



Media Kit

as of July 2022



James Avery By The Numbers

1954

YEAR FOUNDED

IN KERRVILLE, TX

114

JAMES AVERY STORES

(AND GROWING)

4

ARMY & AIR FORCE EXCHANGE SERVICE LOCATIONS

FORT HOOD, FORT BELVOIR, FORT SAM HOUSTON
AND JOINT BASE LEWIS-MCCHORD

3

AIRPORT LOCATIONS

AUS, BNA AND IAH

224

DILLARD'S LOCATIONS

IN TEXAS AND 28 STATES (AND GROWING)

6

WORKSHOPS IN TEXAS

IN COMFORT, FREDERICKSBURG, HONDO, KERRVILLE
AND CORPUS CHRISTI

3.2K

REGULAR ASSOCIATES

IN OUR CORPORATE OFFICES, MANUFACTURING FACILITIES
AND RETAIL STORES

10%

DISCOUNT

FOR MILITARY, FIRST RESPONDERS AND CLERGY

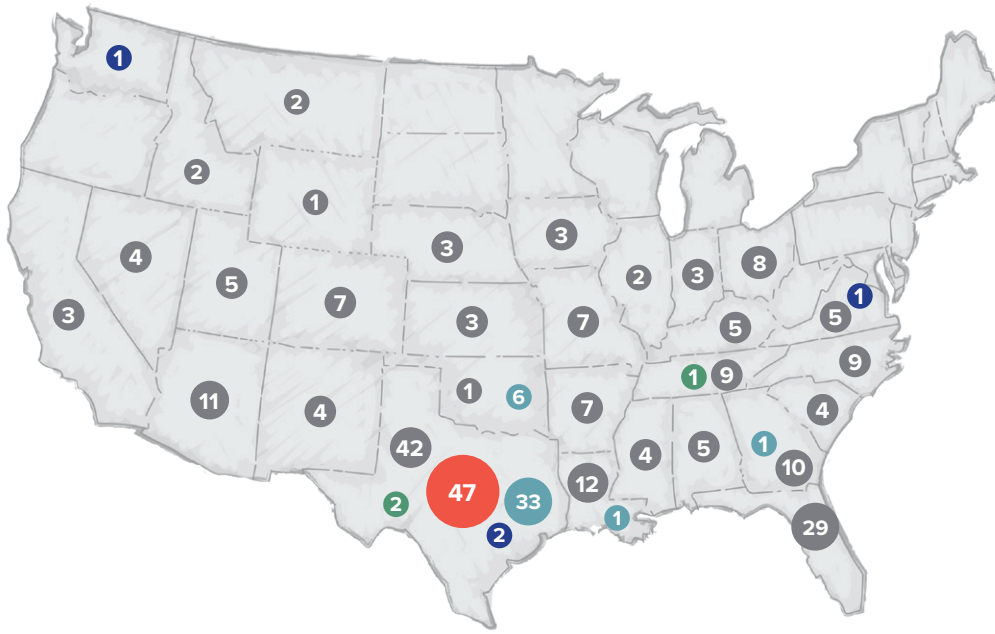
1.07M

FOLLOWERS

ON INSTAGRAM, FACEBOOK AND TWITTER (AND GROWING)

Our Locations

Our Presence Across 30 States



TEXAS

Abilene
Allen
Amarillo
Arlington
Austin ✈️
Bastrop
Baytown
Beaumont
Bee Cave
Boerne
Brownsville
Burlison
Cedar Hill
Cedar Park
College Station
Conroe
Corpus Christi
Cypress
Dallas
Del Rio
Denton
Eagle Pass
El Paso
Fairview
Fort Hood ⚡
Fort Sam Houston ⚡
Fort Worth
Fredericksburg
Friendswood
Frisco

Garland
Granbury
Georgetown
Harker Heights
Harlingen
Highland Village
Houston ✈️
Humble
Huntsville
Hurst
Katy
Kerrville
Killeen
Kingwood
Kyle
Lake Jackson
Lake Worth
Laredo
League City
Live Oak
Longview
Lubbock
Lufkin
Magnolia
Mansfield
McAllen
Mesquite
Midland
Mission
New Braunfels
New Caney

Odessa
Pasadena
Pearland
Pflugerville
Plano
Port Arthur
Portland
Prosper
Richmond
Rockwall
Rosenberg
San Angelo
San Antonio
San Marcos
Sherman
Southlake
Spring
Spring Branch
Stephenville
Sugar Land
Temple
Terrell
Texarkana
The Woodlands
Tomball
Tyler
Victoria
Waco
Waxahachie
Weatherford
Webster

Wichita Falls

ALABAMA

Auburn
Huntsville
Mobile
Montgomery
Spanish Fort

ARKANSAS

Fayetteville
Fort Smith
Hot Springs
Jonesboro
Little Rock
North Little Rock
Rogers

ARIZONA

Chandler
Casa Grande
Gilbert
Glendale
Lake Havasu City
Mesa
Scottsdale
Sierra Vista
Tucson
Yuma

CALIFORNIA

El Centro
Palmdale
Stockton

COLORADO

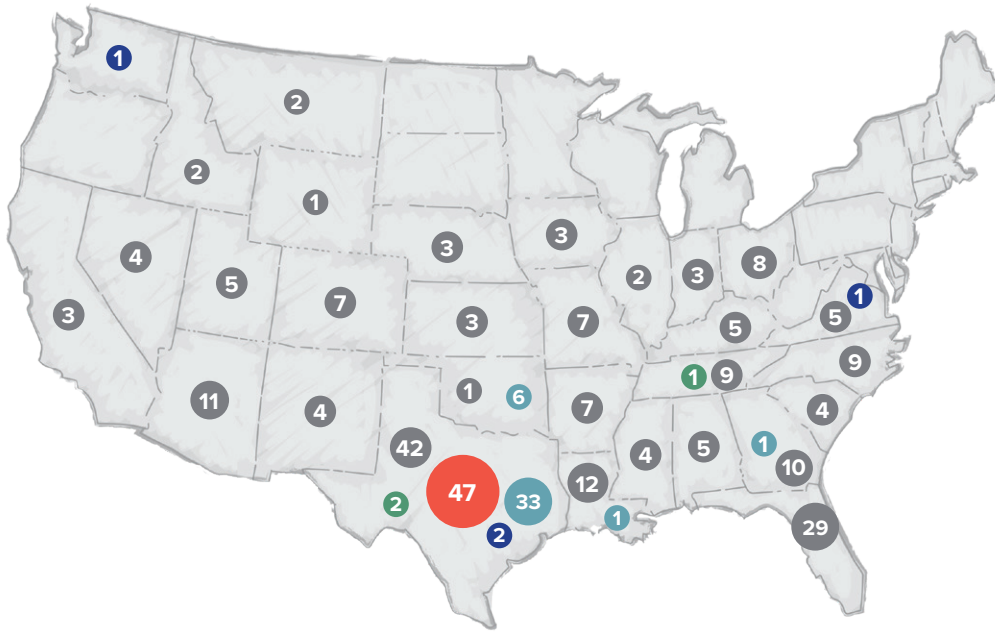
Aurora
Broomfield
Colorado Springs
Grand Junction
Littleton
Pueblo

FLORIDA

Altamonte Springs
Brandon
Clearwater
Daytona Beach
Estero
Ft Lauderdale
Ft Myers
Gainesville
Jacksonville
Jensen Beach
Melbourne
Naples
Ocala
Orange Park
Orlando
Oviedo
Panama City
Panama City Beach

Our Locations

Our Presence Across 30 States



Pembroke Pines
Pensacola
Plantation
Port Charlotte
Sanford
Sarasota
Tallahassee
Tampa
Wellington

GEORGIA

Alpharetta
Atlanta
Augusta
Buford
Columbus
Douglasville
Macon
Newnan

IOWA

Coralville
Davenport
West Des Moines

IDAHO

Boise
Idaho Falls

ILLINOIS

Fairview Heights
Marion

INDIANA

Clarksville
Evansville
Richmond

KANSAS

Overland Park
Topeka
Wichita

KENTUCKY

Bowling Green
Crestview Hills
Lexington
Louisville
Paducah

LOUISIANA

Alexandria
Baton Rouge
Bossier City
Gretna
Hammond
Houma
Lafayette
Lake Charles
Metairie
Monroe
Shreveport
Slidell

MISSOURI

Columbia
Independence

Kansas City
Springfield
St. Louis
St. Peters

MISSISSIPPI

Biloxi
Hattiesburg
Ridgeland
Southaven

MONTANA

Billings
Missoula

NORTH CAROLINA

Asheville
Charlotte
Greensboro
Pineville
Raleigh
Wilmington
Winston-Salem

NEBRASKA

Grand Island
Lincoln
Omaha

NEW MEXICO

Albuquerque
Las Cruces
Santa Fe

NEVADA

Henderson
Las Vegas
Reno
Summerlin

OHIO

Akron
Beachwood
Cincinnati
Liberty Township
Maumee
North Olmstead
Strongsville
Toledo

OKLAHOMA

Norman
Oklahoma City
Tulsa

SOUTH CAROLINA

Charleston
Columbia
Greenville
Myrtle Beach


TENNESSEE

Chattanooga
Collierville
Franklin
Goodlettsville
Knoxville
Memphis
Murfreesboro
Nashville 

UTAH

Layton
Murray
Ogden
Provo
St. George

VIRGINIA

Chesapeake
Fort Belvoir 
Newport News
Norfolk
Richmond

WASHINGTON

Fort Lewis 

WYOMING

Cheyenne

Our Mission

To Celebrate Life Through the Beauty of Design

Value Statement

James Avery Artisan Jewelry offers a wide selection of unique, meaningful, well-crafted, affordable designs with genuine, caring customer service.

CORE VALUES

- Creativity, ingenuity and fine craftsmanship
- Designs focused on expressions of faith, connection, meaning and simple artistic beauty
- The highest level of integrity in all matters
- Sensitivity and responsiveness to people through an attitude of giving and caring
- Social responsibility, including a genuine concern for our world and communities

KEY TENETS

- A commitment to be a design-based company offering a balanced mix of affordable, quality designs
- A commitment to the finest product quality and craftsmanship
- A commitment to genuine, caring and always-improving customer service
- A commitment to hiring both capable and caring leaders — those who inspire and exemplify team building and trustworthiness
- A commitment to maintaining corporate financial strength by taking wise risks and making prudent investments in people, tools and processes
- A commitment to run the business at all levels with a balance of innovation and operational excellence to maintain value pricing of our product line

“Ideas, plenty of hard work and prayer (not in that order) were the rules of each day....”

—James Avery



Our Story

Our Company Began With One Man

In the summer of 1954, James Avery started his jewelry business in a two-car garage with about \$250 in capital. Word spread, and people found their way to the craftsman in the hills. Each one who came would be greeted personally and with cordial gratitude. It was in this setting the strong and lasting relationships with customers grew ... and grew ... and grew!

More than 60 years later, our jewelry is available in more than 300 locations nationwide in James Avery stores, select Dillard's locations, JamesAvery.com, Dillards.com and now select airports.



Everything We Make Begins With a Sketch

James Avery started his first design by putting pencil to paper, and we work the same way today. Each piece of jewelry we create is inspired by the most precious things in life: love, family, friendship and faith. They are then designed and produced in our Texas Hill Country workshops from the finest materials sourced worldwide.

"To our customers, James Avery is more than jewelry. It's a symbol of meaning and connection to the things that matter most.... We craft our designs with care and commitment."

Our Jewelry

From the beginning, James Avery strived to create jewelry with special meaning for him and for his customers. It was also important that his designs had lasting appeal, a timelessness that would endure from one generation to the next. Guided by the design principles of meaning, simplicity, integrity and universality, James Avery jewelry is designed to connect people to life events, celebrations, moments in time and even spiritual beliefs. James Avery jewelry is designed for special occasions and for everyday wear, all crafted with care and attention to detail.

"I do not consider myself a jeweler as the name implies today. Rather, I like to think of myself as an artist presently concentrating in the precious metal medium. I think the creative problems in designing jewelry are the same in any design field, but with the 'wearability' dimension added. I strive to keep designs from being contrived, cluttered or cute. The challenge is to keep things simple." —James Avery



Our Craftsmanship

From 1954 to today, James Avery Artisan Jewelry has always had a distinctive look and feel. Dedication, hard work and the hands of many are involved in the creation of every piece — from design and production to finishing and engraving and even to the sales associate who interacts with customers and creates relationships. Craftsmanship has always been paramount to James Avery Artisan Jewelry because it expresses the true meaning behind each design.

Our Customer Experience

On-site Soldering for All James Avery Pieces

The first attachment for each piece is free. There is a \$5 charge to move or resolder previously attached sterling pieces.

Engraving Consultations

We'll show you samples of finished work and walk you through laser and hand engraving options.

Complimentary Cleaning of James Avery Pieces

Your local James Avery store offers complimentary professional cleaning of James Avery jewelry. Up to 10 pieces are cleaned on site for free. Additional pieces are cleaned for \$2 each.

Lose an Earring?

If you lose an earring — and the style is still in our current line — we can help! Simply return the remaining earring to a James Avery store where you can purchase a new pair for half the current price.

Does the Jewelry Have a Warranty?

We stand behind our jewelry and accessories and want you to be satisfied with your purchases and experiences with us. We hope each piece you choose is special to you. We will always strive to take care of you by treating you fairly and honestly. With that said, our jewelry does not have a warranty.

We do, however, offer a one-year warranty on our handbags and small leather goods for manufacturing defects only. Bring your damaged handbag to the nearest James Avery store or ship your bag directly to us for assessment using UPS, FedEx or the U.S. Postal Service. Please insure all items for the full retail price. We will replace the handbag if inventory is in stock. If not, we'll provide a James Avery Gift Card for the full amount of the handbag to be used in any James Avery store or at JamesAvery.com.



Forging Hope

How Does James Avery Give Back to the Community?

Just as we forge silver and gold to make jewelry, we forge hope through support of nonprofit organizations in communities where we live and work. Why? Because our founder James Avery believed “giving is what it’s all about” and because it’s the right thing to do.

We give back with fundraising support, corporate grants, disaster relief and charitable partnerships with nonprofit 501(c)3 organizations. Please visit JamesAvery.com/forginghope for more information.

We’ve given more than \$18.5 million to support community programs since 2003.

Pillars of Support



Light of the Artist

Arts and Craftsmanship

Arts Programming for Adults and Young Adults
Adult Vocational and Professional Education
Cultural Opportunities



Fire of the Craftsman

Military and First Responders

Veteran Education and Employment
Family Readiness
Military-to-Civilian Transition
Health and Wellness
Community Safety



Beauty of the World Around Us

People and Environment

Vocational and Professional Development
Childhood Development
Education and School Programming Support
Health and Wellness
Faith-based Initiatives
Sustainable Practices and Environmental Health



Company FAQs

Is James Avery a Christian company? Why or why not?

James Avery is an all-inclusive company and welcomes associates and customers of all faiths and religious beliefs. While many of our pieces are inspired by Judeo-Christian faith and are symbols of many of our customers' strongly held beliefs, faith-based pieces represent about fifteen percent of our product assortment. The other eighty-five percent include pieces of connection or meaning, heirloom pieces handed down through families and designs created to reflect beauty in the world around us.

Who is the primary James Avery customer?

James Avery customers are diverse, but one thing they have in common is they are storytellers. James Avery designs are often tied to our customers' lives. A gift of our jewelry often captures a moment in time.



What is the most common reason people purchase James Avery jewelry?

James Avery Artisan Jewelry is designed to reflect the things most important in life, and we find that our customers purchase our jewelry to share their own stories. We offer jewelry for special occasions and for everyday wear. Whether it's a first communion cross, a wedding band or a commemorative charm, each piece in our collection is crafted with the same care and attention to detail.

What differentiates James Avery from other jewelry brands?

James Avery Artisan Jewelry is a family-owned company offering finely crafted jewelry designs in sterling silver, 14K and 18K yellow and white gold and gemstones for women and men — designed by our own skilled artisans in Kerrville, Texas. We are a vertically integrated company, meaning we design, manufacture, market and sell our own products. Additionally, to enhance the experience of shopping in our stores, we design all graphics and internal architecture — even some of our furniture is made in-house. Our designs are timeless, their appeal universal.

What is James Avery's annual revenue?

Our sales revenues are proprietary information, however, we're excited to have experienced steady growth in recent years. We now have 110 stores (and growing) in five states, and our wholesale relationship with Dillard's has allowed us to expand to other markets across Texas and in 29 additional states.



How big is the average James Avery store?

The average James Avery store is approximately 2,500 square feet. Our Discovery Centers and Stores are generally more than 5,000 square feet.

What is a Discovery Center and Store?

These stores are a new concept for James Avery and are our largest, with special features that include exclusive merchandise like the Avery Handbag Collection and Designs from our Archives, leather embossing, special engraving demonstrations, touchscreen interactive displays and more.

What do you make by hand and what is manufactured?

Each piece of jewelry is designed in the Texas Hill Country. Although our manufacturing processes continue to improve and modernize, each piece of James Avery jewelry passes through the careful hands of James Avery craftspeople many times during this process. Polishing, hammering, enameling, gemstone placement and more are all done by hand.



Who designs the jewelry?

The inspiration of Mr. Avery will live on in the hearts of his family, friends, customers and associates. Our talented designers are masters of their trade and will continue to uphold his legacy of craftsmanship and creativity as they have done for years. Our designers are skilled artisans who work in the Texas Hill Country. Our designs originate in the James Avery corporate design studio in Kerrville and are often inspired by celebrations, friends, family, art and nature.

How often do you come out with new designs?

We release new jewelry designs six times per year. Customers can check out the latest new releases at <https://www.jamesavery.com/categories/all-new-jewelry-designs> or by following our social media accounts.

How much does the average piece cost?

James Avery designs range from \$20 to \$3,315, depending on size, weight, metal and gemstone of each piece. We have jewelry for every budget.

Does James Avery have a charitable foundation?

James Avery does not have a foundation, however, our dedication to our communities, customers and associates is strong and a part of our history. Mr. Avery always said, "giving is what it's all about," and that core belief is carried on today through in-kind jewelry and cash donations, event sponsorship, disaster relief and nonprofit partnerships. In 2019, we introduced our refined charitable giving program called Forging Hope. The program supports organizational fundraising, grants, disaster relief and charitable partnerships.

Learn More About James Avery

YouTube: <https://www.youtube.com/JamesAveryJewelry>

Instagram: <https://www.instagram.com/jamesavery>

Facebook: <https://www.facebook.com/JamesAvery>

Twitter: <https://twitter.com/jamesavery>

Customer Photos: <https://www.jamesavery.com/pages/my-james-avery>

Catalogs: <https://www.jamesavery.com/pages/shop-online-catalog>

Press Releases: <https://www.jamesavery.com/pages/news-press-releases>

Careers: <https://www.jamesavery.com/pages/career-information>

Forging Hope: <https://www.jamesavery.com/pages/forging-hope>

Buying Guides: <https://www.jamesavery.com/pages/gift-guide>

Connect With Us

Media Inquiries

Media.Inquiry@JamesAvery.com

Forging Hope

CharitableGiving@JamesAvery.com

Advertising

Advertising@JamesAvery.com

Customer Service

CustomerService@JamesAvery.com

James Avery Artisan Jewelry

Attn: [insert Associate or Department Name]

P.O. Box 291367

Kerrville, Texas 78029