



CONNECTIONS

STYLERICH

Spring/Summer 2022



Our Merchandising and Product Development team, a group of highly talented individuals with whom I am privileged to work with, are delighted to present you an amazing array of product covering both current trends and corporate initiatives.

We were inspired by the partnership and link between Richline Jewelry's Merchandisers, Manufacturers, Sales Team, and Retail Partners. 2021 has been a remarkable year for Richline, and we look forward to carry on the same momentum into 2022.

Moss Makhouljian

Moss Makhouljian
S.V.P Merchandising

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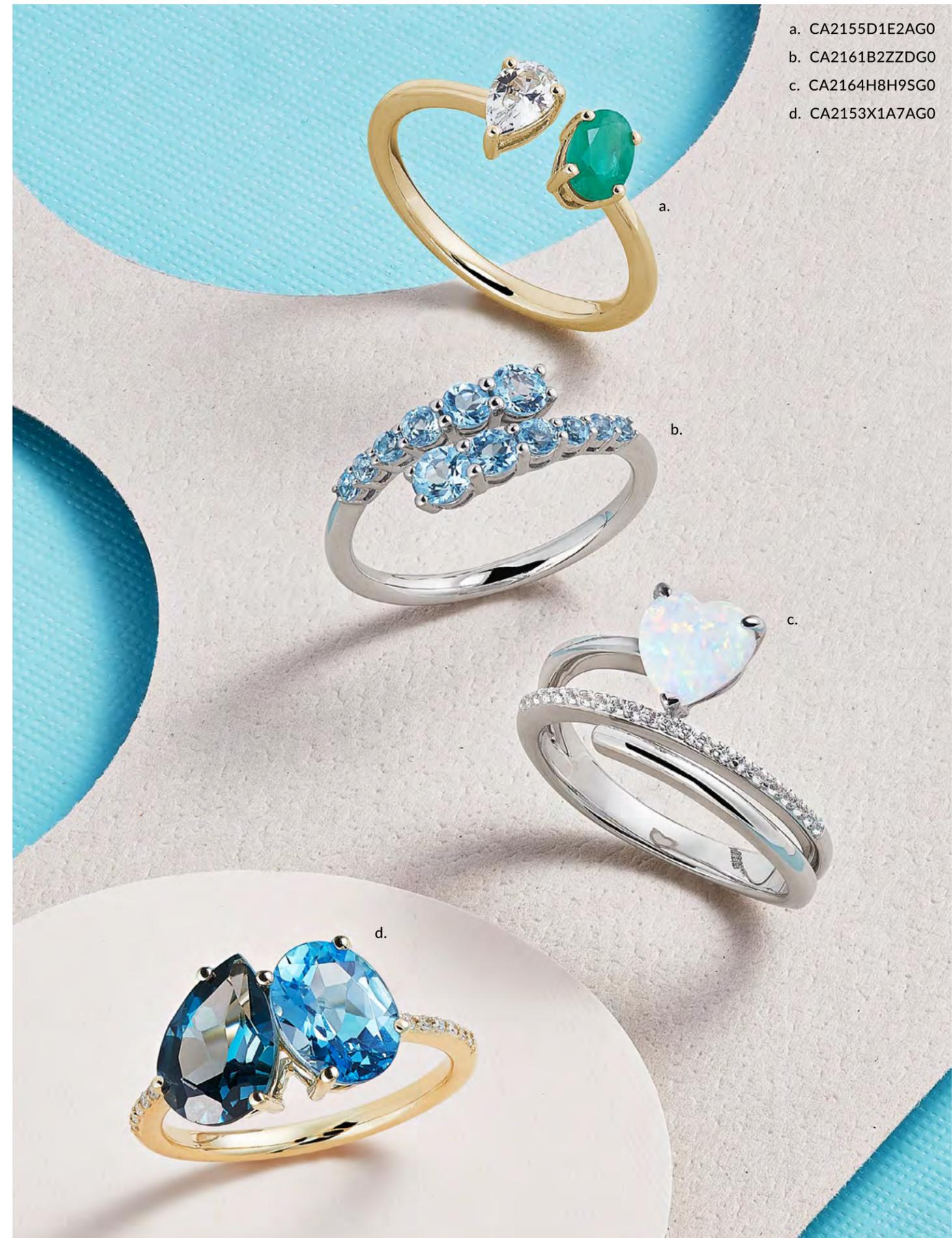
GEMSTONE

“

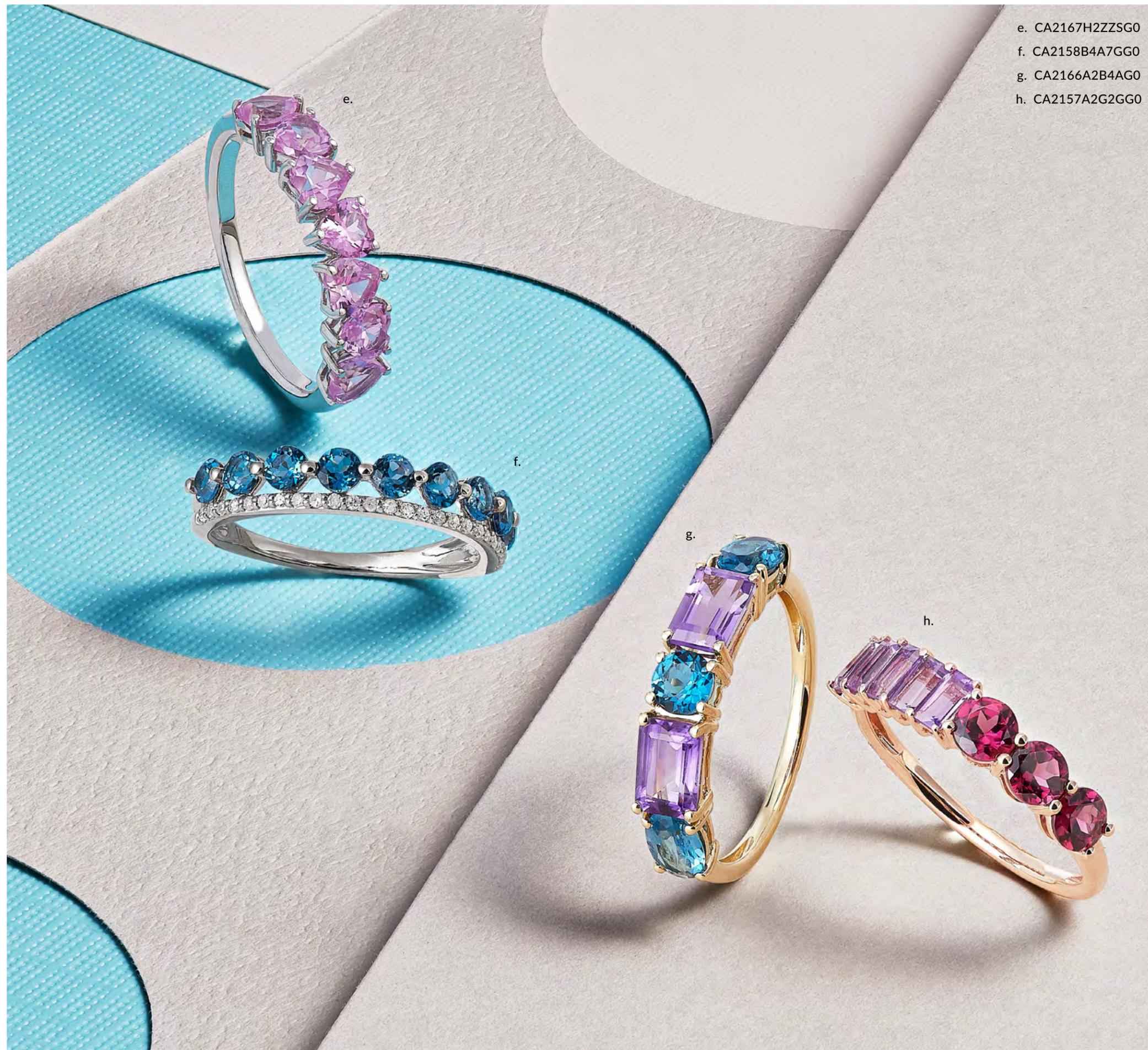
The Covid pandemic and the use of virtual communication have set the scene for the new era of “Waist-up dressing” which puts jewelry in the spotlight! Linear earrings, bright bold color, stacking everywhere and anywhere, and bulky statement chains have stolen the show, and what’s even better is that all these trends are easy for all to recreate.

-Jessica Zerega
Gem Merchandiser

”



- e. CA2167H2ZZSG0
- f. CA2158B4A7GG0
- g. CA2166A2B4AG0
- h. CA2157A2G2GG0

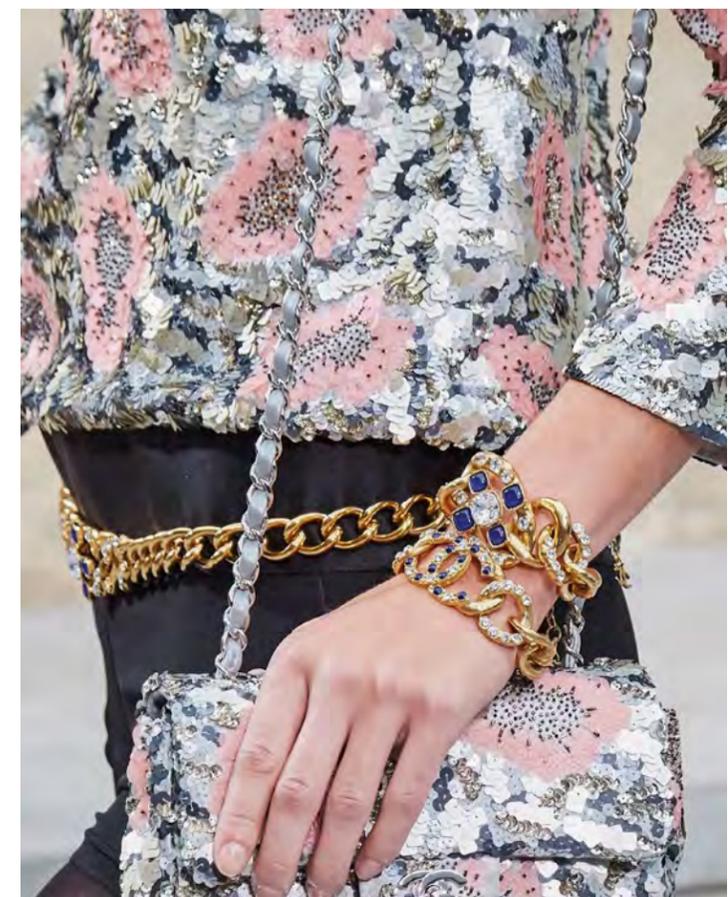




- i. CJ9106B1ZZSF0
- j. CJ9107A0ZZSF0
- k. CJ9114H9ZZYF0
- l. CJ9113F1ZZYF0



m. CJ9109H2Z1SF0
 n. CJ9108H3Z1SF0
 o. CJ9111H1Z1SF0
 p. CJ9112H1Z1SF0





q.

r.

- q. CJ1180A0ZZSG0
- r. CJ9118A0ZZSD0
- s. CJ7286H9ZZSZ0
- t. CJ4545H9ZZSG0

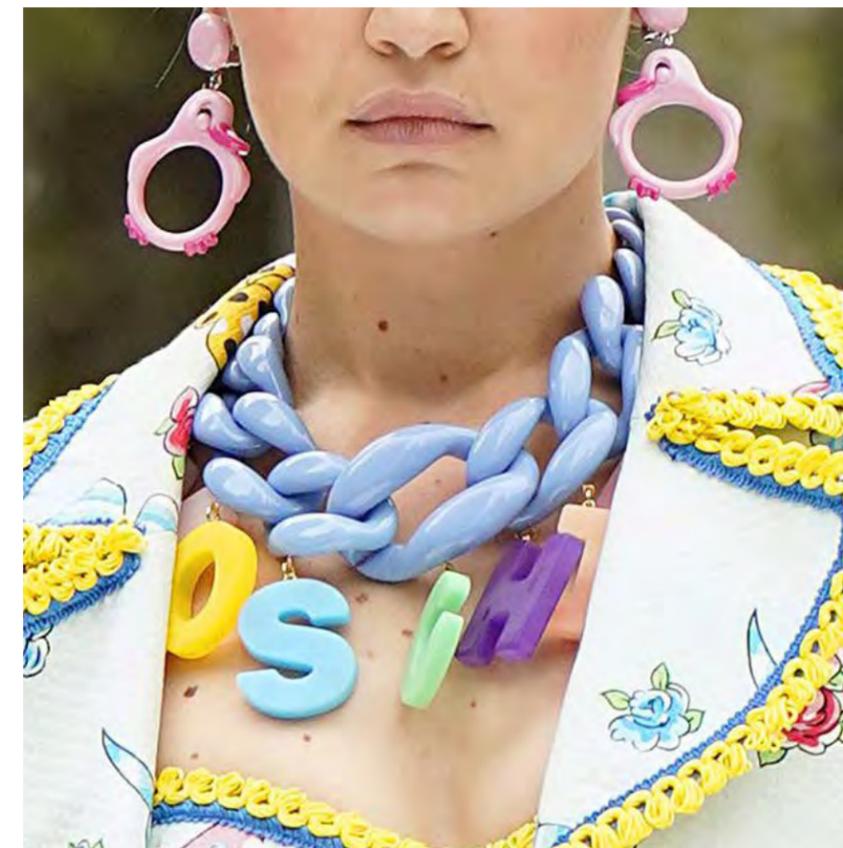
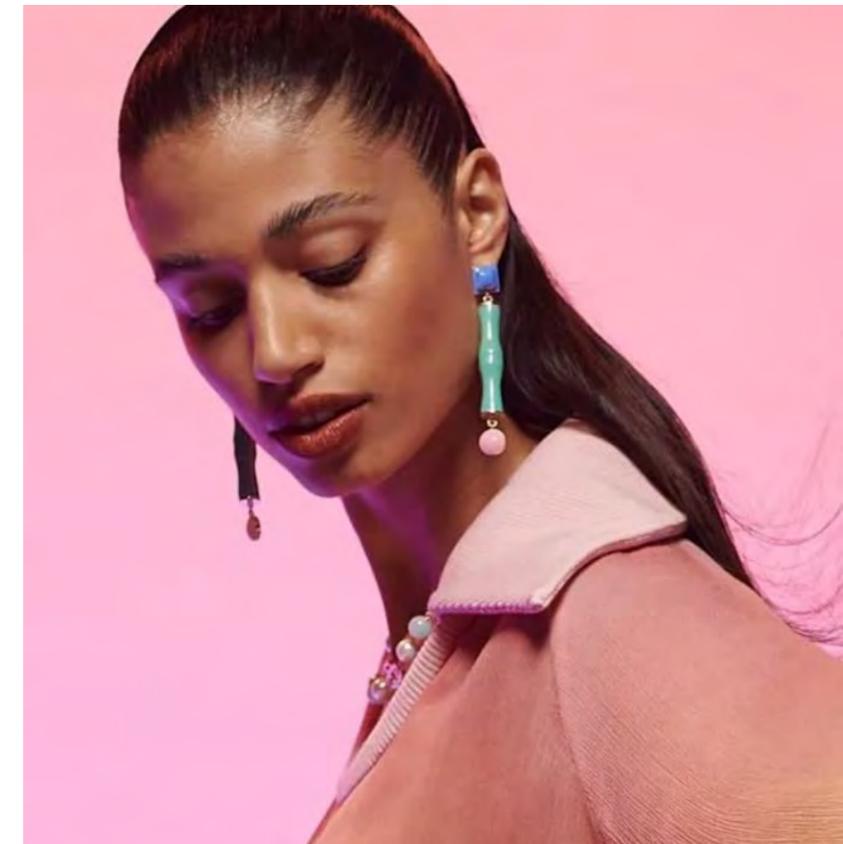


t.

s.



u. CJ1176H9ZZSG0
v. CJ7284H9ZZSZ0
w. CJ4533H9ZZSG0



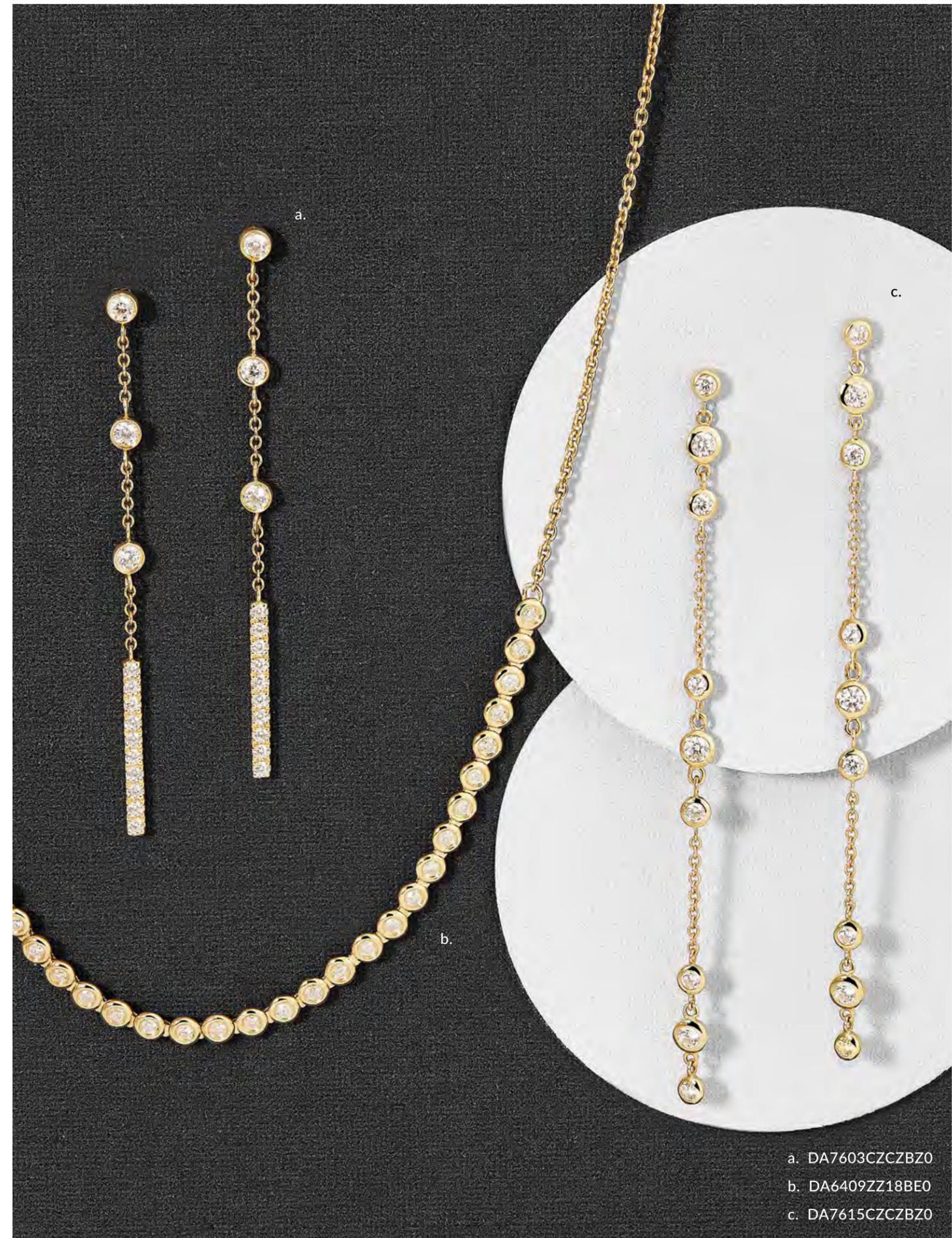
DIAMOND

“

My favorite trends this year have been bold gold chains and petite earrings. I've used these trends as inspiration in creating looks throughout each collection that incorporate a mix of unique chains and petite silhouettes that can be used to create layered, curated looks.

-Naimah Jones
Diamond Fashion Merchandiser

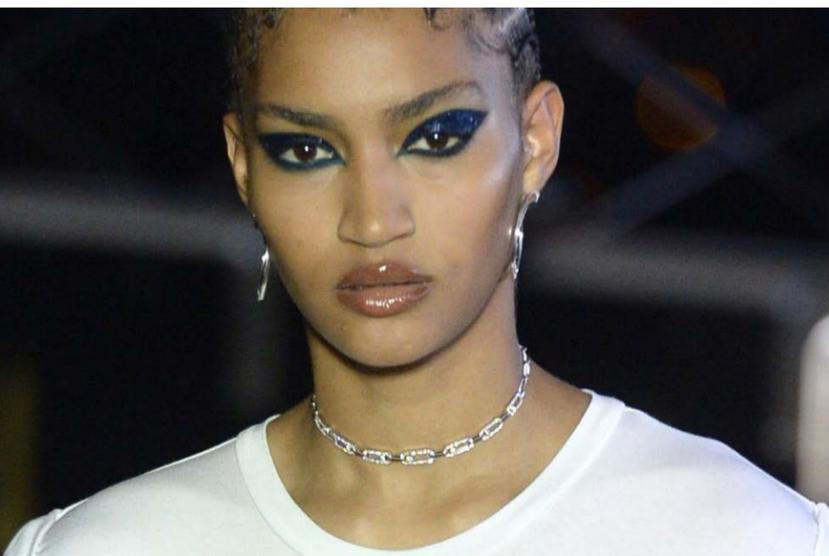
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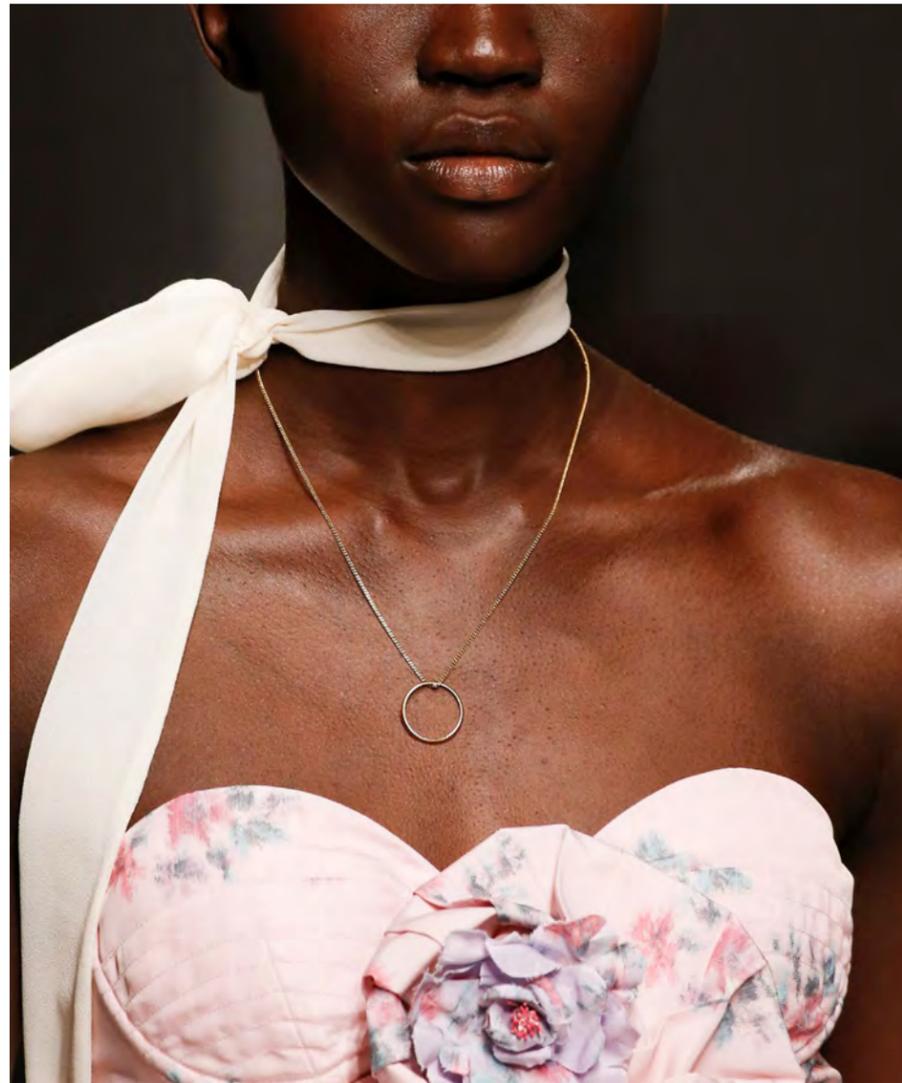
a. DA7603CZCZBZ0

b. DA6409ZZ18BE0

c. DA7615CZCZBZ0



d. DA6407CZCZBG0
e. DA6404ZZ15BG0
f. DA6405CZCZBG0





d.

e.

f.

- d. BA2996CZCZYGO
- e. BA2997CZCZYGO
- f. 96580ZZCZSGO



g.

h.

i.

- g. DA6348ZZD4ECO
- h. DA7534ZZD4DZO
- i. DA6376CZCZBE0



- | | |
|------------------|------------------|
| a. DA9137CZCZ2D0 | f. DA7616ZZ1ABZ0 |
| b. DA7429CZCZSZ0 | g. DA6336CZCZYGO |
| c. DA7572CZCZAZ0 | h. DA7570CZCZYZ0 |
| d. DA6337CZCZBE0 | i. DA9216CZCZYE0 |
| e. DA6414CZCZBE0 | |

ART DECO

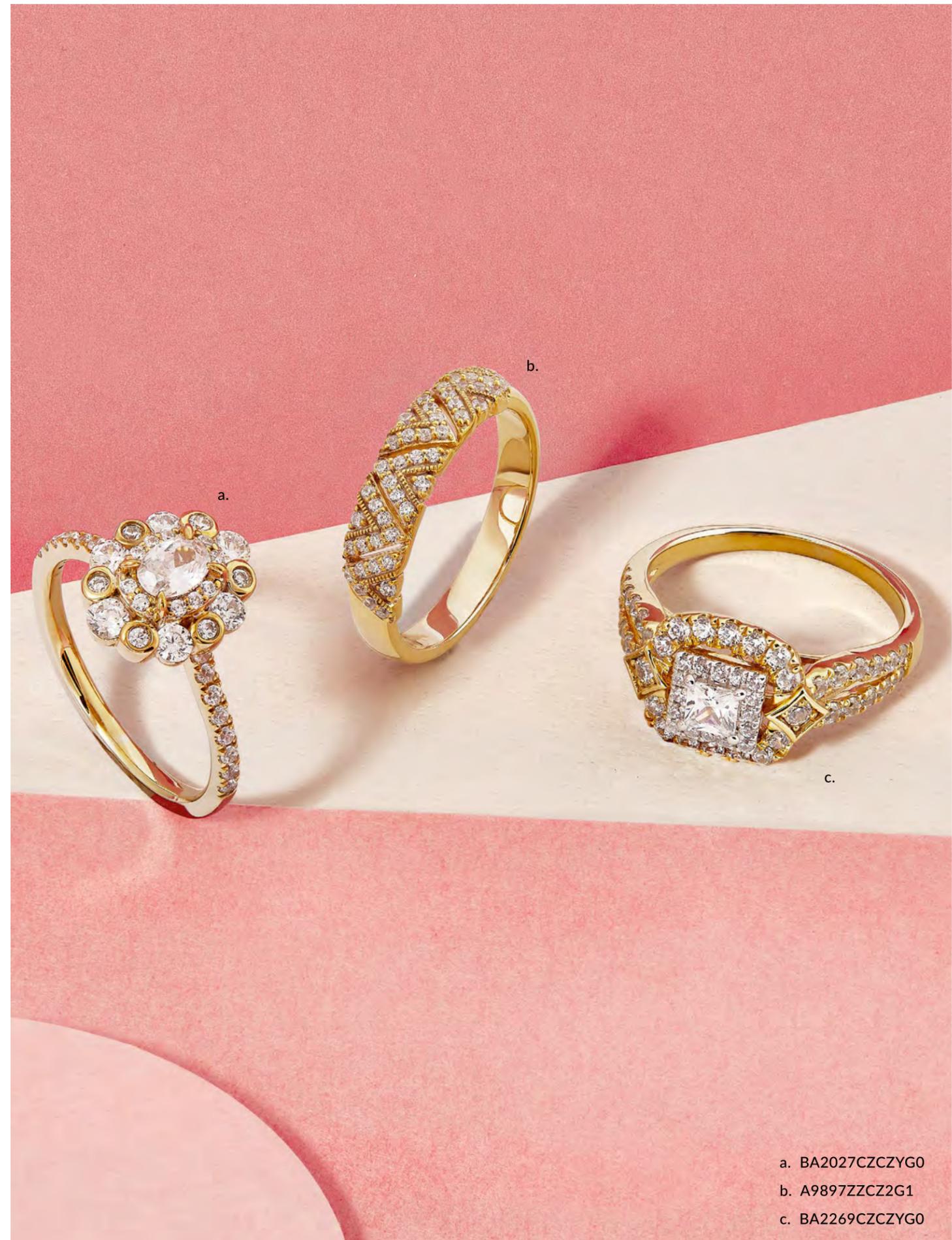
“

Everyone needs a little sparkle in their life, especially when celebrating a milestone. Our eye-catching wedding and anniversary collection is one of my favorite assortments to design.

There is a story behind every piece and a memorable occasion to celebrate. For this season, we added a modern twist with a pop of color, bold statements, and symbolic meanings.

-Jenna Gutierrez
Diamond Merchandiser

”



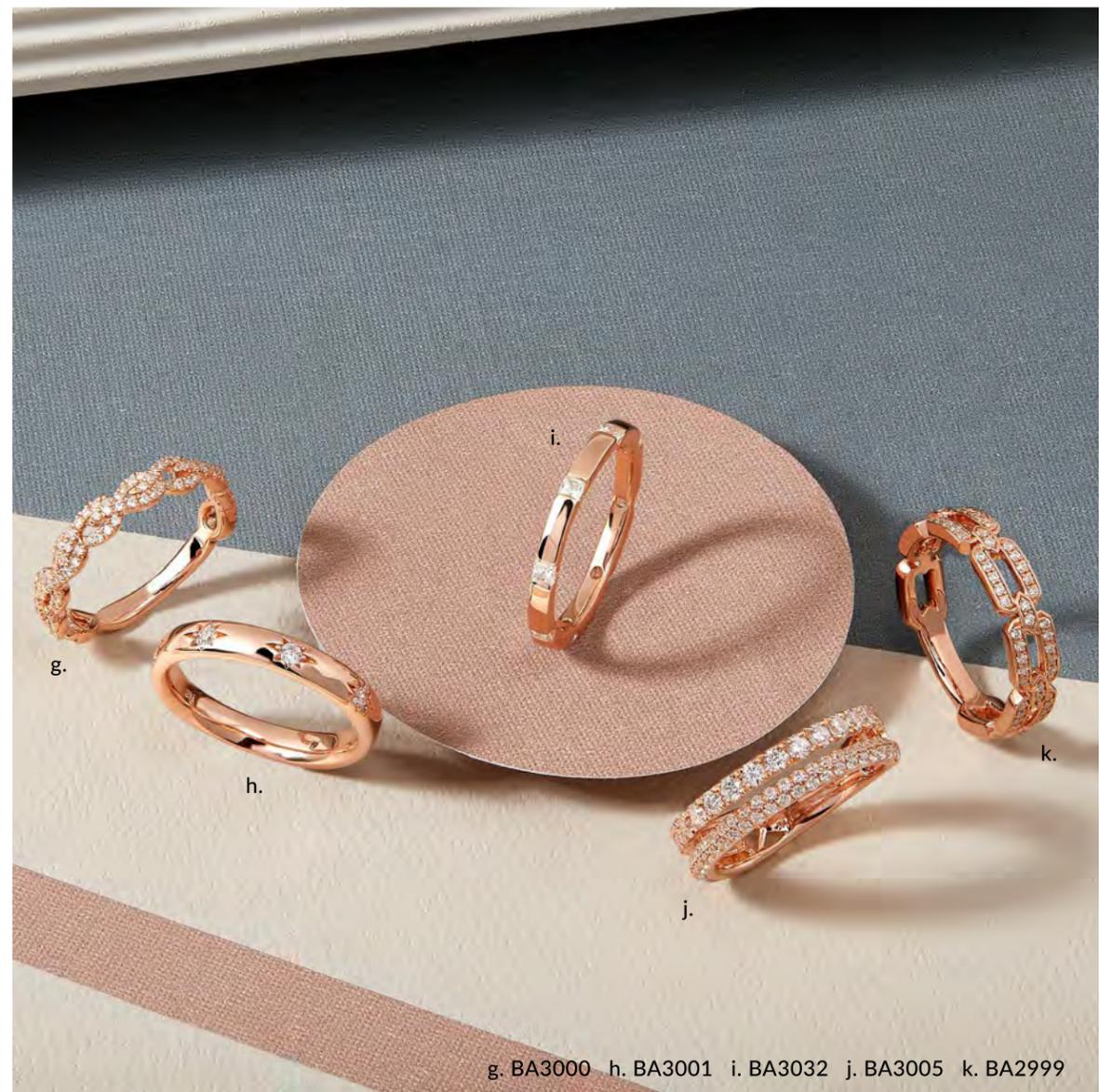
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b. A9897ZZCZ2G1

c. BA2269CZCZYGO



d. 94370ZZCZSG0
e. BA1942CZCZSG0
f. BA1279CZCZEG0



g. BA3000 h. BA3001 i. BA3032 j. BA3005 k. BA2999

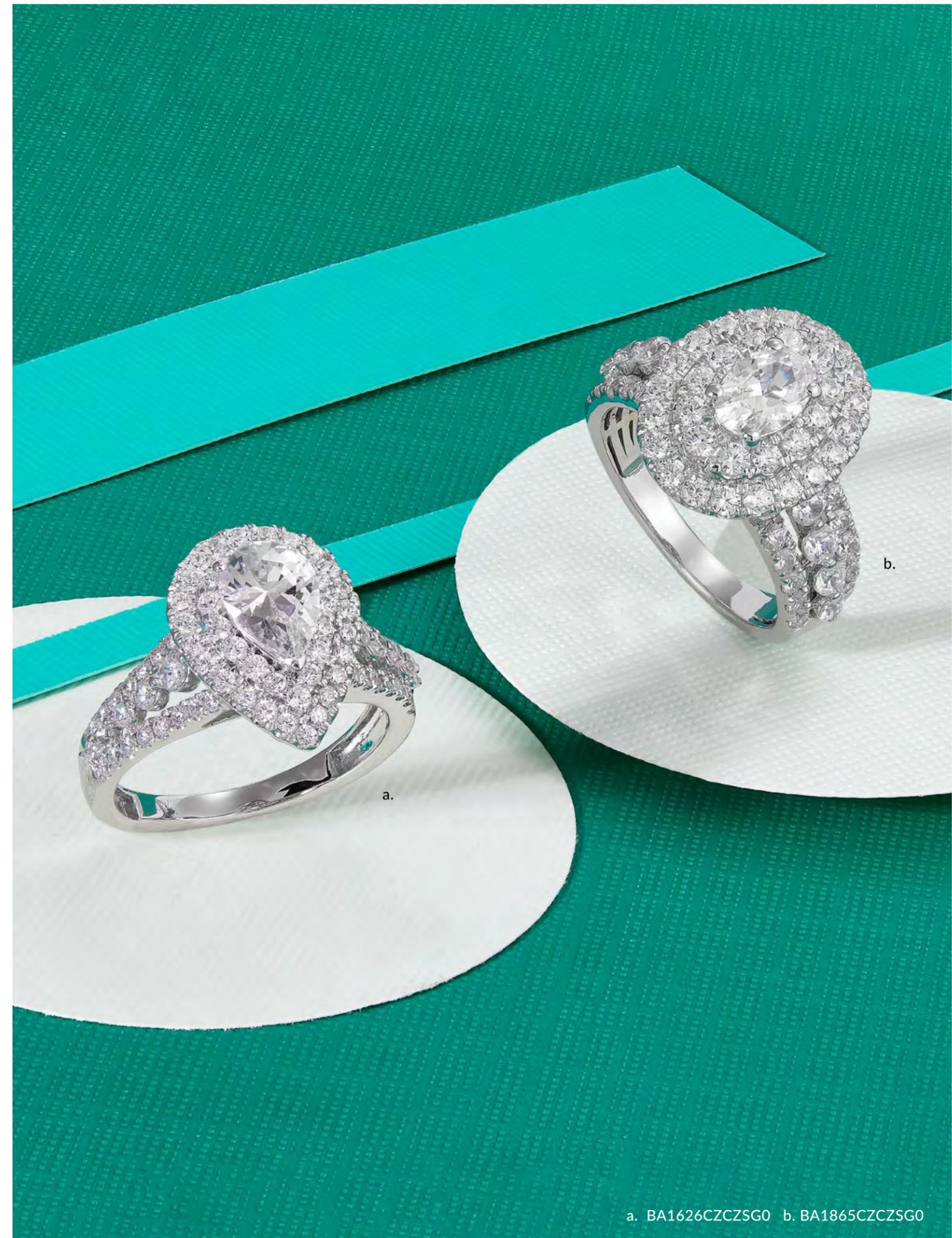
LAB CREATED DIAMOND

“

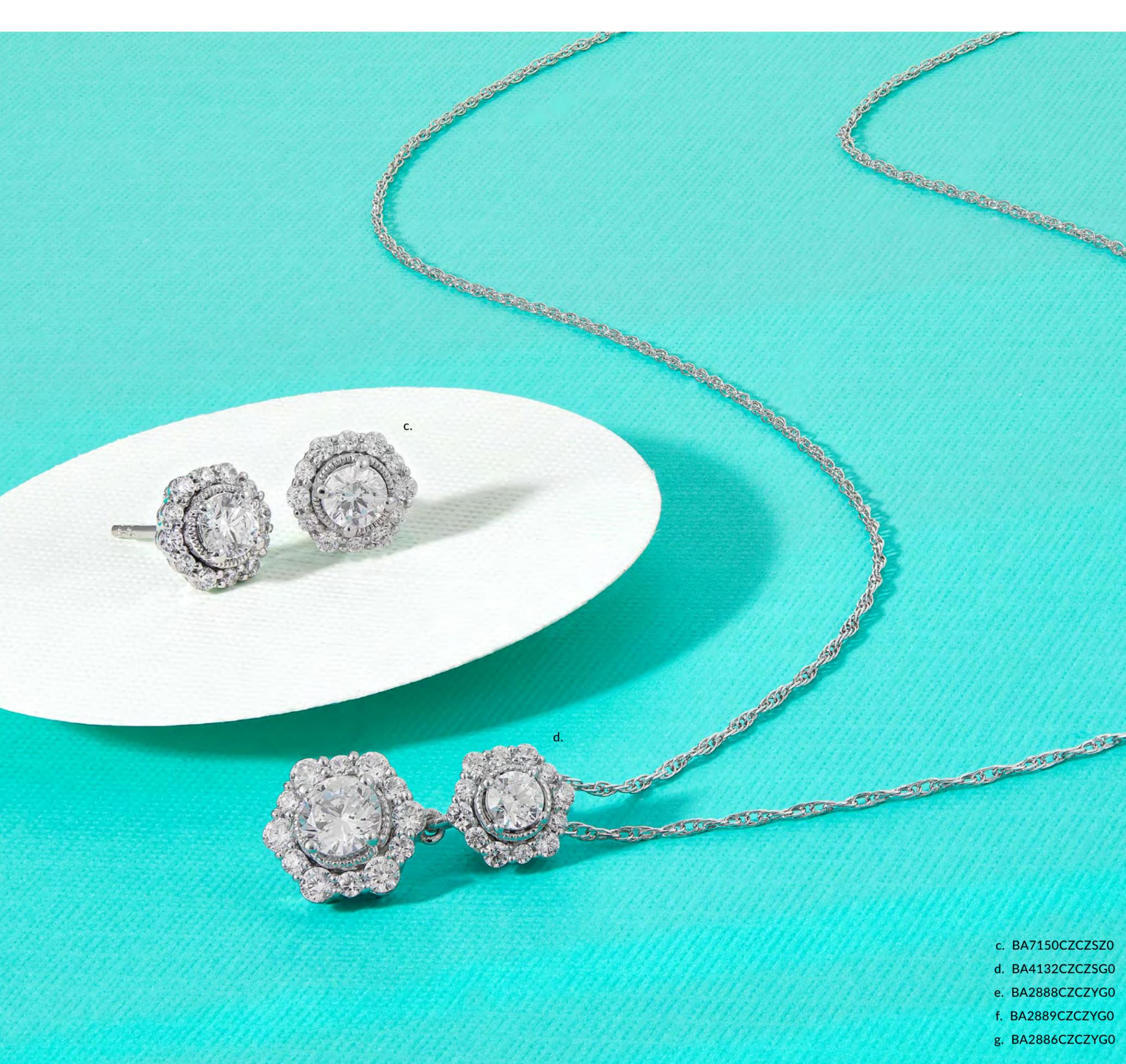
I really enjoy working with our diamond collections, specializing in our Lab Created Diamond product. It's exciting to bring an additional choice to our retailers. We have bridal and fashion classics, along with our new spring additions.

-Angie Randolph
Diamond Merchandiser

”



a. BA1626CZCZSG0 b. BA1865CZCZSG0



c.

d.

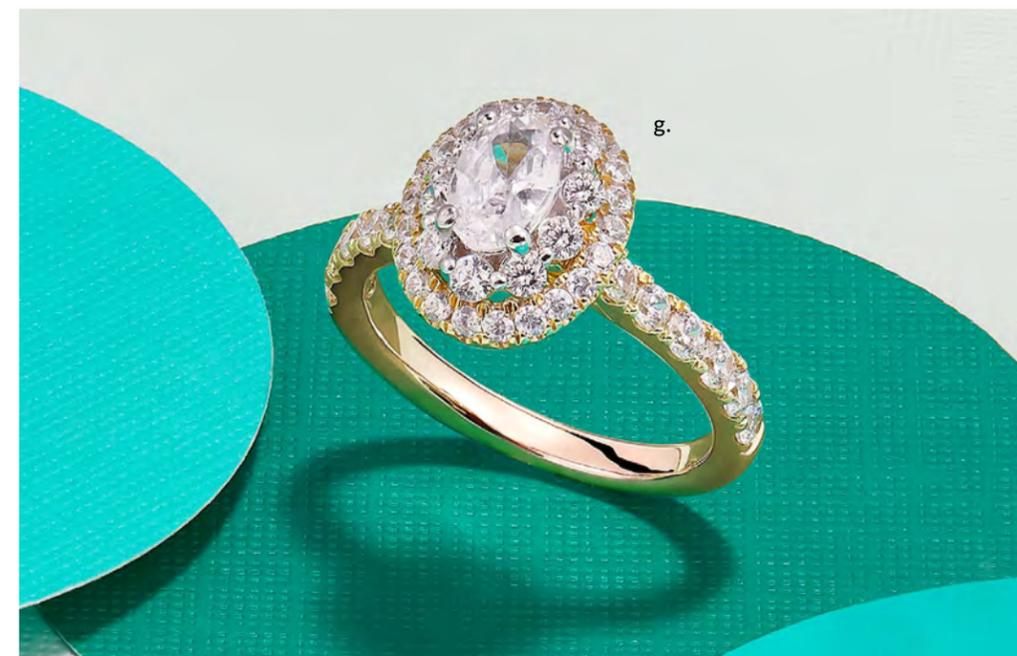
- c. BA7150CZCZSZ0
- d. BA4132CZCZSG0
- e. BA2888CZCZYG0
- f. BA2889CZCZYG0
- g. BA2886CZCZYG0



e.



f.



g.



PLATINUM

- a. BA1738CZCZSG0
- b. BA2978CZCZSG0
- c. BA2496CZCZSG0
- d. BA2793CZCZSG0



e. BA2767CZCZSG0
f. BA4171CZCZSZ0
g. BA7182CZCZSZ0



h. BA2778CZCZSG0
i. LA1172CZCZSG0
j. BA2760CZCZSG0

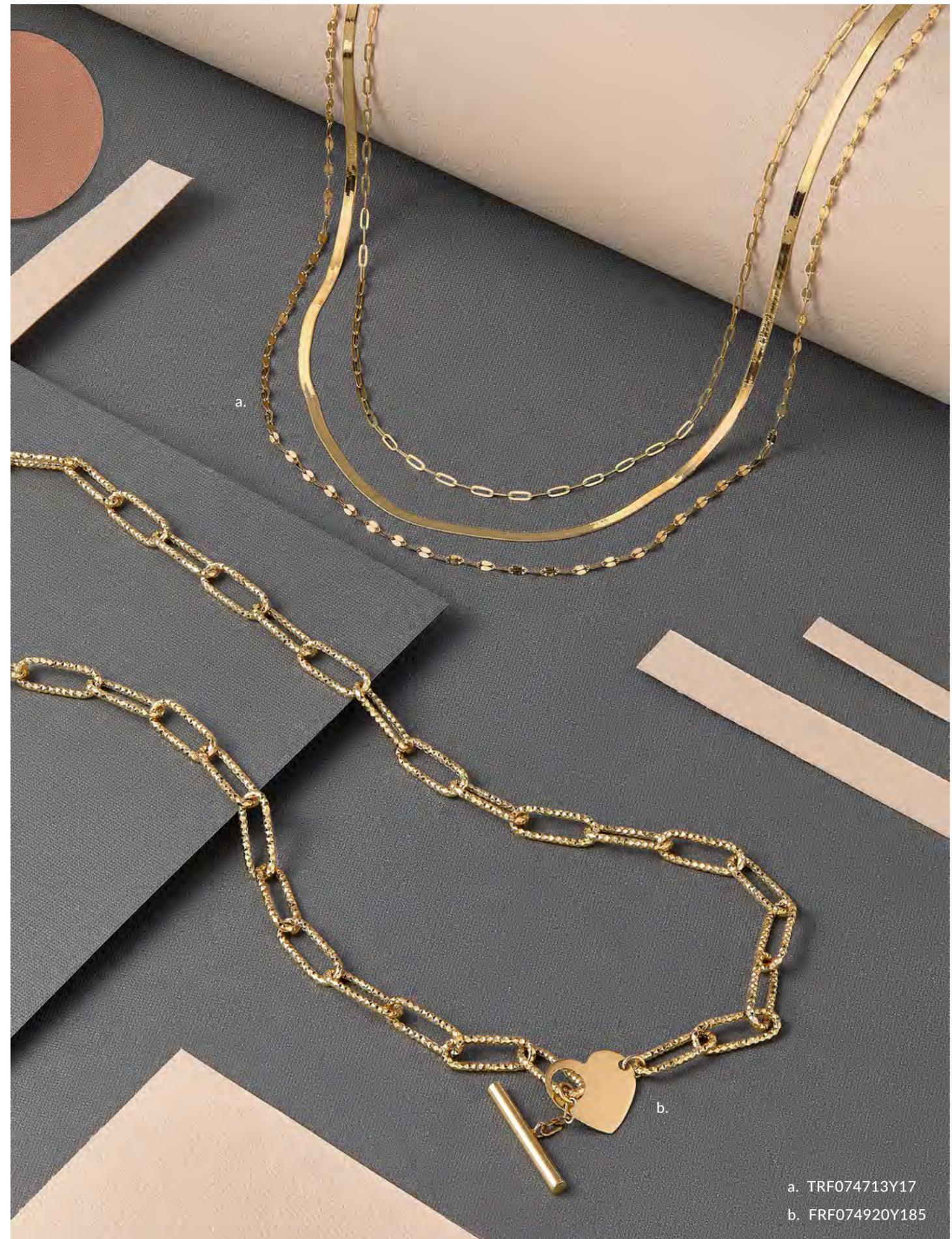
GOLD

“

Layering is the best way to express yourself through jewelry; each piece makes a statement and connects to your personal story. When curated and layered, that statement is the foundation to your unique signature look.

-Alisa Bendayan
Gold Merchandiser

”



a. TRF074713Y17
b. FRF074920Y185



GOLD

Favorite trend this year is layering and stacking, it opens the extension for every product category, necklaces, bracelets, rings earrings... we have had fun with it and so will the consumer.

-Linda Levin
Gold Merchandiser







- u. FRF074521Y18
- v. FRC074934Y18
- w. FRF074812Y18
- x. TRE072473Y70
- y. FRE046663Y20
- z. FRN070164T7
- aa. FRN075327T7



KIDS

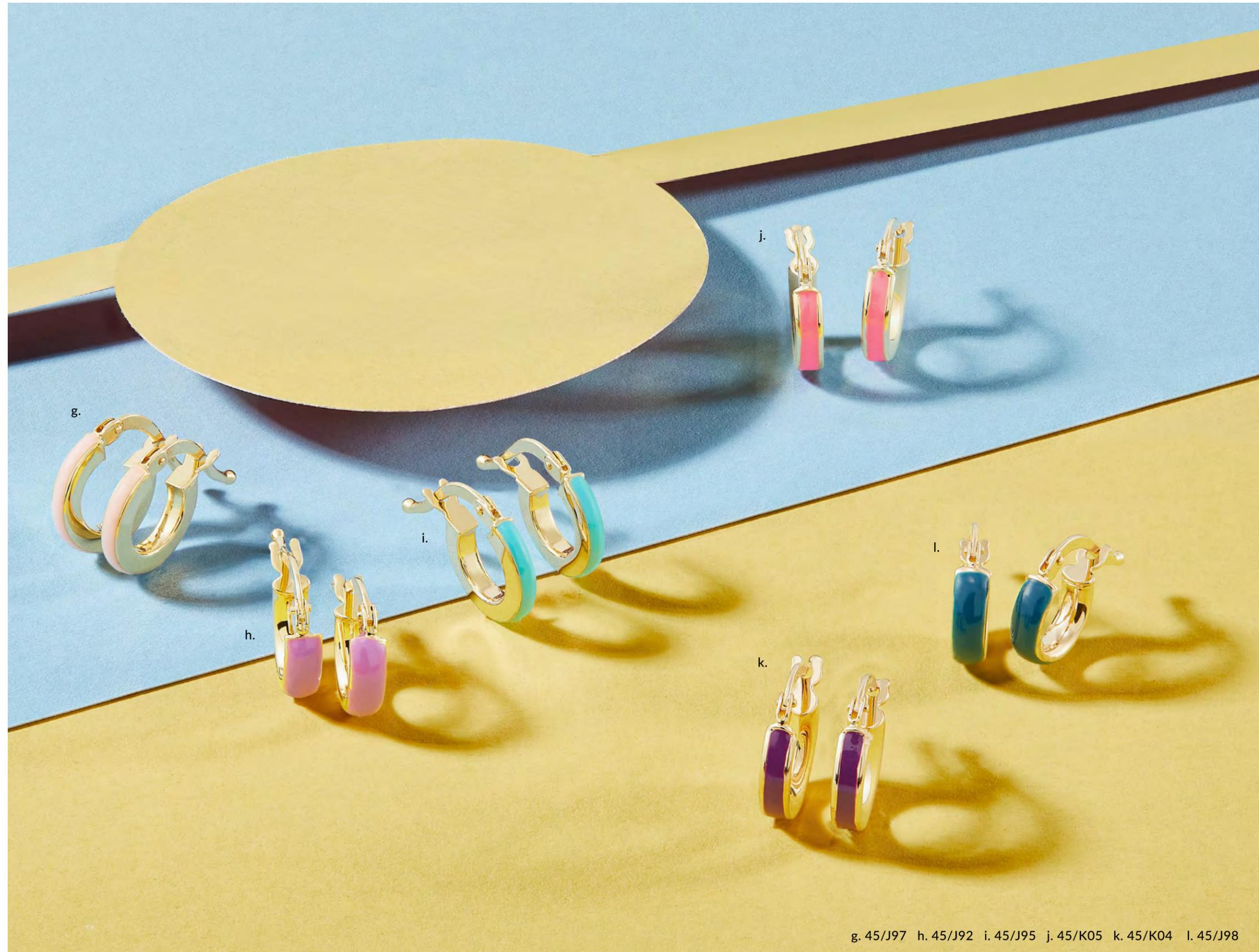
“ We are seeing more and more children’s jewelry entering the market. We are getting requests for boys and gender-neutral styles and have added a collection of crosses, medals, bracelets, and necklaces with this focus. We will continue to add and grow the assortment.

-Julie Tawa
Children’s Merchandiser

”



a. 57/Q98 b. 57/Q99 c. 57/Q95 d. 78/1493B e. 78/0048B-TY f. 78/1494B

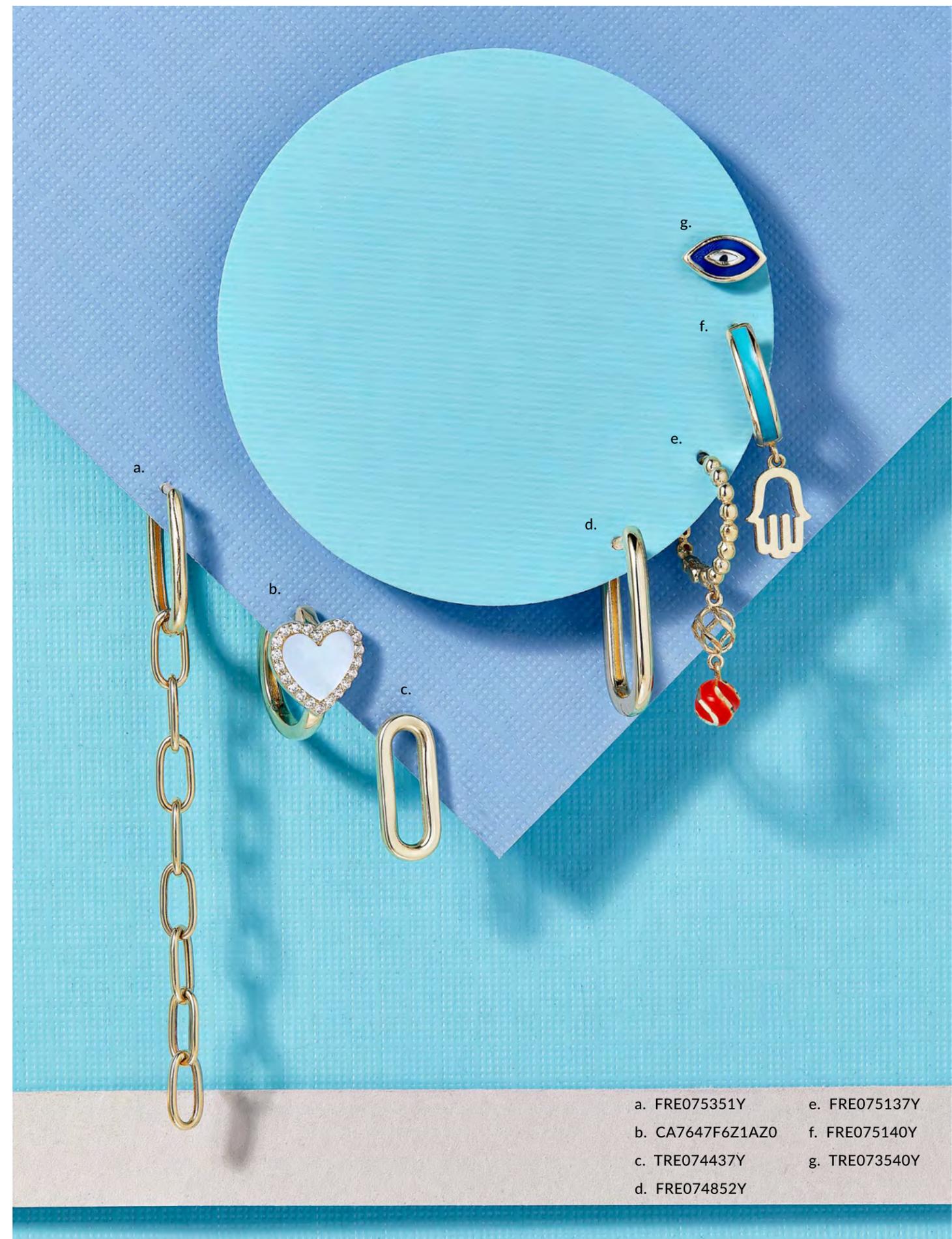


g. 45/J97 h. 45/J92 i. 45/J95 j. 45/K05 k. 45/K04 l. 45/J98

EARRING STACKS

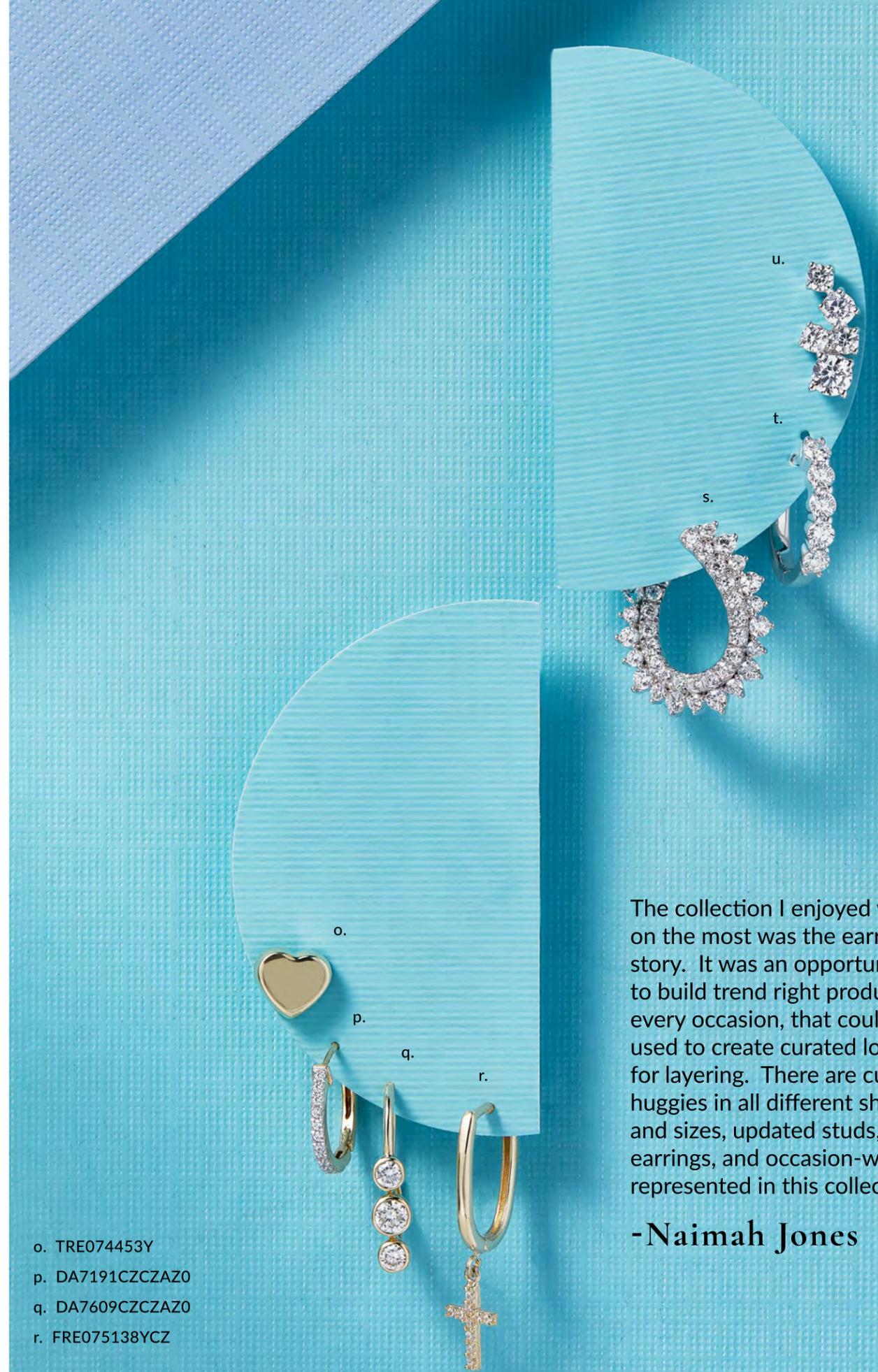
Earrings are a fun and easy way to tie the layering trend to your signature look. No two ear stacks will be the same; put them together to express your unique look and change as often as you like. It's a great opportunity to be playful with your collection.

-Alisa Bendayan
Gold Merchandiser





- h. R9716ZZCZ2Z0
- i. CA7636E3ZZAZ0
- j. PA7556P2A7AZ0
- k. FRE075323Y22
- l. BA7035CZCZSZ0
- m. CA7631B2ZZSZ0
- n. DA7546CZCZSZ0



- s. BA7120CZCZSZ0
- t. DA7224LD24SZ0
- u. BA7117CZCZSZ0

- o. TRE074453Y
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- q. DA7609CZCZAZ0
- r. FRE075138YCZ

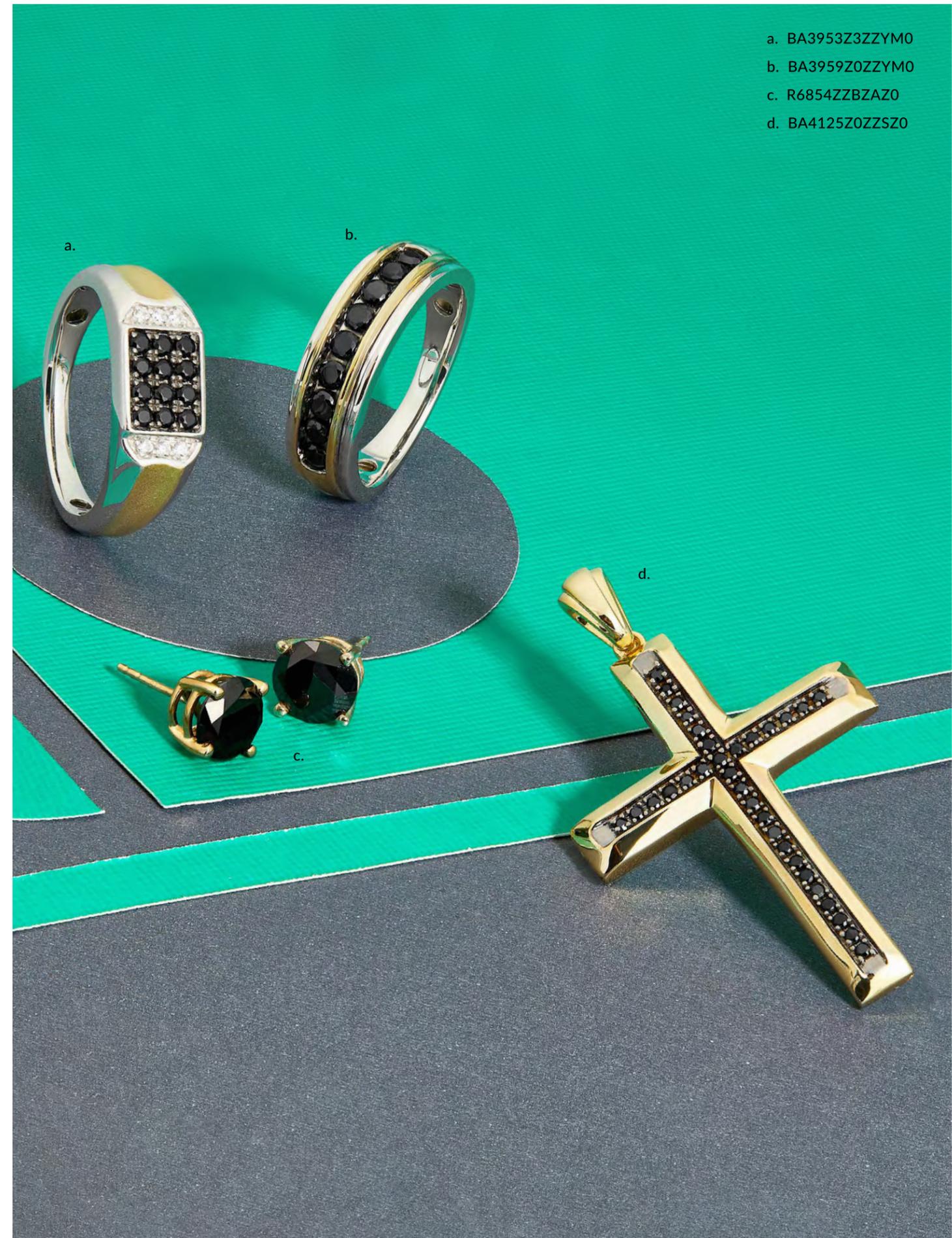
The collection I enjoyed working on the most was the earring story. It was an opportunity to build trend right product for every occasion, that could be used to create curated looks for layering. There are cuffs, huggies in all different shapes and sizes, updated studs, linear earrings, and occasion-wear all represented in this collection.

-Naimah Jones

MENS

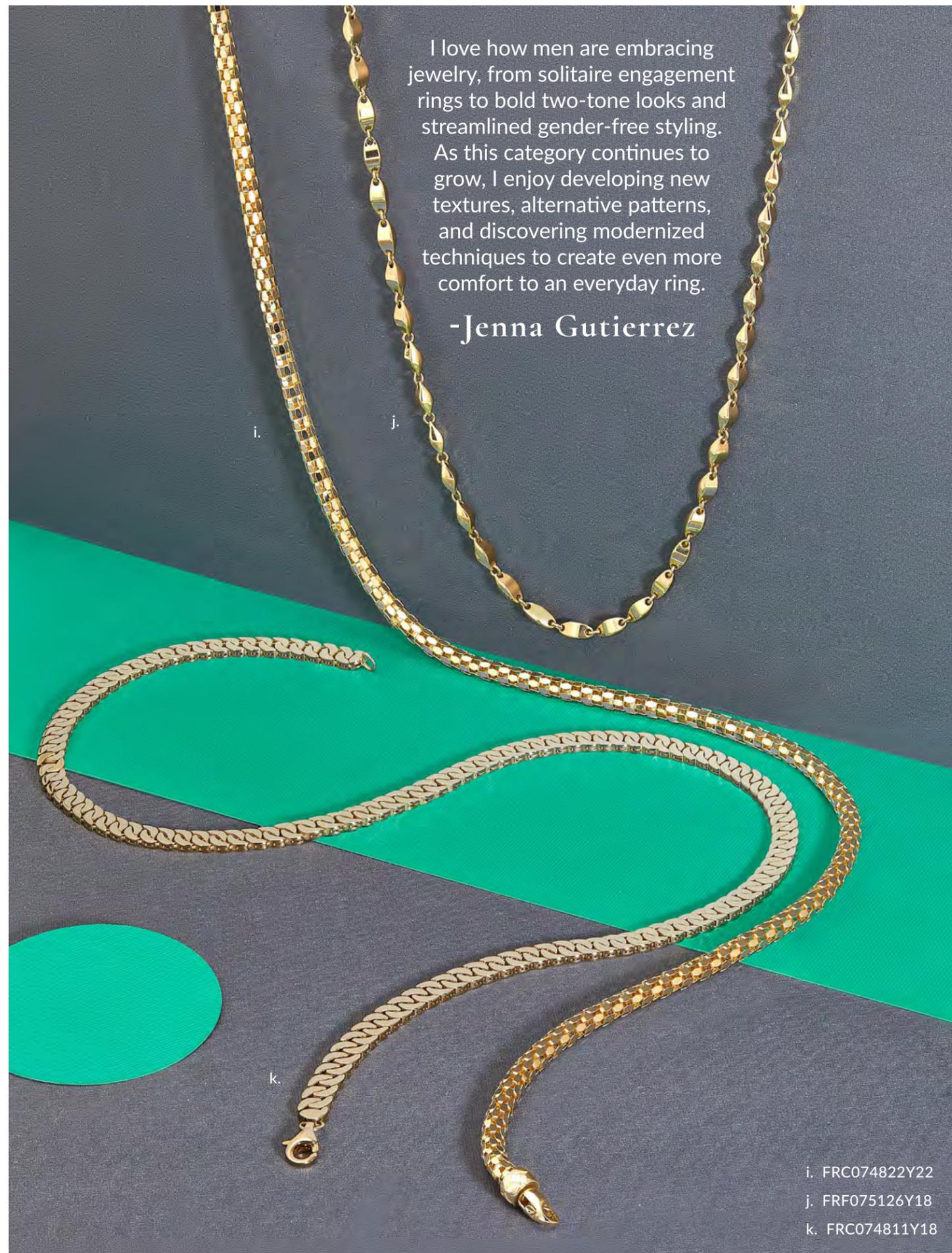
“ The mens trend has proven to do very well over the last couple of years. The essentials in chain continually expand with styling and grow with bracelet and pendant upsells . We have added earrings to our Mens Collection and will keep our eye on the growing trend.

-Linda Levin
Gold Merchandiser

”



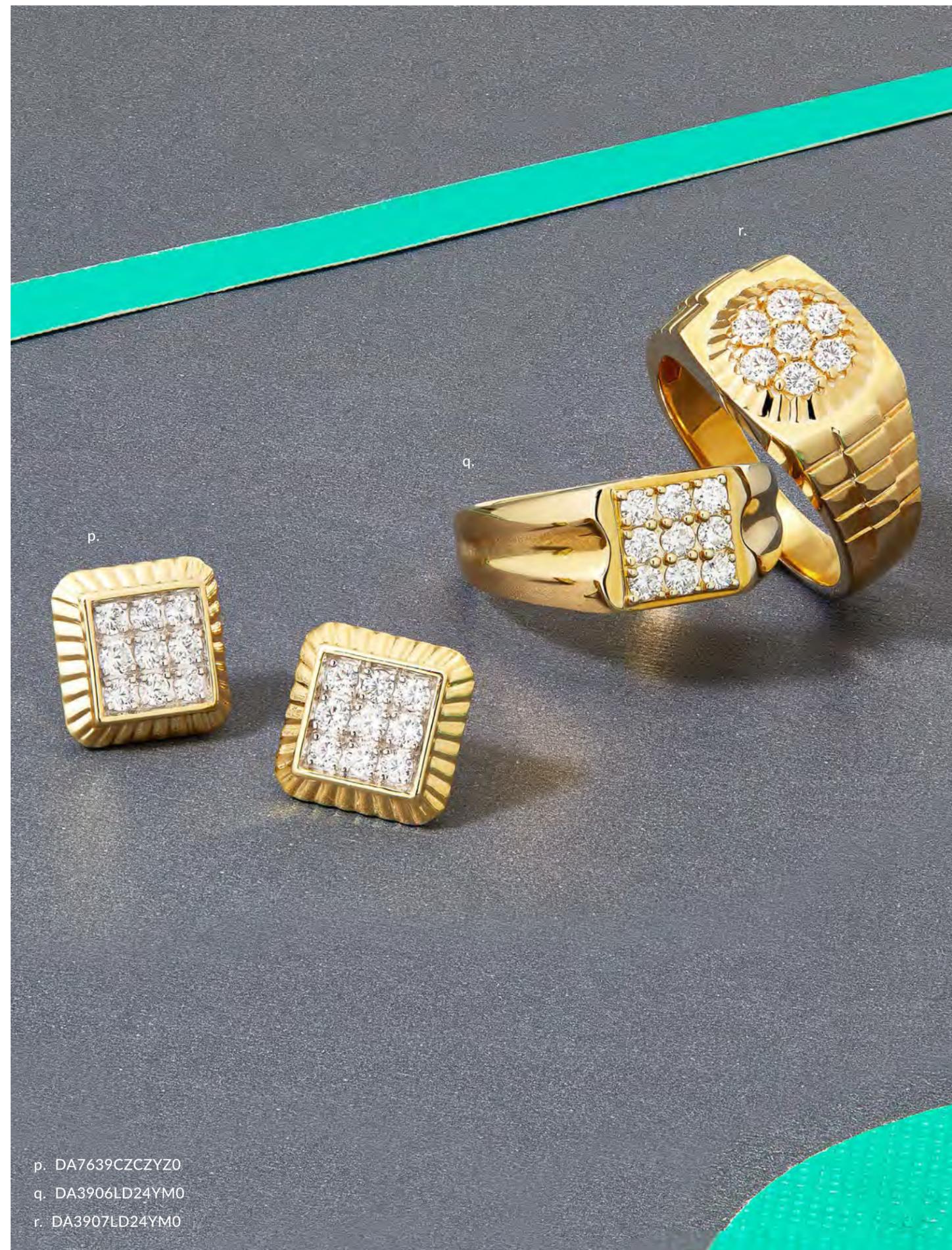
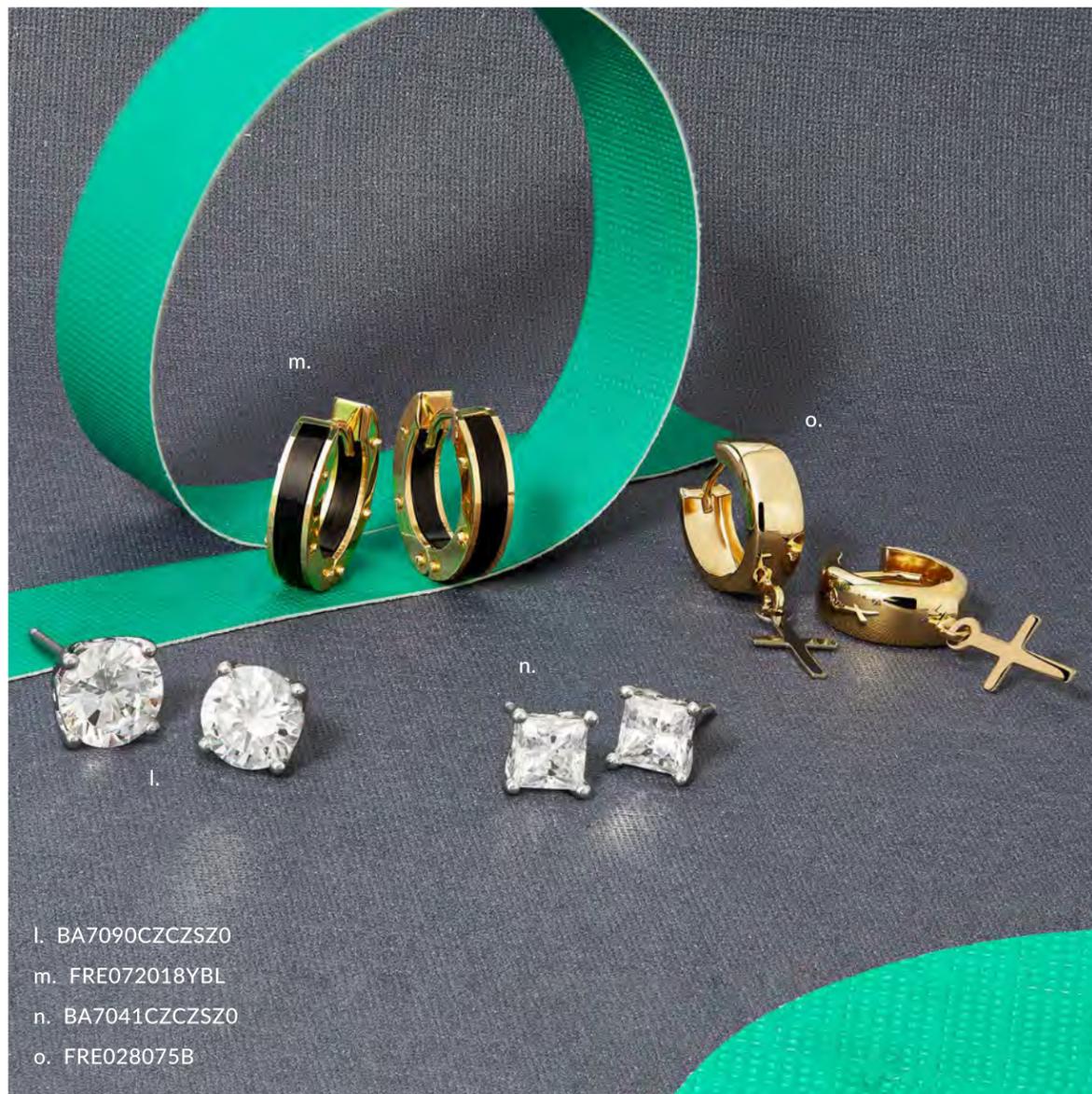
- e. TRK017373Y
- f. DA4597CZCZLZ0
- g. P0933270
- h. 80588ZZL62Z0



I love how men are embracing jewelry, from solitaire engagement rings to bold two-tone looks and streamlined gender-free styling. As this category continues to grow, I enjoy developing new textures, alternative patterns, and discovering modernized techniques to create even more comfort to an everyday ring.

-Jenna Gutierrez

- i. FRC074822Y22
- j. FRF075126Y18
- k. FRC074811Y18





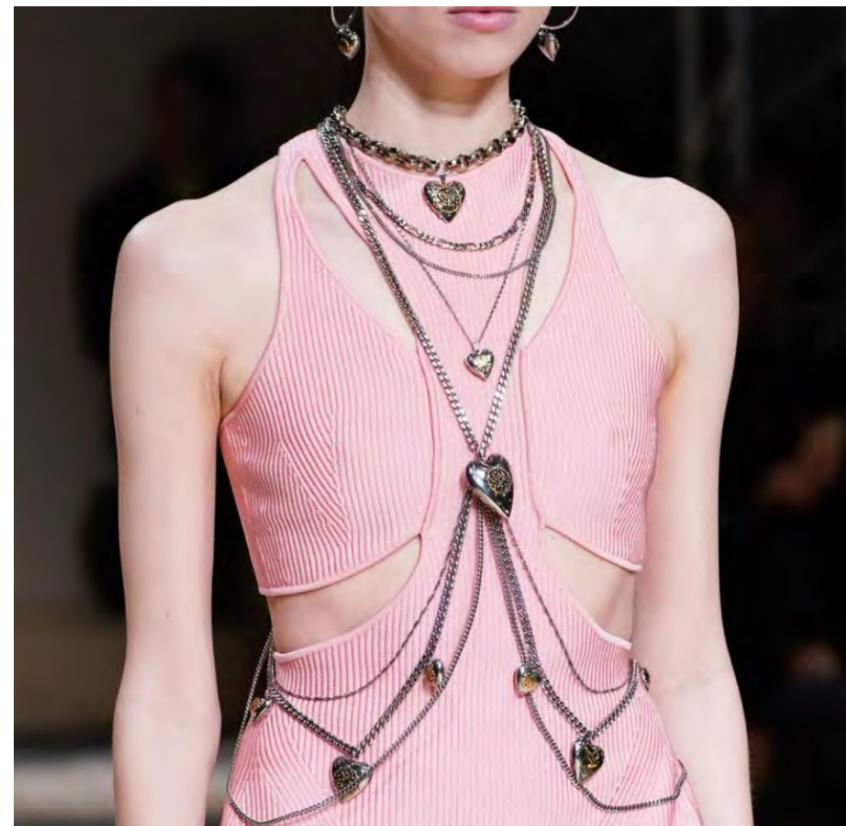
s. TRN074701YOX10
t. FRN075163YOX9
u. FRN075164Y9



v. BA3934CZCZSM0
w. BA3925CZCZYM0
x. G1868ZZCZSNY
y. G1652ZZCZSN0



a. CJ6249H1H9YG0
 b. PJ6344F1ZZYG0
 c. DA6377ZZA7BC0
 d. CA6280F0Z1AE0



RICHLINE JEWELRY

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