

# STYLE FOLIO®

DEFINE YOURSELF

## FACT SHEET

### ABOUT THE COMPANY

Stylefoliojewelry.com is devoted to featuring bold, modern and luxurious jewelry. Only one of each piece is offered which makes every purchase very personal. Essentially, the jewelry is like wearable art.

Stylefoliojewelry.com was launched in July 2008. It is the creation of its Founder and Style Director Yvette Craddock. Yvette created the site out of her own desire to collect original pieces of jewelry. However, this personal interest became a challenge. Yvette's inability to find one source to purchase an array of statement jewelry along with caring customer service led to the discovery of a market opportunity. Thus Style Folio was born.

The jewelry is available exclusively through the site and at trunk shows.

### EXCLUSIVE FEATURES

- There are six collections characterized by the "character" of the styles, stones, design, texture and colors.
- Folioista™ is an exclusive program for frequent clients.
- 'Folio Files' is a weekly newsletter that debuts new pieces, promotions and programs. It is also the site page that provides further fashion information, resources, videos, pod casts (including the 'Image Influencers' series) and more.
- Stone Glossary and Care Guide.
- Trend Page that illustrates how to wear the jewelry with contemporary fashion.
- StyleFolioJewelry.com is the only known site to offer these exclusive shopping and style features:
  - Facial Shapes - iconic guide to selecting the best jewelry for you according to your face shape
  - Closet Concierge - iconic guide to selecting jewelry according to your wardrobe lifestyle
  - Wearable Weight - iconic guide to selecting jewelry according to its weight
  - Skin Tone Matching - iconic guide to selecting jewelry according to your skin tone

### EXCLUSIVE PROGRAMS

- 'Purge to Splurge' is an ongoing program to provide customers with a tax deduction, shopping discount and the chance to help women. Customers who send up to five pieces of jewelry that they want to purge will receive a 5% discount per donated piece to spend on new jewelry. The quality-approved jewelry will be donated to various women's charities around the country. The intent of this program is to help women build or rebuild a personal and professional wardrobe due to losses from natural disasters or perilous domestic situations.
- 'Bridal Bliss Bouquet' program provides brides with a 10% discount on any product (custom design included) plus free shipping when they email their upcoming wedding invitations or announcements to [define@stylefoliojewelry.com](mailto:define@stylefoliojewelry.com).
- 'Fiscally Fabulous' designs are created by Founder and Style Director Yvette Craddock for \$200 and under. Even if you are watching your budget, you can still buy quality jewelry and look sensational.