



2024

# SALES DISPLAYS

Explore Overnight's Retail  
Jewelry Display Solutions

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2024

# SALES DISPLAYS

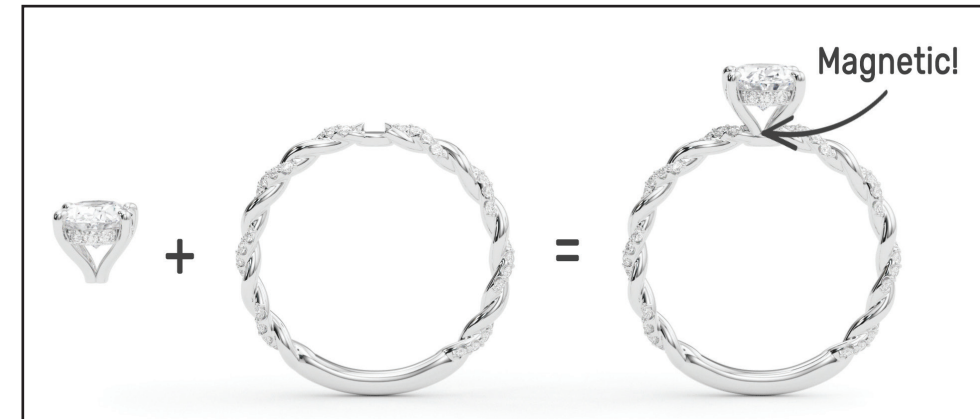
Introducing the Bridal Builder Collection – a comprehensive selection of engagement rings like no other. This collection features 96 of our most sought-after engagement ring shanks and 93 unique heads, that magnetically connect to one another, giving your customers the ability to mix and match and try on countless combinations until they find their perfect ring. With a compact display that fits within just a few feet of showcase space, it offers a stunning 8,928 different engagement ring combinations for your customers to explore. As the most versatile and diverse engagement ring sample program available, it's a proven driver of engagement ring sales.

Order the complete set (everything pictured below)

**\$5,989**

*Pieces sold separately as well*

# HOW IT WORKS



Magnetized heads and magnetized semi-mount shanks all fit together to create endless custom ring combinations.

Your customers will love playing with this and creating their own engagement ring!



Heads Display

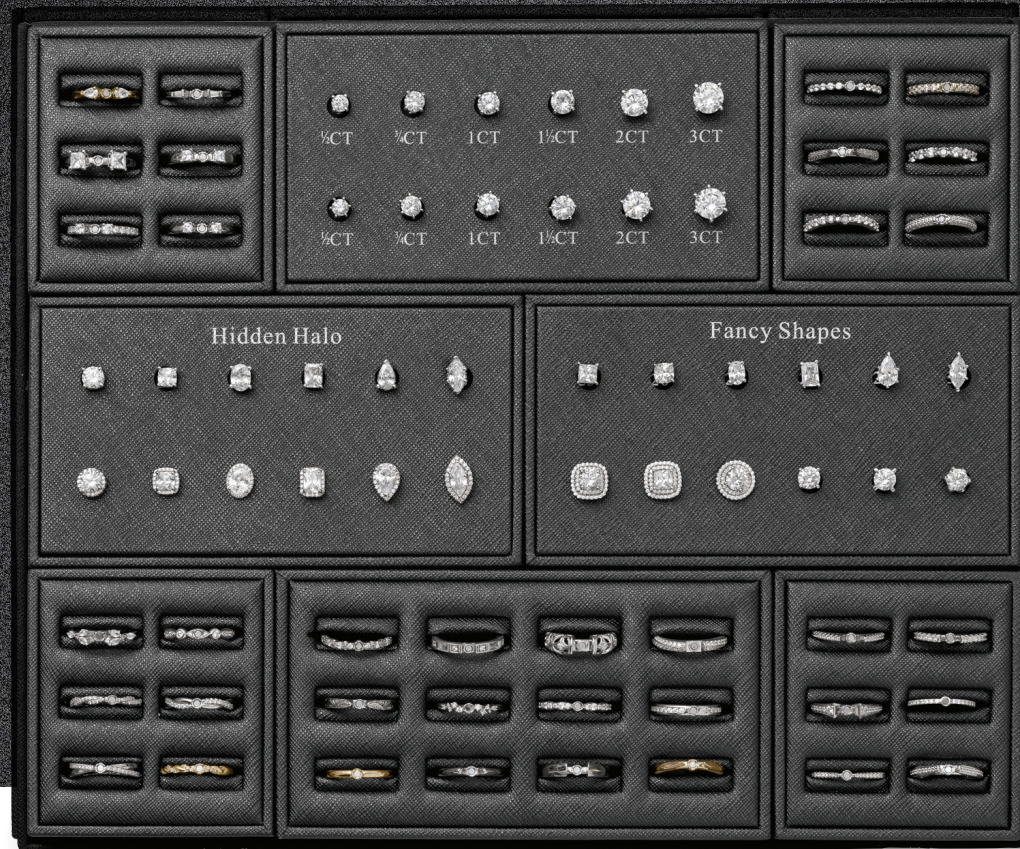
Expansion Set 2

Bridal Builder 1

Expansion Set 1

Eternity Band

Sell More Engagement Rings With Our  
**BRIDAL BUILDER**



1,300 engagement ring possibilities in a 1' display.

The Magnetic selling system that your customers will love to play with!

**\$1,500**



51188-E



51189-E



51190-E



51191-E



51192-E



51199-E



51200-E



84370-E



84757-E



84767-E



84774-E



85112-E



85225-E



85259-E



85287-E



85290-E



85352-E



50309-E



51280-E



50805-E



51097-E



51101-E



51121-E



51165-E



51167-E



51187-E



51182-E



51181-E



51183-E



51184-E



51185-E



51175-E



51176-E



51177-E



51178-E



51180-E

**SHANK  
 STYLES  
 IN  
 DISPLAY**

Expansion Kit 1 for

# BRIDAL BUILDER



2 and 3 carat head options with 24 fashion forward shanks

**\$799**

## SHANK STYLES IN DISPLAY



51214-E



51216-E



51220-E



51221-E



51223-E



51224-E



51225-E



51226-E.09



51226-E-.22



51227-E.09



51227-E.22



51228-E.09



51228-E.22



51233-E



51234-E



85366-E



85368-E



85369-E



85370-E



85371-E



85372-E



85373-E



85374-E



85375-E

Expansion Kit 2 for

# BRIDAL BUILDER



36 fashion forward  
shanks

\$1,150

SHANK  
STYLES  
IN  
DISPLAY



51239-E



51240-E



51246-E



51248-E



51249-E



51250-E



51251-E



51255-E



51258-E



51259-E



51261-E



51262-E



51266-E



85397



85403



51306-E



51310-E



51309-E



51304-E



51312-E



51311-E-4.50



51305-E



51308-E



51307-E



51252-E



51256-E



51263-E



51213-E



85376-E



51229-shank



51222-E



85362-E



51303-E



51254-E



51302-E



51301-E

# HEADS

Display

This display was created out of customer demand. We received countless requests for a display with all the head shapes from 1ct to 5ct to make diamond sales easier. We have also added our newest Diamond tulip heads (trending on Socials) which are sure to engage the younger, more fashion forward customers.

\$790



# ETERNITY BAND

Display

These eternity bands are a brand-new program we are offering and are sure to be an instant best seller. The bands are all custom made with precisely calibrated diamond layouts to produce the perfect eternity band. They sit low to the finger, with negligible space between stones. The display features 9 styles in multiple total weights which represent a small selection of a broader category. All of these bands, including others can be priced instantly on our website using the Eternity band Builder in 14k, 18, and platinum, and in Natural or Lab grown diamonds.

\$1,750





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