



BRILLIANT STARS

INTERNATIONAL GEMSTONE MERCHANTS • DESIGNERS OF MAGNIFICENT JEWELRY

BRILLIANT STARS IS A NEW YORK BASED, 3RD GENERATION FAMILY BUSINESS. WE ARE INVOLVED IN EVERY ASPECT OF THE JEWELRY MAKING PROCESS, FROM THE CUTTING OF GEMSTONES, TO THE DESIGN AND HAND CRAFTING OF THE FINAL JEWEL. WE REMAIN AMONG A SMALL, HANDFUL OF JEWELERS IN THE WORLD WHO POSSESS THE CONTACTS AND EXPERTISE TO PROCURE EVERY SINGLE GEMSTONE FROM THEIR RESPECTIVE MINING SITES IN COUNTRIES SUCH AS SRI LANKA, MYANMAR, COLOMBIA, NAMIBIA & BOTSWANA. AS A LEADING WHOLESALER OF FINE, HIGH END JEWELRY, **BRILLIANT STARS** SUPPLIES MORE THAN 250 RETAILERS IN OVER 20 DIFFERENT COUNTRIES. WE SPECIALIZE IN ORIGINAL, ONE OF A KIND DESIGNS, USING THE ABSOLUTE FINEST PRECIOUS GEMSTONES...



Rodney Rahmani, the 3rd generation to head the family business, presenting his newest collections at a trunk show.

DIAMONDS, RUBIES, SAPPHIRES AND EMERALDS. IT IS NOT SURPRISING THAT SOME OF THE MOST DISCERNING PEOPLE IN THE WORLD LOOK TO **BRILLIANT STARS** FOR THEIR MOST MAGNIFICENT JEWELS.

Rodney Rahmani
PRESIDENT & CHIEF DESIGNER

FOR THE FIRST TIME IN OUR FAMILY'S 80 YEARS OF HISTORY, WE ARE WITNESSING AN INCREDIBLE EVOLUTION IN THE JEWELRY BUSINESS; A COMPLETE DUAL SALES ECONOMY HAS FORMED IN WHICH HIGH END JEWELRY SALES ARE STRONG WHILE OTHER CATEGORIES REMAIN SOFT. TO BEGIN WITH, THE GENERAL ECONOMY HAS CREATED GREAT CHALLENGES FOR THE TYPICAL BUYERS OF LOW-END AND MID-RANGE JEWELRY. ADDITIONALLY, INTERNET SALES HAVE FURTHER HURT THESE CATEGORIES FOR TRADITIONAL JEWELRY RETAILERS.

CONVERSELY, THE GENERAL ECONOMY HAS BEEN VERY GOOD FOR THE HIGH-END BUYER. ALSO, IN LARGE PART BECAUSE OF THE INTERNET, HIGH-END BUYERS ARE NOW VERY INFORMED AND EDUCATED ABOUT THEIR JEWELRY INTERESTS;



White & rose gold Caterpillar brooch, designed around a Padparadscha sapphire.

MANY KNOW EXACTLY WHAT THEY WANT AND ARE DEMANDING IN-DEPTH CONVERSATIONS REGARDING ISSUES LIKE GEMSTONE COUNTRY OF ORIGIN, CONFLICT-FREE GEMSTONES, THE COLLECTABILITY OF CERTAIN JEWELS AND THE POSSIBILITY OF LONG TERM INCREASE IN VALUE. HOWEVER, WHEN IT COMES TO ACTUAL ON-LINE PURCHASES, THIS CATEGORY HAS REMAINED LARGELY IMMUNE. THE TYPICAL HIGH-END BUYER STILL PREFERS AND TRUSTS THE TRADITIONAL JEWELRY STORE FOR SUBSTANTIAL PURCHASES.

OF COURSE, FOR RETAILERS, GROWTH IN THE HIGH-END JEWELRY SEGMENT ALSO PRESENTS IT'S OWN SPECIFIC CHALLENGES. **BRILLIANT STARS** CAN HELP YOU FURTHER GROW THIS CATEGORY WITH CUSTOM FORMULATED TRUNK SHOWS FOR YOUR PARTICULAR STORE. WE HAVE MORE THAN 80 YEARS EXPERIENCE SPECIFICALLY IN HIGH-END JEWELS AND ONE OF THE MOST IMPRESSIVE INVENTORIES AVAILABLE ANYWHERE IN THE WORLD. THE FACT THAT WE HAVE THE EXPERTISE AND CONTACTS TO PURCHASE EVERY SINGLE GEMSTONE WE USE BEFORE THEY ARE CUT AND AT MINING SITES DIFFERENTIATES US FROM ALL OTHERS AND GRABS THE RESPECT OF YOUR CLIENTS.

BY RUNNING A SUBSTANTIAL, NEW YORK BASED, DESIGN AND MANUFACTURING FACILITY, YOUR CLIENTS CAN BE ASSURED THAT WE ARE CAPABLE OF ABSOLUTELY ANY CUSTOM DESIGN REQUESTS. MOST IMPORTANTLY, OUR PRESENCE IN YOUR STORE WITH HUNDREDS OF OUR STUNNING, HIGH-END JEWELS, CREATES AN INCREDIBLE AURA AND A SINGULAR BUYING EXPERIENCE. CLIENTS CAN CONVERSE AND QUESTION THE ACTUAL FAMILY BEHIND THE JEWELS AND ASSURE THEMSELVES THAT THEIR PURCHASE IS ACCENTUATED WITH A STORY.



White & yellow gold wide diamond cuff bracelet.

NEEDLESS TO SAY, OUR TRUNK SHOWS CREATE A SUBLIMINAL SENSE OF URGENCY TO PURCHASE; AT THE END OF THE TRUNK SHOW, THE JEWELS ARE GONE. HUNDREDS OF TRUNK SHOWS AROUND THE WORLD HAVE THOUGHT US THAT THIS GENTLE PUSH IS OFTEN THE MOST COMPELLING REASON FOR CLIENTS TO MAKE A SUBSTANTIAL PURCHASE.

TO THIS END, **BRILLIANT STARS** IS REACHING OUT TO CHOOSE WORLD CLASS RETAIL PARTNERS WHO HAVE A STRONG FOLLOWING OF HIGH END CLIENTS AND HAVE THE VISION TO RECOGNIZE THE SYNERGY THAT CAN BE CREATED BETWEEN OUR TWO COMPANIES. OUR GOAL IS TO ORGANIZE THE MOST ELEGANT, IN-STORE TRUNK SHOW, AND BRING FURTHER REVENUE AND EXCITEMENT TO YOUR RETAIL ENVIRONMENT.



High-end men's jewelry is one of the most underserved segments in the entire industry and offers great opportunities. Brilliant Stars is very strong in this category and can offer gentlemen stunning options. Pictured here is a pair of custom made sapphire and diamond cufflinks in white gold. Also pictured is our signature five diamond ring in yellow gold.



Stunning yellow gold chandelier style earrings containing natural Cabochon Burma rubies.

SOME OF THE DETAILS OF OUR EVENTS ARE AS FOLLOWS...

- ◆ MILLIONS OF DOLLARS WORTH OF JEWELS, IN SOME OF THE MOST STUNNING DESIGNS, WILL FILL YOUR STORE AND CREATE A MAGICAL SALES ENVIRONMENT.
- ◆ EVENTS ARE USUALLY HELD OVER TWO DAYS... AN EVENING, LEADING IN TO THE NEXT DAY.
- ◆ ALL JEWELRY RELATED EFFORTS AND EXPENSES WILL BE HANDLED BY **BRILLIANT STARS** INCLUDING INSURANCE, TRANSPORT AND SECURITY PERSONNEL.
- ◆ TRUNK SHOWS ARE PRECEDED BY A 30-MINUTE PRESENTATION BY MR. RAHMANI EXCLUSIVELY FOR YOUR STAFF. THIS WILL INTRODUCE OUR COMPANY AND GIVE YOUR STAFF A CRASH COURSE IN JEWELRY AND GEMSTONES. WE WOULD LIKE FOR THEM TO BE VERY EXCITED ABOUT THE EVENT AND INVOLVED IN PRESENTING JEWELRY TO THEIR SPECIFIC CLIENTS.
- ◆ YOUR STORE WILL EARN A SIGNIFICANT PORTION OF ALL JEWELRY REVENUE PRODUCED AT THE EVENT. SINCE THE DECISION TO PURCHASE A SUBSTANTIAL PIECE OF JEWELRY MAY TAKE SOME THOUGHT AND TIME, **BRILLIANT STARS** WILL CONTINUE TO DISBURSE YOUR PORTION OF JEWELRY SALES, THAT HAVE RESULTED FROM TRUNK SHOWS, FOR UP TO ONE FULL YEAR LATER.
- ◆ YOUR STAFF WILL BE EXPECTED TO PRODUCE THE TRAFFIC FOR OUR EVENT AND THEY ARE REQUIRED TO ENSURE THAT AS MANY CLIENTS AS POSSIBLE ATTEND.



Brilliant Stars has a strong International following. Mr. Rahmani was chosen as the only jeweler to exclusively lecture at UBS Bank, Singapore to a group of their high net worth clients.

RODNEY RAHMANI, PRESIDENT OF **BRILLIANT STARS**, IS A NOTED SPEAKER ON TOPICS INCLUDING THE GLOBAL LUXURY MARKET, PRECIOUS GEMSTONES, JEWELRY DESIGN, MINERAL ECONOMICS AND CONFLICT GEMSTONES. BESIDES ROUTINELY PRESENTING HIS JEWELRY IN PERSON, MR RAHMANI OFTEN SPEAKS IN FRONT OF AUDIENCES AS INTIMATE AS 20 TO AS LARGE AS SEVERAL HUNDRED. HE IS AN ELEGANT PRESENTER AND AN ELECTRIFYING SPEAKER. HE WILL PERSONALLY ATTEND ALL **BRILLIANT STARS** TRUNK SHOWS AND OUR EVENT CAN BE TAILORED TO BEST INTEREST YOUR CLIENTS. WHETHER AN ELEGANT EVENING OF COCKTAILS OR AN ACTUAL EXCITING AND EDUCATIONAL LECTURE, **BRILLIANT STARS** CAN FORMULATE AN EVENT THAT WILL BEST INSPIRE YOUR CLIENTS AND PRODUCE REVENUE.



Rodney Rahmani frequents gemstone mining regions such as this in Sri Lanka.

Our Services...

- ◆ ONE OF THE LARGEST INVENTORIES OF FINE, HAND-MADE JEWELRY AVAILABLE ANYWHERE.
- ◆ ALL CENTER COLOR GEMSTONES AND DIAMONDS ARE ACCOMPANIED WITH FULL CERTIFICATION FROM THE GEMOLOGICAL INSTITUTE OF AMERICA.
- ◆ COMPLETE DESIGN AND MANUFACTURING FACILITIES TO HANDLE ANY CUSTOM DESIGNS.
- ◆ WORLD CLASS, NEW YORK BASED, CUSTOMER SERVICE WHICH ROUTINELY HANDLES CLIENTS IN OVER 20 DIFFERENT COUNTRIES.
- ◆ COMPLIMENTARY WORLD-WIDE INSURED SHIPPING FOR ALL PURCHASES.



Natural color diamonds, like this 5 Carat vivid yellow beauty, represent one of the most exciting categories featured by Brilliant Stars.



This dramatic Burma ruby tassel necklace contains hundreds of carats of precious rubies that took over two years to collect.

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