

Celebrating our
heritage of integrity

Like our jewelry, it's worth
handing down for generations.

JAMES AVERY
artisan jewelry



Our company started with one man: James Avery.

Our founder's passion for design is well known and reflected in everything we make today.

Just as visible throughout our company is his commitment to doing the right thing. Whether we rely on our experience working with him directly or stories we've heard about his values and ways of working, his example is one we call to mind in making decisions big or small.

As we learn and grow we've found it helpful to capture these ways of working in words. This book is a chance to explore them and the actions that make them come to life.

Our mission is to celebrate life through the beauty of design.



Our craft, promise, approach and values

Whether we're thinking about what we make, how we make it or how we present it to Customers, we strive to find solutions that could serve as shining examples of the behaviors we aspire to as a community. To help us do that, we've defined our craft, promise and approach. For each we've identified two values that capture ways of thinking and acting that make them possible. In the pages that follow you'll find sections on our craft, promise and approach and the values that support them. You'll also find stories from your coworkers about times they've observed these values put into action here at James Avery Artisan Jewelry.



Actions speak louder than words.

Values are nothing in and of themselves. It's the actions they inspire that make them real in the world. That's why we've paired stories with each and every value we're exploring.

Our Craft

Creativity

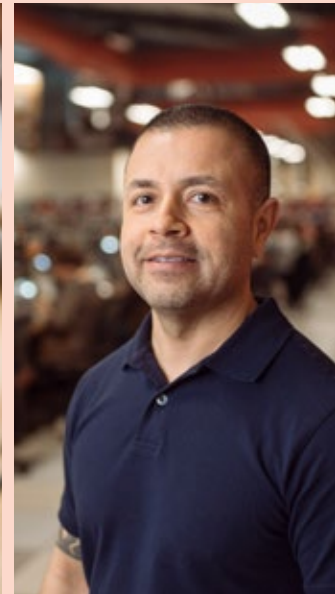
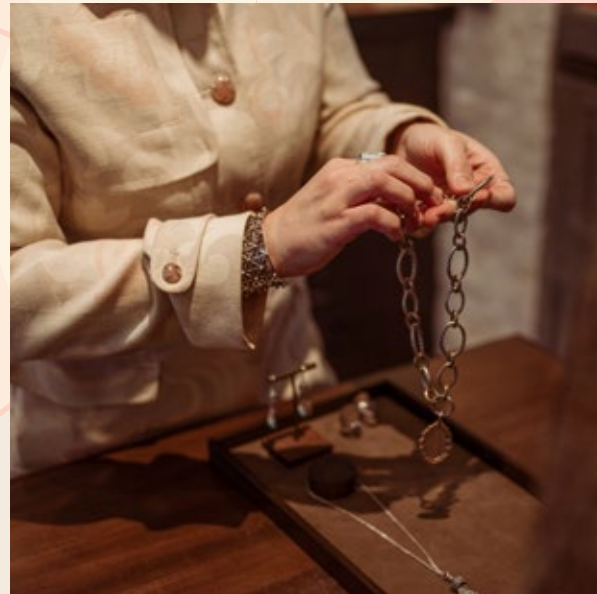
Our Craft

We employ time-honored traditions and seek only innovations that sustain or improve our standards of design, craftsmanship and quality.

When you think of craft at James Avery Artisan Jewelry, you probably think of the designers and craftspeople who make our jewelry. They are great examples of craftsmanship, but they're not the only examples among us. Every Associate brings their own skills, experiences and ideas to the tasks they do every day. When any job is done with creativity and commitment, it becomes an example of craft.



Commitment



Support

Commitment

Persistence in the achievement of our goals, even in spite of barriers or difficulties.

If we say we're going to do something, we do it and do it well. That's a great way to show our respect for the work we do. It shows commitment—the building block of trust and all of the great things that can happen for you, your Customers and James Avery Artisan Jewelry as a whole.



You can just call these guys up and they'll meet you. They're there and ready to help, because what we do means something.



We had a car drive through the front of a store one time. So we drove three hours and got the store cleaned up and put back together. We didn't do it alone—the retail team stayed too! When we opened in the morning the store looked presentable to the Customer. You can just call these guys up and they'll meet you. They're there and ready to help, because what we do means something.

—Robert, General Maintenance

Creativity

Originality and the ability to generate ideas and innovate solutions.

Creativity is a part of almost every career. There's creativity in allowing oneself to think about new solutions and innovations. Giving oneself permission to consider the possibilities is a great way to spark creativity. Sometimes the traditional way is still the best way. Other times, with a little creativity, we find new, safer and better ways of working.



People will often ask me, "Do Chris and Paul Avery design jewelry?" I say, "No, they don't. Their creativity is in another area."



A lot of the tools that we have used in production for years were invented and made by the people in production. They figured out how to make things safer and the process easier. We make most of our own tool and die—that is an incredibly creative process.

—Kathy, Retail Sales

Our Promise

Graciousness

Quality

Creativity



Our Promise

We promise to offer heirloom-quality product that is made and sold in an environment that is open, warm and friendly.

This promise encapsulates the things we expect of ourselves collectively. Every action we take and decision we make should lead to delivering on this promise for every Customer that walks through our doors.

Think this applies mostly to Associates working in our retail stores or on our Customer Service lines? Think again! While those Associates may spend more time thinking about and acting on this promise in very direct ways, we all have Internal Customers—other Associates in the company that depend on us. It takes all of us, working with quality and graciousness in mind, to make good on this promise.



Quality

Excellence in everything we do.

When we think of quality, we often think of the character of a thing. Is it made with excellence? Is it beautiful? Can you trust that it will serve its purpose with integrity? That's a big part of what quality means at James Avery Artisan Jewelry. Many of our actions are taken to support quality in our product, but quality means more than that too. The same characteristics we want for our product—authenticity and trustworthiness—we want for our work and our ways of treating each other.



For me, character is the foundation of everything. At James Avery they trust your character enough to put out expensive metal, just right in front of you, and trusting that you won't walk away with it. Because they've invested in you, and you've invested in them.



Our department is really focused on quality. Quality has multiple parts. The main part is how the Customer feels when they get the piece. And it's not just when you buy it today, it's what it looks like 10, 20 or 30 years from now.

—Christine, Manufacturing

Graciousness

Fostering a person-focused environment.

Graciousness is about the golden rule—treating others as you want to be treated. We strive for this graciousness in our interactions with our coworkers and with our Customers. It's been part of our company since the beginning—in fact this, more than any others, might be the cornerstone of our success. It's what keeps both Customers and Associates returning to James Avery Artisan Jewelry generation after generation.



I ask myself, "What would Mr. Avery want me to do?"

The answer? "Always make the Customer happy. Always."



The whole interaction we have with our Guests is very unique in the retail space. There's no concern that we can't resolve for a Guest. That's part of being gracious. There might be something that we can't say yes to, but we try to problem-solve for them. Our goal is for everybody to leave our stores overwhelmed with our graciousness. We're the ones responsible for taking this legacy forward.

—Annie, Retail Sales

Our Approach

Teamwork

Support

Commitment



Our Approach

We practice productive teamwork and partnership built on genuine and trustworthy interactions both large and small.

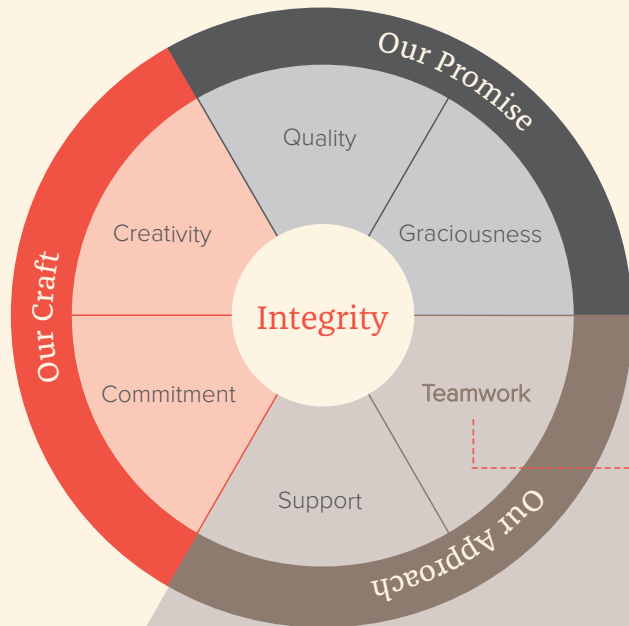
The best part of how we work together? We pool the very best of our diverse life and work experiences together and find great solutions. We cooperate. We help whenever possible. We support each other for the good of the company—and of our Customers too! We do it because it's the right thing to do and because it's just good business. Teamwork and support are what makes it possible for us to have great results and experiences—both for ourselves and our Customers.



Teamwork

Working together—across departments and on every level of the company—to accomplish our goals and objectives.

A little competition now and then can be a fun way to push our limits and boundaries, but for long-term success and a healthy community, we prefer teamwork. After all, one of the first business decisions Mr. Avery made for our company was moving from a one-man shop to a team of two! Now that we're a team of thousands, we know for sure: When working as a team, things get done better and faster and everyone has more fun!



You don't feel alone. You have support wherever you look. It feels like family.



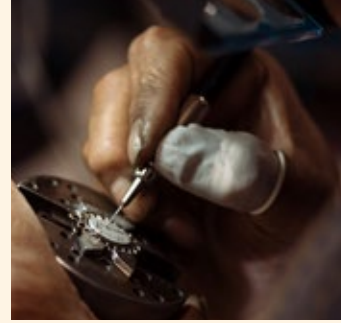
My team is awesome! My superiors are awesome, if I need any kind of support, they're there. My teammates are awesome too. We work together and we share things. A lot of us have our own expertise in certain areas and we learn from each other.

—Jesse, Manufacturing

Support

Helping our teammates—through cooperation and open communication—to be the best they can be.

A top expectation of every Associate is that they will do their best—and help those around them to do their best too. This may mean helping with a big task, offering to brainstorm solutions to a challenge or just being a good friend when they need one most. This is one of our most precious values. It's what makes our company feel like more than a workplace. It's what makes our community feel like family.



You're going to have a new family who will teach you, help you, build you up and love you.



It was 28 years ago when I came to work for the company. I was afraid because I didn't know how to read or write, but I had amazing hand-soldering trainers. They would really encourage me and didn't rush me. If I messed up, they said, "That's OK. That's normal. You're going to make a lot of mistakes learning, but that's what we are here for, to help you grow and build you up."

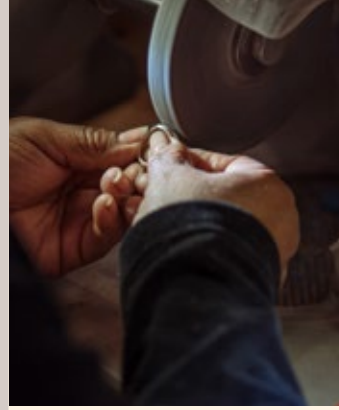
One day I was hand-soldering and my supervisor was watching me. He said, "I see you have good skills. I'd like to see you learn a little more and be a section leader." That was really amazing!

—Young, Manufacturing

YOU on Integrity

Our craft, promise, approach and the values that hold them up stem from, and lead to, our most central core value: integrity.

You've read stories from people throughout our company and now it's time to capture some of your own. Use this page to jot down your own thoughts on values we've explored and the value at the core of it all: integrity!





Q: Tell me about one of the reasons you chose to work for James Avery Artisan Jewelry?

A: It's a great family-owned business. There's a different feeling to a family-owned business: They take care of you. The Averys take care of us. You can see that in so many ways.

Andy, Information Technology



Q: How do you feel about working on our campus in Kerrville, Texas?

A: We work on a beautiful campus—and it tells you something about the company. If they care that much about the campus, how much more would they care about us?

Ryan, Environmental Health and Safety



Q: What would you tell someone who was thinking of coming to work for James Avery Artisan Jewelry?

A: You will be working for a company that will take care of you, that has your best interest at heart at all times, and will put you around people that believe in you and help you grow. You will actually love what you do!

Christina, Manufacturing