



EFACETS

DECEMBER 2013

WRAP
IT
UP

GIVE, GET, GLOW NEW YEAR, NEW MINDSET JOLLY GEM KITS

lia sophia®



Alex's TO-DO LIST

As my last to-do list for 2013, I encourage you to wrap up December with a purple bow! The calendar year may be coming to a close, but we're right in the middle of the recognition year and there's still much more to accomplish. From all of us at the Home Office, we wish you and yours the warmest of holiday seasons and a prosperous New Year.

- ☒ It's a December to remember for your Hostesses: 60% Hostess Bonus Boost has been extended. Encourage potential Hostesses to wrap up holiday shopping by booking a party with you.
- ☒ Hit the sales goals and earn your Gem Kits for only \$30 each.
- ☒ Want the cover piece of the Spring/Summer 2014 Style Guide for your display? Submit a Show every fiscal week and it's yours.
- ☒ It's the halfway point for earning Destination Dream Las Vegas. Take a look at your Trip Tracker and create a plan for the second half of the earning period.

GIVE GET GLOW



'TIS THE SEASON FOR GIFTING

This month, our Customer Special arrives with a new look! Customers can choose up to three necklaces at 50% off when they take advantage of our Customer Save Plan® – buy any two items at regular price (the least expensive) and get one at half off. With 360 beautiful styles under \$50, they will find fa-la-la-la fabulous gifts for everyone on their lists - and themselves!

Invite every Hostess and Guest to bring their holiday shopping list to the party. Encourage them to stack up the savings by using the Customer Save Plan. Help your Customers discover their own gorgeous layered look with our delicate and dainty necklaces. They also make perfectly sweet little mementos to give during the holidays.

Remember to provide every Guest with a Wish List at the start of your presentation. At checkout if they didn't order all the pieces on their Wish List then show them how to save by maximizing the Customer Special or become a Hostess themselves. Be sure to mention they can have their gifts shipped right to their door.

IT'S NOT TOO LATE!

The last day to place orders for holiday delivery is December 17, noon CT. Orders not needed for the holidays can be submitted through December 23, noon CT. Happy Customers make loyal Customers!

WHO'S ON THE GIFT LIST?

HIP HAIRSTYLIST

FASHIONISTA FRIEND

BUBBLY BABYSITTER

TRENDY TEACHER

MODERN MOM

CLASSY COUSIN

CHIC SISTER

STYLE SAVVY DAUGHTER

VIVACIOUS YOGA INSTRUCTOR

ELEGANT AUNT

BAUBLE LOVING BESTIES

AND THE LIST GOES ON!

PLAY IT

Click here for a message about all that is happening in December! Also be sure to click on the plus icon throughout the issue for additional tips.

CUSTOMERS

CHOOSE
UP TO 3
NECKLACES AT

50%
off

when they buy two items at
regular price (the least expensive)
and get the third item at half off.



Stand By Me Necklace
pg. 65, 35320, \$38
at 50% off - \$19

Eternal Necklace
pg. 21, 32L90, \$38
at 50% off - \$19

Enamored Necklace
pg. 11, 35339, \$34
at 50% off - \$17

Birthday Party Earrings
pg. 21, 23872, \$19

Manali™ Bracelet
pg. 7, 13052, \$32

Adari™ Bracelet
pg. 6, 13775, \$48
at 50% off - \$24



SIX GREAT GIFTS = \$79 IN SAVINGS

Twinkling Treats for Hostesses

HOSTESS BONUS BOOST

The incredible 60% Hostess Bonus Boost is back! During December, Hostesses enjoy a 60% Hostess jewelry credit instead of the usual 40%. This means that with a \$1,000 party, Hostesses have the opportunity to earn \$600 in jewelry for only \$15.

HOSTESS EXCLUSIVES

With a Qualified Show, Hostesses can snag the sparkling Dulce bracelet and/or the sophisticated Castille necklace - a combined retail value of \$266! Sampling for these Hostess Exclusives is now available.

Suggest to your Hostess to return her Guest list within three days and remind her that the more, the merrier. Challenge her to build a list of 50 people in 5 minutes by thinking about the different groups of people she interacts with in her life and not to rule anyone out - that person could be in need of a fun night out!

60%
HOSTESS
BONUS
BOOST



\$20

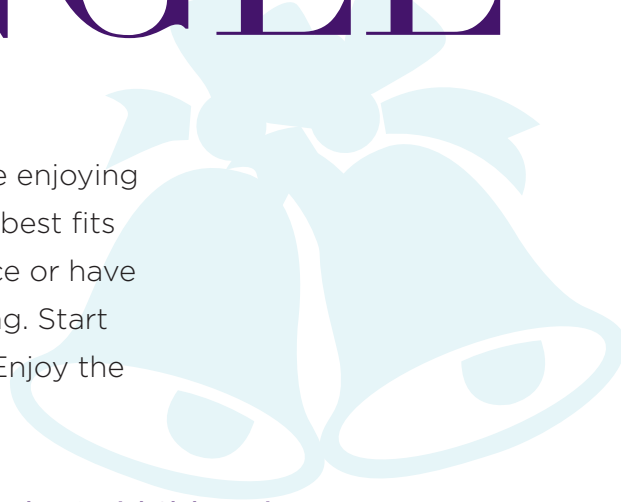
Dulce Bracelet
\$128 value, 91H67



\$25

Castille Necklace
\$138 value, 91H68

MINGLE WHILE YOU JINGLE



NETWORK LIKE A PRO AT HOLIDAY EVENTS

Here are a few suggestions on how to work your business while enjoying the best of the holiday season. Feel free to find a strategy that best fits you. Reach out to your upline Leader whenever you need advice or have questions on how to naturally talk about lia sophia in any setting. Start by wearing your favorite lia sophia pieces everywhere you go. Enjoy the compliments and use them as a conversation starter!

School Programs

Mingle all the way ... by sharing your why story. As you converse with other parents and teachers at your child's holiday school events, casually mention how grateful you are for the flexibility lia sophia provides. Your "job" allows you the luxury of never missing one of your kid's school events. You can also add, "If you're interested in knowing more, give me your email address and I'll be happy to send you some information."

Charity Drives and Fundraisers

Mingle all the way ... by wearing your Dress for Success® piece to charity drives and/or fundraising events. This time of year is especially busy with toy drives, food drives, fundraisers – and more than likely, you will either volunteer for or attend such an event. Your beautiful Dress for Success® piece does double-duty when you wear it. It allows you to strike up a conversation about lia sophia and your support for Dress for Success®. When someone compliments you on the necklace say, "It's lia sophia and this necklace is our Dress for Success® piece. I'm proud to support this organization that supports disadvantaged women as a lia sophia Advisor. Have you ever been to a lia sophia party?"

Neighborhood or Social Club Parties

Mingle all the way ... by sharing a *New & Now* brochure. As you head out to the neighborhood potluck, grab your tray of holiday treats and a stack of *New & Now* brochures. Work the room and when you hear someone stressing about finishing their holiday shopping say, "What if I told you that I can help you finish your holiday shopping from the comfort of your living room?" lia sophia has beautiful jewelry with a lifetime replacement guarantee and 360 styles under \$50. You can even earn free jewelry for yourself or your holiday gifts by hosting a party!"

Networking Holiday Parties

Mingle all the way ... by passing out Mini Style Guides. These types of functions are ideal for speaking up about lia sophia because they are both social and business-centric events. Have plenty of business cards on hand and be ready with your 30-second "commercial" when someone you've just met compliments your jewelry or asks what you do for a living.



Click here for a tip on preparing your 30 second "commercial" to use easily in conversation.

Covet the Spring/Summer 2014 Style Guide Cover Piece

The unveiling of the gorgeous Spring/Summer 2014 Style Guide is just a few weeks away – we can't wait for you to be delighted! In the meantime, you can earn the necklace featured on the cover of the new Spring/Summer 2014 Style Guide. Simply submit a Show every week during fiscal December and you'll earn this necklace, valued at \$148. It's never too early to begin thinking spring!

YOUR HOLIDAY BUSINESS

LET IT GROW LET IT GROW LET IT GROW

Don't let hectic holiday schedules get in the way of hitting your recruiting and booking goals. December is a great month to recruit – simply start by asking people if they would like to learn how they can have a debt-free holiday! Here are some business-building tips that keep up with the rush of the season.

The Best Time to Join

With a busy December, new Advisors can get off to a great start and carry the momentum straight through to January and beyond. Starting a lia sophia® business in December is perfect timing thanks in part to those last-minute shoppers. New Advisors may find it easy to book all of their December dates by marketing a lia sophia party as the perfect way to wrap up last-minute shopping without having to set foot inside an overcrowded shopping mall.

Welcome 2014 Debt-Free

A debt-free New Year? Yes, please! Let potential new Advisors know one of the best benefits of starting their lia sophia business in December could be extra holiday cash in their pockets. The current Show average is \$650 with a 30% profit paid and those commission checks will come in handy when it's time to pay off holiday bills in January.

The Gift that Keeps On Giving

From the cashier at your local bakery to the waitress at your favorite family brunch spot, think of all the people you come in contact with during the holidays. You never truly know who could benefit from the lia sophia Opportunity unless you strike up a conversation and ask.

As always, following up with 24-48 is key. Sending a holiday card is also a nice touch.



Jewelry Roll Recruiting Bonus in December

Earn an Everyday Recruiting \$100 Jewelry Premium plus the Smart Start™ tri-fold jewelry roll (limit one) when you recruit a new Advisor who submits their Starter Show in fiscal December. Recruit more than one new Advisor in December and receive additional \$100 Jewelry Premiums for each!

\$100
JEWELRY
PREMIUM



NEW YEAR NEW MINDSET

RESOLVE TO MAKE 2014 YOUR BEST YEAR NOW

The countdown to the new year is on! Here are five resolutions worth sticking to all year long that you can start right now.

FIVE...

Set specific goals for yourself every month. To increase the chances of your success, work closely with your upline Leader to pinpoint your goals and develop a specific strategy for achieving them.

FOUR...

Schedule at least one Online Learning session in your weekly calendar. Whether it's a live Online Learning class or one of the many pre-recorded online classes, learning is key to enhancing your skills and generating new ideas. The more you know ... the more you grow!

THREE...

Challenge yourself to step outside your comfort zone. If you've only been speaking to your Hostess about the lia sophia Opportunity at every Show, challenge yourself to personally talk to one more person at your next Show, and so on. Here's a way to make this easier: During your next presentation say, "If I don't

personally ask you to book a party or join my team, shipping is on me." You could offer free shipping, a free collectible piece or anything you see fit. Download the "If I don't ask it's FREE" sign, #2191, from lia sophia® University to give it a try. Don't forget to follow up with a recruit lead within 24 to 48 hours.

TWO...

Be consistent. Submit a Show every week. Book a Show every week. Repeat. Sound familiar? Consistency is critical to building a thriving business and is your path to success in 2014 and beyond.

ONE...

Always remember to have fun. After all, you are in the business of partying and gorgeous jewelry! Enthusiasm is contagious and others will want to get in on the action whether it is by hosting a party or joining your team!

Smart Start™ Extra Incentives

Good habits equal great success! Following the Smart Start™ program is even more rewarding this month!

SUBMIT STARTER SHOW

When new Advisors submit their Starter Show in December (within 28 days of submitting their Advisor Agreement) they will receive the Smart Start lia sophia Jewelry Roll AND a 5 Piece Collectible Set of jewelry - a combined value over \$40!

SUBMIT SHOWS

All Advisors in any week of their Smart Start™ program will receive a \$100 Jewelry Premium for every Qualified Show submitted in December. No Limit! The more parties you have the more jewelry you receive!



\$100 JEWELRY
PREMIUM
PER SHOW!

LIA SOPHIA
las vegas

HERE WE COME

WE'RE HALFWAY TO EARNING DESTINATION DREAM: LAS VEGAS

How close are you to earning a luxurious lia sophia experience like no other? Unit Leader Amy Moon and Advisor Stacey Herdman share their excitement and earning strategy for living it up like celebrities in Vegas.



AMY MOON
LEVEL 5 ACHIEVER

"I was absolutely thrilled to hear the next Destination Dream trip was to Las Vegas. I knew I had to earn the trip for two so my husband and I could enjoy a well-deserved vacation. We're already excited and eagerly awaiting our trip to Hawaii next spring!

My earning strategy for this trip is recruiting. Not only do I maximize my earning potential for the trip by sharing this amazing business, but I can also help change a woman's life in the process. It's a win-win for me. Connecting with my upline Leader on a daily basis keeps me motivated to keep going. As a Unit Leader, I always pass on that positive momentum to my team in addition to training on how they can boost their business activity to earn the trip – see it, believe it and achieve it!"



STACEY HERDMAN
LEVEL 2 ACHIEVER

"I just joined lia sophia this past September and was elated to learn I had the opportunity to earn a trip to Las Vegas. I immediately called my upline Leader to discuss a plan for me to earn the trip because I was so motivated to achieve this goal. I focused on recruiting and am very close to earning a trip for one. I boosted my Dream Points by recruiting four new Advisors and submitting their Starter Show within fiscal October.

I'm working hard to earn my very first Destination Dream trip with lia sophia – and it won't be my last!"



Experience the grandeur of Las Vegas in a way you never imagined. The Destination Dream Las Vegas trip is a once-in-a-lifetime opportunity to enjoy the best of Las Vegas in style.

YOUR GUESTS AND YOUR LAS SOPHIA BUSINESS WILL ENJOY:

- Deluxe accommodations at the finest Las Vegas & Casino, located on the heart of the strip.
- Roundtrip airfare.
- Ground transportation between the airport and the hotel.
- Exclusive dinner event.
- Roundtrip travel insurance.

DESTINATION DREAM

TRIP TO LAS VEGAS

ADVISOR HOW YOU CAN EARN LAS VEGAS IN STYLE.



Display the Destination Dream Las Vegas recruiting flyer, #5479 at your parties. Let your guests know how excited you are for the chance to earn – or to have earned! – your FREE vacation.



JOLLY GEM KITS

Don't pass up the chance to add gorgeous new Spring/Summer 2014 styles to your display with this gem of an incentive. Kits are earned based on Personal Recognition Sales for the month. Each kit contains hundreds of dollars of new Spring/Summer 2014 jewelry and can be yours to purchase for only \$30 each. Earn them all!

RUBY KIT \$300 VALUE	EMERALD KIT \$400 VALUE
SUBMIT \$1,000 IN PERSONAL RECOGNITION SALES IN DECEMBER	SUBMIT \$1,500 IN PERSONAL RECOGNITION SALES IN DECEMBER
EARN THE RUBY KIT FOR \$30	EARN THE RUBY AND EMERALD KITS FOR \$30 EACH
DIAMOND KIT \$500 VALUE	
SUBMIT \$2,000 IN PERSONAL RECOGNITION SALES IN DECEMBER	
EARN THE RUBY, EMERALD AND DIAMOND KITS FOR \$30 EACH	

**Submit \$2,000 in Personal Recognition Sales and you can purchase all three kits
for just \$90! A \$1,200 value!**

You will receive a personal message by December 27 with instructions on how to order your Gem Kits.

FACETS

FEBRUARY 2014

SHARE
THE
Love
OF JEWELRY®

Plan for Conference 2014

High 5 is Back

Spring / Summer 2014
has arrived

lia sophia®

Aleks' TO-DO LIST

Everything is coming up spring thanks to our highly anticipated Spring / Summer 2014 Style Guide - a book brimming with gorgeous jewelry and proof that the best just keeps getting better. In honor of Valentine's Day this month, show your business some love by maximizing the new Style Guide and all of our wonderful programs and incentives. Turn up the passion for your business by wowing your Hostesses and Customers with a stunning new jewelry line they won't be able to resist.

- ☒ Earn *New & Now* samples: Submit \$650 in sales in the first two weeks of February and earn five styles from the *New & Now* collection or earn ten pieces from the collection with \$1,300 in sales.
- ☒ Build your team by offering two different Style Kits.
- ☒ Earn an exclusive lia sophia jewelry box (a future Customer offer!) when you submit \$2,500 in sales for February.
- ☒ Book a full February with the incredible High 5 Hostess incentive.

Full details of promotions in this issue can be found on page 12.

Conference 2014

Earn a \$50 rebate on registration for recruiting in February.

This is your jump-start to Conference 2014 - start planning now for the lia sophia event of the year! June 20 - 22, lia sophia will once again descend on the city of Indianapolis, IN for three days of learning, recognition and celebration. Those who have experienced Conference know the incredible boost in business that comes as a result of attending this event and it's definitely not-to-be-missed.

Look for more information in the coming months, including when Conference registration will officially open. In the meantime, this month is your chance to earn your Indy \$50 - a \$50 rebate off of Conference registration - when you recruit a new Advisor in February and you attend Conference in June.

Check out page 7 to amp up your recruiting strategy.

EARN YOUR
INDY \$50

CONFERENCE
DATES:
JUNE 20-22



PLAY IT 

The new Style Guide is here! Click [here](#) for a look at the Behind the Scenes video for Spring / Summer 2014. Be sure to click on the plus icon throughout the issue for additional tips.

Love IS IN THE FLAIR

As a leader in fashion jewelry, we're known for our flair for style, endless versatility and fashionable fun. There's no doubt the Spring / Summer 2014 Style Guide contains all of these elements – and then some.

With story after story of fresh, light and colorful styles, it was no surprise the highly anticipated collection debuted to rave reviews and has been shown a lot of love by stylists and fashion editors – and lots of buzz by all of you weeks before its official launch.

An exciting new Style Guide means an exciting new start for your business. This is the perfect opportunity to update your display and Show presentation by “turning on” spring at your parties. Try the following suggestions to get your Hostesses and Customers thinking about gorgeous new spring looks.

Do some spring cleaning:

- This is when you're glad you earned your Gem Kits back in December – you have new styles for your display!
- Showcase the newest styles on trays. Pass them around and encourage guests to try them on.
- Make sure you have cleaned out the retired pieces from your display and have repurposed them as great booking incentives and giveaways.

Look the part:

- Keep your displays simple and uncluttered. Try adding a touch of spring and color (see Spring/Summer color palettes in your Fashion Focus) with a table cloth, a bouquet of fresh or faux flowers, or something as simple as a pair of sunglasses and flip flops.
- Start your presentation with the newest styles. Wear them to your parties and all around town.
- Give your guests suggestions on how to “lighten up” a bulky winter sweater or outfit with a new piece of jewelry. For those lucky enough to have an upcoming spring break getaway, suggest they check out *The Sun Seekers* story for fresh resort and vacation looks.



Focus on the fashion:

- The Spring / Summer 2014 Fashion Focus, #5598 in lia sophia® University, is your ultimate guide to the new collection. From detailed design information to the season's hottest color palettes and more, you'll want to keep a copy of Fashion Focus within reach all season long. Order a copy from the Supply List, S7405 for \$5.00, while supplies last.
- There's more versatility than ever before. Not sure how to showcase these Genius™ pieces? Pages 6-11 of Fashion Focus will guide you through some top looks. Get creative and come up with great versatile looks of your own – you're a fashion expert!
- At your parties, show your guests how to cover their basics with “6 Essentials for Style™.” Head to page 15 of Fashion Focus for a neat summary of the kinds of styles your guests will have on repeat all season ... and beyond.



Skip the candy hearts and give your February Hostesses and Customers something much better this month – give them a High 5!

Customers:

- Buy 2 items at regular price (the least expensive), get 1 at half off PLUS up to 3 additional styles at 50% off – the perfect opportunity for your Customers to mix and match styles.
- **Plus:** Spend \$80 or more and choose one style priced under \$50 for only \$5. Help your Customers pick the perfect piece from over 300 styles under \$50!



Hostesses:

- Hostesses with a \$500 party will earn \$100 additional Hostess Credit for \$5.
- OR**
- Hostesses with a \$750 party will earn \$150 additional Hostess Credit for \$5.
(Maximum of \$150 in Hostess Credit)
 - **Plus:** Save up to 33% on select Hostess Bonus Price (HBP) styles – that's more savings on top of already incredibly reduced pieces!



Click to see a look at the February New & Now.

**new
now**
FEBRUARY 2014

See the February *New & Now* for the complete list of styles with additional Hostess Bonus Price savings!



Wayfarer
pg. 51 | Navy 32L82 | White 33L37
\$168 | HBP \$40 **\$30**

THE *Sweetest* GIFTS

The calendar may indicate we're in the middle of winter, but February brings the opportunity to earn some of spring's sweetest gifts - just for you.

EARN
NEW & NOW
SAMPLES

In the first two weeks of February:

Snag samples for the March/April New & Now collection

- Submit \$650 in sales during the first two weeks of fiscal February and earn five of the *New & Now* styles - an approximate retail value of \$300.
- Submit \$1,300 in sales during the first two weeks of fiscal February and earn ten *New & Now* styles - a retail value of more than \$600.

EARN
\$50
JEWELRY
PREMIUMS

In the last two weeks of February:

Stack up the Jewelry Premiums

Receive a \$50 Jewelry Premium for every Qualified Show submitted during the last two weeks of fiscal February.

All month long:

Get your jewelry box

Earn an exclusive lia sophia jewelry box when you submit \$2,500 in sales during February. This is in addition to the *New & Now* styles that you will earn this month. This beautiful jewelry box will appear as a future Customer offer - this is your chance to earn your sample with a retail value of \$50!



TURN UP THE HEAT

Unit Leaders Jacinta Devlin and Mindy Johnson know how to keep their party calendar sizzling in February. Here's how they get Hostesses to "*think spring*" when introducing the new collection.

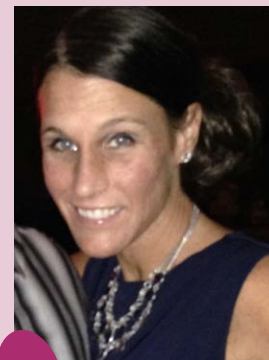


JACINTA DEVLIN, CT

How do you turn up the heat for your business in February?

Jacinta: With the launch of the new Spring / Summer Style Guide and Valentine's Day, there are so many opportunities. I mail mini Style Guides to all my past Hostesses and follow up to book their next Show. For Valentine's Day, I target men and partner with other businesses. This year I am partnering with a local cupcake shop to offer "Sweet Treats" - jewelry and cupcake deliveries!

Mindy: The new Spring / Summer 2014 Style Guide is the only thing that's currently HOT in the state of Wisconsin! My team and I are all fired up to share our excitement for the new styles and trends, which helps fill party calendars fairly easily. Excitement is contagious and Hostesses can't wait to be the first ones to share the new collection.



MINDY JOHNSON, WI

AIM YOUR CUPID'S ARROW ON BOOKING



A stunning new Style Guide and incredible offers are all you need for Hostesses to be your Valentine this month.

- Call and email past February Hostesses to let them know it's been a year since they've had a fun night in with their girlfriends shopping for lia sophia jewelry – it's time to plan another!
- Front-load your month by offering special incentives to Hostesses who book BEFORE Valentine's Day. Call it a "gift from Cupid." This will help you

earn the March/April *New & Now* Styles.

- Get out that list of contacts you made over the holidays and pick up the phone for a quick call to let them know the new lia sophia collection has arrived. Make it a point to mention how they could be the first to wear these pieces by hosting a party.

#soliasophia

SPRING SOCIAL

Want to know one of the easiest ways to create excitement about the Spring / Summer 2014 Style Guide? Show it off! Thanks to social media, you can share the new Style Guide with a large number of people at once. Try the following tips to leverage the power of social media for your business – and don't forget to add [#soliasophia](#) to get the style conversation started!

Facebook

Once a week, create a brief post communicating your excitement about the arrival of the gorgeous Spring / Summer 2014 Style Guide. If you encounter a case of writer's block, not to worry. Head to *Advisor Advantage*® and click on Get Connected – your social media toolkit complete with fun, engaging posts and beautiful jewelry images for you to easily share.



Twitter

Keeping it short and sweet is the key to Twitter. Have fun here by providing little teasers to entice people to contact you right away. Tweet, "lia sophia has outdone themselves again. I can't stop looking at their new Spring / Summer collection!"

Instagram

Seeing is believing and that's the beauty of Instagram. Snap photos of the new Style Guide. Even better, share pics of you wearing the new jewelry. Play around with the cool photo filters to really make the pieces shine.

Pinterest

Create a board dedicated to Spring / Summer and the new Style Guide. Head to the official lia sophia Pinterest page for great style ideas and "pinspiration."

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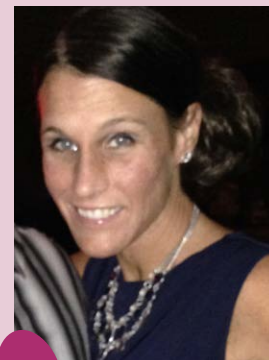


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MINDY JOHNSON, WI

lia sophia®

LINK

THIRD QUARTER 2013



Quick Q&A with Casey Carignan

Quite possibly the youngest lia sophia staff-member, Casey came onboard in May of this year as our Meetings & Events Coordinator, right after graduating from college. A native of Baraboo, WI, she attended the University of Wisconsin-Platteville, finishing her degree in only three years with a double major in Business Administration and Communication Technologies.

In her free time, Casey loves to read and explore her neighborhood. Check out what else this young- go-getter had to share with LINK.

Where would you go in a time machine?

That's a tough one, because I love so many different eras in history. But for the sake of being fun and the fact that I work for a fashion company, I have to say I would go back to the 1980's because I love the music and the style of dress!

What celebrity would you want to play you in a movie about your life?

I'm a fan of Zooey Deschanel, and I believe she would be the perfect actress to portray me. And let's not forget my love interest - Channing Tatum.

Who do you admire most?

I have a very close-knit family and I admire them very much. They always support me 110% in all of my decisions. I know I'm very young and I still have a lot to learn, but it's comforting knowing I can always seek guidance and advice from my family.

If we came to your house for dinner, what would you prepare for us?

I would prepare a cheese pizza with a side of homemade mac and cheese. And while we're on the subject, I don't care much for vegetables, but I LOVE cheese - in case you couldn't tell.

If you were an ice cream, what flavor would you be?

That would definitely have to be cookies and cream. You have cookies and you have ice cream - the best of both worlds!

What do you enjoy most about your role at lia sophia?

I really enjoy working with this great group of talented people everyday. I was very happy and excited to see how the team pulled together to make Conference such a huge success. Everyone was always willing to help out and answer any questions I had - as silly as I thought they were. As a newbie, that's priceless.

SOMETHING BOLD

something new

Love and romance are in the air. This is the perfect opportunity to help brides walk down the aisle in lia sophia style.

Guests will say “I do” to gorgeous looks that light up any special occasion wardrobe. Find inspiration in the suggestions below.



1

GET GUESTS INVOLVED

Have your Hostess ask Guests to bring photos of their favorite bridal looks — they may be classic and romantic or modern and contemporary.

3

TALKING POINTS

Highlight the *For Now, For Always* Collection (available on page 18 of the Style Guide). These romantic pieces and vintage-inspired styles add the perfect final touch for a beautiful bridal look.

Explain the value and versatility of lia sophia jewelry — many pieces can go from rehearsal dinner to the wedding day to the honeymoon and beyond.

Remind Guests about some of the people they may need to buy for: bridesmaids, mothers of the bride and groom and more.

2

IDEAS & INSPIRATION

Outfit your table with wedding-inspired linens and decorations, such as fresh pink or white roses, satin and tulle, tea candles, pretty ribbons and mini-rosette trees.

Suggest simple menu ideas to your Hostess: finger sandwiches, mini-cupcakes and sparkling pear cider.

Group jewelry by themes: vintage-inspired, modern, classic and Art Deco — one of the hottest trends of the season.

{ Use the customizable invitation flyer on the next page to bring this party to life. }

PICK A PARTY
...and go!

lia sophia®

YOU'RE INVITED TO A PARTY

SOMETHING BOLD

something new



lia sophia

SHARE THE LOVE OF JEWELRY®