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APRIL 2014

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WELCOME TO THE NINA NGUYEN FAMILY

We would like to welcome to the Nina Nguyen Family:

Cogswell Gallery, CO
Naifeh Fine Jewelry, OK
Earthworks Luxury, CA

Dazzles Fine Jewelry, SC
Fountain City Jewelers, TN
Kingston Fine Jewelry, NY

We are excited to partner with these great jewelers to bring Druzylicious™ to their city!

Want to learn more about how to become part of our Druzylicious™ family? Contact us at info@nina-nguyen.com



5 YEAR GUARANTEE

We stand by the high quality of our products and guarantee satisfaction by offering a 5 year warranty on manufacturer's defects.



SOUTHERN JEWELRY NEWS

"A Newspaper Dedicated to the Southern Jewelry Industry"

Boulder, CO - Nina Nguyen Designs 2014 Wisteria Collection pairs the inspirational beauty of the line's namesake flower with designs that will remain stylish for seasons to come.

Drawing from her love of nature and travel, owner Nina Nguyen continues to design fashion forward collections using all-natural precious and semi-precious stones.

The Wisteria collection was inspired by a trip that Nguyen took to Tokyo. While bicycling through the city and around its skyscrapers, she was delighted to find a wisteria growing in abundance. Like wisteria blossoms, the pieces in Nguyen's collection are both delicate and graceful, yet timeless in their beauty.

Her necklettes are 38-40" strands of natural stones such as amethyst, hessonite, green agate, blue lapis and Chrysoprase. The length of each necklette makes them extremely versatile, allowing them to be worn as a single long strand, double wrapped as a necklace, or wound around the wrist as a bracelet.

Stunning Druzy enhancers pair beautifully with each necklette. Druzy stones are formed naturally. Over millions

of years, as quartz crystals inside or on top of other stones. Complementing the carried colors of wisteria, Nina chose amethyst, sand, black and pearly white Druzy for many of her enhancers.

With the Wisteria collection, Nina also unveils her image collaboration with renowned high-fashion photographer Joanna Krusta. Krusta created all the photography in Nina Nguyen Designs 2014 line book, with stunning results.

Nina Nguyen Designs jewelry helps any woman define her own style with intricate, colorful and artistic creations. The designs embrace earth-conscious materials, as shown by the organic gemstones in the Wisteria collection.

The artisans in the Nina Nguyen Studios Women's Cooperative in Vietnam receive above-average wages, full benefits and professional training for both work and life. The Women's Cooperative links Nina's commitment to empowering women with her continuing ties to her homeland.

"I create each piece to be unique, feminine and stylish. I envision my pieces empowering the wearer," says Nguyen. "My hope is that every woman will enjoy wearing my jewelry as much as I enjoy designing each and every piece."

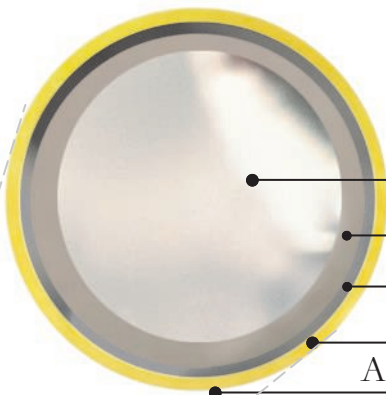
STATE OF THE ART PLATING

Nina Nguyen Designs' proprietary plating process serves to protect each piece from tarnishing as well as provide it with hypo-allergenic qualities.

No more polishing your Silver jewelry!



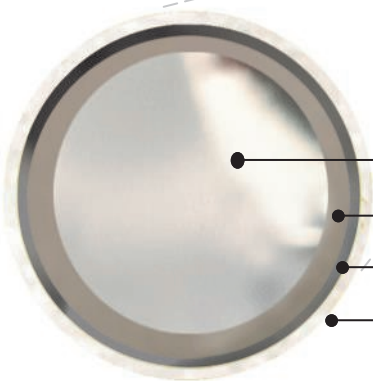
Perdita Ring



- .925 SILVER BASE
- RHODIUM
- PALLADIUM
- 22K GOLD
- ANTI-TARNISH



Nimbus Rings



- .925 SILVER BASE
- RHODIUM
- PALLADIUM
- ANTI-TARNISH



Perdita Earrings



NINA NGUYEN DESIGNS DISPLAY CONTEST

After the fabulous reception from last year's contest we decided to bring our national display contest back!

What better way to welcome our 2014 Wisteria Collection than by seeing all of the creative and beautiful ways our retailers are promoting the fun and colorful line!

Prize package includes:

Gold: \$1000 (retail USD)

worth of Nina Nguyen Designs jewelry.

Silver: \$500 (retail USD)

worth of Nina Nguyen Designs jewelry.

Bronze: \$300 (retail USD)

worth of Nina Nguyen Designs jewelry.

Honorable Mentions: \$100 (retail USD)

worth of Nina Nguyen Designs jewelry.

Submit your Spring Display Photo and your
Nina Nguyen Designs Testimonial to:

Marketing@Nina-Nguyen.com

Wisteria Chain
and Shades of Snow Enhancer

TERMS & CONDITIONS

Pieces to be selected from current Nina Nguyen line once winner has been chosen. No custom orders or combinations – available options only. Credit can not be applied to balance. Pieces must be

One image entry per store. Display must be a permanent in-store feature. Image must have been taken on or after April 1, 2014. All images and quotes must be submitted to marketing@nina-nguyen.com. Submit image files through wetransfer.com. Image must be 300 DPI and no larger than 2 MB. Winner will be selected May 1, 2014.

Participation in this contest allows Nina Nguyen Designs the full use of images and copy submitted for training and marketing purposes, including but not limited to: print, digital and social media use. By participating, all entrants acknowledge and agree that they have entered the contest of their own free will, that the full rules and details of the contest have been made available to them in writing and they therefore understand and agree Nina Nguyen Designs has no liability with respect to the contestants' participation in the contest or winning a prize and Nina Nguyen Designs is not liable for any damages out of acceptance and use of a prize. By entering this promotion, participants agree to be bound by these rules.



2013 Gold: Chapman Jewelers



2013 Silver: Brownlee Jewelers



2013 Bronze: Raybar Fine Jewelry

MIRANDA LAMBERT

Earrings from Nina Nguyen Designs added sparkle to the outfit worn by country music star Miranda Lambert at the recent premiere of season 4 of *The Voice*.

Lambert donned “Audrey” earrings from Nina Nguyen Design’s Pagoda line. Lambert paired them with a simple but elegant black dress when she joined her husband, Blake Shelton, at the event on March 20 at the TCL Chinese Theatre in Hollywood. Shelton is a coach on *The Voice*.

Lambert is known for her fashion-forward style, which has been described as glamorous and girlish, but also edgy.

“Miranda is a style icon who is admired by women of all ages for her fashion sense and take-charge attitude,” said Nina Nguyen, the founder and creative force behind Nina Nguyen Designs. “We are excited that she chose to wear our Audrey earrings, which are fashion-forward in attitude, just like Miranda.”

The earrings Lambert chose for *The Voice* premier retail for \$295 and feature Druzy suspended from an oxidized silver frame. Created naturally over millions of years, Druzy stones are tiny quartz crystals that form when ground water carries natural minerals across an area of rock and rapidly cools.



(Source Kevin Winter/Getty Images North America)



(Source Kevin Winter/Getty Images North America)

Druzy and other earth-conscious materials are showcased in Nguyen’s spring and summer 2013 line. Many of the pieces include fossilized and mineralized stones that slowly develop through natural processes. Nguyen’s favorite raw materials are geodes, stalactites and fossilized ammonites.



Each piece is designed by Nina in her Colorado studio and expertly handcrafted at Nina Nguyen Studio, her women’s cooperative in Vietnam. Nguyen’s creations are sold at jewelry stores and boutiques in more than 30 states and internationally, and have been featured in *Lucky*, *Shape* and *The Knot*, and on ABC’s *Good Morning America* and NBC’s *Today* show.

INDESIGN

FOR THE RETAILER OF FINE JEWELRY DESIGN | MARCH / APRIL 2014

GET LINED UP 25

THE BIG
STORY

QUESTIONS FOR
CHOOSING THE RIGHT
DESIGNER LINE

FEATURED IN APRIL/MARCH ISSUE

DESIGNING
LIVES

NINA
NGUYEN

SALES PITCH

BRACELETS

IF I OWNED A
JEWELRY STORE

ANDREW
MCQUILKIN

Cover jewelry
by Nina Nguyen

SMART SHOW SPOTLIGHT / THE LATEST PIECES FROM INDESIGN AND GENERATION NEXT PAVILION EXHIBITOR

DESIGNING LIVES



**WISTERIA VINES, DRUZY, TRELLISES OF GOLD
CHAIN AND GIVING BACK TO HER HOMELAND
INSPIRE HER 2014 COLLECTION.**

Childhood experiences shaped Nina Nguyen's love of unusual stones and metallurgy. As the daughter of a gold trader, Nina's fondest memories were of sorting stones at her uncle's gold foundry in Vietnam. Early success selling her costume jewelry to department stores gave this former refugee the confidence to cancel large orders and pursue a new journey in fine jewelry. Coming full circle, Nina returned to Vietnam and started a women's co-op that now serves as the workshop for her eponymous designs. — STORY BY ELIZABETH HORSCROFT



GOLDEN BEGINNINGS “I used to help my mother trade gold in our hometown of Pleiku, Vietnam. Every Sunday, my mother would set up her little table, and workers from the nearby river who’d panned for gold would line up to sell my mother the gold they had found. My uncle used to make the beautiful sparkly gold dust into rings. My job was to bike to the market to deliver the gold. The gold rings were fastened on a chain for me to easily disguise under my clothes. This was to evade the communists’ eyes and ears on my parents. Being able to work with my family is a major part of my jewelry designing process today.”

JEWELS FOR A CAUSE “When there became a large demand for my line from jewelry stores, I knew I needed to seek a manufacturer to produce my designs. I traveled to Thailand, India and China, but I did not find what I was looking for. Instead, I only found factories, which did not satisfy a holistic approach to handmade jewelry design and manufacture. It was at this time that I decided to visit Vietnam, where my uncle and remaining family members could help me put the pieces of the puzzle together. Today, my jewelry is made in a women’s co-op managed by my family. My employees are provided for and experience a good quality of life.”

THE GREATER GOOD “I think all products should be made in a manner that benefits everyone involved. I would love for my jewelry to help bring this message: That people should always be concerned with where the things they purchase come from, who made them, where the materials came from, how long will it last, and what will become of it when its life is over.”

FAVORITE STONES “Anything that is unique, mineral, fossilized and can’t be found in a traditional jewelry store. Right now, I am obsessed with druzy and geodes.”

DESIGN INSPIRATION “I first experienced wisteria’s allure as a tourist traveling through Tokyo by bicycle. Pedaling a bicycle path completely surrounded by wisteria, I was immediately fascinated by the graceful purple blossoms cascading into view. Wisteria’s enduring beauty and charm will be represented in my spring 2014 collection.”

CELEBRITY CONNECTION “In 2013, Miranda Lambert wore our Audrey earrings in black druzy to the season premiere of THE VOICE. That was such a pleasant surprise! Her stylist contacted my PR firm, so I guess my unique design is being mentioned in the celeb stylist circle.”

STYLE EVOLUTION “I think my work has evolved as my personal preferences evolved. The styling of my design has changed from having a more modern and minimal look to having a somewhat classic, heirloom look while retaining the composition of a modern material.”

STANDING ON PRINCIPLES “In 2009, my line was represented by a New York showroom. I was dealing with the constant pressure from department stores and buyers to produce cheaper products. I don’t know how I did it, but I walked away from some very large purchase orders to focus on bettering my designs. The biggest achievement of my career was when I learned to stay focused on what I do, who I am, who my audience is and what my brand represents.”

Q&A | GETTING PERSONAL WITH NINA NGUYEN

WHAT IS ON YOUR MIND WHEN YOU ARE NOT DESIGNING?

“Children of Vietnam project. I plan to bring my experience to assist with raising more funds and bringing awareness to the organization.”

WHAT CAN’T YOU RESIST BUYING WHEN OUT SHOPPING?

“Is there a hotline for Shoeaholics Anonymous?”

WHAT IS YOUR FAVORITE VACATION SPOT AND WHY?

“I moved to Boulder, Colorado a year ago. There is so much to do and it is always nice to wake up in my own bed since I am on the road so much.”

IF YOU COULD HAVE ANY OTHER CAREER, WHAT WOULD IT BE?

“Eco-handbag or eco-apparel designer. Have you tried to look for eco-clothes? I could see myself taking an interest in this industry.”



You are invited to

JCK LAS VEGAS, NEVADA
FRIDAY, MAY 30 – MONDAY, JUNE 2

S10419 DESIGN CENTER

Mandalay Bay Resort & Casino

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Druzylicious™ ... a timeless state of being.

2014 Trade Shows

May	CBG	Las Vegas
June	JCK	Las Vegas
July	JA Show	New York
August	SJTA	Atlanta
October	Centurion	South Beach
September	Select Show	Dallas
September	Select Show	Mashantucket

As Seen In



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