

Rhinestone
Caugirl
COLLECTION

Rhinestone *Cowgirl* COLLECTION

PRODUCT

This is a new jewelry concept titled “Rhinestone Cowgirl Collection”.

COMPETITION

Much of what is currently available features faux turquoise, coral or jet, set in silver colored metals. Then there are the clunky, chunky leather bracelets. Don't forget those little running horses that seem to be ubiquitous. The competition has been running this race for too long and they are looking tired.

WHY NOW?

Women want something new in jewelry. They want pieces that sparkle and make them look and feel attractive. There is no jewelry in the marketplace today that combines iconic Southwestern images with sophisticated styling and a dash of glamour.

OPPORTUNITY

We have an opportunity to create a new jewelry collection that will do two important things:

- #1. Delight current collectors
- #2. Attract new customers



Rhinestone *Cowgirl* COLLECTION

Every girl is a cowgirl at heart and this sparkling, new jewelry collection gives girls the opportunity to celebrate their love of rhinestone style!

From hearts to horseshoes to stars and crosses, the *Rhinestone Cowgirl Collection* features glamorous icons of the American west, so girls can look their ritzy-glitzzy best.

Saddle-up and bring on the bling!



Painted Ponies



Hearts



Horseshoes



Stars



Crosses

Rhinestone *Cowgirl* COLLECTION

Inspiration

Inspired by glamorous clothing and saddles from horse shows, parades and pageants, the Rhinestone Cowgirl Collection gives girls a new way to celebrate the glitz and glamour of the American West. This jewelry gives the term, "Western Pleasure," a whole new meaning...



Rhinestone Cowgirl Concho Bracelet







Rhinestone
Cowgirl
COLLECTION

Release 1

Rhinestone *Cowgirl* COLLECTION

Release 1

1. *Cowgirl Charm*
Pave & Soldered Charms for Charm Bracelets and Charm Necklaces
2. *Cowgirl Concho*
Bracelets, Cuffs, Necklaces, Earrings
3. *Bandita* Bracelets
4. *Gold Mine* Braided Bracelets
5. *Turquoise Trail* Stretch Bracelets
6. *Lucky Girl*
Bracelets, Earrings
7. *Words of Wisdom* Bracelets
8. Bags & Keychains

Cowgirl Charm Pave Charms



Cowgirl Charm Pave Charm Bracelet



Cowgirl Charm Soldered Charms



Cowgirl Charm Soldered Charm Bracelet



Cowgirl Concho Bracelets



Cowgirl Concho Cuffs



Cowgirl Concho Necklaces



Cowgirl Concho Earrings



Cowgirl Concho Inspiration

Collection Includes: Bracelets, Cuffs, Necklaces, Earrings

This is cowgirl bling at it's best. These designs are based on glitzy Western bridles and saddles, featuring silver conchos with colorful crystals.



Bandita Bracelets



Gold Mine Braided Bracelets



Ritz & Rawhide Leather Bracelets



Charmed I'm Sure Charm Necklace



Turquoise Trail Stretch Bracelets



Lucky Girl Charm Bracelets



Rhinestone
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Lucky Girl Earrings



Lucky Girl Necklaces & Bracelets



Cowgirl Words of Wisdom



Lucky Girl

This little horseshoe charm will stay with you and protect you from harm.

It's lucky you see to wear every day and soon good luck will be on its way!

Every girl can be a "Lucky Girl..."



Quote Bracelets

"Life is a journey...Enjoy the ride!"

"Take a ride on the wild side!"

"Let your imagination run wild!"

Rhinestone Cowgirl Keychains



Rhinestone
Cowgirl
COLLECTION

Release 2

Rhinestone *Cowgirl* COLLECTION

Release 2

1. *Buckingham Bangle* Bracelets
2. *Cowgirl ID* Bracelet
3. *Lucky Girl* Lariats
4. *Bombshell Bangle* Bracelets
5. Wallets & Purses
6. Hats

The Buckingham Bangle Bracelets



Rhinestone
Cowgirl
COLLECTION

Cowgirl ID Bracelets



Rhinestone
Cowgirl
COLLECTION

Lucky Girl Lariats



Bombshell Bangle Bracelets



Saddle Bags Wallets & Purses



Saddle Bags Wallets & Purses



Rhinestone Cowgirl Hats



Rhinestone
Cowgirl
COLLECTION

Saddle-up and bring on the bling!