

# top 100

## Brands 88

An affiliate of PAJ Group, a top supplier of sterling silver for the past 30 years, **Brands 88** launched in 2002. Today, its portfolio includes ELLE Jewelry, ELLE TIME, Legends of Athena and Vessot Collections. According to Brands 88 Vice President Patricia Price, "We'll continue to seek partners to add to our brand portfolio with a focus on designer and high-end brand names. There's a need in the marketplace for branded lines of sterling silver at affordable price-points, and Brands 88 can fill that void." One of the keys to the company's success is evaluating and recognizing trends across a wide fashion spectrum of shapes, colors and patterns. It also translates trends for each brand, making them understandable and appealing to consumers.



# 1

### Geometry Class

ELLE Jewelry's chic cluster bib necklace with round, conical shapes is inspired by the Great Pyramids of Giza, Egypt. Geometric precision yields striking style for Spring 2009—one that also appears in the form of rectangular tile motifs on this shimmering silver dress.



# 2

### Ice Queen

Inspired by ELLE Jewelry's custom-cut stone collection called "Ice," this faceted silver ring makes a modern, edgy statement. At the same time, it reflects the numerous facets of the modern woman's life and personality, while simultaneously complementing the continuing metallic trend on spring runways.



# 3

### Open for Discussion

This intricately designed open-work butterfly cuff takes flight for spring. While the butterfly theme represents rebirth and renewal, the open-work trend reflects a prevalent look in apparel.

