

Fashion Filler Talk

(Taken from the Draper Paper)

Use this verbiage at your shows; you will exude professionalism, credibility, and confidence! This will help you in all areas of your business!



“Premier Designs offers a line of High Fashion Jewelry, which makes up 75% of the jewelry market. It can be spotted on fashion models, talk show hosts, politicians, and Hollywood stars. It gives you the versatility to create many different looks using only the most basic wardrobe.”

“High Fashion Jewelry, otherwise known as bridge jewelry, is not to be confused with costume jewelry. Bridge jewelry literally is a line of jewelry that bridges between costume jewelry and precious fine jewelry. Costume jewelry is a trend that is in one day and out the next with questionable quality. Fine jewelry, which we all love, has a higher price tag, so bridge jewelry is created to be that affordable and beautiful looking option.”

“Accessories bring a designer look to affordable clothing.”

“Top wardrobe consultants often guide clients to spend 2/3 of their wardrobe budget on accessories.”

It is important to accessorize two major areas of the body – the impact zone, which is from the waist to the head, and the expressive zone, which incorporates your wrists and hands. The eye is drawn to wherever you have decorated the accessories, which have the power to conceal or sparkle.”

“Very important! Buy and wear your jewelry in matching sets! This is what we call “no brainer’ jewelry, in that you will not have to think about what matches when dressing! It will take less time to dress!”

“Holding a Premier Designs Home Show is the most cost effective way to build your jewelry wardrobe.” “The right jewelry means the difference between an outfit and a statement.”

“Jewelry can be the glue that holds your wardrobe together.”



“High Fashion Jewelry usually offers the best investment in your jewelry wardrobe.”

“Jewelry isn’t affected by your weight and size variations. Did you ever hear someone say, “I’ve gained weight and can’t fit into my earrings?”

“You will never outgrow your accessories.

They are a good investment for your fashion dollar.”