

The Ritani Report

Fall 2002

RITANITM
DESIGNING YOUR DREAM
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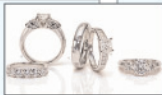
Report

Visit Our Website: WWW.Ritani.com

Designing Your Dream

Ritani and Julius Klein Diamonds Alliance a Huge Success.

The partnership between Ritani and Julius Klein Diamonds Inc (JKD), one of the world's largest DTC sightholders has been well received by the industry from Charterhouse Street in London to the buying offices of leading jewelry retailers throughout the country. When meeting with our clients, the dynamics and synergy between our two companies becomes readily apparent. Our customers are taking full advantage of this great new concept: a top designer working directly with a DTC member.



Trade Shows

We are excited to report that Ritani has been invited to participate at **Couture 2003**. We look forward to seeing you at the following shows:

JA	- NYC January 2003
Centurion	- Tucson, February
Couture	- Scottsdale,
Luxury, JCK	- Vegas, in May.

Sales

Despite the soft economy, our sales are stronger than last year. The reason is that our clients recognize the extraordinary design and quality which Ritani produces, providing them with the edge needed to capture consumer interest. The tremendous reception to our new **Endless Love Collection** has engendered optimism for the 2002 holiday season. Be sure to have your orders in for timely delivery. The **Ritani Bridal** segment remains a strong reliable revenue source. These uncertain times encourage people to make commitments, thus moving Bridal from a luxury category to a "must have" category.

New Products-Introduction: Watch for the expansion of the **Endless Love Collection** as we introduce new models and a colored stone selection at attractive price points. We are also beginning to roll out our **Wireworks Collection**, which has received a wonderful reception. And look for our one of a kind **Masterwork** creations.

New Product Development: Currently we are working on a black and yellow gold pendant line designed especially for fancy yellow diamond centers. These pendants are priced in the retail selling range of between \$3000 to \$9500.

Ritani is happy to announce that we have been invited to participate in the **2003 DeBeers Designer Gallery**.



IRITANI-JULIUS KLEIN NEW PROGRAMS

We are introducing joint Ritani-JKD programs to a selection of our customers. The **Ritani Colorless Diamond Collection**, offers a range of "D-E-F" color diamonds between one and two carats in Ritani designed platinum rings. We also offer a new program based on the most recent DeBeer's initiative to sell fancy shaped diamonds. This campaign mirrors their efforts to promote Marquise, Pear shape, Oval and Heart shape diamonds with the **Ritani Fancy Shape Diamond Ring Program**. In addition, we have the **"Diamond Twins"** program for diamond stud earrings that actually match, in special platinum & 18K mountings designed by Ritani.

Publications
InStore/Workbook: After digitizing and reformatting we are in the process of shipping the exclusive **Ritani** instore working catalogue. It enables store managers and sales associates to have immediate access to our entire line in all shapes, sizes, metal combinations and costs. This Instore Workbook will be available soon on a CD format.

Brochures

The **Endless Love** brochure, which builds on the DeBeer's Fall 2002 advertising campaign of "Venice" and "Declaration of Love", will be available this week. We will be following shortly with our mini-catalogue for Bridal as well as a **WireWorks** brochure. You will love the work of our new Creative Director **Arsiel Weisblum**.

National Advertising

Full page color ads have been placed in the following publications: **Modern Bride**, **Brides**, **Wedding Dresses**, **Martha Stewart Weddings**, and **In Style Weddings**. (Make sure you are included in the tagging!). Ritani has had prominent TV exposure in top markets.

WEB SITE: www.RITANI.com.

We are in the process of updating our website to include **Endless Love**, **WireWorks** and **Masterwork** collections.

Our store finder feature is always being updated.

Sales Incentive Program

Make sure your sales associates are registered for the Ritani sales rewards program. Kindly contact **Joe Green** for details and more information.

Displays

The prototype of our custom designed in store showcase display should be arriving in mid November. We are very excited with the **Lalique** inspired design. This display will complement any store's decor and will be a suitable host for our beautiful line. Delivery shortly after the New Year.

Special Orders

Our famous special order department continues to receive accolades from all our customers who take advantage of this service. Please make sure to get your requests in soon so that we can deliver in time for the holidays. For more information please call **Brian Walker**.

Retail Advisory Board

Our Retail Advisory Board is currently being formed. It is chaired by **Mr. Marc Fink** and co-chaired by **Mr. Tom Tivol**. We have tentatively scheduled our first meeting for **February 2003**, we will keep you posted.



WIREWORKS™
BY RITANI

Bridal Collection



DESIGNING YOUR DREAM™
RITANI



Endless Love Collection

Toll Free Number
1-800-622-8654