

The following email has been sent to retail customers who have purchased within the last 12 months:



Our [2025 Spring Collection](#) is filled with jewelry that will inspire you to embrace the fun of accessorizing while letting your inner confidence sparkle.

While navigating through the four super trends of the season these past couple of weeks, we've seen recurring fashion get refreshed with fun-loving details, complemented by the effortless shine of this season's accessories.

We've put a playful twist on wardrobe staples with the [Enhanced Essentials](#) trend, and saddled up to the handcrafted, artisanal elements of the [Free Spirited Frontier](#) trend. Now, it's time to sink into the whimsical wonder of our [Scandi Charm](#) trend.

[Scandi Charm](#) captures the fantastical magic you've read about in storybooks and infuses it with rustic appeal. Intentionally oversized silhouettes, adorned with sweet details, like lace, ruffles, scalloped edges, and Peter Pan collars, meet the practical durability of quilted fabrics.

Make this trend your own by reaching for plaids, stripes, and baby florals in soft pastels and neutrals.

The trend comes to life in the delicate charms of your favorite novelties. Nature-inspired jewelry, in the shape of butterflies, leaves, frogs, and birds, adds the whimsical touch of an enchanted forest. Hair accessories are the perfect way to lean into the sweetness of the [Scandi Charm](#) trend, too. Exaggerated bows and embellished hair clips encourage a fun exploration of style, while adding sensibility to carry you through your day.

Explore the storybook sweetness of the [Scandi Charm](#) trend on [The Pulse™](#)—your personal stylist this spring, and go-to resource for everything Paparazzi.

For more style tips, follow us on [social media](#), where we'll guide you through the trends curated by the Paparazzi stylists, Pantone® colors, and the adorable accessories destined for your wardrobe this season.

[Shop the 2025 Spring Collection now!](#)

New releases debut every Monday - Friday at 3:00 PM ET!