

## Montesino cuts pricing with new silver designs

*March 10, 2009*

Fort Lauderdale, Fla.--Jewelry manufacturer Montesino International has announced a plan that will cut pricing on its "Destination Bracelet Collection" by nearly 35 percent.

The collection's newest pieces forgo the company's usual gold detailing and now feature sterling silver with rhodium plating. Following in the tradition of the collection, each piece will be specifically tailored to an individual area or region, serving as a treasured keepsake whose longevity outlasts that of traditional souvenirs.

"By capitalizing on the lower prices of sterling compared to gold, and by eliminating the gold detailing, we were able to create a brand new line of bracelets at more affordable price points," [Mitchell Ousley](#), Montesino president, chief executive officer and lead product designer, said in a media release.

According to Ousley, the decision to use rhodium plating was made to offer an added value to each piece and to ensure that the bracelets do not tarnish.

The standard 4-millimeter bracelets in the new collection will retail for approximately \$75, and all Destination bracelets are offered in the new style.

"We understand that times are tough," Ousley said in the release. "We wanted to make it easier for everyone to purchase our Destination bracelets so they can wear the cherished memories of their favorite destination, everyday."

For more information about Montesino and its Destination Bracelet Collection, visit the company's Web site, [CaribbeanBracelet.com](#).

### Links referenced within this article

Mitchell Ousley  
<http://www.nationaljewelernetwork.com/njn/about/Mitchell+Ousley>  
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