



For Immediate Release

Contact: Destini Cavalletto

destini@mvimarketing.com



SILVER™

## **Consumer Appetite for Silver Strong Research Finds Silver New Favorite Metal for Diamonds**

**11 May 2011 Paso Robles, California** - A consumer market research study conducted on behalf of the Silver Promotion Service by MVI Marketing Ltd.'s (MVI) Jewelry Consumer Opinion Council® (JCOC) has found a strong consumer appetite for Silver in fine jewelry and significant preferences for Silver as the metal for fine jewelry set with diamonds.

Silver Promotion Service Director Michael Barlerin commenting on the research results said, "We knew from the results of our Nielsen trade research that Silver sales are growing at a record pace. What's gratifying in this consumer study is that the potential market share for Silver in fine jewelry is expanding as consumers see more and more styles, many set with diamonds."

Key findings from the JCOC research include:

- + *Which color metal do you prefer for diamond jewelry?*  
46% White, 25% Yellow
- + *Besides a wedding ring(s), what type of jewelry do you wear practically everyday?*  
50% Silver
- + *I think Sterling Silver jewelry looks better than yellow gold*  
42% agree
- + *I find Sterling Silver jewelry to be more wearable than gold*  
51% agree
- + *Because Sterling Silver costs less than gold, I can accessorize all my outfits with it*  
70% agree
- + *When do you wear Sterling Silver the most?*  
32% All of the time
- + *About how many of your friends and family wear Sterling Silver jewelry?*  
75% All or some of them
- + *People feel good buying Silver jewelry because it makes a good gift*  
70% of the respondents stated they like to buy Sterling Silver jewelry as gifts for family and friends

Liz Chatelain, President of MVI, in reviewing the research results noted, "Obviously the high gold price is driving consumers and retailers to look for alternatives in fine jewelry. What we are learning from this research and our regular contact with jewelry designers, is that consumers see Silver as the strongest option," Chatelain continued, "It is clear from the current inventory in all types of fine jewelry retailers, that Silver is emerging as the new metal in diamond jewelry."

Highlights of the research findings will be presented to *retailers* and *media* attending the Couture show at the Wynn Hotel in Las Vegas at 10 am on 3 June 2011 in the Margaux Ballroom.

For additional information, please contact MVI at [www.mvimarketing.com/contact.php](http://www.mvimarketing.com/contact.php)

\*\*\*\*