



JAMES  AVERY
artisan jewelry

Media Kit
as of July 2023

James Avery By The Numbers

1954

YEAR FOUNDED

IN KERRVILLE, TX

124

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

250

DILLARD'S LOCATIONS

IN TEXAS AND 28 STATES (AND GROWING)

38

VON MAUR LOCATIONS

IN 15 STATES ACROSS THE MIDWEST

6

WORKSHOPS IN TEXAS

IN COMFORT, FREDERICKSBURG, HONDO, KERRVILLE
AND CORPUS CHRISTI

3.38K

REGULAR ASSOCIATES

IN OUR CORPORATE OFFICES, MANUFACTURING FACILITIES
AND RETAIL STORES

10%

DISCOUNT

FOR MILITARY, FIRST RESPONDERS AND CLERGY

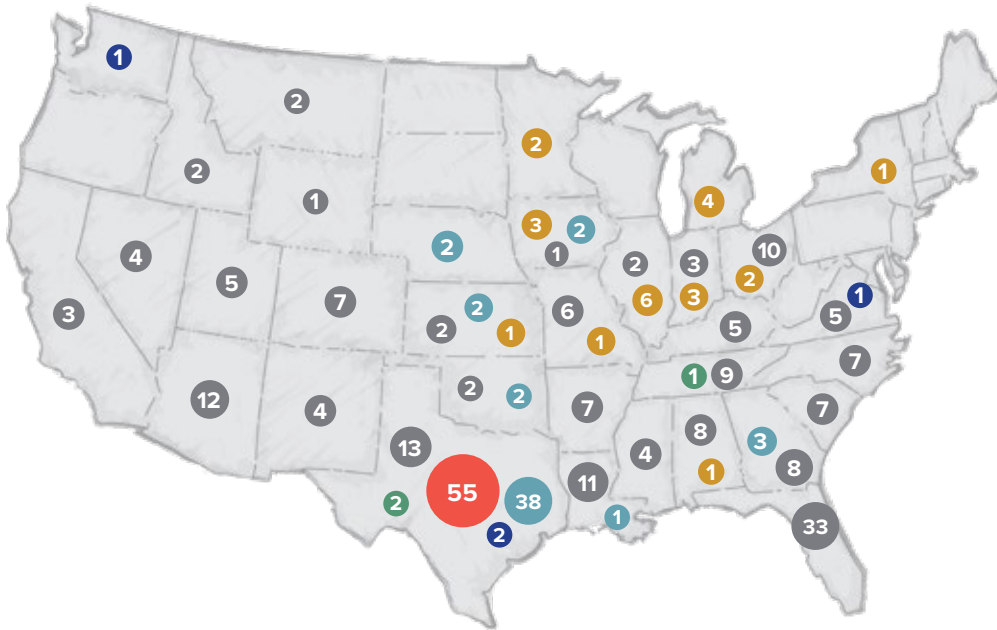
1.15M

FOLLOWERS

ON INSTAGRAM, FACEBOOK, PINTEREST AND TWITTER (AND
GROWING)

Our Locations

Our Presence Across 33 States



TEXAS

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

Garland

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

Odessa

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

Wichita Falls

- Wylie
- ### ALABAMA
- Auburn
 - Dothan
 - Florence
 - Hoover
 - Huntsville
 - Mobile
 - Montgomery
 - Oxford
 - Spanish Fort
- ### ARKANSAS
- Fayetteville
 - Fort Smith
 - Hot Springs
 - Jonesboro
 - Little Rock
 - North Little Rock
 - Rogers
- ### ARIZONA
- Chandler
 - Casa Grande
 - Flagstaff
 - Gilbert
 - Glendale
 - Lake Havasu City
 - Mesa
 - Prescott
 - Scottsdale
 - Sierra Vista
 - Tucson

Yuma

CALIFORNIA

- El Centro
- Palmdale
- Stockton

COLORADO

- Aurora
- Broomfield
- Colorado Springs
- Grand Junction
- Littleton
- Pueblo

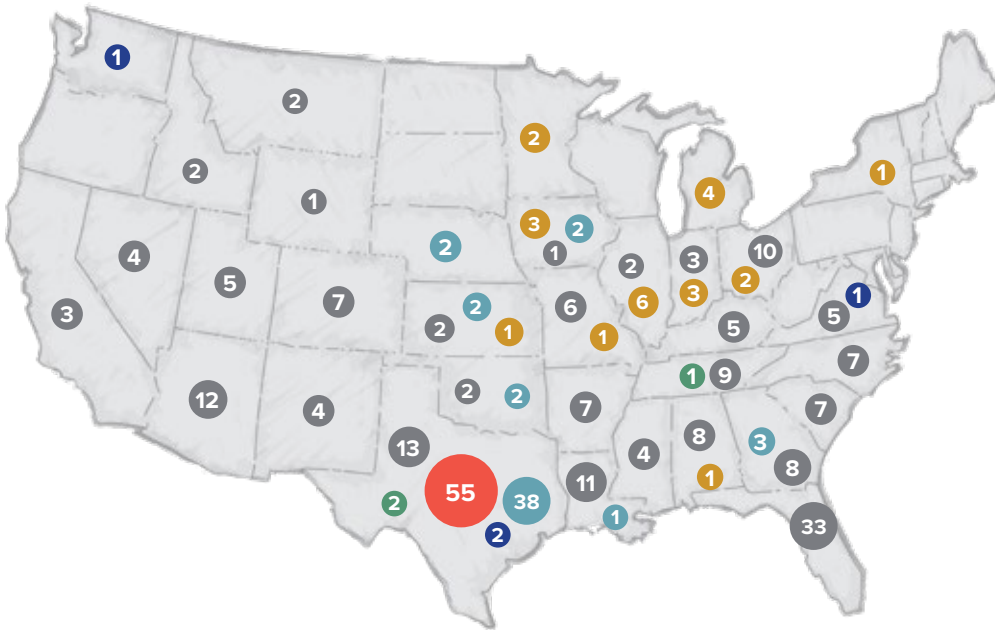
FLORIDA

- Altamonte Springs
- Brandon
- Clearwater
- Daytona Beach
- Estero
- Fort Lauderdale
- Fort Myers
- Gainesville
- Jacksonville
- Jensen Beach
- Lakeland
- Lake Wales
- Melbourne
- Merritt Island
- Naples
- Ocala
- Orange Park
- Orlando
- Oviedo
- Panama City
- Panama City Beach
- Pembroke Pines
- Pensacola
- Plantation
- Port Charlotte
- Sanford
- Sarasota
- St. Petersburg
- Tampa
- Tallahassee
- Vero Beach

James Avery Artisan Jewelry Stores — James Avery at Dillard's locations — Multiple vendors — Airport locations
 Von Maur locations — James Avery at Army and Air Force Exchange Service locations

Our Locations

Our Presence Across 33 States



Wellington
Wesley Chapel

GEORGIA

Albany
Alpharetta
Atlanta
Augusta
Buford
Columbus
Douglasville
Macon
Newnan
Savannah
Stonecrest

IOWA

Cedar Falls
Cedar Rapids
Coralville
Davenport
Iowa City
West Des Moines

IDAHO

Boise
Idaho Falls

ILLINOIS

Fairview Heights
Forsyth
Glenview
Lombard
Marion
Moline
Orland Park

St. Charles

INDIANA

Clarksville
Evansville
Fort Wayne
Greenwood
Indianapolis
Richmond

KANSAS

Louisville
Manhattan
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

MICHIGAN

Ann Arbor
Grand Rapids
Livonia
Rochester Hills

MINNESOTA

Eden Prairie
Roseville

MISSOURI

Columbia
Independence
Kansas City
Lake St. Louis
Springfield
St. Louis
St. Peters

MISSISSIPPI

Biloxi
Hattiesburg
Ridgeland
Southaven

MONTANA

Billings
Missoula

NORTH CAROLINA

Asheville
Burlington
Charlotte
Hickory

Pineville
Wilmington
Winston-Salem

NEBRASKA

Lincoln
Omaha

NEW MEXICO

Albuquerque
Farmington
Las Cruces
Santa Fe

NEW YORK

Victor

NEVADA

Henderson
Las Vegas
Reno
Summerlin

OHIO

Akron
Beachwood
Beavercreek
Canton
Cincinnati
Columbus
Liberty Township
Maumee
Mentor
North Olmsted
Strongsville
Toledo

OKLAHOMA

Norman
Oklahoma City
Shawnee
Tulsa

SOUTH CAROLINA

Anderson
Charleston
Columbia
Greenville
Myrtle Beach
North Charleston
Spartanburg

TENNESSEE

Chattanooga
Collierville
Franklin
Goodlettsville
Knoxville
Memphis
Murfreesboro
Nashville

UTAH

Layton
Murray
Ogden
Provo
St. George

VIRGINIA

Chesapeake
Fort Belvoir
Newport News
Norfolk
Richmond
Virginia Beach

WASHINGTON

Fort Lewis

WISCONSIN

Brookfield
Madison

WYOMING

Cheyenne

James Avery Artisan Jewelry Stores — James Avery at Dillard's locations — Multiple vendors — Airport locations
Von Maur locations — James Avery at Army and Air Force Exchange Service locations

Our Mission

To Celebrate Life Through the Beauty of Design

Value Statement

James Avery Artisan Jewelry aims to add meaning, connection and inspiration to our Customers' lives through well-crafted designs and 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

OUR COMMITMENTS

- To be a design-based company offering a balanced mix of affordable, quality designs
- To the finest product quality and craftsmanship
- To genuine, caring and always-improving customer service
- To hiring both capable and caring leaders — those who inspire and exemplify team building and trustworthiness
- To maintaining corporate financial strength by taking wise risks and making prudent investments in people, tools and processes
- 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 65 years later, our jewelry is available in more than 400 locations nationwide in James Avery stores, select Dillard's locations, Von Maur locations, JamesAvery.com, Dillards.com, VonMaur.com and 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 Designs

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 Commitment to Artisanship

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?

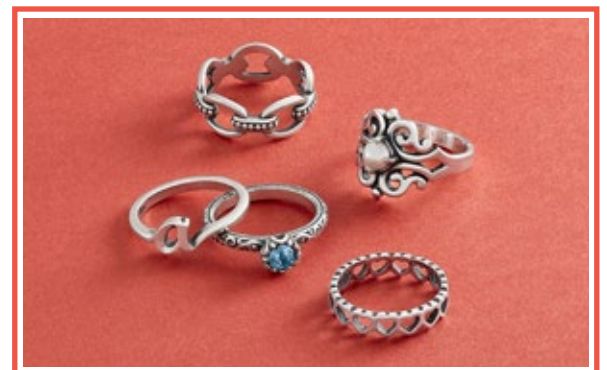
If you lose an earring — and the style is still in our current line — we can help! Simply return the remaining earring to a James Avery store where you can purchase a new pair for half the current price.

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 124 stores (and growing) in four states, and our wholesale relationships with Dillard's, Von Maur, and the Army and Air Force Exchange Service has allowed us to expand to other markets across Texas and in 33 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/social-gallery.html>

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

Press Releases: <https://www.jamesavery.com/newsroom/press-releases.html>

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

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Forging Hope

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Advertising

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Customer Service

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James Avery Artisan Jewelry

Attn: [insert Associate or Department Name]

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