



JEWELRY WORN, THEN REBORN VIA SHOP'S 'LIFETIME BUYBACK PROMISE'

BY MERILEE KERN

Innovative e-Tailer Turns Your Gold into Green Investments

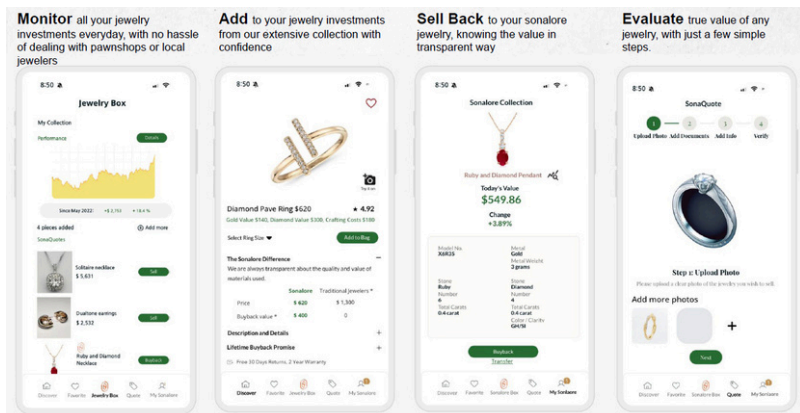
What if your jewelry didn't just shine, but it functioned financially for you, too? Sonalore is an e-Tailer transforming the fine jewelry sector with a "Lifetime Buyback Promise," allowing consumers to sell back their gold jewelry for cash or credit anytime at market value—with just one click. Unlike 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 "lifetime 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 anytime, 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 towards gold and gemstones. But at Sonalore 65-70% of what you pay goes toward these precious materials, giving you the most value for your money.
- **Transparent pricing.** Honest breakdown of our pricing policies and product details.
- **Ethically made.** Responsibly sourced precious stones and fair wages for our workers.
- **Artisan quality.** Highest quality jewels crafted by global artisans from India to Italy.

"We find the industry pricing standards shockingly unfair," Singhvi continued. "At Sonalore we reverse the trend. So 65-70% of our prices go towards 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 inspiring low prices."

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 utmost flexibility, sustainability and value.

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ABOUT THE AUTHOR:

Merilee Kern, MBA is an internationally-regarded brand strategist and analyst who reports on noteworthy industry change makers, movers, shakers and innovators across all B2B and B2C categories. This includes field experts and thought leaders, brands, products, services, destinations and events. Merilee is Founder, Executive Editor and Producer of *"The Luxe List."* As a prolific business and consumer trends, lifestyle and leisure industry voice of authority and tastemaker, she keeps her finger on the pulse of the marketplace in search of new and innovative must-haves and exemplary experiences at all price points, from the affordable to the extreme—also delving into the minds behind the brands. Her work reaches multi-millions worldwide via broadcast TV (her own shows and copious others on which she appears) as well as a myriad of print and online publications. Some or all of the accommodations(s), experience(s), item(s) and/or service(s) detailed above may have been provided or arranged at no cost to accommodate if this is review editorial, but all opinions expressed are entirely those of Merilee Kern and have not been influenced in any way.