



WHITE ISLE™
Cultured Elegance



Take flight to a new level of cultured pearl retailing. White Isle is a new brand and a new profit-generating opportunity for you. It combines the very best value on the finest cultured pearls with a dynamic marketing and merchandising program. White Isle is a brand you can feature prominently because the in-case display modules create a focused and enticing presentation of cultured pearl products. By offering White Isle in your store, you'll improve your showcase presentation, attract more qualified buyers and increase sales.

As a progressive jeweler, you need a partner who is recognized as a leader in the pearl industry. White Isle is that partner. White Isle is brought to you by Stanley L. Robin, Inc., a trusted, family-owned and operated company with roots that extend back to the 1920's. In fact, Harry Robin, the founder of the original family business, was instrumental in starting the Cultured Pearl Association of America. White Isle has close working relationships with a broad network of overseas suppliers in Japan, China and Australia.

With quality products, outstanding value, exceptional retailer support and eight decades of collective experience, White Isle is ready to help you make cultured pearls a profit center for your business.

Introducing...

WHITE ISLE™

Cultured Elegance

Beauty Sells and Beauty Satisfies

White Isle quality and grading promotes customer satisfaction—and that promotes repeat sales.

Unlike diamonds and precious gems, cultured pearls are harvested annually. Water temperature, nutritional content, tides and rainfall amounts often result in distinctive features that can be radically different from year to year, making a consistent grading system very difficult, but not impossible.

White Isle’s grading system consists of five, strictly maintained quality levels. Our lower quality pearls are designated as “P” and “B”, which we offer as our promotional grades. Our middle and higher grades are designated as “A”, “AA” and “AAA.”

P

Promotional grade, is a round to slightly off-round, semi-clean, moderately cultivated pearl with medium low luster and a white to creamy white color.

B

Top promotional grade, is a round, semi-clean, moderately cultivated pearl with medium to medium low luster and white color.

A

Good commercial grade, is a round, clean, moderately cultivated pearl, with medium luster and a light body color.

AA

Top commercial grade, is a round, clean, well-cultivated pearl, with medium high luster, a light body color and silver or pink overtones.

AAA

Fine or gem quality grade, is a round, clean, heavily cultivated pearl, with very high luster, a light body color and silver or pink overtones.

Many factors determine a cultured pearl’s quality or grade—nacre thickness (cultivation), luster, color, shape, cleanliness, size and, in the case of necklaces, proper matching (sometimes referred to as the make). White Isle pledges that each of its cultured pearls, regardless of the quality grade, balances these factors to ensure beauty and durability, satisfying even your most demanding customers.



Attractive In-case Displays

White Isle's unique, in-counter, five-piece, module display is sure to attract new and repeat customers. Each elegant module features a particular type of pearl jewelry and may be purchased individually or with any or all of the four other modules. When displayed together, the modules create a powerful and comprehensive merchandising tool. The ensemble of five modules has been cleverly designed to overlap, reducing the overall footprint of the entire display.

The five modules are complementary with your purchase of White Isle inventory. It's a spectacular array of tasteful, timeless and traditional pearl jewelry and a profit-growing opportunity for you.

Elegant Gift Boxes

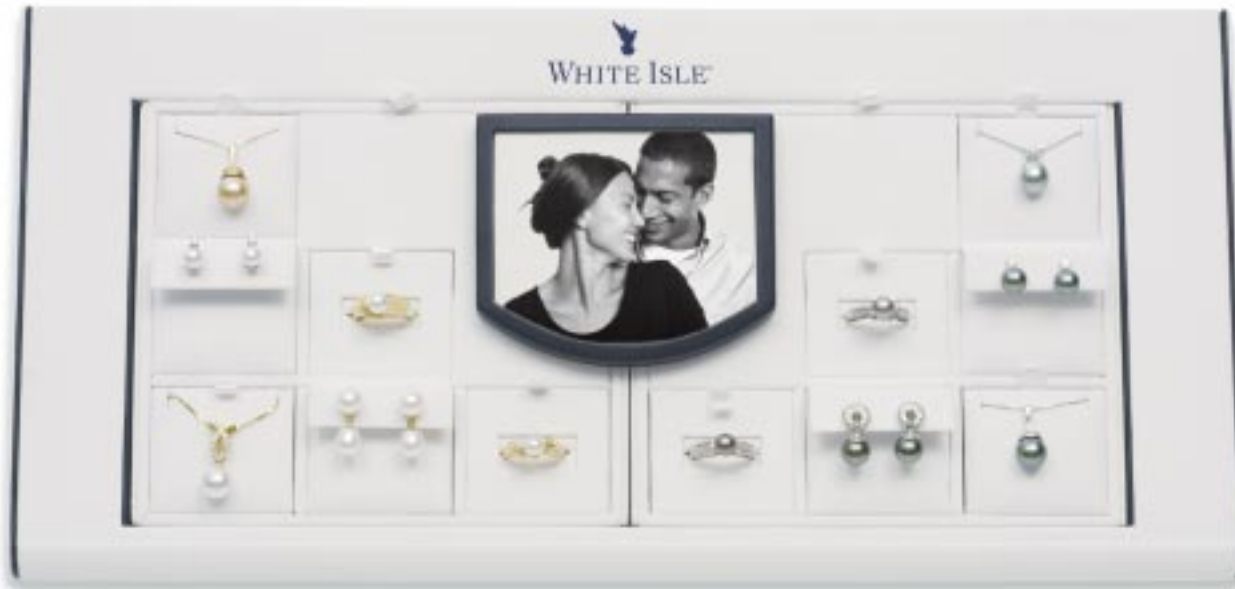
Your White Isle merchandising program also includes an appealing selection of gift boxes available at no cost to you. Gift boxes for individual items that exceed five hundred dollars will be upgraded to White Isle's stunning, silver-toned, traditional lady's jewelry box.

Other merchandising aids are available from White Isle, such as statement stuffers, brochures and guarantee booklets. In addition a new, *must have* brochure is being created that will answer all of your customers' most frequently asked questions about pearls.

Pique Their Interest and Close the Sale



Fancy Pearl Jewelry—It's Your Choice



White Isle is proud to offer a module display with 12 exquisite pieces of fancy cultured pearl jewelry. It's your choice—the higher style and occasionally pricer rings, earrings or pendants in 14K gold, 18K gold and platinum. Featured Akoya, Freshwater, South Sea or Tahitian pearls are always AA-quality or better. Diamonds are selected for brightness and clarity. All pieces are carefully set and polished, and then quality checked according to White Isle's highest standards. Please contact White Isle for minimums when items are purchased with the display. For choices, please reference the included product image sheet for the product number and category. Fancy pearl jewelry is listed first in each category in your master price list included.



White Isle's *Create An Heirloom* program is the perfect promotional vehicle for increasing pearl jewelry sales and store traffic today and into the future. Customers will return again and again to add new pearls to their starter necklaces, because White Isle promises to match each starter necklace with your customers' future purchases of cultured pearls—next day...next year...for the next generation.

The *Create An Heirloom* program is displayed in one of the five in-counter modules. It includes eight different starter necklaces, two pearl cards and two attractive gift boxes. White Isle's *Create An Heirloom* brochure can be used as a store selling aid or as a statement stuffer.



CREATE AN
HEIRLOOMSM

*When Your Customers Create An Heirloom,
You Create Future Sales*



Stud Earrings and Pendant Display

Find a prominent position to display White Isle 14K yellow gold stud earrings and rabbit ear pendants, featuring the eight most popular sizes of AA-quality white or black Akoya cultured pearls. As one of the five modular in-counter displays, White Isle stud earrings and pendants will be critical to your sales success.

The earrings and pendants are displayed in 1/2mm sizes from 4-4.5mm to 7.5-8mm. All findings and chains are medium weight and durable.



Pearl and diamond stud earrings and pendants

Another major module of the White Isle in-counter ensemble displays pearl and diamond stud earrings and pendants. Their simple elegance makes them mainstays of any woman's jewelry collection. Six popular styles are featured—14K yellow gold AA-quality white or black Akoya cultured pearl stud earrings with .05tw diamonds and rabbit ear pendants with .025tw diamonds and chain. These essential creations are displayed in 1/2mm sizes from 5-5.5mm to 7.5-8mm.



Freshwater Earrings and Pendants

White Isle's product and merchandising program is very flexible, which is why you can choose this Freshwater alternative to the Akoya stud earring and pendant display. Unlike most Freshwater pearls, White Isle's are carefully selected to approximate Akoya roundness and to maintain a good luster. This provides additional sales flexibility because you can offer these AA-quality pearls at an extremely favorable price point. We use the same 14k gold findings and chains for these freshwater pieces as we do for White Isle's Akoya studs and pendants. These earrings and pendants are displayed in 1/2mm sizes from 5-5.5mm to 8.5-9mm.

Freshwater Necklaces

To complement these Freshwater pendants and earrings, White Isle offers a complete line of Freshwater necklaces in three shapes: off round, round feeling and round. Please contact White Isle for minimums when necklaces are purchased with the display. Only round feeling and round necklaces may be purchased with the module. Please reference the included Freshwater necklace price list.



Some would say pearls are at their finest when fashioned into on a necklace. That's why White Isle's in-case pearl necklace module dominates the five-piece display ensemble. It purposely does not nest with the other four modules, attracting your customers' attention to the centerpiece of your White Isle display.

The module exhibits six necklaces of any length due to a hollow incorporated into the back of the display. The platform has been made to accept necklaces as large as 7.5-8mm. The module easily accommodates Japanese Akoya, Chinese Akoya and Chinese Freshwater pearls, but the display looks best when you feature only one type at a time. Each pearl necklace is hand knotted and strung onto White Isle's signature clasp, featuring the White Isle dove—the symbol of purity. Please contact White Isle for minimums. Please reference the Akoya necklace price list included.

The Classic Pearl Necklace—the Centerpiece of your Cultured Pearl Sales





*South Sea and Tahitian Necklaces
and Loose Pearls*



To many pearl lovers, luxurious South Sea and Tahitian pearls are the ultimate expression of nature's beauty. White Isle offers a complete selection of necklaces and loose South Sea and Tahitian pearls. White Isle's fancy jewelry features these deluxe pearls and, in many cases, they are interchangeable upon request. Please contact White Isle for pricing.

For those retailers who wish to create their own jewelry, White Isle offers a wide variety of well-priced, loose cultured pearls. They are available as part of the *Create An Heirloom* program and in A, AA, and AAA qualities in half-drilled, drilled-through and 3/4 cut pearls. Consistent quality and excellent value is a White Isle tradition. No minimums required. Please reference the included loose pearl price list.



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Cultured Elegance

The name may be new, but the family-operated business that stands behind it brings eight decades of knowledge and experience to making pearls a more profitable part of your business.

Call today and learn how product quality, value, and a dynamic marketing and merchandising program will improve your business' bottom line.

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JAPAN

CHINA

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Charter Member of the Cultured Pearl Association of America 