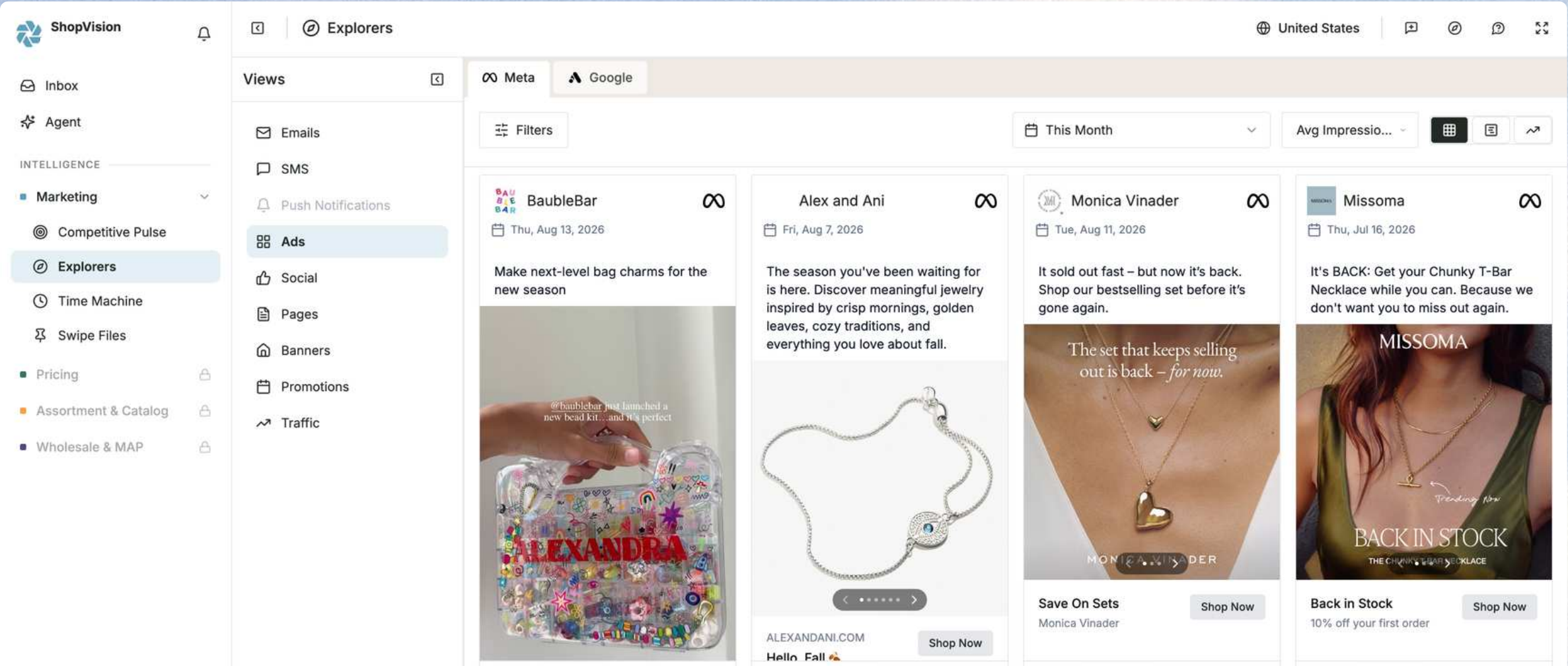


The market is already moving. *Watch it live.*

Everything in this **playbook** came from one **source of truth**: seeing what every competitor actually did, verified at the source, from their own public copy.

That's what ShopVision does every day, across 300,000+ brands, retailers, and marketplaces, with 15 million products tracked daily.

This year, don't wait for the retrospective. Track your own peer set through the whole Q4 window: every launch date, every rate, every member gate, as it happens.



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