



Robert Leser, the third generation of a family business that is now celebrating its 100th year, is the president and award-winning designer of Color Story.

Robert defines our customer as every woman of any age with the confidence to express herself. She is a little more of a risk taker. Wearing color speaks more clearly about her personality than white diamond jewelry and it is for this customer Robert designs Color Story. Whether your customer has a colorful wardrobe to accessorize or Color Story jewelry is the only color she wears, our selection is unmatched.

Robert's design philosophy is to build on what came before by expanding his collections without losing the reason they were successful to begin with. This way your customers can become collectors and build a meaningful wardrobe of fine jewelry year after year. Today Color Story has over 15000 options you can choose from.

OUR MISSION IS THREEFOLD

To forge ahead into areas of jewelry design that are new and innovative and that future generations will find appealing.

To satisfy our consumer's desires, dreams and expectations.

To make the Color Story brand the consumer's number one choice for colored stone jewelry.

DISPLAYING COLOR STORY

Be sure to include one of our signature necklaces as a centerpiece "anchor" for your display. All our signature necklaces have appeared in national ads.

Use our crystal logo plaque in your showcase keeping Color Story pieces together without mixing them with other designers, which could confuse the consumer.

Do not remove the white Color Story logo tag. Your staff and customers will recognize our brand this way.

Have our small brochures available at the counter to give away. When you run out, call us for more.

Keep our latest full catalog handy by the showcase.

CONTACTS

18 East 48th Street, Suite 1104
NYC, NY 10017
Tel: 800-223-1232, Fax: 212-308-3621
www.colorstory.com

If you have a question, call Sara in customer service, Ying in production, Paula in stones, Amiel in marketing or Robert in design.

Color Story's online catalog:
www.colorstory.com/catalog.pdf

Color Story's online brochure:
<http://www.colorstory.com/Brochure.pdf>

Color Story's online high res images library:
www.colorstory.com/Library



Color Story® Training Guide



PRODUCT FACTS

All our jewelry, with the exception of Jewelmesh and watches, is made in New York City. This allows special orders to be filled very quickly—often within days.

Every piece is quality inspected four times during the manufacturing process and then your order is reviewed in its entirety before shipping.

The yellow gold we use is actually called “green gold” which has a soft yellow color that works better with all colors of gemstones. Our white gold is always rhodium plated. All of the Color Story product lines are available in 14 and 18 karat gold with the exception of Jewelmesh and watches.

All the gemstones above 4.0 mm are custom cut for us in a facet arrangement we call the “diagonal checkerboard”. The gemstones below 4mm are automatic machine cut and are the finest and most uniform cut for small sizes in the world. Our diamond quality is G/H color VS2 to SI-I clarity.

Color Story products carry a lifetime warranty covering defects in manufacturing. In addition, Jewelmesh will be repaired free of charge even if your customer breaks it.



THE COLLECTIONS

Rhapsody is primarily cushion cut stones set in 3 stone rings with matching earrings, pendants and bracelets. There are over 40 color combinations. By definition there are no diamonds in Rhapsody.



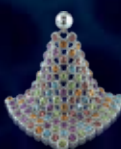
Strand is our largest collection and is defined by a rope motif in the gold. All shapes of gemstones in multiple or single colors are used with and without diamonds.



Manhattan is comprised of gemstones always set with diamonds in gold with a filigree gallery. Manhattan Pavé pieces have a more intensive diamond look.



Jewelmesh® is made in Europe in large sheets or on spools exclusively for us. We cut it up with scissors like fabric putting on the clasps or findings to finish it for your order. The gemstones are “foil backed” by a secret process and then sealed in the rear. The foil acts like a mirror behind the stone giving it wonderful brilliance. The unique construction of this product also makes it more delicate than most jewelry—advise your customer to wear it gently. We can shorten or lengthen Jewelmesh for you within a day.



The Enhanced Diamond Experience is about offering a special alternative – Color Story jewelry set with affordable and consistent color enhanced diamonds in place of white diamonds. Our palette has 10 colors of diamonds in shades of blue, green, yellow and orange. Over 1500 choices of our colored diamond watch can be designed on our website to give your customer something unique.



Park Avenue is a small, but exquisite collection which stands out as a stunning “anchor” for your Color Story showcase presentation. Many Manhattan collection pieces complement Park Avenue.



MARKETING & ADVERTISING

Color Story jewelry has been featured in InStyle, Harper's Bazaar, W, Elle, WWD, Martha Stewart, The New York Times, Marie Claire, Elegant Bride, Modern Bride and Town & Country as well as having been in televised stories on ABC, CBS and FOX TV.

Our marketing and creative director Amiel Weisblum is available to assist you with consumer ads, website links, catalogs, postcards, billboards and brochures. A marketing book is available to show you examples of what you could also do to build sales of Color Story. We offer a co-op advertising program and encourage you to use it.

Online is a library of 100's of high-resolution images that you can view and download. Also online is our small brochure and our full retail catalog that you can email to your key clients to let them see the whole Color Story. Be sure to visit our website www.colorstory.com and tell your customers to visit it as well.

Call Amiel for a duratrans or poster of one of our ads to help make your customer aware that you carry Color Story in your store.