

## Kirk Kara Announces A Major Marketing Initiative To Support Its Authorized Retailers

AFTER LAUNCHING A successful consumer print campaign in January 2005, Kirk Kara is pleased to provide an array of marketing tools to encourage bridal consumers to visit authorized Kirk Kara retail stores. This initiative offers elements that support authorized retailers to increase store traffic and create stronger in-store branding. Some of the tools include a newly designed custom in-case display, postcards, in-store signage, counter cards, customized print advertising and co-op dollars, as well as press releases for jewelers to use in their local markets.

Kirk Kara's new print ad campaign has already received an enormous positive response from consumers, driving them into their local authorized retailers. Running all year long in *Bridal Guide*, *Elegant Bride* and *Wedding Channel's WeddingBells*, the striking print campaign features the "Charlotte" collection, one of five vintage-inspired bridal collections including "Victoria," "Amelia," "Stella" and "Isabella."

The beauty of Kirk Kara's creations and the power of the company's latest ad campaign ensure that the collections virtually sell themselves. And these assets become even richer when combined with the many additional targeted marketing materials offered exclusively to authorized Kirk Kara retailers.

## Kirk Kara Featured In "A Diamond Is Forever" 2005 Right Hand Ring Print Ad Campaign

THE ACCOLADES CONTINUE to pour in for Kirk Kara's exquisite "Angeliq" Diamond Right Hand Ring. After being judged by a blue-ribbon panel of industry leaders including manufacturers, retailers and press representatives, as well as a large designated population of consumers who are diamond enthusiasts, the "Angeliq" emerged as one of the 15 rings selected to be featured in the "A Diamond Is Forever" 2005 right hand ring print ad campaign.

The new campaign will run through April 2006 and receive strong exposure in numerous prestigious publications catering to upscale women, such as *Allure*; *Architectural Digest*; *Coastal Living*; *House & Garden*; *Bon Appetit*; *Elle*; *Harper's Bazaar*; *InStyle*; *Lucky*; *O, The Oprah Magazine*; *Saveur*; *Surface* and *Vogue*.

To celebrate this accomplishment, Kirk Kara has launched a fashion campaign and is committed to partnering with its authorized retailers to provide marketing support such as in-store promotions and advertising tools.



ABOVE TOP — KIRK KARA'S CONSUMER PRINT AD CAMPAIGN, AS SEEN IN NATIONAL BRIDAL MAGAZINES.

ABOVE MIDDLE — KIRK KARA'S "ANGELIQUE" DIAMOND RIGHT HAND RING HAS BEEN SELECTED TO APPEAR IN THE "A DIAMOND IS FOREVER" RIGHT HAND RING CAMPAIGN FOR 2005.

Available in platinum or 18k with .91 carats total weight of diamonds.

ABOVE BOTTOM — KIRK KARA'S NEW FASHION PRINT AD CAMPAIGN FEATURES THE "ANGELIQUE" RIGHT HAND RING.

# KIRK KARA

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## Nicollette Sheridan Falls In Love With Kirk Kara's Exquisite Platinum And Diamond Right Hand Ring

THERE WERE PLENTY of "oohs" and "aahs" accompanying star Nicollette Sheridan's appearance at the Platinum Guild International Red Carpet jewelry preview for the Golden Globe Awards. However, the joyful exclamations were coming not from onlookers but from the gorgeous actress herself! Sheridan had just discovered renowned jewelry designer Kirk Kara's stunning "Angelique" Platinum Right Hand Ring.

Recently engaged, she was particularly captivated by Kirk Kara's marquee-shaped right hand ring from the "Angelique" collection, admirably slipping it onto her finger alongside her new engagement ring.

Karo Vartanian, costume supervisor for ABC's "Desperate Housewives," contacted Kirk Kara following the event to exclaim, "Nicollette loves her ring!" and has vowed never to part with it.

Michael O'Conner, Senior Vice President of Communications and Trade Relations at Platinum Guild International USA, commented that Sheridan was "thrilled by the beautifully designed ring, with its spectacular, vintage-style platinum scrollwork surrounding diamonds



ABOVE NICOLLETTE SHERIDAN OF "DESPERATE HOUSEWIVES" WEARING KIRK KARA'S "ANGELIQUE" RIGHT HAND RING AT PGI'S ANNUAL GOLDEN GLOBES RED CARPET JEWELRY PREVIEW.

along the top. She noted that Kirk Kara has created the perfect fashion accessory. Platinum Guild International was pleased to provide entertainment's biggest figures a chance to encounter the wonderful work of top platinum design houses like Kirk Kara."

Like all of Kirk Kara's vintage-inspired pieces, the handmade milgrain right hand ring conveys traditional elegance with a twist of modern individuality.

## La Senza Chooses Kirk Kara To Help Launch Its New Glam Jewel Bra

ONE LUCKY WINNER TAKES HOME AN EXQUISITE KIRK KARA PINK SAPPHIRE BAND

IT WAS A MATCH made in heaven! Renowned jewelry designer Kirk Kara partnered with international lingerie retailer La Senza to help the luxurious boutique launch its New Glam Jewel Bra. A key element of this promotional event was the chance to win a beautiful pink sapphire band designed specially by Kirk Kara!

"I'm honored to have worked with La Senza, as we both pride ourselves on serving a very discerning consumer base of fashion cognoscenti," stated Kirk Kara, President and Chief Designer of Kirk Kara. "And more importantly, this arrangement gave me the opportunity to debut a new vintage-inspired piece that builds on our popular line of diamonds and sapphires. We have now gone beyond our original blue sapphire rings to create a special custom design using pink sapphires to suit exactly what the customer desires."

La Senza hosted a month-long contest in its five U.S. stores throughout New York, Massachusetts and New Jersey, offering shoppers the chance to win the pink sapphire ring. Christen Sherkanowski from Lynn, Massachusetts, was the lucky winner who received her prize at Alpha Omega Jewelers, an authorized Kirk Kara jeweler in Cambridge, Massachusetts.



ABOVE CHRISTEN SHERKANOWSKI, WINNER OF LA SENZA'S CONTEST, RECEIVES A KIRK KARA PINK SAPPHIRE BAND AT ALPHA OMEGA JEWELERS IN CAMBRIDGE, MASSACHUSETTS.



ABOVE PINK SAPPHIRE BAND FROM KIRK KARA, DESIGNED TO HELP INTERNATIONAL LINGERIE RETAILER LA SENZA LAUNCH ITS NEW GLAM JEWEL BRA.

## Featured Collections!

6223-S  
6223-BS  
6867-E  
6867-N

VICTORIA

6621-RH  
6621-BH  
6776-R  
6776-B

AMELIA

6726-R  
6726-B  
6685-R  
6685-BI

CHARLOTTE

6309  
6309-B  
6454A-RS  
6454A-BS

ISABELLA

6868-R  
6868-B  
6766-R  
6766-B

STELLA

6712-R

ANGELIQUE

## Kirk Kara's Collections Are Showstoppers At Lavish *OverTime* Magazine Event

**S**URROUNDED BY SUMPTUOUS delicacies, luxurious automobiles and glamorous celebrities and socialites, three of **Kirk Kara's** jewelry collections dazzled upscale partygoers at the lavish Hot List party at the home of Super Bowl winner Dorsey Levens, hosted by pro football star Ryan McNeil's *OverTime* magazine, the business and lifestyle periodical for professional athletes and sports insiders.

"Everyone found **Kirk Kara's** pieces perfect to look at, touch and try on. They were really a showstopper!" commented Kenneth Gordon, an Atlanta-based authorized **Kirk Kara** jeweler who has served high-end clients by private appointment and referral for over 25 years.

Sports luminaries such as former Atlanta Falcons defensive end Chuck Smith, Atlanta Hawks Vice President Harold Ellis and former Houston Rockets power forward Charles Oakley took time out from the festivities to admire the alluring array of exclusives from the large catalogue of renowned **Kirk Kara**, President and Chief Designer.



ABOVE *OverTime* Magazine's party in Atlanta featured Kirk Kara collections for guests such as (from left) *OverTime* publisher and editor in chief Ryan McNeil, authorized Kirk Kara retailer Kenneth Gordon, Realtor Venice Brinkley Walker and former New York Knicks star Charles Oakley.

Experience Kirk Kara For Yourself... The 2005 Collection Will Be On Display At The Following Trade Shows:

**JCK LAS VEGAS**  
Las Vegas, NV  
June 3-7, 2005  
Platinum Pavilion  
Booth #335

**JA NEW YORK SHOW**  
New York, NY  
July 31-August 3, 2005  
Platinum Pavilion  
Booth #1130 - #1132

**IJO BOSTON**  
Boston, MA  
July 16-20, 2005

**SJTA ATLANTA JEWELRY SHOW**  
Atlanta, GA  
August 6-8, 2005  
Booth #1201

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HERE