

Working Together Towards Success

Word-of-mouth recommendation is the best form of marketing, so when both retailers and vendors were telling Belle Étoile to join the Independent Jewelers Organization (IJO), we realized that there was something special here. Belle Étoile joined IJO in 2014, and we have loved every minute since!



IJO's philosophy of working together towards success is one we share. IJO offers retailers resources to help them succeed in the ever-changing market. With seminars, extensive marketing, rewards, international buying trips and more, IJO prepares you to become a premier jeweler in your community. By selecting retailers from non-competitive areas, IJO encourages retailers to support each other. From team clinics to casual conversations,



every discussion is honest and valuable. IJO is truly a family of friends who all share the goal of helping everyone succeed.

As a vendor, not only did we experience immediate growth from doing business with IJO, we also connected with our customers in a warm and intimate environment. IJO members are loyal to their vendors and everyone we have met has been a joy. When they say the jewelry industry is like a family, I'm positive they were talking about IJO!

IJO's core strength is its incredible and hard-working team. Whether you are a retailer or a vendor, you matter, and IJO wants to help you reach your highest potential.

When you join IJO, you give yourself the tools, resources, and network to succeed. When you join, you create a better future.

Carolyn Thamkul, Belle Étoile



INDEPENDENT
JEWELERS
ORGANIZATION

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**Contact Penny Palmer at
800-624-9252 for information
on membership.
www.ijo.com**