

# PermaLinX

by *jBloom*

PERMANENT  
JEWELRY



## Summary

What is Permanent Jewelry? It's the hottest trend in fashion and it is just what it sounds like: it's simply continuous chains without a clasp, that are made to be worn all the time.

### The question:

How could we take advantage of this viral Tic Tok trend that took the fashion and jewelry world by storm during Covid? It has been around for 7 years in High End Jewelry stores and was growing in the coveted younger demographics.

### The answer:

Create a simple, secure, on-trend and portable system, with affordable pricing, to reach the masses.

In January of 2023 PermaLinX by jBloom was launched. High end jewelry stores were selling real 18kt gold permanent bracelets for \$100-\$300 each. Real gold is one of the few metals that can take the everyday, in the shower, at the gym wear and tear. It also requires the investment in a \$3,000 welding machine connected to a gas tank to solder them on customers. Clearly this process does not work for Direct Sales.

For years, we have specialized in Stainless Steel jewelry that will stand up to all of that and even more. PermaLinX bracelets, anklets and necklaces are made with Delicate Stainless Steel chain which doesn't tarnish, and won't fade or lose its color over time! The items have no clasp which creates a seamless look. Our system does NOT require a welding machine, therefore making it portable to be taken anywhere!



## DSA AWARDS

## PRODUCT INNOVATION

## 2024



## Opportunity

Personalization has always been a focus of jBloom jewelry with “wear your story” as our tagline. We have built our brand based on the story behind the jewelry. Permanent jewelry fits this perfectly. It is so much more than a bracelet, anklet or necklace that you wear all day every day. It is about the experience you have when you get the item or the reason you are getting it. They are a reminder of something, or someone. They are a memory of a special event. Besties, sorority sisters, bridesmaids, mother/daughter or couples are getting them together. The stories are endless. This fits perfectly with our brand.

The category is also being searched 70,000+ times a month. There is also no “National Brand” in this category since it is mostly sold in Independently owned jewelry stores.

## The Challenge

Permanent jewelry was mainly in individual owned jewelry stores. The category was focused on expensive real 18kt gold chain soldered on customers with an expensive machine, tied to an argon gas tank. Unfortunately, that is not very duplicatable. Real gold is one of the few metals that can hold up to everyday wear and tear. As the trend grew, others tried to get into the business with inferior chain for cost purposes, only to disappoint customers as the chain changed colors or tarnished in a few months.

This is also a category we cannot ship direct to customers. It must go thru our Designers. Therefore it had to be treated differently than our other jBloom items. We needed a new Brand under the jBloom umbrella so it could be treated differently.

## The Solution

Our 24 year old daughter (and our graphic designer/photographer) came to us saying we must join this trend. She was seeing it everywhere (thank goodness for the younger generation). We knew it was popular, and growing, but the system did not work for us. After many conversations (some might call them arguments) we landed on a solution. Use our specialty in Stainless Steel jewelry and create a new system that does NOT require a welding machine to finish. The prototype was done at our kitchen table and 2 weeks later we had a sample and production done in 4 weeks. Next was a 3 month test, with leaders, to confirm the system would be secure and last. 80% of our leaders had never heard of the category. We quickly knew the opportunity ahead. That lead us to a Jan 2, 2023 launch of PermaLinX by jBloom.

# The Plan

Focus on using our quality products to build a system that was secure, simple, affordable, portable and most of all duplicatable. All things that were not part of the current category. We accomplished all this.

<b>Secure</b> Our system creates a seamless look with a closure that will hold up to wear and tear.	<b>Simple</b> No machine needed. 3 simple tools to apply to the customers is all you need.	<b>Affordable</b> Our pricing starts at \$35 vs real 18kt gold at \$100-\$200!	<b>Portable</b> Carry your chains and tools in a small wallet that you can take ANYWHERE.	<b>Quality</b> Our Stainless Steel chain will not tarnish, fade or stretch.	<b>Color Options</b> Stainless Steel also allowed us to introduce other colors rarely seen in the market with the same quality. Silver, Gold, Rose Gold and Black all became options.
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# The Results

It quickly became clear that customers were craving an option like this. Some were hesitant because it was not “soldered” or “zapped” like others, but they quickly realized the quality and durability was there.

Sales and recruiting exceeded our expectations and continue to build. In 2023, PermaLinx by jBloom lead to:

## Sales:

<b>\$5,450,000</b>	New Retail Sales of \$5,450,000 from only 1,200 sellers	<b>+73%</b>	Average Sales INCREASE vs LY of those Selling PermaLinx +73%
<b>150,000</b>	Over 150,000 items sold	<b>Top 10</b>	Top 10 Items sold are ALL PermaLinx Items.

## Recruiting:

<b>+145%</b>	Increase in Recruiting +145%
<b>92%</b>	92% of all New Designers purchased a PermaLinx Starter Collection

# The Additional Benefits

After Covid, we all needed to get back in person! PermaLinx is the best of both worlds. Excitement is created ONLINE, but it can only be done IN PERSON. We can't ship chain directly to a customer, they need our Designer to put it on. Instant conversation and connection around WHY they wanted one.

It was the perfect system to get our Designers back in front of customers after Covid. This gave them a product customers were searching for.

This also opened the door for us to drop New Chain styles on a monthly basis since it is not dependent on a catalog to showcase.

New Designers came in for PermaLinx only, but then started expanding their offering to other jBloom jewelry.

It also opened the door to get outside our current Party Plan structure. PermaLinx is treated similar to an affiliate model for sales rewards yet they still get the benefit of the team building. We created new rewards for this line separate from our jBloom jewelry. However, we kept it all under jBloom.

One company, different lines. All volume and qualifications are together and not separate for the Designer.