

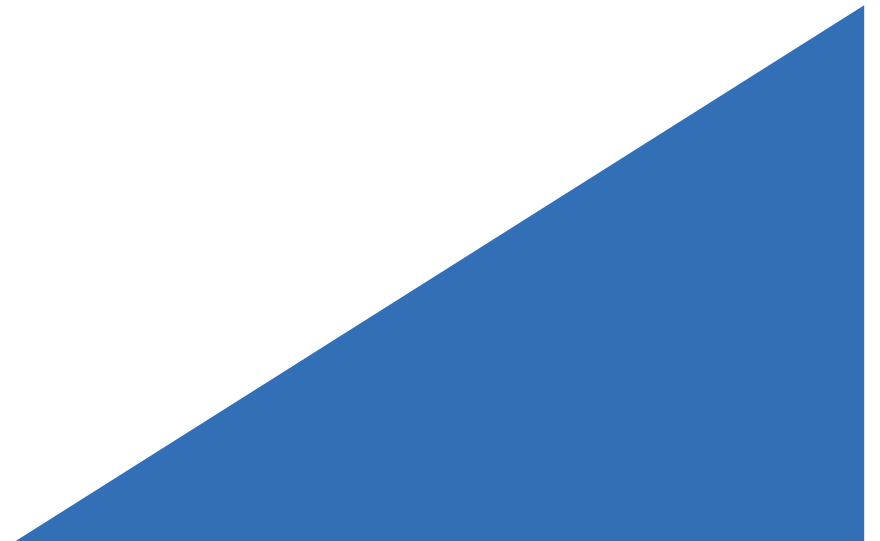


 **FIRSTCARD**
PACKAGING

**Spring
Summer
TREND 2018**

TABLE OF CONTENTS









- **Our Retail Partners**
- **Website**
- **2018 Pantone Color Palette**
- **Pantone Color Glossary**
- **Key Trends**
- **New Looks**
- **Hot Trends • Silhouettes**
- **New Packaging Concepts**
- **What We Offer**



INTRODUCING THE PANTONE COLOR PALETTE FOR 2018



Let us help you get ahead of the Spring Summer 2018 trend with a palette glossary:

-  1. VERDURE- Nature inspired hues, like celery, robin's egg blue, and berry purple. This is a palette symbolic of health.
-  2. PLAYFUL – Definitely not a palette to take too seriously. This palette brings on the fun – especially with colors like Minion Yellow and Lime Popsicle.
-  3. DISCRETION – Pretty much the opposite of Playful, mostly subtle, desaturated hues like Elderberry and Hawthorne Rose. Pink has developed more POWER than ever!!
-  4. TECH-nique – A nod to technology, with bright turquoise, pink and purple hues, and balanced with Brilliant White and Frosted Almond.
-  5. FAR-FETCHED – This palette reaches out and embraces many cultures, with warm, earthy hues like Rooibos Tea and Cornsilk Yellow
-  6. RESOURCEFUL – Mostly made up of complementary colors of blue and orange, combining warm and cool tones. You just can't avoid looking at them!
-  7. INTRICACY – Full of new neutral metallic, with a pop of Holly Berry Red and Yellow Sulfur for drama.
-  8. INTENSITY – This conveys a certain strength, power, depth and sophistication despite being an eclectic collection of colors. Black and gold balance the varying hues.

JEWELRY TREND: METAL CHOKERS

PANTONE PALETTE: INTRICACY ■

Metal Chokers continue to be a key style in necklaces. Slender wire open front versions can be plain or embellished with pearls; others can have pendants both short and long. A “Cleopatra” collar has faceted onyx beads and a Rhodium-tone plated choker has angled bar stations.



JEWELRY TREND: STATEMENT EARRINGS

PANTONE PALETTE: TECHnique

Statement earrings are one of the most important key items this season. They can be sold as singles, in pairs or mismatched. Stones, beads, shells and raffia can all be included in the mix of materials.



JEWELRY TREND: COCKTAIL SIGNET RINGS

PANTONE PALETTE: INTENSITY

Statement rings have a variety of settings including large and small stones, druzy and raw cuts. As the demand for heirloom jewelry rises, classic signet rings gain popularity. They can be offered with initials or stamps, plain and embellished with stones.



JEWELRY TREND: TASSELS AND FRINGE

PANTONE PALETTE: PLAYFUL

Jewelry with tassels and fringe continue to be popular. Brightly colored raffia is mixed with stones, coins and pompoms for a statement earring. An extra long tassel hangs from a choker. A tasseled charm in bright and pastel colors hangs from a shiny gold bracelet.



THE LOOK: LEATHER

PANTONE PALETTE:

VERDURE 

Leather moves beyond tough

Styles to embrace a softer look and feel in colors other than black. A whipstitch leather necklace embellished with a freshwater pearl can also be worn as a bracelet. Fringed leather is mixed with beads for a statement earring. Leather can also be laser cut for a light and airy look.



THE LOOK: WOOD

PANTONE PALETTE: RESOURCEFUL



Smooth wood and faux wood can be mixed with other materials such as leather, crystal, stones and Lucite to create modern pieces with a global aspect.



THE LOOK: LUCITE

PANTONE PALETTE: DISCRETION

Clear Lucite is the perfect material for high summer jewelry. It can be used alone, as in a sculpted cuff, or embellished with stones. An open back Lucite choker incorporates mixed cut crystals in rhodium-tone hardware.



THE LOOK: ARCHITECTURAL

PANTONE PALETTE: FAR FETCHED



Metal is twisted and bent into shapes creating jewelry pieces with architectural appeal. This approach works well for a variety of novel earrings. Blocks of gold and enamel are added to a cuff for more depth. A geometric necklace rendered in Lucite, 10k gold and crystal makes a strong statement.



HOT TRENDS...PERFECT PACKAGING!

Small, Delicate Chains



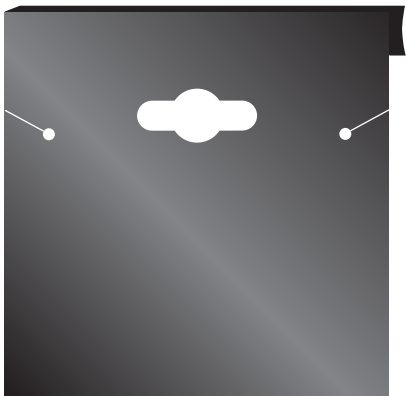
3 x 3



1.5 x 3.5



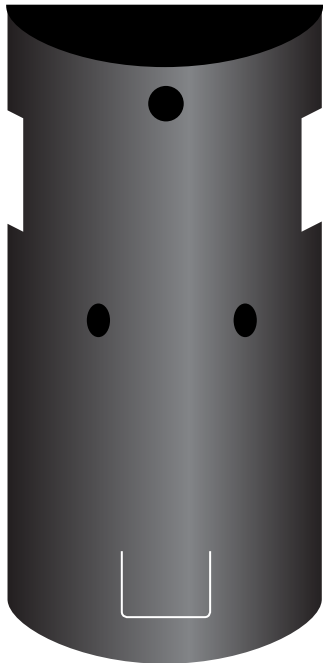
2.5 x 2.5



2 x 2

HOT TRENDS...PERFECT PACKAGING!

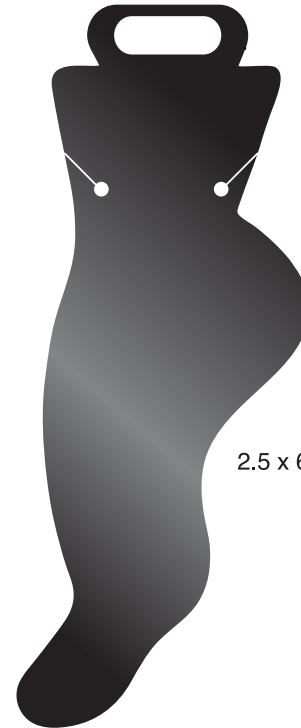
Foot Jewelry



7 x 3.5



2.25 x 5.45



2.5 x 6.125



2.5 x 6.125

**NEW & INNOVATIVE
PACKAGING SOLUTIONS
FROM**



OFF THE CUFF BRACELET CARD



- Displays Any Size Cuff Bracelet
- Hangs On Any Display Peg Hook
- Sits Upright In Any Display Case Or Counter
- Handsomely Displays Your Product
- Plenty Of Imprint/Logo Space
- Twist Tie Access For Easy Loading



- **Enhanced Security with Molded Ring Holder**
 - Securely displays ring
 - Deters product theft from packaging
- **Enhanced Product Presentation**
 - Displays ring upright & securely
 - Modern, clean and crisp presentation
 - Traditional ring pillow available
 - Custom match your ring card or box pad
- **Ease Of Installation**
 - Snaps into place - no tools
 - No staples, wires or twist ties
 - Use in boxes and on display cards

**EZ•RING
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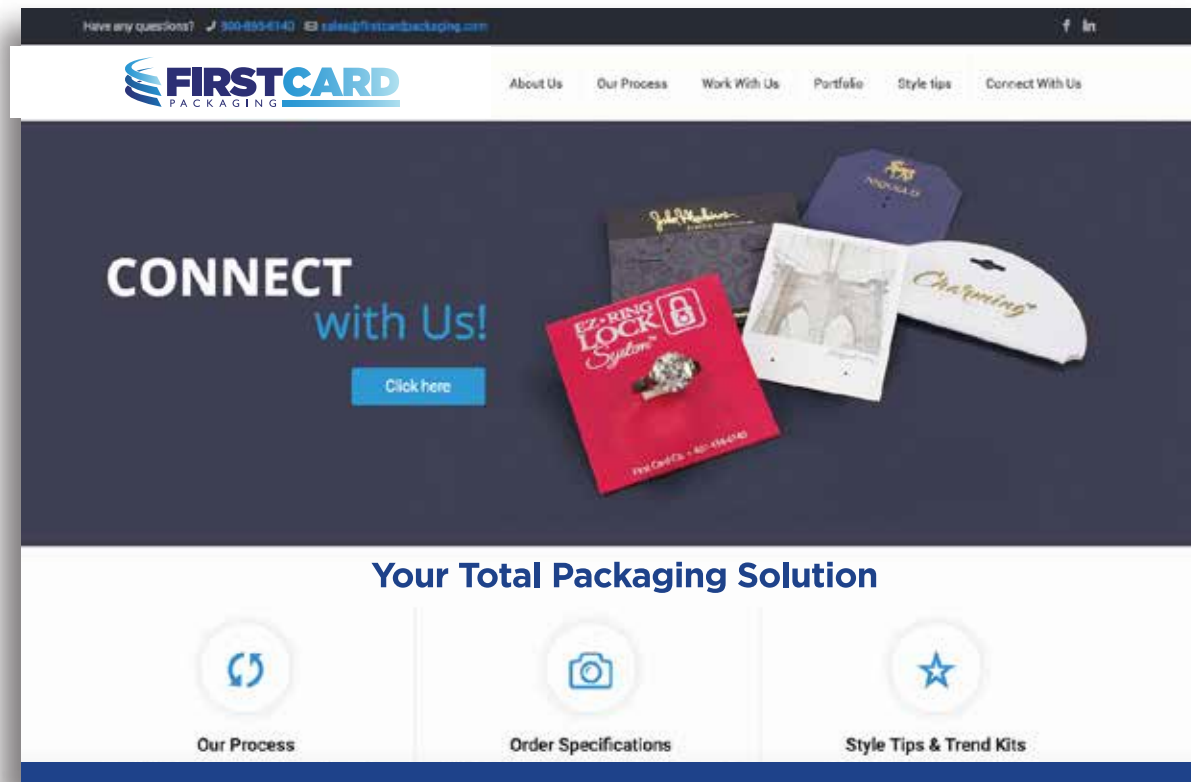


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