

Monili Silver

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October 2009

The Autumn/Winter Collection

The Trade Shows are now over and we begin the long run up to Christmas.

We would like to thank all our customers who visited our stands at IJL and the Autumn Fair and made both shows such a success. Undoubtedly our decision to introduce both 'Value' lines and more premium products was absolutely right, with existing and new customers buying across the collection.

We will not be sending you a new catalogue for the Autumn/Winter collection; instead we have invested in a transactional website, www.monilisilver.co.uk, which allows all our

customers direct access to our up to date catalogue, wholesale prices, on line ordering, special offers and new products. So far over 200 custom-

If you would like to have a look at the web site simply register on line and we will activate your account within 24 hours.



Sterling silver and Black Enamel-Hearts bracelet

ers have registered on the site and many have ordered on line.

Meet us at your Shop!

Julie and I are always happy to meet at your shop and show you our full collection. We know that there is no real substitute for looking and touching the real thing, especially since our jewellery tends to be that bit different to our competitors.

To arrange a meeting, please call 01565 872220 or email brian@monilisilver.co.uk.

Why stock Monili?

- Fantastic unique designs
- Designed in Britain
- Exclusivity
- Special one off collections
- Distinctive packaging
- Great Service

Inside this issue:

The Philosophy	2
Best Sellers	2
New Products	2
The Collection	3
Post Office Strikes	4
Contact us	4

Monili Silver

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The Philosophy

We set out to design and source a collection of contemporary silver jewellery that would reflect current trends in the fashion world. Our designs use each season's colours and materials, ensuring that each collection is innovative, vibrant and stylish.

We are constantly seeking to introduce new products that create a 'wow' factor and dare to be different. Each piece of Monili jewellery features fashionable 'this

season' colour combinations, contemporary shapes, patterns and textures.

All Monili jewellery is hand made using the finest sterling silver, exquisitely cut CZ stones, hand made glass, semi precious stones and resin. We have also experimented with the use of gold, silver and enamel combinations to create a truly unique look.

Our collections are designed in house by Julie Marren, the Design and Buying Director, who has a degree in Fashion Design, worked for Jean Muir for some time, and has many years experience in the retail sector.

Our aim is to offer an exclusive and affordable range of fashionable jewellery that sets our customers apart from the rest. We would be delighted to visit you to show you collection—please call!

“Our aim is to offer an exclusive and affordable range of fashionable jewellery that sets our customers apart”

Best Sellers

We have seen a big increase in demand for plain silver this Autumn with less demand for semi precious stones.

Our 'Value' range, with its classic yet contemporary designs has been a huge success, offering attractive pendants with chain from only £6.95, and earrings from £4.95.

However, we have been overwhelmed by the reponse to our new premium priced Italian hand made range of rings, pendants, earrings and bracelets. Clearly people still recognise great design and quality and understand real value for money.

Finally we are now starting to see an in-

crease in demand for our CZ range as people start to stock up for Christmas. In particular our bisected range is always popular, offering an attractive, unusual and exclusive design concept at very competitive prices.

Its all on the web site!

New Products

Big, bold and beautiful! Our basic philosophy for much of the collection, but don't forget that we also look for craftsmanship and life time quality.

Our new collection includes a number of pieces handmade in our Italian workshops, designed by us and pro-

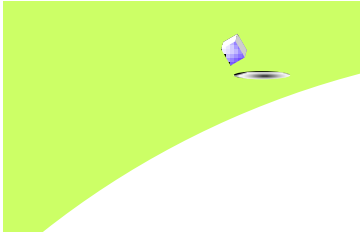
duced to exacting standards.

Launched at Harrogate this collection was in-



credibly well received—you'll love it!





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Post Office Strikes

It seems very likely that we are going to be hit by rolling strikes by the Post Office. We have put in place alternative arrangements and expect to be able to continue to deliver your orders within 24 hours, whatever the Post Office decide to do.

It would be extremely helpful if you could arrange to pay our invoices by BACS or credit card during this potentially very difficult time. Please contact Julie for our account details, either by phone on 01656 872220 or email julie@monilisilver.co.uk. Thank you in advance for your co-operation.

**For simply stunning
silver jewellery
www.monilisilver.co.uk
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