



Fashion Filler Talk

By Julie Miller Executive Director, TX

Premier Designs offers a line of high fashion jewelry, which makes up 75% of the jewelry market. It can be spotted on the 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 the line of jewelry that bridges between costume jewelry and precious or 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 high price tag, so bridge jewelry is created to be that affordable and beautiful looking option.

No matter what your walk of life or profession, our goal is to look polished when we walk out the door. There are four main elements to the polished look; hair style, make-up, clothing, and accessories. The difference between a dressed woman and a well-dressed woman are accessories.

Accessories bring a designer look to affordable clothing.

Make sure to wear and purchase solid colored clothing, and stay away from trendy patterns. Decorate those solid colors by the use of accessories as your wardrobe extenders give the idea that you are wearing a different outfit every day.

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

Accessories are a wise investment that last longer than most garments and are not affected by weight gain!

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 wrist and hands. The eye is drawn to wherever you have decorated with accessories, which have the power to conceal or add sparkle.

Remember that accessorizing is nothing but an illusion to make you look taller and thinner than you are already are.

Did you know that jewelry can help you lose 10 pounds without a diet? Larger earrings can give you the look of having lost 10 pounds by drawing attention up towards the face.

The objective is to go from the thigh to the eyes.

Wearing one color, monochromatic dressing, is one of the best slimming secrets around!

A pair of sleeve bands subtracts 4 inches of fabric from the hips when used to push up sleeves.

Shoulder pads should be worn under garment to add inches to your height and to square sloping shoulders. 94% of women having sloping shoulders, which are like two big arrows pointing straight down to the hips. Shoulder pads also make every garment look more expensive.

Pin placement is at the shoulder pad or right underneath. Wherever the pin goes, the eye goes!

About craftsmanship and style of our jewelry; pieces such as Status Quo, Square Root, Destiny, and Times Square are in high demand for their antiqued look. The antiqued look is hot right now with fashion designers who sport the look on pocket books, belts, and designer lines

Primrose is another popular antiqued set that shows off our new aurora borealis stones. Aurora Borealis means Northern Lights, so these stones reflect whatever color you are wearing! Notice the Charisma bracelet also has the same stone and is one of our top sellers in the line.

Austrian and Swarovski Crystals, and Cubic Zirconias are affordable alternatives to diamonds. Even a certified gemologist often cannot tell the difference between a Cubic Zirconia and a diamond. Swarovski Crystals are in great demand with designers, such as Vera Wang for studded glamour gowns made for high profile events.

Our pearls are a prize and made with a great deal of care. They are glass beads dipped from 8 to 12 times in pearl essence and hand-knotted for a weightier feel, much like genuine diamonds. Remember the Jackie-O's signature triple strand pearls were faux and auctioned for \$211,000.

Mixing silver and gold is not only a hit, but is a great way to tie in a gold wedding band with the ever popular silver look.

By the way, the majority of us should be wearing silver jewelry due to cool undertones in our skin.

Chokers such as Regency have wonderful extenders that can be purchased as an option for ladies who are not comfortable with 16 inch necklaces. These also allow for extra length needed when wearing a turtle neck.

Size of jewelry counts. Wear pieces that are in proportion to your body. If you are heavier, wear larger earrings to balance your size! This will draw attention away from your shape to your impeccable dressing standard.

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!

The quality of our product is bar-none. Our jewelry is very heavily plated with precious metal far above the industry standard of 3 to 8 mlls. Premier places 30 to 50 mlls of precious metal on our jewelry, which means longevity. The typical color of our Premier Jewelry is that of 18 karat gold.

Holding a Premier Designs Home Show is the most cost effective way to build your jewelry wardrobe.