

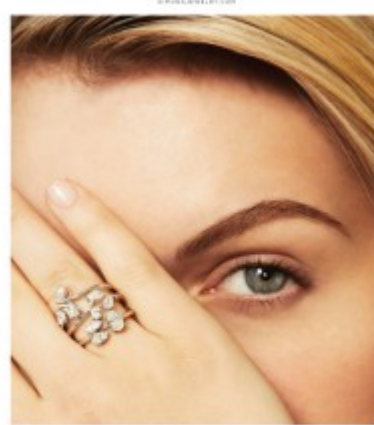
Simon G. Innovates Its Jewelry Offerings and Marketing Efforts to Attract New Customers

In June, the brand experimented with a new way of marketing to its customers to great success. Later this year, Simon G. will also roll out its first collection of men's jewelry to all of its retailers.

OAKBROOK TERRACE, Illinois, August 19, 2019

(Newswire.com) - A jewelry brand known for modernizing classic silhouettes, [Simon G.](#) continues to innovate with new ways to delight and captivate its customers. The brand, which is offered at authorized retailers like Merry Richards Jewelers, recently took its advertising one step further beyond the trunk shows and events many other designers rely on.

By combining influencer marketing with a three-week paid advertising campaign, Simon G.'s marketing team proved that [combining multiple marketing approaches](#) would be instrumental in increasing business for their retail partners.



COMMITTED
Simon G.
THE POWER OF THREE
INSPIRED BY WEDDING CEREMONIES AND BEST
FOR YOUR PAST, PRESENT AND FUTURE. INTRODUCING THE NEW THREE OF SIMON COLLECTION

This past June, Simon G.'s team chose five stores to work with in promoting their trunk shows and retail efforts; in addition to running a three-tiered paid campaign on the stores' behalf, the brand also collaborated with local fashion and lifestyle influencers to help the businesses reach an even broader audience.

The result: greater brand and event awareness as well as an increase in traffic at the events themselves. By running this experiment, the jewelry powerhouse proved that a multifaceted marketing approach would be helpful -- and in some cases even necessary -- for jewelry retailers to bring returning customers back and entice new ones to their stores.

But that's not all Simon G. has been working on. This fall, the designer will launch its [inaugural men's jewelry collection](#) that combine precious metals with alternative materials like hardwood, rubber, and enamel.

Although Simon G. had introduced men's jewelry pieces to its customers in the past, this collection would mark the brand's first plunge into the men's fine jewelry market. Even so, the collection is already receiving positive feedback after it was previewed at the JCK Las Vegas trade show earlier this year. Those interested in browsing the collection can visit Merry Richards Jewelers this fall to see these pieces in person.

To learn more about Simon G. or the brand's collections and products available at [Merry Richards Jewelers](#), contact the retailer by calling (650) 516-8000 or visiting their showroom in Oakbrook Terrace, Illinois.

About Merry Richards Jewelers

Founded in 1985, Merry Richards Jewelers is a fine retailer of jewelry items that include wedding bands, [engagement rings](#), loose diamonds, luxury timepieces, and fashion jewelry items. Family-owned and operated, Merry Richards Jewelers has a luxuriously decorated showroom in Oakbrook Terrace, Illinois and is conveniently located near the Northbrook, Evanston, Hinsdale, and Naperville areas. For more information on the promotions, brands, and jewelry services offered at Merry Richards Jewelers, please visit [Merryrichardsjewelers.com](#) or call their showroom directly at (650) 516-8000.

Source: Merry Richards Jewelers

Additional Links

- [Merry Richards Jewelers website](#)