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## 'Harmony Silver' starts retail orbit on Earth Day

By Catherine Dayrit  
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New York--Sterling silver jewelry manufacturer NES Group is revving up for the launch of a recycled sterling silver jewelry collection just in time for Earth Day 2010 on April 22.

The launch has been in the works for some time. In the fall of 2009, the company launched [NES Green](#), an environmental division dedicated to reducing the damaging impact of precious metals mining. Next, the company partnered with precious metals refiner Hoover and Strong, whose Harmony Metals line of recycled products has been certified by Scientific Certification Systems, a third-party certifier and sustainability expert.

Everything from the displays and packaging to the jewelry from the new "Harmony Silver" brand is made from recycled materials. It launches April 22 at retail doors nationwide.

The result of the collaboration is "Harmony Silver," a brand featuring jewelry made only with recycled silver and marketed with recycled packaging and display materials from start to finish.

Designed by award-winning fine jewelry designer Amy Levine, Harmony Silver features recycled sterling silver earrings, necklaces and pendants featuring peace signs, hearts and recycling symbol motifs, as well as inspirational messages about preserving nature and cherishing the planet.

In addition to the messages on the designs themselves, the "green" messaging extends to the packaging and displays, so that purchasers can learn more about the product.

Displays and packaging are marked as being made from 100 percent recycled materials, and a card included with the jewelry states that "All Harmony Precious Metals are recycled from the Earth's existing metal supply. By purchasing this piece of jewelry, you are helping to preserve our planet's future."

The company said that Harmony Silver's launch comes at a time that not just early adapters, but more mainstream customers are growing more interested in buying products that are produced with environmental concerns in mind.

"This concept speaks to many different consumers on many levels who continually seek out earth-friendly products as the 'Green Movement' intensifies," the company stated in marketing materials. "These early adapters have now given way to more of the general public who look to buy consumer products with the pulse on sustainability."

At the retail level, the perception that recycled jewelry costs more, may be one reason more retailers aren't dipping in and purchasing green products, especially against the backdrop of difficult economic conditions.

*National Jeweler* does not have data on retailers' buying habits as related to green jewelry, but a recent visual merchandising survey revealed that pricing was a top concern.

When asked if retailers are concerned with choosing green solutions in terms of making improvements to their stores, the vast majority of respondents, 48 percent, indicated that yes, they are concerned with choosing green solutions, "but only if they are priced the same or about the same as non-green options." The next highest percentage, 42 percent, indicated "No, being environmentally friendly is not a priority right now." Meanwhile 6 percent said "Yes, no matter the cost," and 3 percent said "No, I'm not interested in having a green store."

NES Green is well aware of the price issue being of concern to retailers.

"What we're doing with Harmony Silver is we're absorbing the recycled metal charge and allowing the product to get out there," says NES Group's Robert Ebert. "We're not making it any more expensive than it would be otherwise."

At the retail level, the pieces range from about \$20 to \$75 each. The collection will make its launch on Earth Day, April 22, via Bloomingdales.com, DanforthDiamond.com and Dillards, among other retailers.

Ebert says Harmony Silver will be in 200 doors in time for the brand's Earth Day debut.

Retailers interested in learning more about Harmony Silver can contact Robert Ebert at [robert@nesjewelry.com](mailto:robert@nesjewelry.com).


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<http://www.nesjewelry.com/>

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