

# ***Simple Verbiage that Communicates Value to our Consumer***

***Jane Francis- Executive Director***

- Validating what the modern day woman feels like.
- “You are a woman that wears many hats. Most often a laundry list of things to do and you tend to put yourself last on that list, you put everyone else first.”
- If you don’t schedule girl time with your friends it doesn’t happen.
- Finding time to shop can be stressful.
- You never feel like you have the right thing to wear.
- Sometimes you just want someone to give you simple recipes on pulling your look together and making it all make sense.
- I think you are wonder woman. My job is to give you simple solutions, save you time and money, and help develop your style for your demanding life.
- Every woman loves to feel good about themselves. Every woman likes to feel pretty. Every woman likes to have style that gives her confidence.
- Most often when you are getting ready to pull an outfit together and you have a hard time making it come together, it’s time to refresh your jewelry box.
- Style is created through your accessories.
- Neutral on neutral dressing and let jewelry become the lead role of your look.
- I am going to give you 30 second looks.
- We’re HGTV up close and personal.
- Style up your relaxed look.
- Refresh your jewelry box to create your look. It’s about updating and refreshing.
- We bring the trends to you.
- Kill 5 birds with 1 stone doing a Trends and Friends night.
- Relationship: Shopping under the influence of friends.
- Allowing your jewelry to become the workhorse for you closet.
- Jewelry makes getting dressed fun again.
- Every woman has style, my job is to help you develop it.
- Style ultimately comes from the details. Your details are the jewelry.