



# Jewelry Worn, Then Reborn via Shop's 'Lifetime Buyback Promise'

Innovative E-Tailer Turns Your Gold Into Green Investments

By Merilee Kern, MBA

What if your jewelry didn't just shine, but it functioned financially for you, too? Sonalore is an e-tailer transforming the fine jewelry sector with a "Lifetime Buyback Promise," allowing consumers to sell back their gold jewelry for cash or credit anytime at market value—with just one click. Unlike designer duds that don't trade as a commodity, Sonalore pieces are crafted to appreciate, blending beauty with asset accumulation.

Sonalore jewelry is crafted to be passed down generations, but is designed with freedom and fiscal ingenuity at its core. Choose to cherish your jewelry forever, or sell it back with one click for your choice of cash or store credit anytime you want, calculated based on the stock market value price of gold.

"Gold is beautiful to wear, but also a great investment to keep ... be it a gold bar, a stunning bracelet or even a broken chain, each gram of gold is precious," said Sonalore CEO Nidhi Singhvi. "Unlike designer bag, sneakers and other style staples, gold is traded as an asset across the world and its value increases steadily over the years."

## A Golden Opportunity for Savvy Consumers

- Sustainable, asset-minded shopping: Sell back your jewelry as easily as you buy it so it can be recycled and reborn with Sonalore's buyback guarantee. Get instant and fair buyback valuations, so you can refresh your collection anytime. Monitor your jewelry portfolio and see how it grows in value over time. At any time, sell it back with a click of a button.
- Get the most gold for your dollar: Traditionally, fine jewelry prices are mostly made up of markups, with only 25%-30% going toward gold and gemstones. At Sonalore, 65%-70% of what you pay goes toward these precious materials, giving you the most value for your money.
- Transparent pricing: Sonalore gives an honest breakdown of its pricing policies and product details.
- Ethically made: Sonalore uses responsibly sourced precious stones and ensures fair wages for its workers.
- Artisan quality: Sonalore offers high-quality jewelry crafted by global artisans from India and Italy.

"We find the industry pricing standards shockingly unfair. At Sonalore we reverse the trend. So 65%-70% of our prices go toward gold and precious materials, instead of the standard 25%-30%. We focus on crafting jewelry with a high value of gold for every dollar you spend. We are proud of our efforts to combine jewelry with building assets at inspiringly low prices." — Nidhi Singhvi

## The Sonalore Difference

Same ring, vastly different consumer experiences.

With transparent pricing, ethically sourced materials and 65%-70% of each purchase going directly into gold and gemstones (instead of the egregious industry-standard markups), Sonalore is combining luxury accessories with financial freedom, well-suited for savvy shoppers that appreciate the utmost flexibility, sustainability and value.

*Merilee Kern, MBA, founder of TheLuxeList.com, is a brand strategist and analyst who reports on industry change makers, movers, shakers and innovators: field experts and thought leaders, brands, products, services, destinations and events. Merilee is also founder, executive editor and producer of "The Luxe List." Connect with her at theluxelist.com.*



Get the most gold for your dollar

Traditionally, precious gold and stones make up only 25-30% of its price. The rest is high profit markups. But at Sonalore, 65-70% of our prices go towards these valuable materials, so you get most value for your dollar.

