“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin
CONTEMPORARY METALS IN JEWELRY

These categories gained market share:
- Other Jewelry: +14.7%
- Watches: +11.0%
- ALL JEWELRY Category: +7.1%

These categories lost market share:
- Gold Jewelry: +6.2%
- Diamond Jewelry: +6.1%
70 YEARS
82 YEARS
88 YEARS
88 YEARS
MODERN APPLICATIONS

SPORTS
MEDICAL
AUTOMOTIVE
ARCHITECTURAL
CONSUMER
PRODUCTS
SPORTS
MEDICAL
AUTOMOTIVE
ARCHITECTURAL
CONSUMER
PRODUCTS

MODERN APPLICATIONS
AMERICAN EXPRESS – BLACK
TIFFANY & CO.
DAVID YURMAN
ROLEX
MOVADO
GUCCI
MASERATI
ECOSSE MOTORCYCLES
iPHONE (COMING SOON)
DIRECT.TV
AUDI
“… the one most responsive to change.”

Charles Darwin