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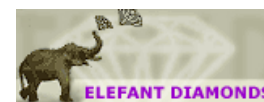
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Ivanka Trump to Take Jewelry Line Global

By Avi Krawitz

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RAPAPORT... Ivanka Trump, the entrepreneur daughter of real estate mogul Donald Trump, is taking her fine jewelry business global, her company announced.

"After great success in New York I am excited to launch my collection globally," Trump said. "I am confident in my design of heirloom chic jewelry and believe the world's top capitals will continue to carry my vision into their markets."

The expansion will see Ivanka Trump Fine Jewelry partner with established businesses in Asia and the Middle East for a pending launch in those markets through newly established boutiques and by establishing a presence in upscale department stores and multi-brand stores. The company will also invite jewelry and lifestyle retailers to distribute its collections in North America and the Caribbean.



Trump has added 65 new styles to her collection of approximately 100 pieces, recently revealing the new designs at an event in New York. These include more than 20 styles with projected retail prices of between \$550 and \$2,500, while equal emphasis was given to strengthening the offerings between \$3,000 and \$8,000, the company stated. The collection also includes couture pieces and "Ivanka's Bridal Bar" with wedding bands and jewelry priced at \$800 and up and with engagement rings starting at \$15,000 a piece.

Trump explained that despite the recession, the company expects the collection to be well received by its target market of consumers who are pickier than they used to be. "For long retailers could sell just about anything, because the consumer was simply consuming, not choosing," Trump said. "Today retailers need to make sure that all brands they carry address a need in the market, show relevance in design, resonate with the consumer from a desire perspective, and contribute to their bottom line. I have never seen a collection so coherent, original and value-driven."

In July 2009, Trump appointed Andrea Hansen as the first chief executive officer (CEO) of Ivanka Trump Jewelry.

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