



PEARLESQUE

WHOLESALE BUYER DECK

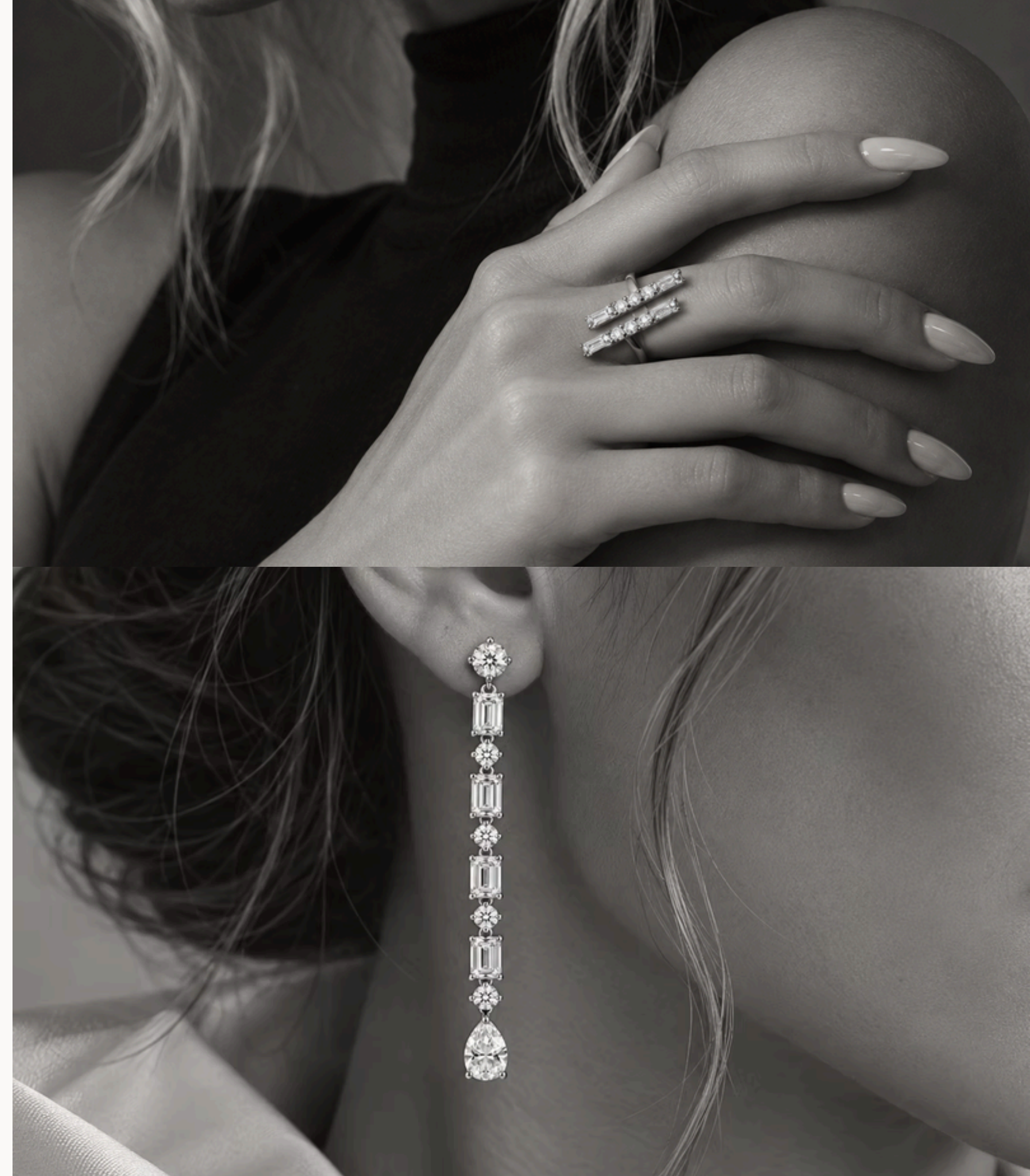
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The Brand

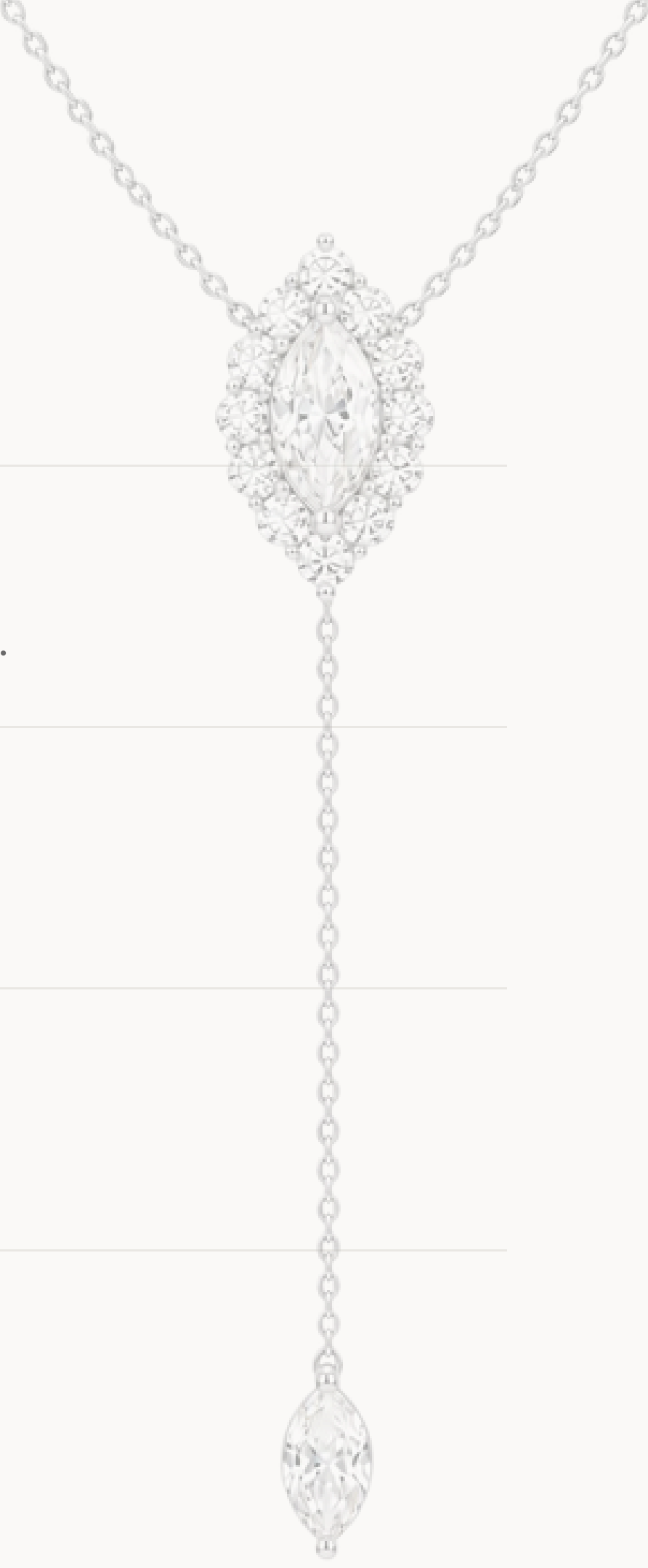
Jewelry should feel extraordinary.
The price doesn't have to.

Pearlesque is a women-owned modern jewelry brand focused on brilliant certified moissanite, sterling silver/gold plated, and elevated design. Our collections combine fine-jewelry presence with attainable luxury pricing across everyday, statement and bridal categories.



Why Pearlesque

01	BRILLIANCE	D-color / VVS-grade moissanite on applicable styles.
02	DESIGN	Distinctive silhouettes spanning essentials, statement and bridal.
03	ACCESSIBLE LUXURY	Premium visual language with approachable price architecture.
04	GIFTABLE	Elevated packaging and occasion-driven merchandising.



The Customer

A modern jewelry customer shopping for visual impact, gifting and milestone moments without traditional fine-jewelry markups.

EVERYDAY LUXURY

Polished staples with elevated sparkle.

BRIDAL + OCCASION

Ceremony, bridal party and event dressing.

STATEMENT

Distinctive silhouettes designed to photograph beautifully.

Brand World



Pearllesque is a women-owned jewelry brand redefining accessible luxury through modern design, exceptional brilliance, and elevated presentation. Created for today's woman, each collection balances timeless femininity with distinctive, statement-making design.



Hero Assortment



Olivia Earrings
MSRP \$300.00
Wholesale \$140
Material / Stone
18kt white/yellow
gold plated
925 silver
VVSI Moissanite GRA



Daniella Earrings
MSRP \$325.00
Wholesale \$160
Material / Stone
18kt white/yellow
gold plated
925 silver
VVSI Moissanite GRA



Margot Studs
MSRP \$280.00
Wholesale \$140
Material / Stone
18kt white/yellow
gold plated
925 silver
VVSI Moissanite GRA



Nadia Ring
MSRP \$650.00
Wholesale \$325
Material / Stone
18kt white/yellow
gold plated
925 silver
VVSI Moissanite GRA



Brianna Bracelet
MSRP \$650.00
Wholesale \$325
Material / Stone
18kt white/yellow
gold plated
925 silver
VVSI Moissanite GRA



Margot Necklace
MSRP \$220.00
Wholesale \$110.00
Material / Stone
18kt white/yellow
gold plated
925 silver
VVSI Moissanite GRA

Packaging & Presentation

Elevated from product to presentation.

Every Pearlesque piece is presented in our signature grey jewelry box or protective pouch, creating a refined, gift-ready experience. Select moissanite styles include third-party certification, including GRA certificates where applicable.



SIGNATURE GREY BOX

Premium presentation designed for gifting and retail.

JEWELRY POUCH

Soft protective storage for travel and everyday care.

CERTIFICATION

GRA or other third-party certification with applicable styles.

GIFT-READY

A consistent luxury experience across DTC and retail.

Presentation designed to complement the product—not compete with it.

Bridal

For the ceremony.

The celebration.

And everything after.

A curated bridal assortment built around luminous earrings, necklaces, rings and bracelets for brides, bridal parties and gifting.

MERCHANDISING IDEAS:

- Bride
- Bridal Party
- Wedding Day Earrings
- Tennis Bracelets
- Gifts



Assortment & Price Architecture

TIER	ROLE	MSRP RANGE
ENTRY	Giftable / discovery	\$150 - \$250
CORE	Everyday / signature	\$250 - \$400
STATEMENT	High-impact pieces	\$400- \$600
BRIDAL LUX	Occasion / ceremony	\$650 +



Product Standards

MATERIALS

925 sterling silver / plated finishes / freshwater pearl as applicable

PACKAGING

Pearlesque jewelry box + care / certification materials

FULFILLMENT

Inventory on hand, reorder lead time, case-pack details

STONES

VVS1 Moissanite specifications by SKU; certification where applicable- 0.5-5CT stones - larger if applicable

IDENTIFICATION

SKU + UPC / GTIN plan

COMPLIANCE

Country of origin, material accuracy, testing/documentation

Partnership Opportunity

A curated Pearlesque assortment designed for a focused retail launch, with the flexibility to expand based on performance.

CURATED ASSORTMENT

20-25 hero SKUs across earrings, rings, necklaces, bracelets and bridal, selected to represent the strongest Pearlesque designs.

WHOLESALE STRUCTURE

Competitive wholesale pricing with retailer-friendly margins (50%+), supported by consistent MSRP positioning across Pearlesque channels.

LAUNCH SUPPORT

High-resolution product imagery, editorial creative, product education and digital assets available to support merchandising and launch.

GROWTH OPPORTUNITY

Opportunity to expand the assortment, introduce seasonal capsules and develop retailer-exclusive styles based on sell-through.

INITIAL ASSORTMENT 20-25 SKUs

CATEGORIES Earrings • Rings • Necklaces • Bracelets • Bridal

MSRP \$150- \$600+



PEARLESQUE

LET'S BUILD THE ASSORTMENT.

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