



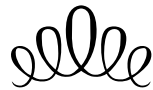
My Wedding

BY



CHETÉ

SILVER JEWELRY



New and exciting bridal collection manual offers a fun experience of choosing the right jewelry for the one of a kind bride.

We invite the bride, groom, expanded family and best friends to a unique experience to choose the perfect present.

To make it easy for them, we have categorized 5 archetypes of brides:

Classic.

Natural.

Romantic.

Sophisticated

Exotic.

We have assembled 3 questioners: one for the bride, one for the groom and one for her family and best friends.

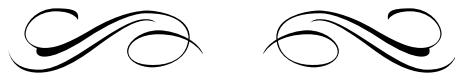
The client's answers to these few questions will help to define to which category the bride belongs.

This will direct them to the relevant pages in the album, where they will find inspiring ideas and jewelry, each uniquely crafted to match a single bridal archetype.

The concept consists of the followings:

1. Elegant inspirational album grouping the 5 types of brides and the collection that fits each one of them
2. 3 types of questioners
3. Special branded fancy packages
4. 5 collections, one for each archetype of bride (total of 40 items).

The total price for the whole concept is 580 USD including the above 4 elements.



The concept was extensively tested and we promise you that the experience is inspirational and fun, creates a new level of dialogue discovering the unique style, the personal story, of that most special woman on her special day.

A day to remember

The Classic bride is the embodiment of elegance unspoiled by pretense.

Noble round white cubic zirconia manmade stones classically pronounced with high end 925 sterling silver and yellow gold plating



NATURAL BEAUTY

The Natural bride has a no frills force of nature,
pure and unbound.

Natural tones, organic shapes, a combination of light blue pear
shape stones and round white cubic zirconia manmade stones,
with high end 925 sterling silver and rhodium plating.



Love is forever

The Romantic bride: Romance is soft and tender, it overexposes life and layers it with a touch of primrose.

Feminine and sensitive, a combination of light pink and white heart shaped stones and round white cubic zirconia manmade stones, accented with high end 925 sterling silver and rose gold plating.



Prepare to be surprised

The Sophisticated bride is awe inspiring, self-assured,
with a taste all her own.

A sharp and decisive combination of white cushion cut shape
stones and round black & white cubic zirconia manmade
stones, with high end 925 sterling silver and rhodium plating.



Spice things up

The Exotic bride. Her true colors outshine the sun as she welcomes each day with a smile.

A playful and unexpected combination of marquise shaped stones of manmade emerald, ruby and sapphire and round white manmade stones, with high end 925 sterling silver and rhodium plating

