



November Market: CRIScross by CRISLU

Best Sellers : Full Page Ad

CRISLU

**BRANDS**

Crislu

DID YOU KNOW...

The name Crislu is derived from Desilu productions. Crisfield's father's stepdad, Harold Adamson, was a lyricist in the '30s and '40s who wrote the words to the I Love Lucy show theme.

Crislu's founder, Lloyd Crisfield, was a bit of a visionary. After working as a representative for a costume jewelry company in New York, he started his own costume jewelry house in 1961, only to realize the potential in look-of-real diamond "substitutes."

In 1978, Crislu had shifted gears to become one of the first companies that sold cubic zirconia as a look-of-real diamond substitute. Today Crislu is the leading cubic zirconia jewelry brand in the market, with all stones fully faceted and cut to the exact specifications required for real diamonds. It's no wonder that the company's tagline is: "Only your jeweler will know for sure."

Indeed, in an industry where so much bridge jewelry is generic and unbranded, Crislu works hard to build its brand with heavy consumer advertising to keep its name in the forefront and establish its niche (quality sterling silver finished in platinum and/or 18kt gold, no-nickel jewelry).

"Getting the right presentation at retail that reflects the brand and product in the right image is a constant work in progress," says Bryan Crisfield, the second-generation Crisfield to take the helm. "A lifetime warranty, design staff and six new and unique collections for each market also help set Crislu apart from its competition."

The company also shines with specifically themed collections. This year, best-sellers were

in personalized jewelry—Statements and 7 Wonders collections. Going into Fall/Holiday, Crislu received lots of response to its fancy-cut pavé group with black CZ.

In May market, Crislu launched Pavé Reflections, which was an 18-karat vermeil collection that sold very well, says Crisfield. For Spring 08, Crislu continues its focus on upscale look-of-real, and the season will bring a stronger color palate of aqua and canary diamond looks.

"Our 18kt-gold vermeil category is growing, too," says Crisfield. "Count on a bigger 18kt-gold vermeil presence in the spring collections—especially with gold prices being as high as they are."

Crislu caters primarily to better department and specialty stores, duty free and foreign stores, with wholesales ranging from \$18 to \$175. It has also added 300 new specialty stores, and has seen strong growth and expansion in its existing large accounts.

But it's customer praise that really makes things sparkle. Testimonials on the company website have consumers gushing about the "exquisite and affordable jewelry," the "lifetime guarantee," and how "you can't even tell the difference [between Crislu and real diamonds]."