



RE JEWELRY

MARKETING PLAN

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1 EXECUTIVE SUMMARY



1.1) CONTEXT, COMPETITORS & CONSUMERS

Our company, Re Jewelry, is an innovative startup e-commerce platform that specializes in curating authenticated vintage and antique luxury jewelry. Our focus is on sustainability, storytelling, and accessibility for all, aiming to bridge the gap between expensive, high-end jewelry and modern, fashion-forward consumers. We specialize in authentication and restoration, and our goal is to connect with a growing audience of environmentally conscious buyers who value history, uniqueness, and quality.

Our primary target market consists of upper Gen Z and Millennial consumers aged 25 to 39, primarily women with middle to upper-class incomes, who are environmentally conscious and drawn to the emotional and historical value of vintage jewelry. These individuals value individuality, sustainable fashion, and are heavily influenced by social media and storytelling.

1.2) FINDINGS & KEY MARKET INSIGHTS

The jewelry resale market is expanding at an incredible rate as consumers hope to find sustainable and exclusive alternatives to mass-produced, mass-consumed retail. Our primary audience consists of upper-middle-class Gen Z and millennials, predominantly women, who value authenticity, individuality, and a good story. However, gaps in the current market, such as poor transparency (especially from online retailers), lack of searchability and personalized experiences, and high price barriers, present perfect opportunities for Re to differentiate itself in the market.

While our market is competitive, most existing players provide a clunky digital shopping experience and lack the provenance and storytelling we plan to use to connect our customers to the quirkiness of each piece of jewelry we sell. Utilizing a combination of improved categorization, quizzes, and customer service, we plan to make each customer's shopping experience special to them. By leveraging social media and strategic influencer partnerships, we hope to position ourselves as the go-to platform for those looking to enter the vintage or antique jewelry space, or those enthusiasts who are on the hunt to find pieces as unique as they are.

1.3) KEY STRATEGIC RECOMMENDATIONS

The very core of our brand is its story, and the stories of the pieces we acquire, verify, and sell. By utilizing provenance- or the process of tracing a piece of art back through its history, we plan to provide our consumers with an easy-to-absorb blurb about the history of the item they're purchasing. Was it worn by the English nobility? Did the last owner's grandmother have it handmade before her wedding? Was it passed through a family for generations before it ended up in your hands? This is the kind of information we hope to provide to consumers that we believe makes each piece more than just a piece of jewelry.

Not every piece is going to come with an amazing backstory. However, some are just going to be found in storage containers or old jewelry boxes. Well, that's no problem either! We plan to provide information and backstory about the history of that piece of jewelry and the era it came from. Did you know Georgian polished steel was once more popular to be worn than gold because it shined like brilliant diamonds in the candlelight? Well, now you do, and you can have a piece of it for your very own.

Overwhelmed with choice? No worries! We hope to enhance customer engagement by creating an AI-driven quiz that allows our consumers to answer a few simple questions and be given a curated list of designs from our collections. A hopeless romantic? Why not try some Victorian Romantic-era jewelry or a gold locket necklace you can keep photos of your loved ones in? This will help our consumers find jewelry that matches their unique style and interests, without having to waste time pouring through pieces that clash with their individualistic style.

In order to amplify our digital presence, we will prioritize using visual platforms like Instagram, TikTok, and Pinterest to create targeted ads to reach our consumers. We will also be utilizing the power of influencer marketing to reach fellow fashion enthusiasts and collectors. Our in-house content team will also be responsible for crafting quality SEO and blog marketing to help us gain respect and authority in the vintage jewelry community.

We hope to increase the accessibility of our pieces by maintaining competitive pricing compared to others in our industry. Many of our competitors host pieces \$6000+: we hope to differentiate ourselves by having an average spend of anywhere from \$100-\$3000 and to introduce flexible payment plans to attract younger demographics. We want our pieces to make great treats or gifts—not cost your entire salary.

Trust through transparency is a fundamental value here at re. We desire to strengthen brand loyalty from our consumers by highlighting third-party authentication, company transparency, and personalization in every customer touchpoint. We want our clients to know each step every item has taken once it's reached our possession to make sure they are receiving the highest quality, most well-taken-care-of item possible.

Finally, we aim to create the best customer experience possible. We offer virtual styling consultations through our chat, hassle-free returns (with tag attached) including shipping, and customization services like resizing, polishing, or restoning, to help ensure Re is your one-stop shop for all your vintage jewelry needs.



1.4) TECHNOLOGY

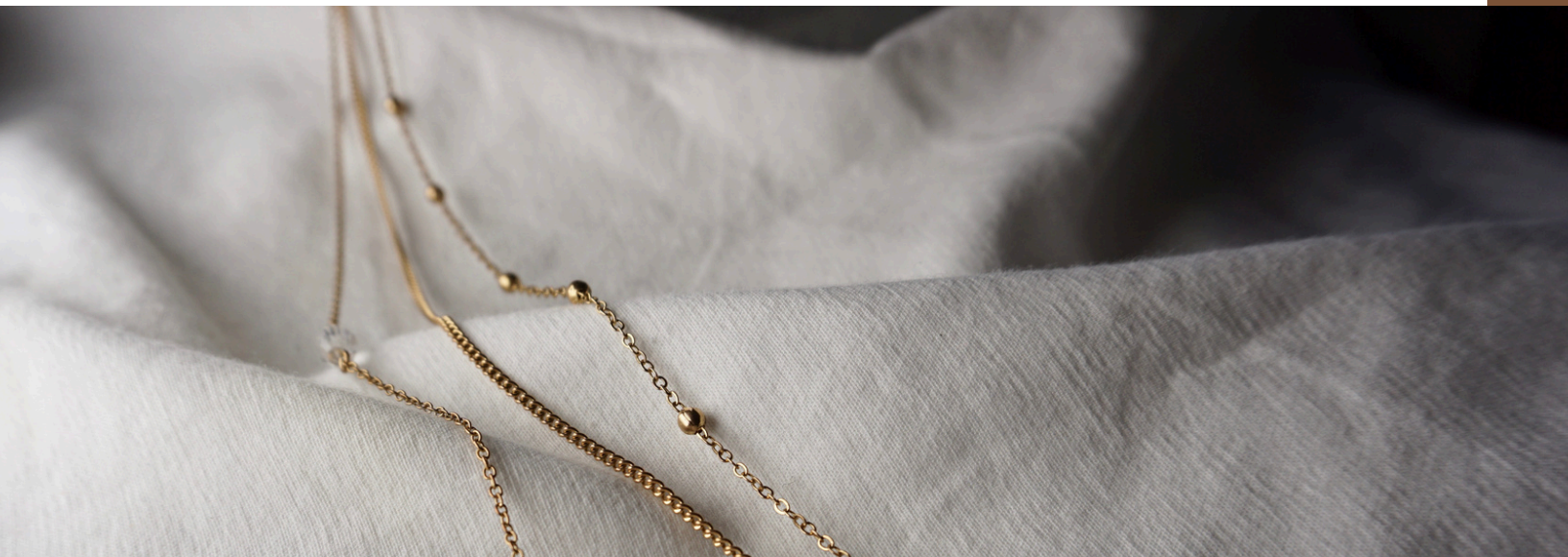
Re will be at the forefront of technological innovation within the jewelry industry. Using new augmented reality technology, customers can seamlessly try on pieces from the comfort of their own home. No need to worry if a necklace will clash with an outfit when you can try it on yourself before the purchase. This technology will differentiate us from competitors who still rely on in-person try on, requiring brick and mortar locations. While the initial start up cost may be steep, virtual try-ons equip businesses with a competitive edge, enabling them to stand out in a crowded market and adapt to the evolving demands of the digital era.¹

Another technology Re will use to enhance the customer experience will be a custom AI chatbot. Ensuring our customers have a seamless experience using our website is one of re's main priorities, considering our solely e-commerce business model. According to a Tideo survey, only 19% of ecommerce businesses are actively utilizing chat bots.² None of our direct competitors have used these technologies to advance their businesses. Not only are these AI tools more efficient than human customer service representatives, 62% of consumers would prefer to use an AI chatbot than wait for a human, speeding up the rate we can serve our customers.³ Re aims to lead the way at the crossroads of past and future, uniting cherished vintage pieces with those who will treasure them for a lifetime.⁴

1.5) BRANDING

Re embodies a brand personality that is elegant yet approachable, focusing on blending the timeless allure of vintage luxury with a modern sensibility. Our tone is high class without being pretentious. We strive to be aspirational for our consumers, hoping to be the connection between them and the classiness they desire. At our core, we are authentic and trustworthy, grounded in expertise and a passion for preserving the story and quality of every piece we sell. We focus on emotional storytelling, celebrating the sentimental and historical value of each of our items, and connecting our audience with the beauty of history. Our aesthetic is international and curated, appealing to consumers who want their style to reflect their individuality. Every part of our company is designed to be personal, purposeful, and effortlessly luxurious.

Our color palette blends earthy neutrals with deep, elegant tones to evoke luxury, warmth, and timelessness. Our main fonts are Kindred Modern and Le Jour Serif, which creates a classic editorial feel, as well as Montserrat, which adds clean and simple readability. Our brand board reflects our brand's soul: vintage, sun soaked elegance, and aspirational, everyday luxury.



1 <https://appinventiv.com/blog/virtual-try-on/>

2 <https://bloggingwizard.com/chatbot-statistics/>

3 <https://bloggingwizard.com/chatbot-statistics/>

4 Reworded using ChatGPT

BRAND BOARD



FONTS

Sloop Script Pro

Header Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LE JOUR SERIF

Header Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Montserrat

Body Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

COLOR PALETTE



#c6bfb2



#a39474



#06543d



#7b5237



#1d1d11

MOODBOARD INSPIRATION



VIDEO PROMOTION

Video for Investors: <https://youtu.be/fu1fvTKw78?si=aZ609W9s-vSof6ly>

2 SITUATIONAL ANALYSIS

2.1) CONTEXT ANALYSIS

2.1.1 INDUSTRY STATUS & TRENDS

SECOND-HAND JEWELRY INDUSTRY

Based on 2020 data from Boston Consulting Group, the global luxury market has a fast-growing secondhand buyer consumer base with a \$22 billion dollar value growing 8% per year. With that projection, the second-hand jewelry industry is worth \$32.22 billion. 50% of the market is in Europe, 25% in the United States, 10% in China, and 15% in the rest of the world. Additionally, 75% of these secondhand sales are watches and only 25% are jewelry.

This trend is caused by increasing online sales, changing consumer preferences, and concern with sustainability by consumers – all of which were accelerated by the pandemic. Furthermore, those with financial uncertainty find second-hand jewelry products more attractive as they are generally cheaper with no immediate drop in value upon purchase. A more robust secondhand market boosts liquidity for these investments in second-hand jewelry as well.

Based on data, consumers are already buying second-hand jewelry, with 62% of consumers saying they are considering and 25% indicating they already have made a purchase in the past year. This is not without caution as consumers want brands to ensure the authenticity of their pieces if they are sold through resellers.⁵

This influx of secondhand jewelry buyers reveals a business and target market opportunity for Re Jewelry to capture and profit on.



2.1.2 SOCIAL, CULTURAL & STATUS TRENDS

STYLE TRENDS

In our current decade, minimal designs and timeless, notable pieces are in demand with consumers. There is also increased interest in heritage pieces and vintage pieces with unique designs and histories, something Re Jewelry will utilize.⁶

SOCIAL MEDIA TRENDS

Social media and influencers have been a significant persuasion technique for consumers, driving purchases as buyers can now access these luxury jewelry services with ease. This accessibility, combined with storytelling, has been a powerful tool in shaping brand identity and emotional connection with customers. It is also being used to promote luxury experiences and product offerings based on geography. Needless to say, social media will be a powerful tool for Re Jewelry to use to connect to consumers.⁷

5 <https://www.bcg.com/publications/2020/secondhand-opportunity-hard-luxury>

6 <https://www.businessresearchinsights.com/market-reports/sustainable-jewelry-market-117492>

7 <https://www.bcg.com/publications/2020/secondhand-opportunity-hard-luxury>

E-COMMERCE TRENDS

In 2023, approximately 45% of Gen Z consumers in the U.S. expressed a preference for doing the majority of their jewelry and accessory shopping online. Millennials showed an even stronger inclination toward eCommerce, with over 60% favoring online purchases for these items. Online sales accounted for \$57.40 billion, representing 16.7% of total jewelry sales. The global online jewelry market is projected to grow to \$117.30 billion by 2027, with a compound annual growth rate (CAGR) of 19.56%. While eCommerce makes up 20.8% of total retail sales, the jewelry industry has been somewhat slower in shifting online compared to other product categories. When it comes to accessibility and business operations, e-commerce offers growth opportunities by lowering overhead costs and reaching a large range of consumers.^{8 9} This data ensures that re Jewelry's sole existence as an online shop will be successful.

COUNTRY	JEWELRY MARKET VALUE (USD)	% OF TOTAL JEWELRY MARKET
1. China	\$ 141.10 Billion	41.5%
2. United States	\$ 69.15 Billion	20%
3. India	\$ 51.44 Billion	15%
4. Hong Kong	\$ 12.29 Billion	3.6%
5. Japan	\$ 11.96 Billion	3.5%
6. Russian Federation	\$ 10.88 Billion	3.2%
7. Turkey	\$ 9.52 Billion	2.8%
8. Canada	\$ 8.92 Billion	2.5%
9. Germany	\$ 6.78 Billion	2%
10. United Kingdom	\$ 6.63 Billion	1.95%

(Fig. 1)¹⁰



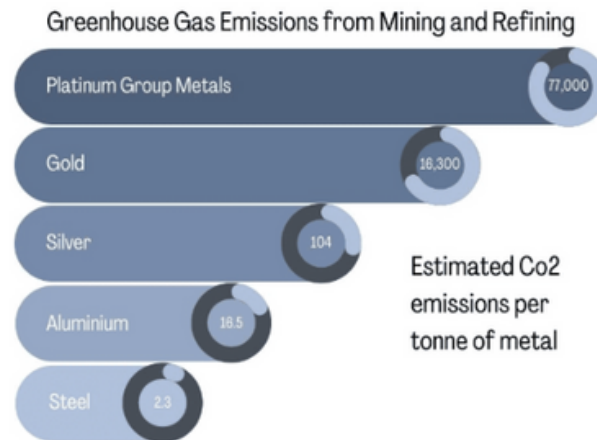
8 <https://www.statista.com/statistics/1384364/mostly-online-vs-offline-shopping-jewelry-usa/>

9 Reworded with GPT

10 <https://classywomencollection.com/blogs/fashion-guide/jewelry-market#:~:text=With%20eCommerce%20sales%20contributing%20%2457.4,during%20the%20past%20few%20years>

SUSTAINABILITY

re Jewelry will be utilizing sustainability as a point of interest for consumers. This is because as an overall trend consumers are increasingly interested in sustainable and ethical jewelry, which has driven trends in fair trade, recycled materials, and lab-grown diamonds. A 2015 report indicated that over 80% of consumers consider the ethical standards of a business important.¹¹ Even now, Millennials and Gen Z are pushing the marketplace toward sustainability, making it a critical competitive detail.¹² Sustainable jewelry is sourced and manufactured to have the least environmental impact, including carbon-neutral goals. The environmental impact of jewelry production is significant. For example, manufacturing a single pair of heart-shaped gold earrings produces 31 kg of carbon dioxide, equivalent to driving a small car 200 km.¹³



(Fig. 2)¹⁴

A December 2021 online survey of 500 U.S. consumers provided key insights into consumer behavior. When selecting fine jewelry, sustainability ranked as the fourth most important factor influencing purchasing decisions. However, younger consumers ages 18-39 are 8% more likely to care about sustainability and 11% more likely to ask their jewelers about it than the 40-65 age group. It was also found that consumers are willing to pay 15-20% more for sustainable practices, particularly those related to environmental responsibility, human rights, and fair labor conditions. Overall, consumers care about the quality of the piece most, then the design and metal, followed by sustainability. The price of the piece ranked below all of this.¹⁵

Because of this preference toward sustainable jewelry, 2023 reports indicate that the global sustainable jewelry market size is valued at USD 58.5 billion and is expected to reach USD 97.8 billion by 2032, with compound annual growth of 8.9%.¹⁶

Consumers associate sustainability with buzzwords like environmentally responsible, sustainable sourcing, and traceability. However, human rights and fair labor practices have the strongest impact on purchase decisions, so should be used in our marketing of sustainably sourced jewelry as well.^{17 18}

11 https://www.larsenjewellery.com.au/blog/ethical-jewellery-trends?srsId=AfmBOoqCxoGhMXUkXlzByJ_ihTdvTg3T1pbs-IS1azv5Wf6TzLZ0jjuo

12 <https://www.businessresearchinsights.com/market-reports/sustainable-jewelry-market-117492>

13 <https://www.larsenjewellery.com.au/blog/ethical-jewellery-trends?srsId=AfmBOoqSPKSxtkkyIjZaNqjJPLIAFiziEC9FxDJox3Cnh5LxOJ960Jv>

14 <https://www.larsenjewellery.com.au/blog/ethical-jewellery-trends?srsId=AfmBOoqSPKSxtkkyIjZaNqjJPLIAFiziEC9FxDJox3Cnh5LxOJ960Jv>

15 <https://plumbclub.com/pgi-consumer-survey-on-sustainability/>, <https://platinumguild.com/>, <https://nationaljeweler.com/articles/10764-4-findings-from-pgi-s-consumer-survey-about-sustainability-and-jewelry>

16 <https://www.businessresearchinsights.com/market-reports/sustainable-jewelry-market-117492>

17 <https://plumbclub.com/pgi-consumer-survey-on-sustainability/>, <https://platinumguild.com/>, <https://nationaljeweler.com/articles/10764-4-findings-from-pgi-s-consumer-survey-about-sustainability-and-jewelry>

18 Reworded with GPT



(Fig. 3)¹⁹

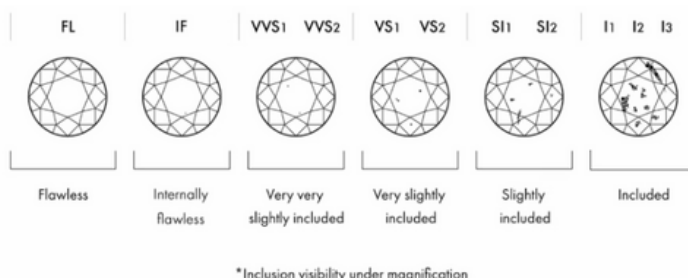
2.4.3 TECHNOLOGY STATUS & TRENDS

FINGER PRINTING & BLOCKCHAIN

Although blockchain technology is increasingly discussed in the jewelry industry as a tool for authentication, Re Jewelry has chosen not to implement it at this time. While it offers theoretical transparency, blockchain presents practical limitations for vintage and antique pieces, many of which lack serial numbers or consistent markings required for reliable tracking. Attempting to engrave or alter these items for blockchain tagging risks damaging their integrity and devaluing their historical craftsmanship. Instead, we prioritize expert authentication and transparent sourcing, paired with storytelling and digital documentation that can be updated and corrected as needed. Our approach ensures greater flexibility, accuracy, and trust without compromising the uniqueness of the jewelry itself.

Blockchain technology and Non-Fungible Tokens (NFTs) are gaining global traction, but their application in the jewelry industry is still emerging. One of the key innovations is the development of a global diamond registry, assigning each diamond a unique ID to enhance supply chain transparency and combat the trade of conflict diamonds.²⁰ In the jewelry industry, authenticity is determined by unique inclusions within diamonds, which act as a "fingerprint," and are graded by gemologists using a Diamond Clarity Chart.²¹

In 2018, IBM introduced "Trustchain", a blockchain-based system designed to trace gemstones from mines to consumers, driven by research indicating that 66% of consumers are willing to pay more for sustainable brands.^{22 23}



(Fig. 4)²⁴

19 <https://plumbclub.com/pgi-consumer-survey-on-sustainability/>, <https://platinumguild.com/>, <https://nationaljeweler.com/articles/10764-4-findings-from-pgi-s-consumer-survey-about-sustainability-and-jewelry>

20 <https://www.linkedin.com/pulse/how-blockchain-nft-shaping-up-jewellery-industry-naman-sidharth/>

21 <https://www.eterneva.com/resources/diamond-inclusions>

22 https://newsroom.ibm.com/IBM-blockchain?item=30454&utm_source=chatgpt.com

23 <https://nielseniq.com/global/en/insights/analysis/2015/the-sustainability-imperative-2/>

24 <https://www.eterneva.com/resources/diamond-inclusions>

While blockchain and NFTs have been promoted as solutions for authentication and transparency, they present significant challenges when applied to vintage jewelry. Unlike watches or designer handbags that have serial numbers or engravings, most vintage jewelry lacks standardized markings. Even when markings exist, they can be small, worn down, or inconsistent due to different eras and manufacturing methods.

Adding physical identifiers such as microscopic QR codes, NFC chips, or laser engravings is impractical for many vintage pieces due to their delicate nature and small size. Altering or engraving an antique ring, brooch, or pendant to accommodate blockchain tracking could damage its value and authenticity rather than preserve it.

An NFT or blockchain record only confirms that a specific record exists. It does not physically prevent counterfeiting or unauthorized duplication. Vintage jewelry, especially designs without unique hallmarks, can be easily copied or replicated. Since blockchain does not verify the actual material composition or craftsmanship of a piece, a replica can be falsely linked to an authentic blockchain record. This could create a false sense of trust, making it easier for counterfeiters to pass off fakes under the guise of blockchain authenticity. Per the nature of the system, any mistake in an item's description or origin cannot be corrected later. If a mislabeled or fraudulent piece is uploaded to a blockchain, it remains there indefinitely, misleading future buyers and eroding trust in our business even if we did not upload that information.

Our clientele values vintage jewelry for its craftsmanship, history, and uniqueness. Our customers appreciate the tangible nature of their pieces, the stories behind them, and the trust built through expert curation and blockchain, and NFTs do not offer this.²⁵

2.1.4 POLITICAL, LEGAL STATUS, & TRENDS

ANTI-MONEY LAUNDERING

Anti-Money Laundering (AML) programs are essential for jewelers in the U.S. who deal in precious metals and gems and have sales or purchases exceeding \$50,000 per year. These programs, which are required by the Bank Secrecy Act (BSA) and the Anti-Money Laundering Act of 2020, include appointing a compliance officer, conducting risk assessments, creating AML programs and policies, employee training, and periodic testing. This is a legal aspect we must be careful of within re Jewelry.²⁶

TYPES OF BUSINESS MODEL

An LLC (Limited Liability Company) is the ideal business structure for a sustainable jewelry brand due to its liability protection, tax advantages, and operational flexibility. The limited liability will be the greatest advantage as it ensures that the owner's personal assets are protected from business debts, lawsuits, or financial obligations. This is particularly important in the jewelry industry, where expensive materials, potential product liabilities, and contractual agreements with suppliers or retailers could create financial risks.²⁷

Being an LLC will aid in credibility and professionalism, particularly when dealing with ethical sourcing, fair labor practices, and sustainability certifications such as Fair Trade, Ethical Gold, or Conflict-Free Diamonds. Many eco-conscious consumers actively seek brands that align with their values, and an LLC structure allows for smooth collaboration and the establishment of certifications via the established EIN.²⁸

25 Reworded by GPT

26 <https://www.fdic.gov/banker-resource-center/anti-money-laundering-countering-financing-terrorism-amlcft>

27 <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>

28 <https://www.sos.state.co.us/pubs/business/helpFiles/LLCChecklist.pdf>

Business structure	Ownership	Liability	Taxes
Sole proprietorship	One person	Unlimited personal liability	Self-employment tax Personal tax
Partnerships	Two or more people	Unlimited personal liability unless structured as a limited partnership	Self-employment tax (except for limited partners) Personal tax
Limited liability company (LLC)	One or more people	Owners are not personally liable	Self-employment tax Personal tax or corporate tax
Corporation - C corp	One or more people	Owners are not personally liable	Corporate tax
Corporation - S corp	100 people or fewer - certain trusts and estates - no partnerships, corporations, or non-resident aliens	Owners are not personally liable	Personal tax
Corporation - benefit corporation	One or more people	Owners are not personally liable	Corporate tax
Corporation - Nonprofit	One or more people	Owners are not personally liable	Tax-exempt, but corporate profits can't be distributed

(Fig. 5)²⁹

An LLC offers operational flexibility. Unlike corporations, LLCs have fewer formalities, meaning fewer administrative burdens while still allowing multiple owners or partners. It also allows for easy restructuring and new member additions, making it adaptable for long-term growth.^{30 31}

2.4.5 ETHICAL CONSIDERATIONS

BLOOD DIAMOND PROCESS

Ethical sourcing of diamonds has become increasingly important, especially central since the "blood diamond" scandal in the 1990s. This conflict arose from unethically sourced diamonds mined from war zones and then sold to fund armed groups against the government. It resulted in excessive bloodshed, civil rights wars, abuse of human rights, and more.

This led to the Kimberley Process (KP) creation in 2003. This organization aims at ensuring conflict-free diamonds. It unites administrations, civil societies, and industries, with 60 participants representing 86 countries. Despite its best efforts, many argue that there are loopholes in the limited scope of the KP system, leading to diamonds that are fraudulent and smuggled. The Kimberley Process only addresses the funding of rebel groups and falls short in areas linked to human rights abuse and oppressive governments.

29 <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>

30 <https://www.sba.gov/business-guide/launch-your-business/choose-business-structure>

31 Reworded with GPT

Today, conflict diamonds make up less than 0.1% of global diamond production, according to estimates from the Kimberley Process (KP) and the United Nations. The KP collaborates with the UN to prevent these diamonds from entering the legal market. Significant progress has been made in countries that once faced conflicts partly funded by diamonds, such as Sierra Leone, Angola, Liberia, the Democratic Republic of the Congo (DRC), and Côte d'Ivoire. While these nations have achieved greater stability, challenges remain, particularly in the Central African Republic. It is essential to remain vigilant, even after the fighting has ceased.

Positive results are already evident: 2006 was the DRC's most successful year for diamond exports since their discovery over a century ago. In Sierra Leone, legal diamond exports have surged a hundredfold since the war ended in 2002, directly benefiting the roughly 10% of the population dependent on the diamond industry. Fairtrade Gold certification ensures fair wages for miners, and blockchain technology is being used to create transparent supply chains.^{32 33} Though we will not have to be too careful about blood diamonds, it's an important ethical factor for Re Jewelry to keep in mind.

2.2) COMPETITOR ANALYSIS

2.2.1 TYPES OF COMPETITORS

The first competitive sector to examine consists of brands that emphasize the vintage aspect of their products as their core identity. Competitors such as Erica Weiner and Abbott & Oaks utilize their expertise and knowledge of jewelry eras. Erica Weiner in particular focuses on the historical aspects of their items and informs consumers of the context within which the jewelry was made. The brand emphasizes that these tiny jewels have endured lifetimes of god-knows-what. And like DNA, we can pass them on after we're gone.³⁴ These competitors have a vintage-first outlook on their catalog, wherein they prioritize the pieces that fit the age and era rather than brand name pieces. The uniqueness and rarity of the jewelry maintain priority over the name associated with it. Both of these competitors lack the searchability component Re hope to add- it is difficult for a consumer to find specific pieces they are looking for amongst the swaths of inventory sold by these competitors. The sustainability and circular aspect of this jewelry becomes a selling point as well; repurposing a necklace that would have sat unused in a jewelry box not only reduces the demand for new mining but also celebrates the rich heritage of craftsmanship, merging ethical sourcing with the timeless charm of vintage jewelry.³⁵

The RealReal follows a different approach to promoting the brands of their merchandise. The name behind their items carries the price tag rather than the inherent story and cost behind it. Influencers play a significant role in driving their sales. By utilizing these affiliates, they are able to reach markets that vintage-forward brands could not. The RealReal is also an example of a consignment/peer-to-peer competitor in which the platform advertising the items does not directly own the item. While a common practice in lower-end goods, a rising stream of competitors prioritizes the low overhead advantage this strategy provides.

Competitors that own inventory (majority of jewelry retailers) realize inventory overhead incurs a large cost but this strategy provides insight into their profits that the other strategy does not. A large portion of competitors also operate out of physical locations to attract consumers. Antique stores rely on foot traffic and predictable consumers to bring business as an example. Local stores may provide a catalog of items but lack the digital footprint to advertise and fulfill any form of online demand. On the other hand, the entirely online retailer depends on clicks and social media to promote their value proposition. Abbott & Oak's digital platform might give the firm greater access to markets, however, it limits their ability to reach those consumers in the frenzy of online retailers.

32 <https://www.kimberleyprocess.com/>

33 Data pulled with help of NotebookLM

34 <https://www.ericaweiner.com/about>

35 <https://abbottoaks.com/pages/our-story>

2.2.2 COMPETITOR PROFILE MATRIX

	Re- Jewelry	The RealReal	Erica Weiner	The Vintage Jeweler	Abbott & Oaks	Antique Stores
Social Media Presence	✓	✓	✓	✗	✓	✗
Physical Location(s)	✗	✓	✓	✓	✗	✓
Vintage Jewelry	✓	✓	✓	✓	✓	✓
Story Telling	✓	✗	✓	✗	✗	✓
Influencer Affiliates	✓	✓	✗	✗	✗	✗
Owns Inventory	✓	✗	✓	✓	✓	✓

2.2.3 COMPETITIVE ADVANTAGES

Our competitive advantages are our storytelling ability, our accessibility, and our marketing and customer experiences. We also prioritize sustainability and transparency to foster trust in our consumer base. We utilize stories, specifically provenance and historical context, to create connections with our customers. Our accessibility distinguishes us from our competitors as many contending shops have poorly designed websites that make searching for specific pieces difficult. Our price point is also an advantage- Re is focused on selling pieces in the \$100-\$3000 range, meaning much of our stock is more attainable for an average Gen Z or millennial worker. Unlike our competitors, we have a modern and adaptive social media strategy that utilizes visual platforms such as Pinterest, TikTok, and Instagram to create content and curate our pieces for our audience. We also utilize influencer marketing to create a rapport with our consumers by hearing about us from creators they trust. In terms of customer experiences, we've implemented AI-driven quizzes to give our customers uniquely organized lists of pieces we feel will complement them based on their answers. We also have a dedicated customer management team who will assist our consumers with any questions.

Sustainability is a core tenet of our business, and we hope to renew old pieces and find new loving homes for others. Our packaging is eco-friendly and by rehoming old jewelry, we can reduce modern mining and unethical sourcing practices common in our industry. Transparency and trust are vital for our relationship with our community. We provide a step-by-step guide of the process items go through once they enter our care to ensure the items are authentic, cared for, and ready to enter their new homes in the best condition possible.

2.2.3 COMPETITIVE DISADVANTAGES

Our competitive disadvantages are that we are less established so it will be more difficult to secure pieces in our desired price range, thus we will have to deal with facing the negative sides of economies of scale. Finding pieces that are affordable, quality, and have provenance is going to be difficult. We will also have higher overhead because we're investing in influencer marketing, eco-friendly packaging, and an in-house content creation team to manage our social media, website, and photo and video creation.

We have also decided to utilize third-party authentication which will slow down the jewelry authentication processes. This will come along with significant transparency to ensure trust with consumers. The market saturation for antique jewelry is highly saturated. There are already physical purveyors, digital stores, and antique stores that sell them at a variety of price points. Our online-only model presents challenges, as some people prefer an in-person shopping experience with hands-on customer service, especially with high-value jewelry. It's also difficult to build trust, as we have seen with some of our digital-only competitors: many who are unfamiliar with the brand are hesitant to respond to advertising because they believe they're going to be scammed. Finally, there are authentication and transparency risks, and some of our jewelry might be secured from unethical means (foreign jewelry transported years ago, blood diamonds, etc.) Although we do our best to vet our pieces, all it takes is one piece for our trust to be broken with our customers.

2.3) CUSTOMER ANALYSIS

2.3.1 TARGET MARKET

Re takes pride in targeting consumers who are Millennials and Gen Z. The consumers we are specifically addressing are those who are environmentally conscious, interested in vintage as well as previously loved jewelry, customers who are driven by the history and emotional value of the products, fashion-driven customers, and customers driven by social media influence. When choosing ideal customers to sell these pieces to, we are looking for the younger generation with a middle to upper-class income that cares about sustainability, nostalgia, and the storytelling/history of the jewelry. We want buyers who are passionate about the idea of learning the history and value of the jewelry they are buying and driven to create a timeless collection. Within a 5-year span we are looking into expanding into men who are Millennials and Gen Z by offering watch and ring options. In recent years, men have taken more interest in purchasing jewelry.³⁶ Ethically sourcing is a side of our company that we take very seriously. Since Re is built on the idea of re-using, re-loving, and re-wearing every piece is traveled through the line with an ethically conscious motive. Within the first 5 years, our company will publish a corporate responsibility report to first-hand show our customers what our company stands for. In order to understand these reports, we need to first break down the products that are contributing to our future CSR. These include the AR that we will be using to showcase what the products look like on our customers, which can all be done with a touch of a button. Since re's main business plan is going to be over the web, we need to show our customers what the pieces look like without the ability for them to physically put them on. So once we have built the right reputation with our buyers, we will not require the AR, but in the meantime, that will be used to share our credibility with the world.

2.3.2 CUSTOMER PERSONAS

CONSCIOUS CONSUMER

Age: 25-39

- Values eco-conscious products
- Cares for the Earth
- Sees purchases as an individual contribution to solving social issues surrounding mining/environmental issues

SOUL SHOPPER

Age: 25-39

- Values individuality and uniqueness
- Knowledgeable about trends, but has "unique" individual preferences
- Sees product as an extension of self and self-expression

³⁶ <https://www.grandviewresearch.com/industry-analysis/jewelry-market>

INFLUENCED INDIVIDUAL

Age: 25-39

- Very active on social media
- Looks up to influencers for fashion advice and lifestyle content
- Sees purchase as a connection to influencers and the online community/culture surrounding re

2.3.3 DEMOGRAPHICS, PSYCHOGRAPHICS & BEHAVIORS

Our customers include ages 25-39, encompassing older Gen Z and Millennials. Vintage is especially popular for this age range.³⁷ The income level for our pieces varies, but we are looking for middle to upper class customers who are interested in splurging on nicer jewelry they can wear for both everyday looks and high-class fashion. Re is based in the US, specifically in Reno, NV, where we have easy access to nationwide shipping and easily accessible events/festivals. Operating out of a 1,480 sq ft. house allows for enough space to house inventory but also shoot content that will appeal to our consumers. Because we are an entirely e-commerce business, local sales are not needed to supplement income and the location has less impact on our target market.

Our Company takes a stance on being seen as environmentally conscious. As a company, Re cares a lot about the sustainability footprint that we put out, as well as the trust in selling secondhand and recycled fashion. When putting our pieces out on the market, we are selling to customers who take pride in the story that every jewelry piece tells. The vintage looks have a history and bring emotional value to our pieces. Re's consumers also have a desire to feel unique from others. Individualism is of growing importance to younger consumers, especially due to the rise of social media participation among this demographic. Social media has led to a consumer need for individualism because consumers have a platform where they can more intimately share their lives. Consumers now desire to curate a more individual style and sense of self, in order to stand out from others.³⁸ Vintage items help fill this niche for consumers because items are less accessible to others. The storytelling aspect of the pieces also further encapsulates this desire for uniqueness, as it allows consumers to differentiate their specific item from an item that may look aesthetically similar.



37 <https://www.prnewswire.com/news-releases/retro-is-back-three-in-five-us-consumers-regularly-buy-vintage-301638494.html#:~:text=INDIANAPOLIS%2C%20Oct.,omnichannel%20customer%20engagement%20platform%20Emarsys.>

38 <https://www.globaldata.com/store/report/individualism-and-expression-consumer-trend-analysis/>

2.3.4 NEEDS, PREFERENCES & PAIN POINTS

What makes our company different is the way we pull people in with the stories that come along with the pieces we sell. We are taking each piece and making a personal connection with everyone who purchases our jewelry. Not only does Re care about storytelling and the reuse of the life of the jewelry, but we also take pride in the sustainability of our collections. Our customers prefer unique items that allow them to stand out from others. The largest pain points our customers experience with current popular jewelry brands is that they sell mass-produced jewelry products that are unsustainable and unethical. Our customers care for quality and craftsmanship, which goes hand in hand with our vintage collection. A pain point for our consumers is the authenticity of items, which we will tackle through having transparent communication about our sourcing and authentication process, as well as having ads about this process. In recent years, consumers' trust in digital media has gone down significantly.³⁹

In the first few years of business, we will be focusing on the needs of our customers. In order to build loyalty with our customers, we need to first hand build trust within our products. Meaning, we need to get our pieces into the hands of our buyers. To accomplish this, we are going to create popups where people can come in, both to look and see the products we are selling. These popups will be located in high-end malls, movie premieres, and music festivals (like Coachella). We will have an influencer following where these selected influencers will help promote the jewelry pieces and bring the Gen Z and Millennial following. Influencers will be encouraged to make "get ready with me" videos for these events, showing off items they got from Re and talking about the history of the piece. In order to build credibility with our customers, we need our customers to be able to first-hand authenticate our jewelry. During these popup events, our sales and jewelry team will interact with shoppers by showing them pieces they think match their outfits, and will also tell customers the stories of the pieces. Re will also have the ability to showcase the jewelry by virtual showroom techniques like AR. So if customers/buyers can't show in person with our popups, they can go on our website and they can use the new AI features to try them on.



39 <https://www.accenture.com/content/dam/accenture/final/accenture-com/document-3/Accenture-LifeTrends2025-Report.pdf#zoom=40>

2.3.5 CUSTOMER JOURNEY MAPPING

Customers' first touchpoint begins with social media, online advertisements, or store popups. New customers are exposed to Re through influencer-tagged posts or social media ads. From there, consumers are directed to our social media accounts where they may scroll through our jewelry or are directed to our website. From here customers are met with multiple jewelry categories to explore. Then a customer may create an account, where they will be sent emails about new drops, and are able to add items to a personal wishlist. In order to narrow down the available jewelry options, a customer may take a quiz to create a more curated homepage. Once customers enter our website, they are met with a home page, a list of pre-curated categories (necklaces, rings, bracelets, ect.) as well as a search bar. The search bar will allow them to search for specific items they might be on the hunt for, such as specific pieces or merchandise from a particular period of time. If they go to our "Catalog" page, they are able to see our full spectrum of options, as well as a filter button, which will give our consumers the ability to sort items from our broad inventory by size, metal, period, style, and more. If a customer wishes to see what a piece of jewelry looks like, they will be able to use the AR available on our website. Customers will also be met with the backstories of the items they are looking at on the product page for the item. As expressed earlier, customers may be skeptical about authenticity, so they may browse customer reviews or look into our resource page where we explain the third-party authentication process. From here a customer will feel more confident and will make their first purchase.

Because each jewelry piece we sell is one-of-a-kind, traditional item-specific reviews like those found on mass retail platforms aren't applicable. Instead, customer reviews for Re Jewelry will reflect the overall service experience covering aspects such as authentication, packaging, customer support, and satisfaction with the shopping journey. This is similar to how consumers review services like haircuts, nail technicians, or plumbers: while each appointment or item may be different, the feedback centers on trust, consistency, and professionalism. By highlighting real testimonials, we aim to build credibility and loyalty among both new and returning customers.

To strengthen consumer confidence and signal our commitment to transparency, Re Jewelry explored third-party trust certifications, including the Better Business Bureau (BBB) and TRUSTe (now operating under TrustArc). BBB accreditation is one of the most recognizable trust signals for U.S. consumers and involves a review of business practices, customer service history, and compliance with ethical standards such as honesty, responsiveness, and transparency.⁴⁰ The application process is straightforward and includes submitting documentation, agreeing to BBB's Standards for Trust, and paying an annual fee, which for a business our size would be \$510 for less than 7 employees.⁴¹ This makes it an accessible and impactful certification for a startup like ours.

TrustArc, on the other hand, is a well-regarded certification focused on data privacy, particularly valuable for companies that handle sensitive customer information through digital platforms. However, the TrustArc certification process is significantly more expensive, starting around \$2,000 to \$3,000 per year—and includes an extensive privacy assessment, policy development, and ongoing monitoring.⁴² While this is an excellent long-term goal as our data operations grow, it is not financially feasible for Re Jewelry in its early stages. For now, we will focus on securing BBB accreditation to build trust with our audience, with the intention of reassessing additional certifications as the business scales.

We encourage customers to build loyalty through our brand after their first purchase, by offering quality packaging and sending emails with discount codes and new products based on their wishlists and purchase history. If a customer is dissatisfied with our service, the items fit, or that it just doesn't meet their personal preference, we pride ourselves on premium customer service, and offer

40 <https://www.bbb.org/get-accredited/>, Reworded with GPT

41 <https://acumenconnections.com/what-is-bbb-accreditation/>, Reworded with GPT

42 <https://trustarc.com/consumer-information/privacy-certification-standards/>, Reworded with GPT



a 14 day money-back guarantee on any returned item, so long as it is returned in the same condition to was distributed in, and has not been subjected to any alterations, included but not limited to: resizing, restoration, or visible wear. At re, we pride ourselves on our customer experience, and strive to make sure that our consumers can find pieces that are quality, authentic, and bring joy to our buyers. Our experience is curated to bring the perfect pieces to those on the hunt for something elegant, unique, and perfectly tailored to them, with a story and legend to share for generations to come.

2.4) COMPANY ANALYSIS

2.4.1 BUSINESS MODEL CANVAS

Key Partnerships: - Jewelry Authenticators and restorers - Website designer - Photographer - Estate sales/liquidation companies - Auction companies -Vintage and antique sellers - Shipping companies with tracking numbers - Legal & compliance Support - Influencers and social media	Key Activities: - Marketing - App and website creation - Jewelry acquisition and authentication - Sales - Distribution Key Resources: - Physical Jewelry Inventory -Inventory spaces - Website & E-commerce - Jewelry Experts - Appraisers - Marketing Team - Social Media Platform	Value Propositions: -Environmentally Conscious Jewelry -Focused on Providence -Low Luxury, affordable pieces -Authenticity -Restoration -Bringing vintage to younger generations and new customers -Education -Individuality	Customer Relationships: -Educating consumers about item composition and history -Active social media engagement- Partnerships with influencers -Email marketing -Restoration and authentication -Focus personalized customer service -Easy returns Channel: -Social media -influencer affiliates, -online, e-commerce website -E-commerce shipping FedEx, UPS.	Customer Segments: -18-39 -Women -Upper to Middle Class -Within the United States -Influencers, fashion enthusiasts, collectors, antiques, thrifters
Cost Structure: Fixed: Website, Advertising, Rent, Utilities, Insurance, Legal Compliance, Salaries Variable: Inventory Procurement, Transaction Fees, Shipping, Restoration and repairs, Authentication		Revenue Streams: -Direct Sales (Online): Revenue from selling pre-owned and vintage jewelry directly to consumers through e-commerce site. -Restoration and Customization Services: Revenue from repairs, resizing, or custom design modifications. -Authentication Services: Revenue from authenticating jewelry.		

3 SWOT ANALYSIS

3.1) EXTERNAL FACTORS ANALYSIS

External Factors	Weight	Rating	Weighted Score	Comments
Opportunities				
Growing trends in purchasing secondhand jewelry	0.17	5	0.85	The resale and vintage jewelry market is booming, driven by Gen Z and Millennials seeking sustainable and unique pieces. This is a core driver for Re Jewelry's business model. It directly influences demand and aligns perfectly with our value proposition, hence the highest opportunity weight.
Higher willingness to purchase for sustainability/ethical jewelry	0.1	3	0.3	A 2021 IBM study found that 57% of consumers are willing to change purchasing habits to reduce environmental impact, and are willing to pay more (up to 20%) for sustainably sourced goods. This consumer behavior supports Re Jewelry's positioning but is slightly more general than secondhand-specific trends, so it's given a slightly lower weight.
Future opportunities to use new technology such as blockchain and AI to trace the history jewelry pieces	0.04	1	0.04	In 2018, IBM introduced "Trustchain", a blockchain-based system designed to trace gemstones from mines to consumers. While promising, the implementation is complex and not yet widely adopted in small businesses—making it a lower immediate priority for Re Jewelry. It may not even be a factor for Re Jewelry in the future.
Utilizing modern social media marketing techniques such as influencer partnerships	0.08	4	0.32	Influencer marketing drives 11x higher ROI than traditional ads, especially among younger audiences. This strategy is particularly effective for visual and aspirational products like jewelry. A strong tactic for brand growth, but it supports rather than defines our business model.
Increased consumer use in ecommerce shopping for jewelry and accessories	0.14	5	0.7	In 2023, approximately 45% of Gen Z consumers in the U.S. expressed a preference for doing the majority of their jewelry and accessory shopping online. Millennials showed an even stronger inclination toward eCommerce, with over 60% favoring online purchases for these items. Online sales are central to your business delivery method, making this a crucial factor for scaling and revenue.
Threats				
Anti-Money Laundering (AML) program	0.07	2	0.14	Jewelry is a high-risk category for money laundering. Businesses must comply with strict reporting and customer verification rules. While important, compliance is more of a cost-of-doing-business than a strategic threat.
Ensuring Ethical Standards of Diamonds	0.05	2	0.1	Consumers are highly sensitive to ethical sourcing, especially post "blood diamond" awareness. As a secondhand jeweler, Re Jewelry is mostly exempt from direct mining supply chain issues, slightly reducing the immediate threat.
Growing number of competitors in secondhand/sustainable jewelry	0.2	3	0.6	The market is becoming saturated with sustainable brands like Mejuri and Vrai entering secondhand or upcycled categories. Direct competition affects market share, visibility, and pricing strategy. We must differentiate consistently to thrive.
Consumer trust in authenticity	0.1	4	0.4	Concerns about fake or misrepresented pieces are major hesitations for online and secondhand jewelry buyers. This is a critical barrier to purchase, but trust can be built over time with transparency and quality assurance.
Limited to the United States	0.05	2	0.1	Asia presents over 50% of the global market for jewelry and is expected to showcase high growth in the luxury jewelry market segment in the coming years. While global expansion is a missed opportunity, it's not an immediate threat (we don't plan on scaling internationally soon)
Total	1		3.55	

3.2) INTERNAL FACTORS ANALYSIS

Internal Factors	Weight	Rating	Weighted Score	Comments
Strengths				
Live Chat Services	0.05	2	0.1	Live chat helps answer customer concerns quickly—especially important for a higher-value, trust-dependent purchase like jewelry. While beneficial, it's a support service, not a core differentiator. It's expected by customers but not a major influence on purchase decisions.
Third-Party Authentication & Restoration	0.12	3	0.36	Authenticity builds trust and the restoration service adds value and sustainability appeal. This aligns with ethical consumerism. It's a value-added service that sets Re Jewelry apart and supports both operations and brand ethos, especially in the secondhand space.
Platform & e-commerce integration	0.08	4	0.32	A seamless digital experience is critical. Accessibility across mobile and desktop, plus integration with social commerce, boosts engagement and conversions. It's important for functionality, but it's now a minimum standard for DTC brands and not unique to Re Jewelry.
Story-telling techniques to connect with consumers	0.15	4	0.6	Emotional branding and storytelling—especially about the history of vintage pieces—help build loyalty and perceived value. It's a major differentiator that can drive conversions and brand affinity, especially for Gen Z and Millennials who seek connection with brands.
Uniqueness of Items	0.1	5	0.5	Rare or one-of-a-kind pieces give shoppers a reason to return and boost perceived exclusivity. It's a clear competitive edge, but sourcing challenges (see weaknesses) can make it inconsistent.
Weaknesses				
Third-Party Authentication	0.1	3	0.3	Going through a third-party will slow down time to market. If errors are made, consumer trust could be damaged. It's a core service but also a potential liability if not done transparently or backed by credentials.
No In-Person Experience	0.05	5	0.25	Cannot try on or physically handle jewelry before purchasing. No in-person customer service. It limits customer confidence but is a manageable tradeoff for an eCommerce-first model. Some virtual try-on solutions may mitigate this.
Warehouses with Inventory	0.12	2	0.24	Inventory holding increases overhead, especially for unique items that can't be easily replenished. For a startup or small brand, capital tied up in inventory can strain financial flexibility and scaling ability.
Hard to Source Inventory	0.15	3	0.45	Finding vintage or high-quality secondhand pieces regularly is difficult, which may lead to inconsistent product offerings. It's a critical bottleneck—if sourcing fails, the entire business model is compromised.
Shipping Liability/Insurance	0.08	2	0.16	Items may be lost or damaged during shipping, which can result in customer dissatisfaction and financial loss. It's a real operational risk, especially with higher-value or sentimental items, but it's solvable with insurance and strong logistics partnerships.
Total	1		3.28	

3.3) STRATEGIC FACTORS ANALYSIS

Strategic Factors	Weight	Rating	Weighted Score	Short	Intermediate	Long	Comments
Story-telling techniques to connect with consumers (S)	0.11	4	0.44	X			
In-house Authentication & In-house Restoration (S)	0.08	4	0.32	X			
Uniqueness of Items (S)	0.06	3	0.18			X	
In-house Authentication (W)	0.1	3	0.3		X		
Hard to Source Inventory (W)	0.12	4	0.48	X	X		
Higher willingness to purchase for sustainability/ethical jewelry (O)	0.11	5	0.55		X		
Increased consumer use in e-commerce shopping for jewelry and accessories (O)	0.1	4	0.4			X	
Growing trends in purchasing secondhand jewelry (O)	0.12	4	0.48		X		
Consumer trust in authenticity (T)	0.1	3	0.3			X	
Growing number of competitors in secondhand/sustainable jewelry (T)	0.1	2	0.2			X	
Total:	1		3.65				

CHANGES TO FIRST SUBMISSION

ADDITION TO 1.1

“Our primary target market consists of upper Gen Z and Millennial consumers aged 25 to 39, primarily women with middle to upper-class incomes, who are environmentally conscious and drawn to the emotional and historical value of vintage jewelry. These individuals value individuality, sustainable fashion, and are heavily influenced by social media and storytelling.”

ADDITION TO 1.3

“We desire to strengthen brand loyalty from our consumers by highlighting third-party authentication, company transparency, and personalization in every customer touch point...Finally, we aim to create the best customer experience possible. We offer virtual styling consultations through our chat, hassle-free returns (with tag attached) including shipping, and customization services like resizing, polishing, or restoning, to help ensure Re is your one-stop shop for all your vintage jewelry needs.”

ADDITION TO 2.1.3

“Although blockchain technology is increasingly discussed in the jewelry industry as a tool for authentication, Re Jewelry has chosen not to implement it at this time. While it offers theoretical transparency, blockchain presents practical limitations for vintage and antique pieces, many of which lack serial numbers or consistent markings required for reliable tracking. Attempting to engrave or alter these items for blockchain tagging risks damaging their integrity and devaluing their historical craftsmanship. Instead, we prioritize expert authentication and transparent sourcing, paired with storytelling and digital documentation that can be updated and corrected as needed. Our approach ensures greater flexibility, accuracy, and trust without compromising the uniqueness of the jewelry itself.”

ADDITION TO 2.3.3

Re is based in the US, specifically in Reno, NV, where we have easy access to nationwide shipping and easily accessible events/festivals. Operating out of a 1,480 sq ft. house allows for enough space to house inventory but also shoot content that will appeal to our consumers. Because we are an entirely e-commerce business, local sales are not needed to supplement income and the location has less impact on our target market.

ADDITION TO 2.3.4

Because each jewelry piece we sell is one-of-a-kind, traditional item-specific reviews like those found on mass retail platforms aren't applicable. Instead, customer reviews for Re Jewelry will reflect the overall service experience covering aspects such as authentication, packaging, customer support, and satisfaction with the shopping journey. This is similar to how consumers review services like haircuts, nail technicians, or plumbers: while each appointment or item may be different, the feedback centers on trust, consistency, and professionalism. By highlighting real testimonials, we aim to build credibility and loyalty among both new and returning customers.

To strengthen consumer confidence and signal our commitment to transparency, Re Jewelry explored third-party trust certifications, including the Better Business Bureau (BBB) and TRUSTe (now operating under TrustArc). BBB accreditation is one of the most recognizable trust signals for U.S. consumers and involves a review of business practices, customer service history, and compliance with ethical standards such as honesty, responsiveness, and transparency.⁴³

⁴³ <https://www.bbb.org/get-accredited>, Reworded with GPT

The application process is straightforward and includes submitting documentation, agreeing to BBB's Standards for Trust, and paying an annual fee, which for a business our size would be \$510 for less than 7 employees.⁴⁴ This makes it an accessible and impactful certification for a startup like ours.

TrustArc, on the other hand, is a well-regarded certification focused on data privacy, particularly valuable for companies that handle sensitive customer information through digital platforms. However, the TrustArc certification process is significantly more expensive, starting around \$2,000 to \$3,000 per year—and includes an extensive privacy assessment, policy development, and ongoing monitoring.⁴⁵ While this is an excellent long-term goal as our data operations grow, it is not financially feasible for Re Jewelry in its early stages. For now, we will focus on securing BBB accreditation to build trust with our audience, with the intention of reassessing additional certifications as the business scales.

ADDITION TO 3.1 & 3.2

The IFAS and EFAS Strategic Factor tables were may more robust, and each rating was defended with data and reasoning. Please see these sections to review the changes.⁴⁶

CLARIFICATION TO 2.3.4

The target age group is no longer 18-39 but rather has been changed to 25-39.



44 <https://acumenconnections.com/what-is-bbb-accreditation/>, Reworded with GPT

45 <https://trustarc.com/consumer-information/privacy-certification-standards/>, Reworded with GPT

46 Analysis reasoning reworded with GPT

4 OBJECTIVES

4.1) MARKETING OBJECTIVES

#1 BUILD BRAND AWARENESS THROUGH STORY TELLING

To position Re Jewelry as a standout brand in the vintage luxury jewelry market, we will focus heavily on storytelling as our primary differentiator. Each piece will be accompanied by either its known origin story from its previous owners or a historically accurate description of its style. These stories will be shared through product pages, blog content, and social media posts to create an emotional connection with our audience. Our goal is to make Re synonymous with meaningful, sustainable jewelry that's more than just an accessory—it's a piece of history each customer gets to personally connect with and collect.⁴⁷

#2 DEVELOP STRONG INFLUENCER MARKETING & GROW SOCIAL MEDIA PRESENCE

Influencers are key to reaching our Gen Z and Millennial audiences. We plan to establish partnerships with 10 micro and mid-tier influencers on Instagram and TikTok within the first year. These influencers will receive curated pieces from Re and be encouraged to share the story behind their jewelry with their followers, using content formats like “Get Ready With Me” videos and styling tips. By choosing creators whose audiences align with our values of sustainability and individualism, we aim to drive traffic to our site and boost both credibility and brand awareness.

Social media platforms (specifically Instagram, TikTok, Pinterest, and Youtube) will serve as our primary marketing channels. We will aim to reach 25,000 combined social media followers within 12 months through a mix of curated product photos, educational posts on jewelry history, behind-the-scenes restoration videos, and influencer collaborations. These platforms will serve as gateways to our website and brand, with campaigns tailored to visually communicate our storytelling and sustainability focus. Engagement will be tracked closely to ensure our content is resonating and inspiring interaction.⁴⁸

#3 OPTIMIZE USER EXPERIENCE WITH AI & AR

A key differentiator for Re Jewelry will be the personalized and seamless digital experience we offer. We will launch an AI-powered quiz to help users find jewelry that aligns with their style and interests, enhancing both product discovery and satisfaction. Additionally, we'll promote our augmented reality (AR) try-on tool, enabling customers to virtually “wear” jewelry before purchasing. We aim to create an experience that feels both curated and accessible.⁴⁹



⁴⁷ Reworded with GPT

⁴⁸ Reworded with GPT

⁴⁹ Reworded with GPT

#4 BUILD TRUST THROUGH TRANSPARENCY & SUSTAINABILITY

Trust is essential in the vintage and secondhand jewelry market, especially if we are buying jewelry with sentimental value. We will reinforce customer confidence by providing transparent information about our sourcing, third-party authentication, and restoration processes. In addition, we will ensure those we purchase from that their stories will be used with intention and thoughtfulness. Our marketing efforts will include blog content, behind-the-scenes videos, and customer education about how each piece is verified and cared for. We will also highlight our eco-friendly packaging and ethical business practices. By fostering transparency and offering a consistent, quality experience, we aim to maintain a customer satisfaction rate of 90% or higher.⁵⁰

#5 RETAIN CUSTOMERS AND CREATE LIFELONG BUYERS THROUGH EMAIL MARKETING AND ADDITIONAL SOCIAL MEDIA EFFORTS

Customer retention is just as vital as acquisition for Re. To build our longterm relationships, our social media strategy will emphasize user generated content (UGC), celebrating how customers give each piece a new story and a second life. Beyond social engagement, customers will be invited to join ReCollective, or exclusive loyalty membership program. Rather than focusing on discounts, the reCollective offers elevated access- early previews of new drops, invitations to our private events, exclusive restoration perks, and more- creating a sense of insider privilege that aligns with our premium positioning. Subscribers to our email notifications will also receive updates on new arrivals, our seasonal collections, and limited edition releases, encouraging regular engagement with our website. Through consistent value driven storytelling and elevated experiences, we will foster loyalty within our community and lasting customer relationships.⁵¹

4.2) FINANCIAL OBJECTIVES

#1 REACH \$900,000 IN REVENUE BY END OF YEAR 1

We aim to generate \$900,000 in gross revenue within our first year of operations, assuming an average order value (AOV) between \$500 and \$600. Given our price range of \$100 to \$3,000, and our focus on creating an emotional connection through storytelling and sustainability, this estimate reflects a realistic outcome for a startup in the premium e-commerce jewelry space. Our marketing efforts—particularly influencer partnerships and SEO-driven content—are designed to drive steady traffic to our site, enabling consistent monthly sales growth.⁵²

#2 MAINTAIN GROSS PROFIT MARGIN OF AT LEAST 60%

Our goal is to achieve a gross profit margin of at least 60%, which is essential for long-term sustainability and reinvestment into growth. This margin is achievable because our inventory—curated, secondhand vintage pieces—can often be sourced at favorable prices from estate sales, auctions, and private sellers. Additionally, by restoring rather than producing jewelry from scratch, we avoid raw material costs while adding value through curation, authentication, and marketing. This high-margin model supports both flexibility in pricing and the ability to reinvest in technology, marketing, and customer experience.⁵³

#3 ACHIEVE BREAK-EVEN BY MONTH 18

We plan to reach break-even within 18 months, balancing our initial investments in marketing, content creation, third-party authentication, AR try-on technology, and influencer collaborations. While our startup costs will be front-loaded, our e-commerce model allows us to scale without the overhead of a physical retail space. As customer acquisition stabilizes, and as our repeat purchase rate improves through brand loyalty and email marketing, our customer lifetime value (CLV) will increase. Break-even in 18 months is a healthy benchmark for a digitally native, product-based brand operating in a high-ticket category like jewelry.⁵⁴

⁵⁰ Reworded with GPT

⁵¹ Reworded with GPT

⁵² Reworded with GPT

⁵³ Reworded with GPT

⁵⁴ Reworded with GPT



5.1.1 ACTION PLAN

Improvement Priority Title: Plan and execute the first pop-up event in a strategic launch market										Date: 4/10/25							
Situation Summary (why is this action plan necessary): Part of <i>Re Jewelry's</i> core marketing objective is planning pop-up events to connect with consumers. This tangible event is very different from the e-commerce platform <i>Re Jewelry</i> typically operates on, therefore, these events will be a big pull for the small team. Therefore, we need an action plan.																	
Core Objective (what are we trying to accomplish): Smoothly plan <i>Re Jewelry's</i> first pop up event so that it is strategic, organized, efficient, and effective.								Target Improvement									
			Planned								Status	Impact	Comments				
Action Step	Owner	Milestone		Dates	Nov	Dec	Jan	Feb	Mar	Apr				May	Jun	Jul	Aug
Process Work																	
Pre-Event Planning																	
Logistics Planning																	
Determine event objectives	Marketing Director		March 20–March 31, 2025														
Finalize budget	Marketing Director		March 20–March 31, 2025														
Select strategic launch city based on target demo	Marketing Director		March 20–March 30, 2025														
Find location and book venue	Marketing Director																
Determine pop-up theme	Marketing Director		Apr 1–15, 2025														
Select pop-up timing considering season and collection	Marketing Director		Apr 1–15, 2025														
Secure security measures/ team	Marketing Director		Apr 1–15, 2025														

5.2) DIFFERENTIATION

Re strives to be different than other jewelry companies out there on the market. We aim to connect personally with every person who becomes a customer within the company whether that is the history with the pieces, our target to be environmentally friendly, or our luxury experience to buy your one-of-a-kind pieces. Re is different than other companies within the industry because of our specialty in reselling used pieces. But, we are not reselling any used jewelry, we are reselling jewelry that tells a story, while also ensuring that all of our pieces are authenticated. We want our customers to have an emotional connection with the pieces they are buying.

5.2.1 CONVENIENCE

Re makes efforts to make the experience of buying jewelry convenient for our customers. Our headquarters are based in Nevada, which makes it easy for our company to have nationwide shipping capabilities. When headquartered in such a large city, shipping jewelry in a safe but expressed manner is quite capable. We offer direct shipping to customers all over the country. Since our store is online based, it is convenient for customers to shop from wherever they are located, and buy from a platform that has all jewelry sold displayed. With Re being online only based we have the ability for customers to try on our pieces virtually. This makes it easier to show what products will look like to buyers as well as give authentication through detailed visualization techniques. When buyers are ready to move forward with purchasing a piece from re, they have a handful of different ways to buy the products. Our priority is keeping fraud away from our accounts so we have secure payment options that will protect both buyers and sellers from this. When purchasing you have many purchasing options to use, all the way from direct deposit to Apple Pay. Whatever is most convenient for our customers.

5.2.2 LUXURY

Re wants to hit customers that want luxury jewelry on a budget. Jewelry sold by our company is all high-class and high-quality materials. Meaning, that everything sold through the company is authenticated out of house to ensure our customers are getting real pieces for the amount they are spending. We are only selling pieces that prove high quality and generation-passing materials. Our company personally hand-picks pieces that are sold to ensure they align with the high-quality and storytelling aspects. Our team here at Re specifically hand-picks pieces that mix both trends and classic vintage looks. To get customers that are in sync with our company we focus a lot on our branding. Our branding is important because we want to showcase the luxury, high-quality, worth-your-penny pieces that we are hand-picking. To live up to the "luxury" name Re focuses a lot on the true certification and authentication that comes with selling the jewelry. Re's team here in Nevada personally inspects every piece before putting it on our website for customers. With our in-house certification team and third-party authentication we ensure every piece is living up to our brand name. When you think luxury, you also think secure. With that being said our secure shipping is there to make sure the piece you buy is protected from the moment we receive it to the moment Re fulfills your order right to your hands.

5.3) CUSTOMER EQUITY

5.3.1 CUSTOMER ACQUISITION

Re has a very defined primary customer segment. We focus on middle-class, Gen Z customers who are looking to invest in high-quality materials that will be re-loved, while also targeting customers who find it important for their pieces to tell a story. Re will have targeted ads that will focus on the luxury, exclusivity, and craftsmanship of our pieces. With those ads, we will also have a large following from influencer partnerships and brand ambassadors from the fashion and lifestyle side that will showcase our pieces as well as promote them by wearing, showing, and promoting them. We will have a high-end social media presence showcasing content specific to our jewelry and styling to showcase our pieces to said people. Re will partner with lifestyle brands, to reach new customers.



To achieve this market of customers Re has incentives to choose our brand over others. Re offers first-time buyer promotions and exclusive welcome offers to welcome new customers to our company and build a customer relationship with these first-time buyers. Promotions can look like % off a first-time purchase, or even a discounted rate when buying two pieces. We have a seamless online store that gives you a shopping experience like you are in-store. We offer virtual try-ons and custom design tools.

5.3.2 CUSTOMER RETENTION & LOYALTY PROGRAM

Keeping customers is something we find very important. Here at Re we offer VIP loyalty programs for those who are frequent purchasers. Re offers executive perks, special gifts (birthday, anniversary, etc.), as well as access to new releases earlier than other customers. As we stated the history aspect of our business is one of the most important, we will offer personalized thank yous, written on our history cards that will be added to the shipping boxes. A loyal customer at Re is treated like family, they will get invites to our influencer events, pop-ups, and any other company public event that is held. Pieces that are sold are also sold with clearing and discounted repair services. These care techniques are special to consumers only and will be able to utilize these 2 times a year. Being a company based around storytelling, there is a way for customers to build their history cards up to be a collector's inventory. This brings the history plus the emotional value to the jewelry pieces that we sell.

6 PLACE & DISTRIBUTION

6.1) SALES CHANNELS

Re has headquarters in Reno, Nevada. We own a warehouse where we store, and inspect all aspects of the jewelry. Therefore it is easy for our company to achieve fast shipping, as well as be in a relative location for events that influencers/customers can attend.

6.1.1 ONLINE STORE

Re's base strategy is the online store that we manage for all sales. All jewelry items will be posted on the website when received. When purchasing a piece from the website, and when someone is not satisfied with the product they will have a 14-day return policy. How it works:

1. The customer will fill out a return request slip, customer will include the reason for returning.
2. Re will receive the slip approve and send back and return slip to ship back to Nevada.
3. The customer will use the original box to ship back the jewelry.
4. Once we receive the product we have 3-5 days to process the return.
5. Once everything is processed the return is finalized.

Re covers all basic shipping costs, talked about above, if the customer wants to expedite the shipping they can do so on their costs. We are using both UPS and USPS for shipping needs.

6.1.2 POP-UPS

Re is an online-based company, but we still want to get our name out there and meet the people who keep our business running! We will be hosting one main pop-up a year. In the near future we might add more of these events, but for now, we will have one main popup located in San Diego. Re's pop-up will be hosted by a local influencer (whether that is in their home, or that is in an event space), and will have a mix of both invites and open invitations. This will be an open house-style event where our key influencers, customers, and curious shoppers will be able to stop in. Customers will have the ability to try on pieces, and give them a visualization of these pieces we are selling online. Each year our company will have a "yearly theme" that the pop-up will follow. For this first year of business, our theme is vintage "old money" garden. For a popup that will follow, this will look like:

- Fresh flowers, greenery, and other decorations that bring the vintage garden feel to life
- Jewelry displayed as you are placed in a garden, with pieces hanging off of greenery

These pop-ups will get word out about the one-of-a-kind re-used pieces that our company sells. Having these popups gives us an opportunity to authenticate our pieces in front of guests and build those business customer relationships we are striving for. Re will hire event coordinators to help bring our vision to life for these events. As our company hosts these events, one thing that will stay steady every year to come will be the storytelling aspect of our company. Every piece that is displayed at these events will have a little plaque with the story behind the piece. This is the way Re can show the emotional connection you can have with the pieces that we are selling.

6.2) LOGISTICS & FULFILLMENT

6.2.1 WAREHOUSING & INVENTORY MANAGEMENT

Our location in Nevada gives us a strong advantage in shipping to the West coast as well as to the East. Our base of operations is a 1,480 sq ft business building near the center of Reno, Nevada. A conventional warehouse would be too expensive for the demand and storage necessary. We predict a monthly turnover of 136 items and these can all be stored in this simple but safe location. This location features 5 workspaces including one that can be used to house racks and packaging materials and supplies that will act as our "warehouse." In order to keep our inventory up, we will be expecting a fast turnover of our pieces. We have an in-house group of employees that will go to estate sales, and other selling channels in order to handpick these pieces that we will be selling. When jewelry is chosen and bought, it will be brought to our warehouse where our team will inspect, authenticate, and then photograph to post on our online website for our customers to view. When pieces sell, it will give us room (and funds) to be able to buy new pieces. Our company understands that with our team handpicking these pieces also comes the risk of customers disliking them. If this happens, we will lower the prices to hope they sell, and if not, we will add additional sources for us to be able to turn over these pieces.



In the warehouse, there will be different sections where we split the jewelry up based on size and cost. Each piece will be in its own re-box that will have a number that we can keep track of. Having the number is a perk for our company because it will correspond to the jewelry piece online, we can easily track and grab the item, and we can keep track of where it is by scanning it into our system. Because the amount of pieces on hand will always be kept to less than 200, safety is easily attainable with a state-of-the-art safe and safety system installed around the location. This makes moving inventory from the safe to the warehousing section incredibly easy and efficient for our staff to pack away items. In order to ensure proper handling, each piece will be checked out of a digital system when out of the safe and must be checked back in unless being sold to a customer.



6.2.2 JOURNEY OF IDENTIFICATION

Each piece that enters our inventory goes through a multi-step identification process. We begin with a physical inspection by trained in-house professionals who evaluate craftsmanship, materials, and era-specific characteristics. Even if full provenance cannot be traced, we can still determine the likely time period and style based on metal type, construction methods, and design elements. You can estimate time period based on this as small as diamond cut. In cases where we cannot verify an item's specific backstory, we are transparent with our customers. These pieces are labeled accordingly and accompanied by educational context about the design era it reflects. To empower our customers and maintain the charm of discovery, we feature a “Make Your Own Story” section on the website, encouraging buyers to imagine a new chapter for the piece they choose.

6.2.3 SHIPPING & DELIVERY

Re offers shipping we feel meets the needs of our customers. Most of the pieces that we sell will fit within the small box, but with some exceptions, there could be a chance there will be a need for a large box. Pricing is listed below for both options. When buying these pieces shipping is included. These prices are for re-business only. Customers on both size boxes can upgrade to express shipping for an additional \$6.00 per pound.

Small Box:

- \$8.00 per box
- 3-5 day shipping time

Large Box:

- \$21.00 per box
- 3-5 day shipping time

At this time Re only offer US sales. In the foreseeable future, we will be expanding worldwide. With that said, shipping fees for both large and small boxes include UPS picking up packages from our facility headquarters to be sent out to buyers around the nation. Our boxes will have personalized designs to represent the modern vintage look we are going for.

7 MARKETING STRATEGY

Our marketing strategy for Re Jewelry is designed to captivate a new generation of luxury consumers by blending emotional storytelling with cutting-edge digital innovation. Rooted in sustainability, personalization, and trust, our approach focuses on turning every piece of vintage jewelry into a curated experience. By combining authentic content, social influence, and customer-centric technology, we aim to build a strong brand presence, foster lasting relationships with Gen Z and Millennial shoppers, and position Re as the go-to destination for meaningful, ethically sourced vintage jewelry.

Through our marketing strategy, we will:

1. Tell stories that turn jewelry into emotional artifacts
2. Dominate social media with influencer partnerships & visual content
3. Personalize shopping experience with AI & AR tools
4. Build trust through transparency and sustainability
5. Turn first-time buyers into lifelong collectors by maintaining consumer connection

7.1) TARGET MARKET

Re Jewelry targets socially conscious, digitally engaged young adults who seek meaning, style, and sustainability in their purchases. Our primary audience is Millennial and Gen Z women who are fashion-forward, emotionally driven buyers and active participants in digital culture. They value individuality, storytelling, and transparency, and they prefer vintage pieces that feel personal and rare over mass-produced fast fashion.

Demographics: Ages 25–39, primarily women with plans to expand into men’s jewelry. Middle to upper-middle class; capable of occasional luxury purchases; located in the U.S. with access to nationwide shipping.

Psychographics:

- Environmentally conscious and values sustainability
- Self-expression and uniqueness over trends
- Follows influencers, on social media platforms Tik Tok, Instagram, Pinterest, and Youtube
- Emotionally connect to purchases that tell a story or represent a moment

7.2) PRODUCT MARKETING

7.2.1 CUSTOMER JOURNEY

To ensure Re Jewelry’s marketing strategy is comprehensive, our team has thought through the journey the customer will take when buying from Re to ensure a cohesive vision of the team and clarity of the project. This example outlines Chole and her journey from finding us to finalizing a purchase.

Chloe, a 26-year-old UX designer living in Portland, Oregon, had always loved vintage fashion. She often spent weekends scouring local thrift shops and estate sales, searching for unique items that told a story. One evening, while winding down with a cup of tea and scrolling through Instagram, she stumbled across a video by one of her favorite fashion influencers. The creator was getting ready for a rooftop dinner party and showed off a delicate, rose gold locket she described as “Victorian-era romance in jewelry form.” The post was tagged with Re Jewelry, a brand Chloe hadn’t heard of before.

Curious, she tapped the tag and landed on **Re Jewelry’s** Instagram page. What she found was a dreamy, visually cohesive feed filled with close-ups of intricately detailed rings, lockets, and brooches all accompanied by captivating micro-stories in the captions. She even found some that said “make your own story with this

piece” which she appreciated because it created trust that the stories were not being made up. One post told the tale of a sapphire ring passed down through three generations before being discovered in a forgotten safe. Another featured a photo of a polished steel bracelet from the Georgian era, which shimmered like diamonds in candlelight. Chloe was hooked.

She followed a link to the website and was welcomed by a sleek, intuitive interface that made it easy to navigate. The homepage offered curated collections like “Wedding Season” “Romantic Victorian,” and “Gold and Glam”. There was a short quiz designed to help users discover their ideal style. Intrigued, Chloe answered a few playful questions about her aesthetic, favorite historical periods, and lifestyle. Within moments, the site served her a personalized selection of pieces mostly romantic and ornate designs that reflected her love of meaningful, delicate jewelry.

One item immediately caught her eye: a 1930s rose gold ring with a floral engraving. The product page was rich with information. It detailed the ring’s origin, explaining that it had been discovered at an estate sale in the Midwest and was believed to have been a wedding gift during the Great Depression. Chloe loved the idea of carrying a piece of history on her finger. Even better, the page offered an augmented reality (AR) feature, which allowed her to virtually try the ring on using her phone’s camera. She held out her hand and admired how the ring looked against her skin... like it was meant to be there.

Still, Chloe hesitated. She'd been burned before by online shops with questionable authenticity. But re’s transparency set her mind at ease. A dedicated page explained their third-party authentication process, restoration techniques, and commitment to ethical sourcing. A quick google search aslo showed that they were BBB accredited and had wonderful reviews on TRUSTe. With confidence, she added the ring to her cart and completed the purchase.

Just three days later, her package arrived. The box itself was made of eco-friendly materials and stamped with re’s understated logo. Inside, she found the ring nestled in a velvet pouch, along with a handwritten note: “This ring has been waiting for someone like you.” Chloe smiled, touched by the personal detail. It was clear that Re Jewelry wasn’t just selling accessories they were creating emotional experiences.

In the weeks that followed, Chloe couldn’t stop wearing the ring. It became part of her everyday outfit, something she reached for even on casual work-from-home days. She received compliments from friends and coworkers, which gave her the perfect excuse to share the story behind the piece. She even filmed a short video showing the ring, the packaging, and its backstory, which she posted on her own TikTok tagging Re Jewelry in the caption.

A few days later, she received an email from the brand thanking her for her order. It included a discount code for her next purchase and suggested a few new pieces that matched the ring’s romantic vibe like an Edwardian pearl necklace and an Art Nouveau brooch. She added them to her wishlist, excited by the idea of slowly building a collection of vintage pieces that felt like extensions of her personality.⁵⁶



7.2.2 SOCIAL MEDIA STRATEGY

Our first marketing objectives include building brand awareness through storytelling, developing strong influencer marketing, and growing social media presence. Outlined below is how we will use each social media platform and why. The specifics as to what our social media promotions and content will look like is described in the Promotions section of this document.

INSTAGRAM STRATEGY

Instagram is a critical platform for Re Jewelry because it blends visual storytelling, community engagement, and direct product discovery—three pillars that align perfectly with our brand values of accessibility, sustainability, and storytelling. Our target demographic of Gen Z and millennials spend significant time on Instagram, with 62% of Gen Z and 58% of millennials using the platform daily, according to Pew Research Center. Instagram’s visual-first format allows us to bring our pieces to life through curated aesthetic content, AR try-ons, and influencer collaborations that showcase each item’s unique backstory. With the introduction of Instagram Shopping and Reels, it has also become a robust conversion platform—44% of people use Instagram to shop weekly and Reels generate up to 2x the engagement of traditional posts, making it ideal for amplifying our product visibility while remaining creatively authentic.⁵⁷

TIK TOK STRATEGY

For Re Jewelry, TikTok represents an unparalleled opportunity to reach and resonate with our core audience—Gen Z and millennial consumers who crave authenticity, creativity, and storytelling. As of 2024, TikTok has over 1.5 billion monthly active users, and is now the most-used app among Gen Z, who spend an average of 95 minutes per day on the platform (DataReportal, 2024). What makes TikTok especially powerful for a brand like ours is that organic reach is still algorithm-driven, allowing smaller brands to go viral without massive ad budgets. TikTok users are also 67% more likely to purchase from brands they discover on the app, especially when those brands tell compelling stories or showcase products in an emotional or educational context. For Re Jewelry, this opens the door to content like mini origin stories (“This ring came from a widow in 1918...”), styling tutorials, restoration reveals, and AR try-ons—all of which can drive both engagement and conversion. TikTok is not just another channel—it’s where trend meets narrative, and where our values of sustainability and storytelling can shine at scale.⁵⁸

PINTEREST STRATEGY

Pinterest offers an opportunity for Re Jewelry to focus on aesthetics and capture the attention of the consumer with the nature beauty of vintage jewelry. Pinterest’s role as a visual discovery engine also makes it an effective platform for Re Jewelry to enhance visibility and drive sales. By optimizing Re Jewelry’s profiles with high-quality images and strategic keywords, we can attract a broader audience actively seeking jewelry inspiration. Implementing Rich Pins ensures that product information remains current, facilitating seamless user experiences and potentially increasing conversions about the stories the vintage pieces on Re Jewelry offers. Additionally, Pinterest’s advertising capabilities enable targeted campaigns, allowing us to reach users based on specific interests and behaviors, which can be further filtered by the AI quizzes we offer as well.⁵⁹



57 <https://www.reuters.com/technology/instagram-make-up-more-than-half-metas-us-ad-revenue-2025-report-shows-2024-12-18/>, Reworded with GPT

58 <https://ads.tiktok.com/business/en-US/insights>, Reworded with GPT

59 https://nationaljeweler.com/articles/13663-the-smart-lab-maximizing-your-jewelry-brand-on-pinterest?utm_source=chatgpt.com, Reworded with GPT

YOUTUBE STRATEGY

YouTube offers Re Jewelry a deeper, more immersive channel to bring our brand to life through long-form storytelling, behind-the-scenes content, and educational series about the historical and emotional significance of our pieces. Unlike Instagram's fast-paced feed, YouTube allows us to establish lasting emotional connections by showcasing the provenance, restoration process, and stylistic eras that define our curated collection. With over 2.7 billion monthly active users, YouTube is the second most visited website globally.⁶⁰ It also serves as the second-largest search engine, which means our videos like "How to Style Edwardian Jewelry" or "Restoring a Victorian Brooch" can drive organic traffic to our website long after they're published. For a startup like Re that thrives on authenticity, craftsmanship, and education, YouTube is a natural platform to deepen brand trust and create high-value, searchable content that reinforces our expertise and values.⁶¹

INFLUENCER MARKETING

Influencer marketing has proven to be a highly effective strategy for engaging Millennial consumers, particularly in the fashion and jewelry sectors. A study published in the Journal of Propulsion Technology highlights that Millennials perceive influencers as trustworthy sources, leading to increased brand credibility and positive associations. Furthermore, research indicates that brands recommended by consumers, including through influencer partnerships, experience significantly higher growth rates compared to those that are not. By collaborating with influencers who align with their brand values and aesthetics, Re Jewelry can effectively reach and resonate with Millennial audiences, fostering trust and driving sales.^{62 63}

7.2.3 VIRTUAL TOOLS STRATEGY

BACKEND INVENTORY: SHOPIFY

We will use Shopify as the foundation for Re Jewelry because it gives us the structure and flexibility we need to grow a modern, story-driven eCommerce brand. Shopify is built to scale with businesses like ours offering everything from secure checkout to detailed inventory tracking, seamless payment processing, and marketing tools, all in one place. It's easy to manage on the backend, which means we can focus more on telling the story behind each vintage piece and less on troubleshooting technical issues.

One of the biggest advantages of Shopify is how smoothly it integrates with the other tools we rely on especially Octane AI. When a customer takes our product-matching quiz, Shopify makes it possible to pull real-time data about what's in stock. That way, no one is shown a piece we don't actually have. This connection also lets us automate email flows, track customer behavior, and manage product tags that power our personalized recommendations.

Another key reason we chose Shopify is its affordability for startups. The Basic Shopify plan costs just \$29/month when billed annually, making it a budget-friendly option that still includes robust features like custom domains, discount codes, abandoned cart recovery, and 24/7 support.⁶⁴

AI QUESTIONNAIRES: OCTANE AI

We chose Octane AI as a software because it allows us to create a visually rich, highly personalized shopping experience that feels more like a conversation than a transaction. With Octane, we can guide users through an interactive quiz that recommends pieces based on their unique style, preferences, and intentions. Whether they're looking for something romantic and vintage or bold and modern. What sets it apart is the seamless connection to our inventory: customers will never be shown an item that's out of stock or unavailable. The quiz pulls directly from our Shopify backend in real time, filtering results based on product tags, availability, and other custom logic. This eliminates disappointment, keeps the experience authentic, and reinforces our mission of intentional, sustainable shopping.

60 <https://www.demandsage.com/youtube-stats/>, Reworded with GPT

61 Reworded with GPT

62 https://www.bcg.com/publications/2014/marketing-center-consumer-customer-insight-how-millennials-changing-marketing-forever?utm_source=chatgpt.com, Reworded with GPT

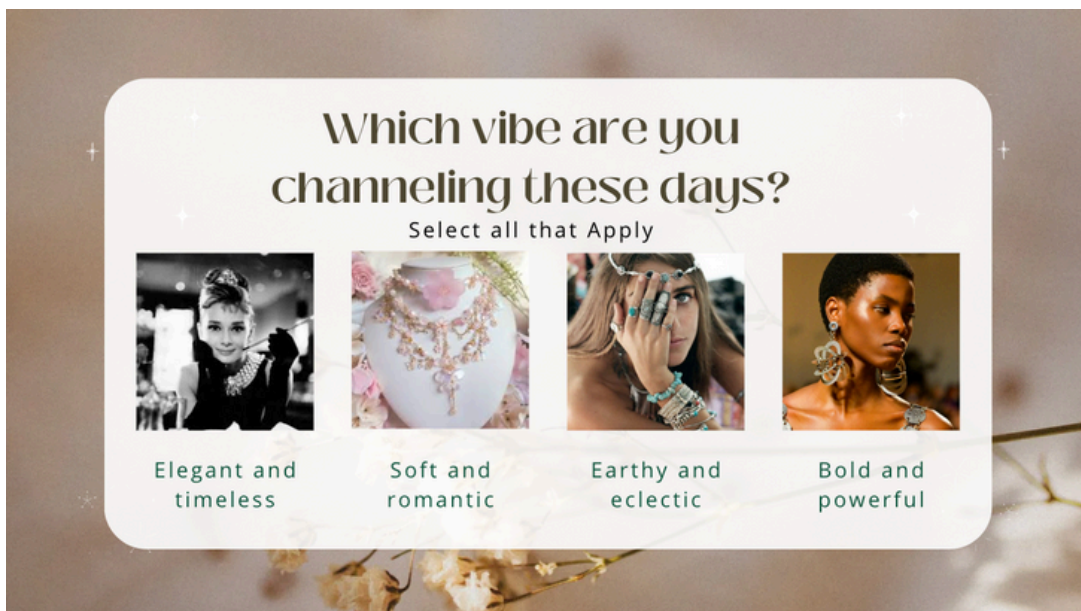
63 ile:///Users/hmismas/Downloads/JPT_22_Preeti+Sharma_5_1720.pdf, Reworded with GPT

64 <https://www.shopify.com/blog/what-is-shopify>, <https://www.enzuzo.com/blog/pros-and-cons-of-using-shopify>, Reworded with GPT

Octane AI is trusted by major Shopify brands like Jones Road Beauty, Doe Lashes, and Glamnetic companies that rely on storytelling and personalization to drive sales. It integrates natively with Shopify, which we use to manage our product listings, track inventory, and handle checkout. This tight connection means we don't have to manually update quiz logic when inventory changes the platform does it for us. It also helps us collect valuable zero-party data from each quiz session, which we can use to improve our marketing and understand customer behavior. This will cost us \$50 a month with room to grow to different tiers if ever desired.^{65 66}

AI QUIZ

Video Link: https://www.canva.com/design/DAGj5ggLmbw/njHsGxdlj2qNO-nTjO944A/edit?utm_content=DAGj5ggLmbw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton



65 <https://www.octaneai.com/>, Reworded with GPT

66 <https://www.futurepedia.io/tool/octane-ai>, Reworded with GPT

Which vibe are you channeling these days?

Select all that Apply



Gold



Silver



Gemstones



Pearls

What type of piece are you drawn to?

Select all that Apply



Necklace



Ring



Earring



Bracelet

Any, Surprise Me

What type of piece are you drawn to?

Select all that Apply



Necklace



Ring



Earring



Bracelet

Any, Surprise Me

AR TRY-ONS

Augmented Reality (AR) will play a central role in Re Jewelry's marketing strategy by transforming how customers interact with vintage pieces online. As a fully e-commerce brand, Re will leverage Vossle AR technology to allow shoppers to virtually try on rings, necklaces, and other items from the comfort of their own homes. Shopping for vintage online can be tricky. Sizing, style, and fit can all feel like a gamble especially when there's only one of each item available. Vossle solves this by letting customers see how a ring looks on their hand or a necklace on their neckline in real time, using just their phone's camera. This adds confidence, improves the customer experience, and reduces return rates. It turns shopping into something immersive and personal, which aligns perfectly with our brand's emotional and visual identity.

AR also creates highly shareable content opportunities on social platforms, encouraging users to post their try-on experiences and driving organic engagement. By integrating AR into its website and social media campaigns, Re Jewelry not only enhances convenience and personalization but also strengthens its position as an innovative leader in the vintage jewelry space.

The cost to use Vossle AR is \$99/month, which gives us access to unlimited AR try-on experiences, web-based hosting (no app needed), and seamless integration with our product pages. For a brand like Re Jewelry, where the emotional connection and visual appeal of a piece drive the purchase, this investment is well worth it.^{67 68}

7.2.4 WEBSITE STRATEGY

The Re Jewelry website will serve as a beautifully designed, inclusive, and intuitive digital storefront where all customers can browse the full catalog of available vintage pieces. Rather than dividing items by gender, the platform will prioritize functionality and personalization by offering robust filtering options such as piece type (rings, necklaces, earrings, etc.), metal (gold, silver, mixed), size, price range, rarity, and sustainability certifications. The main catalog will also spotlight limited-edition collections, sale items, and pieces with traceable origins. Upon clicking into a specific piece, customers will be able to explore a richly detailed product page that includes its historical origin, materials, sourcing and refurbishing information, the era or year it was made, and the story of its previous owner—when available. To help shoppers envision the piece in real life, each listing will include styled photos and videos. Customers will also have the ability to save favorites to a personal wishlist for future browsing. Transparent pricing and any current promotions will be clearly displayed to ensure a seamless and trustworthy shopping experience rooted in storytelling, sustainability, and style.⁶⁹

7.2.5 CUSTOMER RETENTION THROUGH EMAIL MARKETING

Email marketing remains a highly effective strategy for businesses aiming to enhance customer engagement and drive sales. According to a report by HubSpot, 99% of consumers check their email daily, making it a direct and reliable channel for reaching audiences. Furthermore, the same report highlights that email marketing yields an average return on investment of \$36 for every \$1 spent, underscoring its cost-effectiveness.^{70 71} Additionally, a Forbes article notes that email marketing enables precise targeting based on demographics, behavior, and interests, allowing for personalized and impactful communication with customers.⁷² Email marketing proves to be a powerful tool in which Re Jewelry can efficiently reach its consuming and achieve our objective of retaining customers and creating lifelong buyers.⁷³

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<https://vossle.ai/#:~:text=Vossle%20uses%20AI%20to%20offer,of%20personalization%20to%20your%20customers.&text=When%20it%20comes%20to%20D2C,story%20etc%20that%20lasts%20long>, Reworded with GPT

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70 https://blog.hubspot.com/marketing/benefits-of-email-marketing?utm_source=chatgpt.com

71 https://www.hubspot.com/startups/resources/email-marketing-kit?utm_source=chatgpt.com

72 https://www.forbes.com/councils/forbesagencycouncil/2024/06/21/email-marketing-still-works-and-its-more-effective-than-ever/?utm_source=chatgpt.com

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EMAIL COLLECTION STRATEGY

To grow a strong and engaged customer base, Re Jewelry will collect emails during the checkout process, giving customers the option to opt into marketing emails or text alerts for exclusive deals and product updates. Email sign-ups will also be encouraged at all pop-up events through QR codes and in-person prompts, giving on-the-go shoppers a chance to stay connected with future collections, events, and promotions. These efforts will help build a direct line of communication with our most interested and loyal customers—whether they’ve made a purchase yet or not.⁷⁴

EMAIL MARKETING STRATEGY

At Re Jewelry, email marketing will be a core part of our customer retention strategy and brand storytelling efforts. Weekly emails will keep customers—whether loyalty members, first-time buyers or one-time buyers—informed about limited-time sales, new inventory arrivals, seasonal drops, and exclusive promotions. Using the email marketing service Klaviyo, these timely messages will spark return visits and increase repeat purchases by reminding customers of re’s ever-evolving collection of authenticated, sustainable vintage pieces. Once a month, subscribers will receive a more emotionally resonant, long-form newsletter that highlights the story of a featured piece—its origin, past owner, time period, materials, and how it was lovingly refurbished by our in-house experts. These newsletters will not only deepen the emotional connection to our brand but also reinforce our commitment to sustainability and craftsmanship. Each email will include a clear call to action—“Find your own special piece today!”—with a button linking directly to our website. Our messaging will also emphasize re’s trusted third-party authentication partner and our refurbishing program, which allows customers to send in their own pieces to be “re-newed,” further reinforcing our mission of extending the life and legacy of beautiful jewelry. With its blend of storytelling, transparency, and timely offers, email marketing will help Re Jewelry remain top-of-mind and build lasting customer relationships.⁷⁵

7.2.6 CUSTOMER RETENTION THROUGH SOCIAL MEDIA

Re Jewelry aims to enhance customer retention by actively engaging with its community through social media, particularly by leveraging user-generated content (UGC). Encouraging customers to share photos and videos of themselves wearing Re Jewelry pieces not only fosters a sense of belonging but also amplifies authentic brand representation. Campaigns like "Show Us How You Style It" invite fashion enthusiasts to showcase their unique interpretations of Re Jewelry, celebrating individuality and personal expression. This approach resonates with modern consumers, as 60% believe UGC is the most authentic form of content, significantly influencing their purchasing decisions. Moreover, brands incorporating UGC into their marketing strategies have reported three times more repeat website visits compared to those that do not, highlighting its effectiveness in fostering customer loyalty.⁷⁶ By featuring customer stories and styling inspirations on platforms like Instagram and TikTok, Re Jewelry not only validates its customers' creativity but also strengthens the emotional connection to the brand, encouraging repeat engagement and purchases.⁷⁷

7.2.7 CUSTOMER SERVICE

At Re Jewelry, exceptional customer service is a core part of the brand experience. Customers can reach out primarily via email for personalized support, with phone assistance available for more urgent or complex inquiries. To ensure immediate help around the clock, re’s website will feature a 24/7 AI-powered chatbot designed to answer frequently asked questions, assist with order tracking, returns (with tag attached), and product details. This combination of responsive human support and intelligent automation ensures that every customer receives timely, helpful guidance throughout their shopping journey.⁷⁸

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76 https://emplifi.io/resources/blog/how-ugc-drives-revenue-and-engagement-in-social-commerce/?utm_source=chatgpt.com

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7.2.8 PACKAGING

At Re Jewelry, every order is delivered with care, meaning, and a touch of beauty, all branded with our businesses colors and logos. Whether customers are purchasing a new piece or receiving a restored item, all jewelry arrives in a soft fabric jewelry box designed to be both functional and display-worthy—perfect for a dresser or bathroom counter. These boxes are placed inside a snug, branded cardboard mailer in our signature colors, creating a cohesive and elegant unboxing experience. Standard shipping options ensure convenient delivery to home mailboxes or PO boxes. All purchases include a handwritten thank-you note, along with a postcard featuring the jewelry piece's profile—its photo, materials, origin, manufacturing date, and any collection history—bringing the story of the piece to life. Restored pieces will instead include a custom thank-you message acknowledging the customer's trust in Re Jewelry to care for their meaningful item. Every order also includes a certificate of authenticity to guarantee transparency and trust. This thoughtful, branded packaging not only protects the jewelry but also serves as a daily reminder of Re Jewelry's commitment to quality, storytelling, and personal connection, encouraging future purchases and long-term loyalty.⁷⁹

7.2.9 CUSTOMIZATION, RESTORATION & AUTHENTICATION

At Re Jewelry, we believe in honoring the history and beauty of every piece. Our restoration program invites customers to send in their vintage or heirloom jewelry for expert care and renewal. Once received, our skilled artisans carefully assess each item and work to restore its original charm—whether that involves polishing, stone resetting, clasp repair, or other specialized techniques. After the restoration is complete, the rejuvenated piece is thoughtfully packaged and shipped back to its owner, ready to be cherished for years to come. This service allows customers to preserve meaningful memories while promoting sustainable practices through the continued life of beloved jewelry. This function of our business also accounts for 5.2% of revenue yearly.⁸⁰

7.3) PRODUCT & SERVICE CUSTOMER SEGMENTS

7.3.1 INFLUENCER MARKETING APPROACH

Influencers are members of online social platforms who host a following that revolves around their online presence and lifestyle. Re is interested in working with influencers in the fashion, beauty, and lifestyle space. This content can have a wide range including makeup tutorials, fashion videos/advice, lifestyle vlogs, and health content. Regardless of the specific content, these influencers serve as inspiration to their followers and represent an ideal state for those watching.

Re looks to leverage influencers by partnering with creators that feel authentic to the brand. This means working with creators that specialize in content about fashion, and also who represent conscious purchase behavior in comparison to fast fashion supporting influencers. Re strives to work with creators that will allow the sponsored content to feel as natural as possible. In order to accomplish this, Re will allow influencers to pick an item they are sent, so they can ensure it is an item the influencer will actually wear. Influencers will only be sent one or two items for the partnership.

7.3.2 INFLUENCER POSITIONING STATEMENT

At Re, we view our influencers not just as brand ambassadors, but as creative partners that are essential to our goal of building authentic connections with our audience. Our influencer strategy is designed to catapult Re's presence and solidify us as the go-to jewelry resale brand for all those unique and creative individuals who love pieces as one-of-a-kind as them!

Re will focus on collaborating with influencers who have positioned themselves and established their credibility in the fashion, lifestyle, and user-generated content (UGC) spaces- particularly those whose brands align with thrifty, timeless, or fashion-forward aesthetics.

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These creators will play a key role in helping us translate the rich history of our jewelry into modern, aspirational content that resonates with a new generation of consumers.

Our content partnerships will include, but not be limited to:

- “Get Ready With Me” (GRWM) features, where influencers incorporate Re pieces into their outfits while sharing the background and story of each item, and how/why it resonates with them. They will include why they think this piece will be a perfect addition to their jewelry rotation, and how Re jewelry pieces are always a conversation starter.
- UGC highlight reels that spotlight the details, craftsmanship, and uniqueness of select pieces.
- Event styling, in which Re provides influencers with curated jewelry for red carpet appearances, professional photoshoots, or exclusive events.
- Review Style content, where influencers are encouraged to unbox their Re pieces for the first time on camera and dive into why they selected this piece, where they plan to wear it, ect..

To further incentivise content creation and encourage long-term brand relationships, Re will provide select influencers with affiliate codes, allowing them to earn commission on referred sales. This model is particularly impactful for high-ticket items in the influencer space as it will enable the creators to reach more rewards for fewer sales, and adds a layer of value and exclusivity to the partnership.

Re also plans to engage in on-the-ground influencer activations by partnering with creator-focused platforms such as Fanfix, Revolve, and Snapchat. We envision creating pop-up booths at creator-heavy events- product launches, music festivals, or influencer retreats, where attendees can try on, style, and share Re pieces in real time.

Ultimately, our influencer strategy aims to cultivate a network of amazing creators who love our pieces and reflect Re’s brand values: sustainability, individuality, and timeless elegance- while turning each collaboration into a moment of storytelling, discovery, and style.

7.3.3 INFLUENCER CONTRACT AGREEMENTS

More consumers are becoming very cautious when watching sponsored content, as it has become much more prevalent. The age demographic we are targeting is most susceptible to this speculation, as most have grown up with the internet and influencers. In order to make Re’s influencer content feel more organic, influencers will be encouraged to post an unboxing first, and then sprinkle in the piece in other videos weeks later. This way the piece feels like an organic incorporation to the influencers everyday wardrobe. To accomplish this, Re would have these dates of posting written in the influencers contracts, and would provide ideas for how they may decide to display the piece in their content. Re will also allow partnered influencers creativity when creating sponsored content, so the content can feel the most authentic to their platforms and audiences.

An example of this is: an influencer receives a Re necklace on August 14th 2025, and posts an unboxing video showing off the packaging and discussing the history and why they were drawn to picking this specific necklace. On August 17th 2025 the influencer then posts an outfit of the day video, including and mentioning them wearing the Re necklace. On August 28th the Re influencer wears the necklace in a get ready with me makeup video, and includes a pinned comment about the item, as well as mentions the item in their caption. On September 12th the influencer posts another video packing for a tropical vacation and shows off packing the Re piece, while also talking about where they will wear it and how much they’ve been wearing since receiving it.



7.3.4 PRODUCT INFLUENCERS

Influencers are the face and voice of our brand. They allow us to show how our pieces wear and can be styled, rather than blandly sitting on a velvet background or stand. Our pieces are meant to be worn and lived in- not just sit blandly in a box. Influencers serve as the bridge between our company and the communities we want to reach, and we deeply value that connection. Re's approach to product influencers is rooted in authenticity, aesthetic alignment, and storytelling. It's about choosing creators who can elevate our pieces through their personal style and digital presence.

We are focused on partnering with fashion-forward, lifestyle-oriented creators whose audiences value individuality, classic flair, and conscious consumption. These influencers will help us showcase the timeless beauty and rich narratives behind our antique and vintage jewelry pieces, turning each item into a moment of discovery.

KEY INFLUENCERS

- @gucciganggabby
 - Known for her bold, editorial styling and trend-setting GRWM content, Gabbi's fashion-forward, Y2K-meets-vintage aesthetic makes her an ideal partner for styling Re pieces in high-energy, youth-driven content
- @taylortiminskas
 - With a clean, minimal yet classic style and a sharp focus on fashion storytelling, Taylor's content aligns perfectly with re's mission to reintroduce timeless jewelry through a modern lens.
- @emmanortss
 - A high-visibility creator with a strong Gen-Z following, Emma brings dramatic visuals, artistic flair, and a red-carpet presence. This makes her an ideal fit for re's event styling and high-impact editorial campaigns
- @madeleine_white
 - A model and content creator known for polished aesthetics and curated fashion moments, Madeleine bridges the world of street style and high fashion, creating aspirational, luxury-aligned content with mass market appeal
- @best.dressed
 - Known for her DIY, vintage aesthetic, Ashley is beloved for her thrifty, personal approach to style and would connect deeply with re's curated pieces.
- @holliemercedes
 - A fashion content creator with a love for vintage finds and layering jewelry. Her soft and classic-coquette aesthetic would pair beautifully with re's curated pieces
- @wisdm
 - A high-fashion male creator whose bold, experimental styling could expand re's gender inclusive appeal and editorial visibility
- @sierradawn
 - A well-connected and unique model/influencer who can style anything- Sierra's fashion-first appeal would be perfect for demonstrating how versatile re's jewelry is.





7.3.5 ACTIVATION STRATEGY

- Gifted and sponsored campaigns
 - Featuring Re pieces styled in GRWM videos, styling hauls, and OOTD (Outfit Of The Day) posts.
 - Storytelling UGC, with influencers sharing the history, era, and inspiration behind a piece while showcasing how it fits into their modern wardrobe.
 - Affiliate codes and exclusive discounts to incentivise sales in influencer communities and increase trackability.
 - Event styling collaborations for red carpets, music festivals, and fashion shoots- extending the visibility of Re into press-worthy moments and earned media.

We hope this approach to activation positions Re not only as a sustainable jewelry brand, but as a style authority embedded in creator culture. By leveraging influencers as both tastemakers and storytellers, we can create content that is not only going to stop people in their tracks, but emotionally resonate with them. We hope this will foster deeper connections, create better stories, and increase our long-term brand loyalty.

7.3.6 ETHICAL INFLUENCER PRACTICES

We believe that authenticity, transparency, and integrity is central to how we operate at Re. Across our supply chain, customer relationships, and marketing partnerships, we strive to uphold these values. As part of our influencer strategy, we are committed to transparency and ethical content creation, in full alignment with Federal Trade Commission (FTC) guidelines and best practices for digital advertising.

We say that trust is built through honesty, and that our audience deserves clear, upfront communication when a piece of content is sponsored, gifted, or created in collaboration with Re.

To uphold these values, we will require all influencer partners to:

- Disclose all paid partnerships, gifted items, or affiliate links using proper language such as #ad, #gifted, #sponsored, or “in partnership with Re Jewelry.”
- Place their disclosures prominently and early in captions, stories, and video content - ensuring they are unmissable and not buried in hashtags or lengthy text
- Adhere to the FTC’s Endorsement Guidelines, which state that any material connection between a brand and content creator must be disclosed to consumers. (Federal Trade Commission, 2023)
- Represent our products honestly and authentically, avoiding misleading claims or exaggeration.

Re supports its influencer partners with clear briefing materials, example disclosures, and consistent communication to ensure compliance and consistency across all our campaigns. We consider ourselves a company that strives for excellence and ethicalness, and prioritize working with creators who share those same values- those who are transparent with their audiences, and who approach their content with honesty and intention.

7.5) PRICING

Re-jewelry will be using a value based pricing model for its pricing strategy. While conventional cost plus pricing does not work as well it will serve as the basis for re's needs. Costs we will always ensure are covered are appraisal, authentication, and shipping costs but will have variable increases depending on the story and brand of the item. To ensure that each piece will have its own value based price, our appraiser and authenticator will add additional markups to ensure 60% profit margin. Re can set our markup well within industry standard (25-50%) due to its unique story proposition and the fact that we will ensure authenticity of the item.⁸¹ Since our sourcing strategy includes estate sales, auctions, and various other second-hand methods, we have drastically lower inventory costs than competitors who buy directly from suppliers. It does make sourcing the items more difficult, but this is factored into the price.

Each piece has its own story and factors that impact its final price. Our markup not only ensures profitability, but also balances the psychological aspect of re's business model. The background of each item will drive demand within our target market, but the higher price conveys our confirmation in its genuine nature and follows similarly to prestige pricing. We want our consumers to know that they are purchasing authentic and important pieces for their collections.

7.6) RETURN POLICY

At Re, we believe in customer satisfaction above all else. Sustainability, transparency, and trust should be foundational aspects of the customer experience. Our jewelry is antique, vintage, and classic- each piece is unique, storied, and irreplaceable. We understand that purchasing meaningful items online naturally comes with some level of uncertainty, and that our customers deserve the right to see and feel each piece before fully committing. We value our consumer's peace of mind, and so we offer a 14-day return policy, beginning the day the customers get to hold their items in their very own hands. This gives our shoppers ample time to evaluate their pieces in the comfort of their own home. We have a small tag attached that can be cut off- if this tag is removed before the return, we will consider the item used and not accept a return. However, this process allows for in-person quality assurance.

We hope this process will develop transparency, build trust, and reduce barriers to purchase within our audience. To make the process even more seamless, return shipping is fully covered by re. Customers will receive a prepaid return label and instructions to ensure the jewelry is safely returned to our warehouse. Once the item is received and inspected for condition, refunds are issued within 3-5 business days, credited to the original payment method.

To better understand our position in the market, we conducted benchmarking analysis of several key competitors.

1. The RealReal

- a. Return Window: 14 days, but only if the security tag remains attached
- b. Limitations: Final sale items, discounted products (40%+), swimwear, beauty, and "As Is" items are non-returnable.
- c. Warranty: Items sold "as-is", with no express or implied warranties on most products
- d. Return shipping: As the customers expense.

2. Vestaire collective

- a. Return eligibility: Warranties apply only for select buyers purchasing from professional sellers
- b. Warranty coverage: Two year conformity warranty and hidden defect coverage for qualifying purchases
- c. Ownership: Product remains seller's until full payment clears
- d. Return conditions: Complex and dependent on their individual sellers legal frameworks

⁸¹ <https://www.jackieabraham.com/understanding-the-worth-of-your-pre-owned-jewelry#:~:text=While%20the%2020%25%20to%2050.much%20variation%20within%20this%20range.>

3. Abbot and Oaks

- a. Return window: 30 days for US customers
- b. Conditions: Items must be unaltered and returned with documentation
- c. Refund speed: Refunds processed within 24 hours, 3-7 days to reflect
- d. International returns: Customer pays for return shipping and may not be refunded for customs fees

4. Erica Weiner

- a. Return Window: 10 days for exchange or refund, excluding custom or altered pieces, which are final sale
- b. Shipping: Return shipping is the customer's responsibility and is non-refundable
- c. International Returns: Not accepted due to customs and duty complications

Compared to our competitors, Re offers a 14 day return period (on par with leading resale platforms but with fewer restrictions), free return shipping, a simple and transparent process that supports customer peace of mind, fast refund turn around, and a no-hassle approach with fewer exclusions. There is no restocking fees, no final sale complications for most items (unless explicitly stated), and no punitive limitations for our customers. We believe that this will help us strengthen our position as a consumer-first luxury brand that understands the value of experience, trust, and authenticity with our shoppers online jewelry buying journey.

With that being said, to maintain our businesses well-being, the only requirement to return a piece of jewelry is that the tag, included on every purchase, is still attached. This ensures the piece is not just worn for an event and then returned. We will also “loop” each piece to ensure the returns are received as purchased and diamonds are still authentic and real.

7.7) PROMOTION

7.7.1 INSTAGRAM

Instagram will serve as one of our most visually driven and commerce-enabled platforms- functioning both as a digital catalogue and storytelling hub. Our goal is to create an immersive and easy shopping experience that allows users to discover and purchase our jewelry without ever leaving the comfort of their social media app.

Each catalog piece will be shoppable directly through Instagram, with tagged products that link seamlessly to our website. This setup allows users to browse what we offer at a glance, and move easily from falling in love to purchasing. For those seeking a more curated experience (i.e. quizzes and filters for specific products), the tagged content and link in bio guide them to our website, where they can explore collections by era, style, or story.

Past commerce, Instagram will be our main focus for sharing our creative vision. Our content balances aesthetic beauty and editorial storytelling, showcasing our jewelry for what it is- wearable art with a story to match. In the captions of our Instagram posts, we will share these carefully written stories, allowing our customers to easily connect and learn about each piece. We hope to separate our pieces as timeless, dynamic, wearable pieces, not just dusty collectables.

Our Instagram presence will include:

- A cohesive grid layout alternating between high-quality catalog images and promotional or update content to keep our shoppers informed (think a checkerboard pattern)
- Reels that are focused on short-form, engaging content- including styling tips, real-life wear, unboxings, and educational clips that will inform our shoppers more about our brand or the history of a piece.
- Editorial style photoshoots that reimagine vintage jewelry in modern settings, helping our audience visualize how each piece could fit into their own life
- Regular updates on product drops, sales, events, and collaborations, keeping our growing community informed and engaged.

We want Re jewelry to be more than just a resale store: we want Re to be a source of aesthetic inspiration and connection. We want our customers to come back and be curious about what new pieces and stories we have to share today. This will allow us to grow a community of not just jewelry fans, but Re fanatics as well.



7.7.2 PINTEREST

For our Pinterest strategy, our goal is to drive traffic and sales to the Re Jewelry website by repurposing our aesthetic product and catalog photos from our Instagram. Pinterest is a natural fit for our brand, as it caters to users who are actively searching for vintage inspiration, ethical and thrifted fashion, and dreamy, curated aesthetics. We plan to target vintage-loving, sustainability-conscious Pinterest Users - especially those who are interested in bridal inspiration, antique and unique jewelry, and timeless, classic fashion. Our content will focus on vertical, visually compelling pins with elegant text overlays to give context and encourage click-throughs. Each pin will link directly to a product page or curated collection on our site. We will organize content into themed boards like “Antique rings,” “Vintage bridal jewelry”, “Coquette Jewelry”, and “Thrifted Goals,” while optimizing pin titles and descriptions with relevant keywords (“vintage emerald ring”, “sustainable engagement ring”, “classic sapphire necklace”, ect.) to take advantage of Pinterest’s search engine. We aim to post around 5-10 pins per week, mixing repurposed Instagram content with behind-the-scenes photos and videos, aesthetic moodboards, and gift guides for holidays. We will use SEO-Friendly captions with visually rich content, we hope to position Re Jewelry as a go-to destination for vintage and sustainable jewelry, while steadily building traffic and brand awareness on Pinterest. One of the benefits of Pinterest’s algorithm is that it tends to have exponential growth over time, starting slowly, but reaching more and more people over time, which will allow us to get consistent engagement on old posts.

Examples of boards to create:

- Antique rings
- Vintage necklaces and pendants
- Coquette jewelry
- Vintage bridal jewelry
- Gift ideas for vintage lovers
- Our aesthetics (moodboard)
- Behind the Scenes
 - Sourcing
 - Organizing
 - Favorite pieces
 - Packaging
 - Restoration



7.7.3 TIKTOK

Our TikTok strategy focuses on brand storytelling, behind-the-scenes content, and aesthetic inspiration to build community and drive interest in Re Jewelry. One of the best ways to create a connection with buyers on TikTok is to have a consistent “face” of our brand that our watchers feel companionship with, so our creative director will be the voice of VOs or all face-containing videos. Unlike Instagram or Pinterest, TikTok rewards authenticity, relatability, and storytelling, making it the ideal platform to highlight the human side of our brand- our sourcing process, restoration work, and the sentimental value behind each piece.

We will focus on a few consistent content pillars:

- Sourcing Stories
 - showing where and how we find pieces, including antique fairs and estate sales
- Before and After Restorations
 - Spotlighting the transformation of work or broken pieces into wearable heirlooms
- Styling and aesthetic Content
 - Soft, dreamy videos of our pieces' styles with romantic or coquette-inspired outfits
- Education and Value
 - Mini history lessons on specific eras or gemstones, or tips on how to identify real or quality vintage jewelry.
 - We'll also share our story and behind-the-scenes business practices

We'll post consistently (around 3-5 times per week) and experiment with trending sounds, niche hashtags like #vintagejewelry or # sustainablefashion, and storytelling formats such as “The journey of a piece of Re Jewelry” or “The Story Behind This Edwardian Ring.” TikTok gives us the opportunity to reach new, highly engaged audiences - particularly Gen Z and younger Millennials who value sustainability, individuality, and emotional connection in their purchases. Over time, we'll use insights from high-performing posts to refine our content mix and potentially incorporate product tagging. We will also utilize the same content for TikTok as Instagram reels to reduce the content creation burden.

7.7.4 WEBSITE

Because Re is a digitally native brand, our e-commerce website is the touchpoint where we connect our product to our consumers. This will be the central hub for browsing, customer education and service, and their purchase experience, so we need to make this the best experience it can be. The site is designed to offer a seamless, visual shopping experience on both desktop and mobile, setting us apart from our competitors in quality, ease, and shoppability, and ensuring our customers can enjoy their experience from wherever they

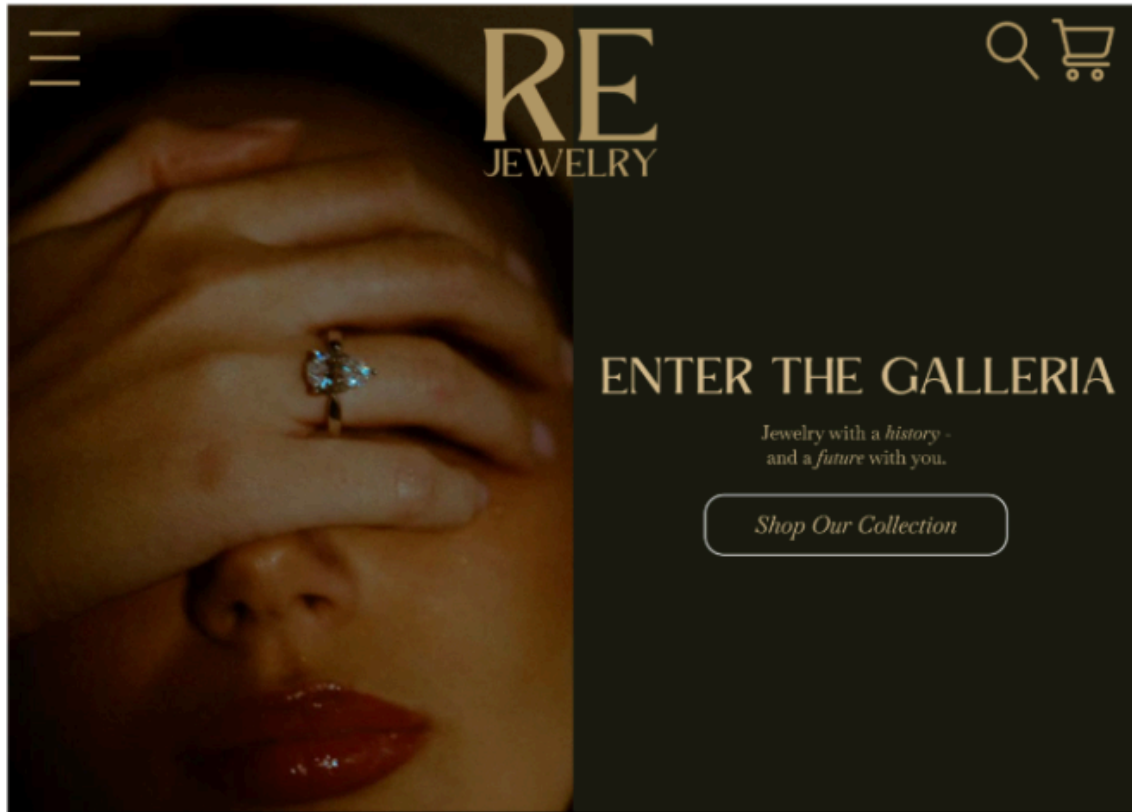
are. Our site represents us, so we want it to be classic and luxurious, with clearly defined navigation and a modern, editorial style layout.

Our key pages:

- Landing Page
 - This will serve as the introduction to the brand, featuring a rotating hero banner at the top. If you scroll, you will find a collection of our latest editorial style content, targeted to different seasons (wedding season, Valentine's, the holidays, etc.), followed by new arrivals and staff picks. Clicking on any one of these will provide direct links to curated collections and callouts or reminders to bring our shoppers further into the site.
 - Our customers will be greeted with a small pop-up offering them a discount to sign up for an account. This will allow them to get the most out of our website- gaining access to wishlist functionality, saving their carts, entering the loyalty program, which will reward them for any future purchases, getting on our email list to stay up-to-date with new drops, and encouraging that first purchase.
- Catalog
 - Our entire catalog at a glance. This showcases our full available inventory, including a filter bar in the top right that allows for sorting by era, price, metal, and stone (see Filters section for more information.) Our products will be displayed in high-resolution imagery with concise hover-over info and a “quick shop” and wishlist functionality for a smooth and convenient shopping experience.
- Individual Product Pages
 - Once a product is clicked, this is what the customer will be shown. It will include large, high-resolution images with clear, zoomable photos. The photos of our jewelry are always taken on a bust or stand, and, when available, on a model so that our consumers can see what the pieces will look like on them when worn. Under the photos, there will be rich and detailed copywriting describing the piece and its specific story and provenance, including the material, condition, dimensions, and care. If the prospective customer scrolls down, they will find clickable pop-ups about the history of these items, including more about the eras they came from or the specific design style (i.e., “Learn about the Romantic Era”, “The History of Locketts”). Each product page will have a heart icon where customers can click to save the piece into a folder for easy access upon future purchase. Finally, at the bottom of the page it will include suggested similar items to encourage further browsing and help our customers find their perfect item.
- About Page
 - Highlights re’s mission, our sustainability commitments, our ethical sourcing practices, and our brand story. We hope this will help create an emotional connection to our audience and allow our customers to understand our vision and values behind each of our pieces.
- Lookbook
 - This is where all of our old front page editorial content will live. This is the perfect place to drive SEO focused content and connections, as these are likely the pages that will pop up when people search for recommendations (i.e. “Vintage Wedding Ring Examples”, “Elegant Jewelry Gift Guide”). We will include our curated style guides, powerful interviews with our collection's previous owners, and historical deep dives from our in-house experts. This provides value to our shoppers and casual browsers alike, increasing our discoverability and positioning us as the go-to place for sustainable and classic jewelry.
- Contact / FAQs
 - This includes our shipping, return, and warranty information, as well as how to reach our customer support team with any questions they may have.

After looking over our items, the checkout experience needs to be seamless. Guests are prompted to create an account or log in, which will allow them to save their carts. From here, they can connect their card manually or through secure payment methods like Apple Pay, Google Pay, Shop Pay, PayPal, etc.

Our website will conveniently remember their information if they request it for ease of repurchase. Our pricing will be clear and include estimated shipping times and our return policy. If they connected via ShopPay, their tracking details will be added to the app to ensure that they are informed of exactly where their item is during transit.



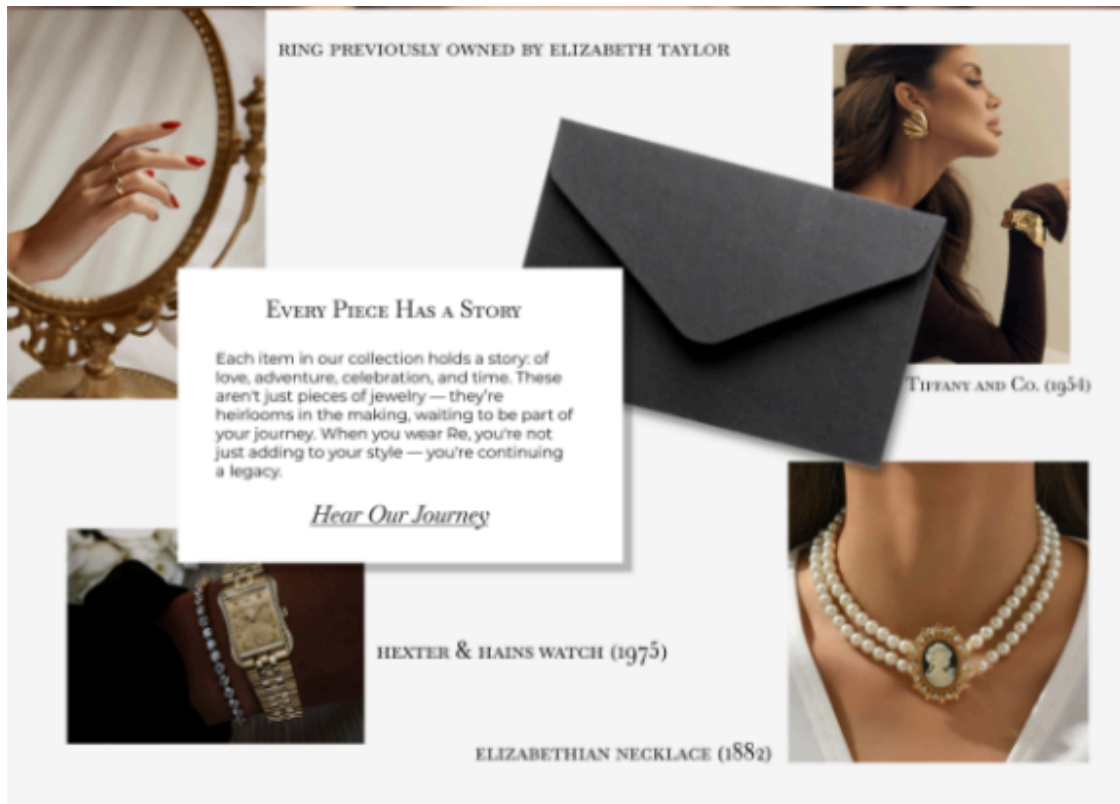


RINGS AS UNIQUE AS YOUR LOVE

RINGS + MORE

At Re, we believe your wedding jewelry should be as timeless and one-of-a-kind as your love story. Each vintage ring we offer carries a history—whispers of a life once lived, waiting to begin a new chapter with you.

Because your love isn't ordinary—and your ring shouldn't be either.



RING PREVIOUSLY OWNED BY ELIZABETH TAYLOR

EVERY PIECE HAS A STORY

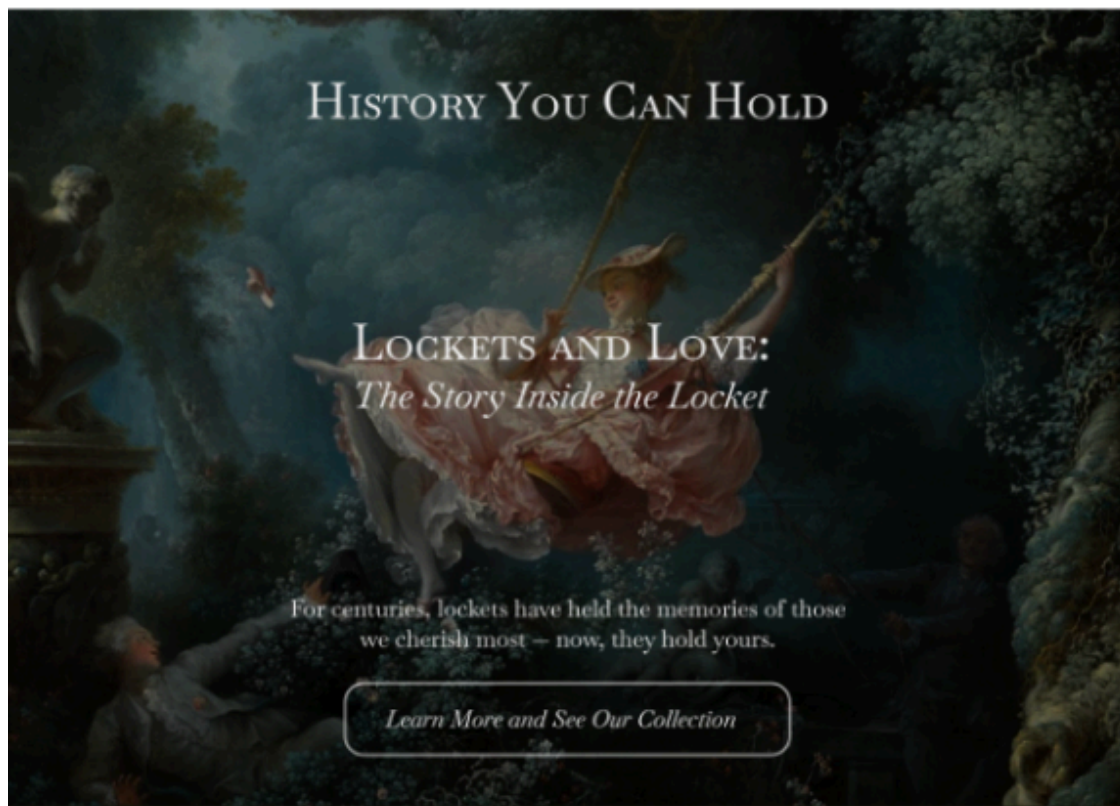
Each item in our collection holds a story: of love, adventure, celebration, and time. These aren't just pieces of jewelry — they're heirlooms in the making, waiting to be part of your journey. When you wear Re, you're not just adding to your style — you're continuing a legacy.

Hear Our Journey

HEXTER & HAINS WATCH (1975)

ELIZABETHIAN NECKLACE (1882)

TIFFANY AND CO. (1954)



HISTORY YOU CAN HOLD

LOCKETS AND LOVE:
The Story Inside the Locket

For centuries, lockets have held the memories of those we cherish most — now, they hold yours.

[Learn More and See Our Collection](#)



7.7.5 FILTERS

To ensure that our customers can easily and quickly find pieces that align with their unique tastes and preferences, we will implement a comprehensive set of filters on our website catalog. These features will help enhance usability, discoverability and simplify their shopping experience. Our filter system will include, but is not limited to:

- Style of Jewelry
 - Our customers can browse specific jewelry types, such as:
 - Rings
 - Locketts
 - Necklaces
 - Bracelets
 - Earrings
 - Brooches and pins
 - Cufflinks
 - Watches
- Period
 - To appeal to those who appreciate the history and story behind their items, our filters will include
 - Georgian (1714-1837)
 - Early Georgian (1714-1750)
 - Mid Georgian (1750-1780)
 - Late Georgian (1780-1820)
 - Regency (1820-1837)
 - Victorian (1837-1901)
 - Romantic period (1837-1860)
 - Mourning Period (1860-1885)
 - Belle Epoque Period (1885-1901)

- Edwardian (1901-1915)
- Art Nouveau (1890-1910)
- Art Deco (1920s-1930s)
- Retro (1940s-1950s)
- Mid-Century Modern (1950s-1970s)
- Contemporary Vintage (1980s-early 2000s)
- Metal Type
 - Our shoppers can also filter by their preferred metal, including
 - Yellow Gold (10k, 14k, 18k)
 - White gold
 - Rose Gold
 - Platinum
 - Sterling Silver
 - Mixed metals
- Gemstone and Gemstone Color
 - Recognizing people's desire for specific stones or aesthetics, filters will allow:
 - Specific Gem Types
 - Diamond
 - Emerald
 - Sapphire
 - Ruby
 - Opal
 - Pearl
 - Garnet
 - Carnelian
 - Color Families
 - Cool tones
 - Warm Tones
 - Neutral
 - Multicolor
 - Specific Colors
 - Birthstones
- Price Range
 - Customers can set their spending range for easy browsing, including:
 - Affordable pieces
 - Gifts
 - Investment pieces
- Condition
 - Excellent (like new)
 - Very Good (minor wear)
 - Good (visible vintage patina)
 - Professionally restored
- Occasion
 - Our customers might be looking for pieces for specific events, and we hope we can curate pieces to match their needs, including
 - Engagement
 - Anniversary
 - Party
 - Red Carpet
 - Everyday wear
 - Statement Pieces
 - Gifts

- Provenance and Designer
 - Designer name
 - I.e. Tiffany and Co., Cartier, Trifari, ect
- Country of Origin
 - To celebrate the global history and artistry of vintage antique pieces, we will include filters that allow customers to explore pieces by country or region or origin, including
 - European
 - France
 - United Kingdom
 - Italy
 - Germany and Austria
 - North American
 - United States
 - Mexico
 - Asian
 - Indian
 - China
 - Japan
 - Middle Eastern and North African
 - Morocco
 - Egypt
 - Levant
 - Scandanavian
 - Sweden
 - Denmark
 - Finland
- Make Your Own Story

Ultimately, filters are one of the most important things that will differentiate us from our competition. As outlined in our competitor analysis, searchability from our competitors is lacking and makes it difficult for customers to find pieces that match their exact needs. While filtering can be a time intensive process, we believe it's worth it as it aligns with our goals of connecting jewelry to the history it came from.

Our back-end filtering process will work like this: Our authenticators will receive a piece, confirm its authenticity, and check off checkbox lists containing the specific traits of the piece. These will then be entered into our database of pieces, and then translated into our website in the form of tags. These tags will be directly searchable, either from the search bar or the filters button.

These tags increase searchability not just in our website, but also via SEO. Consumers who are looking for specific pieces via Google will be able to find our content via the metatags. This will increase our visibility and also draw new customers to our page. We hope this process will increase our internal organization, searchability, visibility, and improve our customer experience and perception.

7.7.6 PROMOTION IN TERMS OF CUSTOMER SEGMENTS

It's important for us to identify our target markets and their behavior to ensure we reach them easily and efficiently. To optimize our engagement, we've broken up our promotional strategy into 5 customer segments with tailored messaging to ensure that our demographics see this as a brand made specifically for them.

STYLE DRIVEN

- Aware of trends, active on Instagram, TikTok, and Pinterest. Drawn to our aesthetics and editorial content. Younger consumers (Gen Z, early Millennials) with fashion-forward tastes.
- We will target them via Instagram reels, styling videos, and UGC. Influencers are important to these individuals so utilizing them will help to create that connection. Highlights jewelry as status pieces. These are people who will want to be first, so providing them with early access to season drops will be key to ensuring they feel like first-comers.

ETHICAL DRIVEN

- They're value-based customers who prioritize sustainability and ethical sourcing above price and trendiness in their purchasing decisions.
- Blog-style content on our editorial page focusing on our sustainability strategies and our circular consumption model will be extremely appealing to these individuals. Including clickable pop-ups on our product pages, including the environmental benefits of resale jewelry compared to brand new, will help to make them feel comfortable in their decision to purchase. Pinned posts emphasizing our traceability and transparency, as well as working with eco-conscious creators and organizations can help to show our commitment to ethical consumption.

GIFTER

- Looking for thoughtful, sentimental gifts for birthdays, anniversaries, or holidays. They are likely shopping seasonally and might be time-conscious on our delivery and processing periods.
- Utilizing customer data to send out promotional emails during their shopping periods will be important. Our seasonal gift guides promoted on our front page, editorial section, email, and social media will be a hook for them. Our free shipping will be appealing, especially if we can provide expedited shipping to ensure the gifts are there in time for their important date. Discount codes or bundling gifts together (i.e. necklace + earrings sets) will help make their surprises even more special. Offering gift-ready packaging and gift receipts will help ease the anxiety about having to worry about those processes after they've given the item.



COLLECTOR

- Already knowledgeable about vintage or antique jewelry. Likely to be looking for rare finds or from specific time periods. The pieces they purchase are investment pieces, so their price points are higher than our general audience.
- Filtering is going to be a key differentiator here- a massive issue in the industry is the lack of accessibility. By making sure they can find the pieces they are looking for easily on our website, it will ensure Re is the best and most convenient place to shop for something to add to their collection. Giving them access to “insider” emails and exclusive, high-ticket drops will excite them as the uniqueness of these pieces is an important purchasing factor. Metatagging our posts on social and for SEO will be important to catching their attention as they are likely searching for niche or highly-specific pieces. Appealing to the history of the item or the era is how we connect with these individuals.

OCCASIONAL BUYER

- Our first-time buyers! Or those who only make a purchase once in a blue moon. They love to wishlist, but it's difficult to follow through with a purchase. Might have concerns about quality or price.
- Offering first-time buyer discounts and highlighting our amazing warranty and return policy should help alleviate some of these fears. Utilizing social proof, like influencers, reviews, and best sellers, gives them confidence in their purchases. Emails about the items in their cart/wishlist, especially those one-in-a-million pieces being snapped up, might cause FOMO and encourage that first purchase.

7.7.7 EVENTS (VENDORSHIP)

Live events are how we bring our jewelry from digital concepts to reality! With no brick and mortar locations as a digital-first brand, any time we can show the quality of our pieces in person the more successful we'll be. One of the biggest concerns we uncovered during our research was fears of buying jewelry online due to worries about quality and authenticity. Attending these live events as a vendor allows us to showcase the quality and value of these items directly to our consumers.

MUSIC FESTIVALS

- Not just important cultural gatherings- they're fashion hubs. Festivals are the place where everyone dresses up to show off their most unique and dazzling selves. Our audience is highly active here and also not as price sensitive as most people recognize music festivals as a place where you're going to be spending money.
- Our plan is to set up Re pop-up booths on festival grounds or at influencer parties. Selling to influencers can encourage authentic, natural engagement. Exclusive festival drops featuring our most timeless, modern, and extravagant pieces focusing on the uniqueness of these pieces, will excite potential consumers.
- Collaborating with creators to wear and tag our pieces throughout the event creates both in-person and online buzz. We can use these events as opportunities to create content to demonstrate the versatility of our jewelry, and to curate lookbooks and UGC campaigns.

RED CARPETS

- High visibility moments are important for positioning ourselves as an aspirational purchase. Targeting events that align with our brand (i.e. period piece movies) can allow us to showcase the history and timelessness of our collection.
- Collaborating with an influencer to style them would be an amazing jumping off point for our content. Showing how we can elevate vintage jewelry into modern glamour with our audience's favorite influencers can make a huge impact, as our consumers can see how these pieces can look on them.
- We can loan pieces and resell the exact pieces that have been worn at specific events to enhance the exclusive feel and value to our buyers.

PRODUCT DROPS/LAUNCH PARTIES

- Many established brands have vendors at their events. For example, Fanfix, a content-creator-focused platform, often hosts parties and get-togethers for its creators to mingle. Selling here would give us a low-stakes, low-stress opportunity for high-income, influential shoppers to see our pieces and hear their stories in person.
- We could also host our own drops and events, for example, hosting a Christmas drop, where we drop exclusive pieces curated to stop people in their tracks this holiday season, and give those attending the event the ability to buy these items before the general public. We could host this like an auction and give the tickets to our Collector buyers- this would increase the competition and feeling of exclusivity for our highest ticket items.

VINTAGE ENTHUSIAST GATHERINGS

- These niche gatherings are the place where we will find a new audience of high-intent shoppers who are already keen on purchasing items similar to ours. Differentiating ourselves by quality, branding, and authenticity will allow us to reach our target market of vintage and fashion enthusiasts. These are already likely sustainability-focused individuals, so highlighting our ethical commitments at these events will be key.

8 FINANCIAL ANALYSIS

8.1) MARKETING BUDGET

Re-jewelry has a marketing budget of \$35,000 that is primarily going into paying influencers and social media advertisements as this is the area where we are able to differentiate from our competitors. Our primary platforms to target, Instagram and Pinterest, will take approximately 60% of the budget. We are investing heavily into this sector to ensure that our target market is appropriately hit. Likewise, we are using \$1,500 for 2 influencers in the first year to shout out the brand. We are keeping this low as expected conversion rates are not the best for small brands.

Additionally, the marketing budget will cover the initial development of an AI Chatbot for our website to assist customers in their search for vintage jewelry. Website development is a huge emphasis for us so we are devoting 10% of the budget to establish a well-organized and high-quality website for customers. Our last big use of the marketing budget will be the aforementioned pop-up that will cost \$4,500.

8.2) EXPENSES

Re-jewelry operates on a fine margin with its large expenditures throughout the fiscal year. Driven by the high acquisition cost of inventory as well as large payroll costs due to our business model which requires having an on hand copywriter and jeweler, our expenses follow as such:

1. Payroll: \$348,946 - This includes the Jeweler/Appraiser, Creative Director, Marketing Director, Historian, and Procurement Personnel (Finders). A lot of staff is needed, including 2 marketing focused roles, which makes up roughly 40% of re-'s annual expenses.
2. Inventory and Shipping: \$415,368 - The majority of Re's costs are incurred in this section of expenses that encompasses inventory procurement, shipping, returns, and authentication. These must be incurred in order for the business to function as it is the backbone of any second-hand jewelry company.
3. Assorted: \$80,414 - These expenses include any incurred that are not directly tied to inventory or paying staff. Costs like rent, product insurance, business insurance, travel, and marketing. While not tied to any profit making endeavors, these expenses are essential to the functioning of Re-'s business.

8.3) SALES/REVENUE

Our revenue model centers around an expected 60% profit margin on each piece sold. Our items are refurbished, authenticated, and rigorously researched in order to charge this higher price and provide the expected re-jewelry experience for consumers. We are expected to sell 1640 individual pieces of jewelry each year with anticipated revenues between \$850,000 and \$925,000. Our price range of \$100-\$3,000 ensures that we will have a wide array of customers with varying price sensitivities to guarantee demand. An AOV of \$565 allows for more cost sensitive customers to peruse inventory, but still give us larger margins on the more expensive pieces.

A second smaller stream of revenue comes from our Jeweler doing refurbishment for individuals and companies alike. We anticipate only making \$50,000 in revenue from this venture as it is not a priority for our company at this time. This leads to an expected revenue of \$975,000 that is enough to cover our expansive payroll and inventory costs incurred outside of direct procurement. With an expected growth of 3% a year, Re can expect revenues greater than \$1,000,000 by Year 3.

We will be running a 10% discount on the first item purchased after signing up for our newsletter as an incentive. We predict that with the high price of jewelry, approximately 60% of our customers will go this route and receive the 10% discount. This accounts for roughly \$55,000 in sales discounts in Y1, yet Re is still expected to be profitable this first year.

8.4) SENSITIVITY ANALYSIS

Re operates on a high expected level of demand and requires at least 87% of expected revenues in order to stay profitable. In Year 1, Re expects to profit \$49,139, but is easily impacted by variable costs in procuring pieces and rising shipping prices. We believe that profitability is manageable with our influencer marketing strategy bringing in more expected sales than conventional tactics. We expect to lower our required revenue to 80% by Year 4.

Sensitivity %	Revenue	Costs	Gross Profit	Profitable
60%	\$584,594	\$854,813	(\$270,219)	NO
65%	\$633,310	\$854,813	(\$221,503)	NO
70%	\$682,026	\$854,813	(\$172,787)	NO
75%	\$730,742	\$854,813	(\$124,071)	NO
80%	\$779,458	\$854,813	(\$75,355)	NO
85%	\$828,174	\$854,813	(\$26,638)	NO
90%	\$876,890	\$854,813	\$22,078	YES
95%	\$925,607	\$854,813	\$70,794	YES
100%	\$974,323	\$854,813	\$119,510	YES

8.5) MARKETING RETURN ON INVESTMENT (MROI)

Re's MROI is decisively high due to its low investment cost and potential profits. Utilizing influencers will become a large strategy for the brand in its later years but for Y1, we are only using two at relatively low cost. An influencer with approximately 100,000 followers costs \$1,000 for a shoutout/post with a referral link for a brand and one with 50,000 followers only costs \$500 for re. With a conversion rate of .01%, we can expect to see 150 sales made due to this marketing netting a gross profit of \$47,971 and MROI of 3198%. This conversion rate is quite low for industry standard, but the sales would equate to nearly 10% of our yearly sales.⁸²



8.6) OPERATING RETURN ON INVESTMENT (OROI)

Despite precarious levels of expected revenue, re's OROI is actually quite high. With fixed costs of \$393,850, expected OROI in Y1 hovers around 6%. At a pessimistic outlook, OROI sits at -7% that first year, which we deem as acceptable considering start-up costs. 5 year predictions should expect an ROI of 37% for the expected profits of \$146,879. Due to our variable sourcing model for jewelry, our fixed costs can stay decently low for the business and we can expect profitability due to our OROI predictions. Re's financial outlook looks good for the next five years even with a pessimistic outlook on revenue for this time period reaching 22% by Y5.

⁸² [https://www.linkedin.com/advice/0/what-average-conversion-rate-influencer-marketing-bx3ce#:~:text=Generally%20speaking%2C%20Instagram%20micro%2Dinfluencers,1M%2B%20followers\)%20have%200.3](https://www.linkedin.com/advice/0/what-average-conversion-rate-influencer-marketing-bx3ce#:~:text=Generally%20speaking%2C%20Instagram%20micro%2Dinfluencers,1M%2B%20followers)%20have%200.3)

9 CONTINGENCY PLAN

9.1) THREATS IN THE MARKETPLACE

Threat #1: Consumer Trust in Authenticity

With the rise of global marketplaces, there has also been a rise in online scams. Many consumers feel cautious when purchasing from new websites, and feel a sense of brand loyalty to places they have already had a good shopping experience at. With a rise in influencer marketing and online advertisements, many consumers feel lost about where to find genuine reviews and feedback on new businesses. Considering the amount of influencers who have also endorsed low-quality products at the expense of their audiences, it will be important to work with trustworthy individuals. Especially as Re is selling expensive products, it can be difficult to gain consumer trust as a new business.

Threat #2: Sourcing Inventory

A large part of our brand differentiation relies on sourcing unique items that are second-hand, but also good quality. It can be difficult to rely on the ability to constantly source good inventory, especially as the brand grows and may eventually receive a large number of consumers.

Threat #3: Growing Number of Competitors

There are a lot of competitors within the jewelry space that are already well established, and there are even more new companies entering the second-hand jewelry market. This leaves Re fighting against many competitors for market share. There are also jewelry options available at many clothing stores, and second-hand market places such as Ebay and Etsy.

9.2) RESPONSES TO THREATS IN THE MARKETPLACE

Response to Threat #1: Consumer Trust in Authenticity

In order to gain and nurture consumer trust in authenticity, Re will implement a few important steps to address and avoid consumer concerns. One way Re will establish consumer trust is by being cautious about which influencers Re works with. Re will focus on working with influencers who have a trustworthy track record, and who are genuinely passionate about fashion content. Re will focus on working with influencers who have good reputations, and who feel like a genuine fit for the brand, as opposed to working with influencers who just have the most followers. Re's personal company advertising will also include videos talking through the process of how the jewelry is authenticated and brought to the customer, which will educate the customers on the processes that are occurring behind the scenes. Another important component of Re building consumer trust is through Re using outsourced authentication for the jewelry. Similarly to how pharmaceutical companies outsource third party lab testing, getting authentication done out of house shows we are dedicated to consumers receiving the real deal. Reviews will also be available on Re's website. There will be a review section with reviews showcasing the item that was sold, and the customers feedback. Customers will be encouraged to share their own photos with their piece, but if they choose not to include one, the photos from the original listing will be included next to the review. Customers will be incentivized to leave a review by receiving an email after purchase, and will be notified they receive a 10% discount on a future purchase that will expire within a year of posting the review. There is also a generous 14 day return policy mentioned in section 5.6 Return Policy. Additionally, Re will obtain third-party trust certifications from the Better Business Bureau and TRUSTe, as mentioned in section 2.3.4 Customer Journey Mapping, which will also ease potential consumer concerns.

Response to Threat #2: Sourcing Inventory

In order to source inventory, Re procurement professionals will utilize estate sales, online second hand marketplaces, flea markets, and thrift stores. Currently these markets hold a large amount of usable inventory.⁸³ From the proposed items given by the procurement professionals, the items Re takes in will be carefully selected based on jewelry trends and quality of the items. As Re grows larger there is a potential that sourcing inventory may become problematic, as there may be a higher customer demand than inventory available at a specified time. To address this future potential threat, as Re's demand grows Re will lean into this, by doing specified "drop times" for new inventory. By setting specific drop times, customers are encouraged to all visit the website at a specific time and make quick purchases on the items they are interested in. This also encourages consumers to interact more with Re's social media content, by checking for new item reveals and future drop times.

Response to Threat #3: Growing Number of Competitors

To address the large number of competitors Re will focus on what differentiates them as a brand, and center advertising around that. The largest thing that sets Re apart from other competitors is our brand story. Many jewelry companies focus on their pieces being their biggest differentiator, but Re is outsourcing our jewelry, so our main focus shifts to be centered around the customer experience and our brand values, which align with our customers. We do this by focusing on bringing the story of the piece along with sustainable values to our consumers. Re will emphasize this in our marketing campaigns which will center around Remembering (storytelling of the original piece), Reusing (sustainability of second hand purchasing), and Reloving (the new story that begins when the piece becomes a part of a new home).

9.3) OPPORTUNITIES IN THE MARKETPLACE

Opportunity #1: Growing Trends in Purchasing Second Hand Jewelry

More people are purchasing second-hand vintage pieces including jewelry, especially in our target age demographic.⁸⁴ Although more people are purchasing second hand jewelry, there still lacks a centralized place to do so, especially that is comparable to the experience of buying a new jewelry piece.

Opportunity #2: Growing Concerns Around Sustainability

More consumers are concerned about the state of the environment, and feel better about, and seek out, purchasing items that have a lower environmental footprint.⁸⁵ As consumers strive to make better environmental purchasing decisions, second-hand products become more appealing to the consumer.

Opportunity #3: Trends In Individualism

Consumers in our age demographic place a higher value on individualism and feeling unique compared to their peers.⁸⁶ This desire for individualism can be expressed through their clothing and accessories.

9.4) RESPONSES TO OPPORTUNITIES IN THE MARKETPLACE

Response to Opportunity #1: Growing Trends in Purchasing Secondhand Jewelry

In order to take advantage of this opportunity, Re is streamlining a marketplace full of only secondhand jewelry. Re is also creating a better experience for secondhand jewelry shopping, by providing items that match current trends and are available for shipping across the United States. Current secondhand jewelry shoppers need to find pieces in person at thrift stores, or dig through pages of secondhand websites to find something they like. At Re our shopping filters, customer style quiz, item curation, and "favorites" feature makes it much easier for customers to shop and save pieces for future purchasing.

84 <https://www.levyjewelers.com/blog/chic-classics-unique-vintage-jewelry-is-trending-in-2024>

85 <https://www.weforum.org/stories/2022/03/generation-z-sustainability-lifestyle-buying-decisions/>

86 <https://www.globaldata.com/store/report/individualism-and-expression-consumer-trend-analysis/>

Response to Opportunity #2: Growing Concerns Around Sustainability

As consumers become more environmentally conscious, Re has an important opportunity to enter the marketplace as a more sustainable jewelry seller. Reusing items greatly cuts down on a person's environmental impact, as it cuts out new materials needed for a new product along with the pollution created in manufacturing an item. Considering how harmful jewelry manufacturing can be, with inhumane labor, conflicts with sourcing, and resource extraction, avoiding these environmental impacts are appealing to environmentally conscious consumers.⁸⁷

Response to Opportunity #3: Trends in Individualism

As discussed in section 2.3.3 Demographics, Psychographics, & Behavior, individualism is of growing concern to younger generations. As our pieces are vintage, they are all much more difficult for customers' peers to replicate. This feeds into trends of individualism because these pieces are more difficult to find, and vintage items have a different feel in comparison to “newer” items, because of their perceived history and life beyond the individual.⁸⁸

10 RE STAFF

JEWELER/APPRaiser

Our in-house jeweler is our most important person on staff. They act as the first barrier to catch fraud and are able to accurately appraise each piece that comes in. This employee is key to re's success and developing its reputation as a curated and timeless marketplace for these goods. Primary job duties include but are not limited to:

- Appraising each piece
- Restoring any piece that comes in damaged or tarnished
- Assessing authenticity
- Packaging items
- Refurbishing pieces sent in by outside customers
- Working with Procurement Professionals to develop curated collections and sets



87 <https://jewel360.com/blog/jewelry-consumer-trends>

88 https://carlsonschool.umn.edu/sites/carlsonschool.umn.edu/files/2019-04/sarial_et_al_2017_stitching_time_jcp_0.pdf

CREATIVE DIRECTOR

The creative director is a crucial role in shaping and executing the visual identity of Re. This position is responsible for maintaining our brands aesthetic across all of our platforms, including website design and updates, overseeing photoshoots, and managing the content for social media.

The creative director works closely with the marketing director, translating strategic goals into compelling content. While the marketing director leads on positioning, pricing, sales, strategies, and messaging, the creative director brings these ideas to life through their execution. Their collaboration ensures a seamless blend of the marketing directors strategy and the creative directors design, creating a consistent and desirable brand presence.

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MARKETING DIRECTOR

The marketing director is our strategic backbone, guiding the brands direction. This role involves developing our pricing, positioning, promotion, and sales growth. They need to have a strong understanding of our audience and industry trends, the marketing director makes sure that we remain competitive, relevant, and connected to our customers.

They work hand in hand with the creative director to ensure that all of our content- our visuals, messaging, and campaigns- align with our overall goals. By providing clear direction on our content needs, campaign timing, and messaging, the marketing director empowers our creative team to deliver impactful storytelling to our consumers.

HISTORIAN

The Historian is really what makes Re so special. Not only are they well versed in jewelry history, but also general history to better understand and research the stories that come with each piece. When an item comes in with a story, our Historian will look into and authenticate the veracity of the tale to ensure that consumers are getting authentic and real pieces that once belonged to someone special. Having a full time



staff member doing this is why we can guarantee customers that Re is certain about the stories we include with each item.

Upon finding that a recount is false, our Historian is knowledgeable about the era's and types of jewelry one may find and will have articles written about the time the jewelry was created and for what purpose it might have been made. Jewelry historians are highly trained in reading jewelry stamps, testing metals, examining/dating clasps, connecting styles to time period trends, and more, which allows them to date a piece with accuracy. These educational sections will be featured on the website, but also come with each sold item that it pertains to. They may work with the marketing staff to develop accurate branding and help write blurbs on the website for promotions.

PROCUREMENT PROFESSIONALS

Our procurement team is made of individuals who go out to estate sales, auctions, antique stores, and such to find pieces. Due to the size of our company, we cannot pay them full salaries or reimburse for travel so this will be a part time position for these "employees." Re gives these professionals a set budget of roughly \$15,000 a month to purchase pieces and they will receive 20% of the items they bring in. This pay structure incentivises employees to find quality and authentic pieces. If a purchase is found to be inauthentic, pay will be cut for that item but no other penalty will be imposed.



11 OTHER APPENDICES

11.1) FINANCES

COSTS

Annual Costs	
Business License	\$200
Product Insurance	\$7,395
Monthly Costs	\$844,728
Annual Costs	\$852,323

Annual Spend	
Year 1	\$893,883
Year 2	\$852,323
Year 3	\$852,323
Year 4	\$852,323
Year 5	\$852,323

Recurring Costs	Fixes Expenses / Month	Variable Expenses	Annual Payments	Monthly Costs		Costs
Rent/Lease w Utilities	\$3,700		\$44,400			\$3,700
Jeweler/Apraiser Salary	\$6,250		\$75,000	# of Jewelers	1	\$6,250
Creative Director	\$5,833		\$70,000		1	\$5,833
Marketing Director	\$5,833		\$70,000		1	\$5,833
Historian	\$5,000		\$60,000	# of Historians	1	\$5,000
Procurement Professionals		\$6,162	\$73,946			\$6,162
Inventory Procurement	\$30,811		\$369,729			\$30,811
Shipping Fees		\$8	\$13,091			\$1,091
Insurance	\$42		\$504			\$42
Authentication		\$15	\$24,546			\$2,046
Bulk Packaging	\$580	\$4	\$6,955			\$580
Returns	\$87	\$8	\$1,047			\$87
Better Business Bureau	\$43		\$510			\$43
Marketing	\$2,917		\$35,000			\$2,917
Total						\$70,394

Startup Costs	
Website Building	\$ 4,000
Jewelry Equipment	\$ 5,750
Fulfillment Equipment	\$ 1,000
Initial Inventory	\$ 30,811
Total	\$ 41,561

	Pieces Sold	Gross Profit
Month	136	\$46,216
Year	1636	\$554,594

SENSITIVITY ANALYSIS

Sensitvty Analysis	Revenue	Costs	Gross Profit	Profitable
60%	\$584,594	\$854,813	(\$270,219)	NO
65%	\$633,310	\$854,813	(\$221,503)	NO
70%	\$682,026	\$854,813	(\$172,787)	NO
75%	\$730,742	\$854,813	(\$124,071)	NO
80%	\$779,458	\$854,813	(\$75,355)	NO
85%	\$828,174	\$854,813	(\$26,638)	NO
90%	\$876,890	\$854,813	\$22,078	YES
95%	\$925,607	\$854,813	\$70,794	YES
100%	\$ 974,323	\$854,813	\$119,510	YES

MARKETING RETURN ON INVESTMENT

MROI	
	Influencer
Cost of Influencers	1,500
Conversion Rate	0.1%
Amount of Viewers	150,000
Number of Conversions	150
Average Price Per Item	\$565
Sales	\$84,750
Average COGS	\$245
COGS	\$36,779
Gross Profit	\$47,971
MROI	3198%

OPERATING RETURN ON INVESTMENT

Optimistic	Operating ROI Y1	Operating ROI Y2	Operating ROI Y3	Operating ROI Y4	Operating ROI Y5
Fixed Costs	\$ 393,850	\$ 393,850	\$ 393,850	\$ 393,850	\$ 393,850
Net Profit	\$ 25,253	\$ 78,844	\$ 100,855	\$ 123,527	\$ 146,879
ROI %	6%	20%	26%	31%	37%

Pessimistic	Operating ROI Y1	Operating ROI Y2	Operating ROI Y3	Operating ROI Y4	Operating ROI Y5
Fixed Costs	\$ 393,850	\$ 393,850	\$ 393,850	\$ 393,850	\$ 393,850
Net Profit	\$ (27,216)	\$ 24,801	\$ 45,191	\$ 66,193	\$ 87,825
ROI %	-7%	6%	11%	17%	22%