

#### Who We Are

The EFFY brand is defined by several key components

#### Affordable Luxury

· Dedicated to providing choice – within price points and personality details.

#### Classic & Contemporary Designs

- Over 500,000 unique styles
- Custom Fine Jewelry design for men and women







#### Made in NYC

- 10-floor facility, heart of the diamond district in NYC
- Largest jewelry manufacturer in North America

#### **Inspiring Story of Success**

- Family business since 1979
- Immigrated to USA to achieve the American Dream



# **OUR FOUNDER**

"My designs have always been inspired by the world around me. Every collection tells a different story."

DESIGNER AND FOUNDER

Effy Henatian







# **Effy Hematian**

- Since 1979, Effy has been designing some of the world's most distinctive jewelry.
- As a professionally trained engineer, Effy has a
  passion for exquisite workmanship that is
  evident in each piece of jewelry and a vision
  that begins before he even starts sketching.
- His innovative and meticulous designs are the hallmark of the EFFY craft.











# Made In NYC

- Effy wants to give back to the country that has given he and his family so much
- Majority of manufacturing is based in the USA, in the heart of New York's diamond district
- From design to final polish, each EFFY piece passes through 35 different craftsman before reaching store level
- EFFY is now the largest jewelry manufacturer in North America



# The Industry's "King of Color"

- EFFY uses more than 200,000 carats of gemstones each year
- Gem-sorting room is exclusively dedicated to rubies, sapphires, and emeralds, and each stone is hand-selected
- Known in the industry for "EFFY Quality Gemstones" due to his emphasis on vivid color and saturation

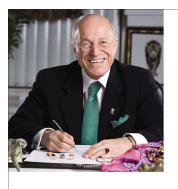






# **Limited Lifetime Warranty**

- EFFY stands by the quality and craftsmanship inherent in every collection, which is why we offer this Limited Lifetime Warranty
- We agree to repair or exchange any item that we deem to be damaged due to a manufacturing defect
- Please register your EFFY purchase by filling out the Customer Information sheet following your purchase.



#### WELCOME TO THE EFFY JEWELRY FAMILY

where you will find a vast array of meticulously crafted designs inspired by trends from around the globe. Famous for the use of vibrant gemstones, each one-of-a-kind collection offers something for every taste.











# **Limitless Choices**

500,000+ different styles of fine jewelry, for every personality and budget starting at only \$95

One-of-a-kind, heirloom pieces, celebrating high-quality diamonds and gemstones, set in 14K & 18K Gold



#### Signature Collection

- Mr. Effy's personal favorite collection because of his passion for the beauty and strength of the panther.
- A panther represents strength, power, beauty which are three pillars that helped build the EFFY Hematian brand.
- A single piece features Hundreds of fully faceted handset diamonds. An EFFY Master Craftsman will spend several days to complete a large Signature Collection piece
- Each Panther has its own facial expression and personality
- Emerald or Tsavorite Eyes give an alluring or mysterious look to the panther. Black diamonds and black rhodium add a touch of elegance and unique design.
- Rings, bangles, bracelets, earrings, pendants and necklaces and full matching sets. Rose, yellow and white gold choices. Even two tone options.
- 360 degree panther design so no matter which way you look at it, it is intricately designed.
- Woman who have fallen on difficult times tend to love this collection because these pieces represent the strength that it takes to overcome life's challenges.







# D'Oro Collection

- Bold and eye catching yellow Gold designs.
- Crisp white diamonds set differently to make each piece unique.
- Brushed yellow gold creates an antique finish
- Crisp white diamonds set in white gold to compliment and blend each piece.
- A more substantial look create an even bigger value in each piece, Italian inspired.
- Brushed yellow gold to create an antiquish look.
- Designed in sets to help compliment the wearer.
- Dress up or worn casual, this compliments any wardrobe



# **Classique Collection**

- Baguettes create a mirrored sparkle
- Classic Designs that will go with any outfit casual or formal. These are
  designs that can be worn 100 years from now and still be fabulous and
  current.
- Two tone look to create a modern vibrant look while each Baguette is complimented with round brilliant diamonds
- Each Baguette is a different shape to reflect in different ways picking up and reflecting more sparkle
- Twisted and crossover designs make it a perfect right hand ring
- Durable to wear everyday and designed to match any outfit or jewelry
- Each design creates instant excitement to a wardrobe.







#### Pavé Classica Collection

- Inspired and designed for the Red Carpet
- Choices of white, yellow or rose gold
- Micro Pave diamonds are all handset under microscope for a clean fresh look that is designed to never age
- Each design can take days to finish.
- Multiple full cut white diamonds are set to disperse light creating everlasting sparkle. A twist of baguette diamonds give each design sophistication and elegance.
- Different links are designed to give the wearer full comfort and to compliment the piece and the wearers personality
- Designed in sets to show of the collections full beauty
- · Classic and timeless designs give each piece a modern twist of excitement.



# **Bouquet Collection**

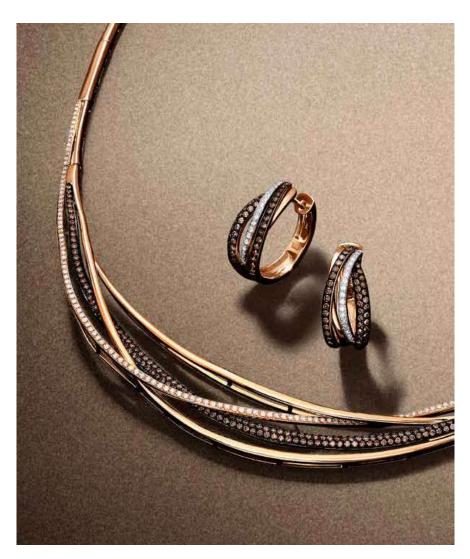
- Patented design
- 3 Dimensional setting with diamonds placed on 3 different levels
- More gold used to accommodate large diamonds.
- Diamonds appear whiter and brighter
- Intricate filigree designs give more detail to create Vintage/Victorian looks.
- · Matching sets to compliment the wearer
- Different size stones create a better look and also a brighter more vibrant sparkle
- Promotional Designs meaning great deals and discounts
- Flatter stud moldings for better comfort and look
- Rounded backings on pendants to allow rotation and sparkle with movement
- All diamonds hand sorted and set to match perfectly.



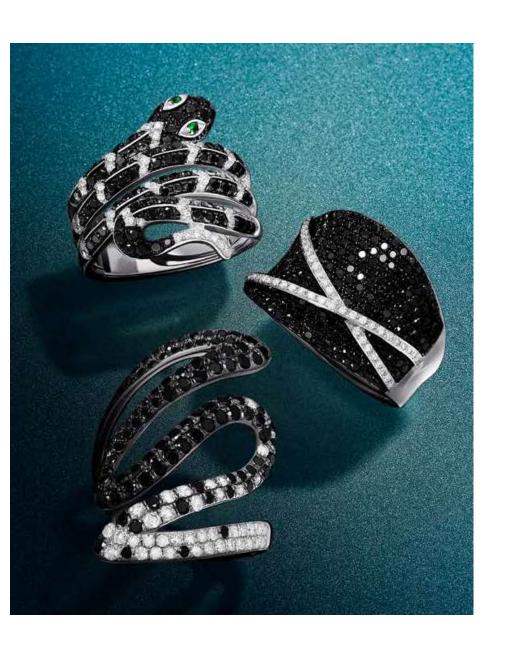


#### **Espresso Collection**

- Fancy Brown Diamonds complimented with Rose Gold are growing as new modern trend in jewelry design today.
- Over 100 unique designs.
- Can be worn everyday and is designed to match most outfits.
- Matching sets uniquely designed to complement wearer to feel comfortable wearing ever day and really stand out for evening or special occasions.
- Black Rhodium tipping is used to enhance the Espresso Diamonds and to create a ripple sparkle effect when worn.
- Solid designs front and back.
- Starts as low as \$795 for Best Buy Pendant.
- White diamonds match and accent espresso diamonds in rose gold.
- Can also be seen in Yellow and White gold options.
- Limited Edition used in Butterfly Designs and also other nature pieces are very popular







#### **Caviar Collection**

- Effy makes black Diamonds sparkle.
- Full cut black diamonds are hand set in each piece.
- All black diamonds are complimented with Black Rhodium Tipping to blend black diamonds to each other, create patterns and to enhance extra sparkle.
- Each black diamond is offset from the other so that the slightest tilt of hand will give off a brilliant flicker of light.
- Crisp white diamonds create the dramatic contrast with the black giving a look of elegance for all occasions.
- Can be found in White, Yellow and Rose Gold
- Trying it on and understanding its design is the only way to really feel this collection.

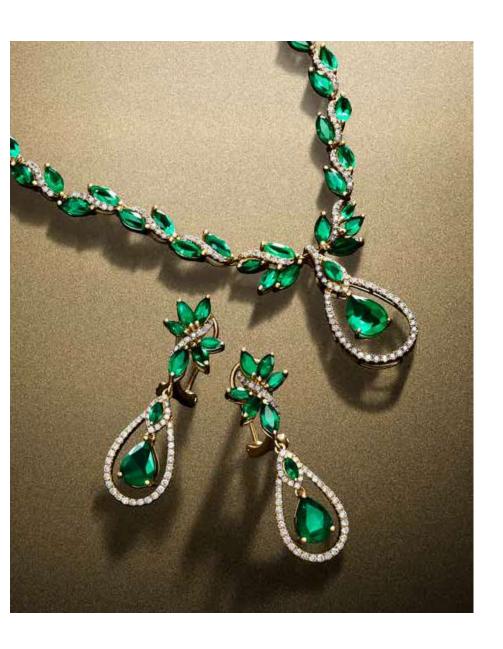


#### **Trio Collection**

- Rose, Yellow and White Gold combinations.
- The perfect Surprise gift for anyone because it can match any watch, jewelry or outfit.
- It combines other jewelry to be worn simultaneously be enhancing all the gold colors at once.
- Beautiful 360 degree designs and floating accents make up the collection.
- Can be seen in designs that are more fashion forward and a real trend on the Red Carpet or at home.
- Extra time is put in to create all three colors in one piece.
- Each color gold is designed to stand out and is mostly border by a gold outline.
- Effy has a secret recipe for Rose gold which is known to appear brighter when blending all three colors.







#### **Brasilica Collection**

- Mr. Effy's first collection ever made and sold back in 1979.
- Emeralds from Columbia, Brazil and Zambia.
- Mostly found in Yellow gold settings.
- When in white gold settings the basket will mostly be in yellow gold to create the contrast between green and yellow and expose the Emeralds beauty more.
- Very modern designs and fashion forward.
- Higher quality Emeralds make this collection eye captivating and is a top seller.
- Different shapes of emeralds set in modern designs set this apart from any rival.
- Shapes that Mr Effy designs his emeralds in are round, oval, cushion, pear, marquise and princess.
- Often pieces will have multiple shapes in one designs.
- Highest quality and the best value of emeralds on the market.



# Royalé Bleu Collection

- Deep, penetrating blue sapphires with vibrant hues make up the Royale collection.
- Traditional royal designs as well as fashion forward designs can be seen.
- High quality blue hues are seen as the main focus point while Mr
   Effy's designs are there purely to compliment and expose the stones.
- White diamonds accent the blues and match the white golds perfectly.
- Most collection are seen in white and yellow gold with a few two tone designs for the person that wants to be noticed.
- Different shapes of stones come together as one to create patterns that are never seen in this industry.







#### **Watercolors Collection**

- A stand out collection in solitaire multi color sapphires that earned Mr Effy the title and name "King of Color".
- The number one collection sold in all regions such as Australia, New Zealand, Asia, Baltic, Mediterranean, South America, Mexico and the United States and Canada.
- Can be seen in white gold, but mostly yellow gold makes up this collection.
- Each gem is shaped and cut in different sizes for each shape.
- It is designed to bring color to your life and wardrobe and changes its look with each outfit that is worn.
- Also designed as a cruise memory and can be found with the seaside collection.
- Espresso Diamonds are also seen in some collections to border and accent the darker sapphires.
- White diamonds are also placed in the border and can be seen floating in between the rainbow of sapphires seen.
- Black Rhodium tip is used in some of the designs.



#### Amoré Collection

- The Rubies stand for passion and love.
- Traditional pieces seen in Royal designs are available, but also the more modern, diverse and powerful pieces can be seen in recent years.
- Mr Effy gets very creative with the Rubies and this is one of the collections that really make a statement.
- Forward thinking in design takes this collection to a new level and can now be seen in very retro designs.
- Different shapes of stones really allow Mr Effy to use his creative background and set a new benchmark when it comes to buying rubies.
- White diamonds are seen to enhance the rubies and compliment each stone.
- Full sets are created to help the wearer express their love for rubies, their passion for red and the fire of each ruby really sets a statement of love.
- Mostly seen in yellow or Rose gold to create a compliment between the stones and the setting.
- Fashion forward designs makes it the leader and the difference between its rivals.







# Tanzanite Royalé Collection

- The number one colored gem of our generation.
- One of the few rare gems purchased for its natural beauty.
- The only colored gem that rivals a diamond in brilliance due to its intense light refraction, giving it dazzling saturation of royal colors.
- Modern shapes and settings are seen in the Tanzanite Royal Collection.
- Effy carries the most fashion forward styles featuring tanzanite in modern and contemporary designs that will be enjoyed.
- 360 degree designs using multiple colored gold accents.
- We have an



#### **Blush Collection**

- Effy matches this exotic stone with his own personalized recipe in creating rose gold.
- The stone and the setting match perfectly and compliment each other in ways that only this collection can.
- The artistry in modern stone cutting allows you to see all the facets from each size and changes with the wearers skin tone and outfit.
- Crisp white diamonds surround the Madagascan Gemstone in floating prong settings.
- Full sets are created to show off the unique designs and benefit the wearer.
- The Blush collection is for the person who wants to stand out from the rest.







# **Aquarius Collection**

- Aguamarine is the stone for march.
- This passionate pale blue is seen in Effy's white and Rose gold.
- Mr Effy is one of very few designers to pay attention and design so much detail around this gemstone.
- The settings are not too bold and compliment the pale blue stone so the wearer is not seen as "over the top".
- Full sets are created in a multiple of different shapes and sizes allowing the collector to find the piece that really sings to them.
- The Aquarius collection is a perfect gift for a cruise memory and resembles the oceans and has calming element about it.



#### **Aurora Collection**

- Opal is a natural kaleidoscope of color and Effy definitely knows how to pick fiery opals.
- Each unique and rare stones is set mainly in rose gold to give it a richer and more elegant feel. The colors come to life in Mr. Effy's modern and attention detailed settings.
- Full sets can be found so that the wearer is not stranded with only wearing one piece.
- White diamonds accent and form a halo surrounding the cabochon to feature it giving each piece an impressive finish.
- Fashion forward designs that will keep you coming back for more.







#### **Bordeaux Collection**

- The Bordeaux Collection resembles the rich Cabernet reds that are found with only the finest stones.
- The Rhodolite Garnet is seen as having a rich texture and hue.
- Most of the gems have detailed designs accented with a double halo of diamonds reminiscent of the Victorian period.
- Highly detailed in design and top quality gemstones make this collection a real show stopper.
- Any January babies would love to be a part of this collection and should be introduced to the beautiful pieces that make it up.
- Focusing on using high quality stones and different shapes.



#### **Mosaic Collection**

- Mr. Effy puts his focus on semi-precious and birthstones showing intense colors.
- The forward thinking design allows you to see the entire stone.
- Each facet, color, shape can be seen from a distance thanks to the ingenuity of the designs.
- Using gold it really shows off every shape, color and stone.
- All stones are set in different shapes, sizes in a repetition of colors.
- Matching sets are must because this collection is only found at Effy.







#### **Balissima Collection**

- When Balinese Inspiration and New York comes together.
- A design that is comfortable to be worn everyday, down the red carpet and to your local grocery store.
- Perfect for stacking and using each design to compliment the next.
- Full 360 design in sterling silver with accents of beading in 18kt yellow gold.
- Collections can be seen with full cut diamonds, sapphires, Rubies and most semi-precious gemstones.
- Price points start as low as \$125.
- Each piece has a traditional mold and Mr Effy's creative Engineering mind takes it to a new level.
- Twist and turn this collection to see the full designs
- Only the full set can be the perfect match.



#### **Pearl Lace Collection**

- Elegant and Stylish.
- Pearls can always be an "on the go" piece.
- Affordable luxury.
- Creative swinging designs that move when you do.
- Matching sets to help comliment your outfit.
- Brushed sterling silver gives it the unique look that everyone wants and make the price point extremely low.







#### Men's Collection

- Masculine designs take the gentlemen to a new level.
- Using natural colored gemstones from around the world, it allows the modern man to show off his style and taste.
- Mr. Effy went for bold and masculine looks that can be worn on multiple fingers and compliment any event or outfit.





# You're now an EFFY University Graduate!

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