



JCB JEWELRY
AMBASSADOR WORKBOOK

As we embark on this extraordinary journey together, we will adorn our guests with beautiful jewelry that makes each feel like the beautiful unique being they are. We are grateful for you, their Ambassador, which will guide them on the Boisset lifestyle journey, exploring our wine world, jewelry & accessories and unique events.

This exploration into an expanded jewelry collection will allow you and your team of Ambassadors to grow your businesses beyond wine and wine accessories and into fashion, focusing on the accessory that always fits, evokes emotion and creates an additional stream of sales for you and happiness for your guests. Being a part of our exclusive launch program allows you first access and us a platform to build upon. We are eager to support your needs, development of the program and building additional tools and products to help you succeed.

This workbook will be the initial Ambassador tool to support you, with more to come!

Cheers to a beautiful journey ahead!

JCB Jewelry Key Brand Messages

JCB JEWELRY

Jewels grace our bodies with their spectacular brilliance, carrying with them our most intimate messages, like echoes of everlasting moments, they immortalize feelings of joy. With JCB Jewelry, our pieces are much more than a simple object – they are a treasure trove full of stories . . . encapsulating a taste for life’s pleasures and inspired by the ultimate elixir – the gift of the gods to mankind – wine.

Elegant. Radiant. Seductive.

INSPIRATIONAL DESIGN

Taking inspiration from love, beauty, wine, and nature, Jean-Charles Boisset uses his creative desires to transform his imagination into artistic, fashion-forward designs. Behind each piece is a narrative that is personal, ingenious and unmistakably JCB.

Discover the secrets of JCB Jewelry.

LIVE YOUR STYLE

Our collection has a unique style; its purpose is to bring vitality, energy, dynamism, electricity and magnetic forces to the heart. Each piece symbolizes who we are and, more importantly, how we want to be seen. When you adorn yourself with JCB Jewelry, you will spark tête-à-têtes, intrigue and magic.

Live your style. Share our story.

Jewelry Collection & Stories

Storytelling is powerful. Here are the stories behind the look and inspiration for each unique piece. Be sure to know the stories to better speak to it when sharing the collection.



La Grenouille Pêche

Mysterious and Magical, the frog crosses over from water to land with power and grace. She represents transition and transformation, and supports us through change, connecting us to our emotions and energies. Since the time of the ancient Egyptians and Romans, the frog will always bring us good luck!



Crocodile

To avenge the death of Buena Vista's Count Agoston Harazthy at the jaws of a crocodile, I have created this gilded-gold crocodile. Like The Count, this piece is brilliant and flamboyant! When wearing this crocodile, with ruby-red eyes and an emerald green collar, you honor the passion of The Count. Revenge is his!



Forbidden Shape

The symbol of romantic love, passion, proximity, and positive energy, the heart - the Forbidden Shape - is the most attractive, sensual and curvy shape naturally created! The rubies at its center represents the highest emotion, the essence of depth and the intensity of the red wine, from which burst forth tears of diamonds, streaming out toward the cleavage of the forbidden shape, demonstrating excitement, mystery and ultimate joy! To exaltation, sensuality & dreams!



Gina's Kiss

Jean Charles wanted to have his lovely wife Gina with him always so he captured her lips - voluptuous but refined; elegant and giving. He wanted ruby all around the lips, and inside the diamonds as she represents my muse and my ultimate diamond.



The Ultimate Currency

It is a revolutionary exploration and an insolent reminder on how beautiful this symbol is and how important money could be represented as art...an image of desire, power, and prosperity where the pearls and the rubies are the ultimate intertwined yin and yang.



Natural Beauty

The Rose is the symbol of love, beauty, and compassion. They always adorn our vineyards and represent reason and virtue. The ruby at its center explains the planet sun. It is my favorite stone as it stimulates energy, encourages vitality, and heightens sensuality. The Rose and the ruby stone have a vibration that radiates intensity and projects energy and enthusiasm for life. The Natural Beauty symbolizes divine love.



Blue Fun of Hope

The golden leaf represents the yearly transformation of the vineyard and the energy of photosynthesis. The leaf nurtures, feeds and brings out the best of the earth, creating the forbidden fruit... the grape and its evolution to wine! The sophisticated stones that adorn the golden leaf - sapphires, diamonds and rubies - are the alchemy of the most precious element...PASSION!



The Explosive Grape

Bringing positive energy to our world and magnetic interaction within our planets creates and is the dynamism of our universe. The radiation of our sun in relationship to the moon and our multiple earths generates explosive energy to our divine grapes and makes our berries explode with pleasure, thus giving their quintessential best! It is only thanks to this magical alchemy, that the elixir becomes so exquisite!



The Grape, The Star

The shining star illuminates our world and our mind thanks to its myriad diamonds that boundlessly reflect into and across every point of our eyes. It creates a sense of controlled freedom to our grapes, which are connected by the golden chains that make the berries elegant and refined, with a certain constrained 'provocateur allure.' The bondage between all the elements: the shining star, the grapes, and the chain, allows for a world that creates dreams.



L'Amour de Ma Vie

"Muse of my Life, Gina, my magical wife, my eternal and first love at first sight... Le Coup de foudre! Her foresight, inspiration and sapphire vision continues to inspire me and guide me into a surrealistic and adventurous new world... to beauty, naturality, purity, style and all sense radiating and reaching. .therefore, to a higher meaning of life!" -Jean-Charles Boisset



Le Monde Invisible

The eye is at the center of all emotions. It sees the present, past and future and brings the two worlds together, femininity and masculinity, France and America, and unites, thanks to its common vision - wines from around the world. Hence the ruby drops that bring energy and radiation to the unseen.



Golden Grapes

Since ancient times, the grape has always been a symbol of romance, love, fertility and vitality. In Ancient Greece, it was a tradition to give a cluster to newlyweds in the belief that the grape seeds would bless the couple with many children. Since birth, I have contemplated this most artistic creation and adored its evolution and transformation. Art in the making, it is your opportunity. The emerald gives us the beginning of eternal life!



The Trois Saints

The Grape is the most spiritual and romantic fruit of all time. It brings the meaning of abundance, perfection, proximity, illumination and inspiration to everything I have the pleasure to do. I am so in love with the vine that it is adorned by my favorite clusters... of gold, platinum, pearls, diamonds, sapphires and naturally rubies, the ultimate surreal interpretation of resurrection! To beauty, style, elegance, sophistication and refinement. Vive l'abondance!



Le 69

Le 69 . . . the ultimate expression of passion, lust, desire and intense intimacy. The Yin Yang . . . complementary forces that unite to form a dynamic system in which the whole is greater than the individual parts. The blending of female and male into one. . . allowing ourselves to let go of what we perceive separates us and conveying a deeper and more profound connection.



Surrealist

The Surrealist reflects the two faces of life and the dual personality of the wine! At its center, the elixir is the epicenter of all emotions and senses. The diamond chalice holding the elixir is the highest expression, it creates vibrations to the mind and a vortex of pleasure to all extremities! To the Surrealist, there are many ways one should perceive the world and oneself, and interpret one's emotions, feelings and senses!



Confession

Free yourself from the bonds of your deepest secrets and mysteries...release your shadow and indulge the temptations of your mind and senses... confession is the only key that can provide the ultimate escape!



Grape Cluster

Since ancient times, the grape has always been a symbol of romance, love, fertility and vitality. In Ancient Greece, it was a tradition to give a cluster to newlyweds in the belief that the grape seeds would bless the couple with many children. Since birth, I have contemplated this most artistic creation and adored its evolution and transformation. Art in the making, it is your opportunity. The emerald gives us the beginning of eternal life!



JCB Cufflinks

The leaves are symbolic of fertility and growth. The vines, pointing in all directions of the earth and our galaxies, represent limitless possibilities. And finally the grape, which embodies abundance and vitality. These elements combine to produce something that is greater than the sum of the individual parts - wine, the elixir of life and beauty.



Fleur De Lis

The fleur-de-lis is a stylized lily (in French, fleur means "flower", and lis means "lily") that is used as a decorative design and is the symbol of the spirit of Boisset's DeLoach Vineyards.



Frenchie

Proprietor Jean-Charles Boisset's French Bulldog, Frenchie, represents the very essence of style, charisma and personality. With his stout stature and ability to steal everyone's heart, his majestic dignity and kingly authority are irresistible, as much of his adoring public already knows.

Getting Started

Integrating the jewelry collection into the Wine Tasting Experience will increase your sales, leverage your time and business opportunity and also build stronger relationships with your members and customers. These JCB jewelry pieces are a walking billboard for your business.

Learn what to say with the tips below to successfully share the jewelry collection alongside your wine tastings.

First, Host Coach:

Host Coaching will ensure that your Tasting Experience will successfully feature both wine and JCB Jewelry sales, increase your tasting sales numbers, commissions and future business opportunities. By adding one item per customer order, it will increase your sales by hundreds. Imagine what that will do to your commissions!

For your upcoming tastings, you'll want to tell the host that you will be bringing your jewelry display. You can even allow the host to model a piece during the tasting for you. If you have a personal collection of jewelry other than what was included in your kit, we suggest you wear and share all that you have. Be sure to wear the jewelry yourself, in addition to using the display.

The Host is your business partner for the event. The more communication you have with them, the more inspired they will be to invite additional guests, share the Boisset Collection stories and in-turn, lead to higher sales for you the Ambassador.

Jewelry sells well alongside the wine for multiple reasons. The JCB jewelry collection specifically shares the wine lifestyle, extending our guest's experience from tasting to wearing. As more people wear the jewelry, they will share their own stories with friends ultimately reaching a whole new network of customers.

Second, Share the Stories:

Earlier in the workbook you read the stories of the collections. Our wine stories, heritage and jewelry stories are best-shared person to person. The best place to showcase the JCB jewelry collection is around a table while tasting our wines.

Be sure to always share the jewelry story especially when someone asks about a piece, compliments you on something you are wearing, or maybe looking for a gift suggestion. The jewelry sells it self, but the story lives on.

Third, Let them know they can have it too!

Guests will comment on your jewelry or see it on display- so be sure to let them know they can purchase it and wear it too! Because this is new to the Tasting Experience, you'll want to share the jewelry before hand, during the invite, during your intro and at the time of closing out the tasting.

Jewelry 101

Be sure to follow these jewelry tips & understand the terminology to better serve your guests.

JEWELRY CARE TIPS:

To take care of your beautiful JCB Jewelry, be sure to follow this simple rule, "last-on, first-off." You'll want to put it on after you have showered, applied lotions and perfumes and to take off prior to swimming, exercise, showering; keeping jewelry away from chemicals, especially chlorine. When exposed to dust, moisture, perspiration and makeup, the plating can lose its luster. Store away from other metals, wrapped in a soft cloth. Do not sleep with gold plated jewelry as skin oils and linens can cause damage. Store separately or with other gold jewelry. Plated jewelry may eventually tarnish. To clean your jewelry, use a damp soft cloth or soapy, lukewarm water. We do not suggest using jewelry polishing cloths or jewelry cleaner.

GOLD PLATED

Storing- do not sleep with gold plated jewelry on as skin oils and rubbing against linens can damage the jewelry. Store like items together, therefore do not store Gold plated jewelry with silver jewelry. Cleaning- Natural skin oils, cosmetics and dirt can cause buildup on a gold plated jewelry piece. Do not clean with chemicals, just a damp cloth with soapy water should be used often to clean it. Gold plated jewelry may tarnish down the road.

GOLD FILLED

Storing- Keep away from salt water and chlorine. All heavy detergents and cleaning agents should be avoided. Cleaning- Clean regularly using some warm water with a soft cloth to dry and shine the piece after. Many chemicals that are used for cleaning jewelry can be abrasive and cause damage or color alteration to the jewelry.

STERLING SILVER

Cleaning - The best way to clean silver is to use a cleaning agent that has a sulfur base. This type of cleaner tends to have a pungent odor, but it will work quite well to remove accumulated tarnish. Cleaning cloths that are chemically treated with agents that will clean and polish silver can be used for light tarnishings; these are also good for light, regular cleanings of silver pieces. It is highly recommended to take sterling silver jewelry to a reputable jewelry store to have it polished. The surface can become scratched and it will be necessary to get the scratches filed and polished out of the piece.

Storing - Anti-tarnishing papers and bags are best as it discourages the tarnishing of sterling silver jewelry. If sterling silver is being stored in a large area such as a jewelry wardrobe, silica gel bags are highly recommended to be placed inside as they will absorb moisture.

STAINLESS STEEL

Cleaning- warm water with mild dishwashing soap and a soft, lint-free cloth to gently wipe and clean the piece. Wipe excess soap off of the

piece with a moist cloth dipped in clean water then dry the jewelry with a clean cloth. Once the piece is clean, then use a jewelry polish or polishing cloth to shine it.

Storing- it can scratch therefore it should not be worn with other materials or pieces that can damage it. It can be professionally polished by a jeweler if it does get scratched. Stainless steel pieces should be stored separately from other jewelry made of other metals. It is recommended that stainless steel pieces are kept in individual bags or pouches.

GOLD

Cleaning- Gold is durable but can become scratched when worn with strenuous activity. When exposed to dust, moisture, perspiration and makeup, gold can lose its luster. Be sure to clean your jewelry regularly using things such as sudsy, lukewarm water or by bringing it to a local jeweler.

Storing- Keep chemicals, especially chlorine, away from gold pieces. This can weaken the piece and even lead to breakage. Keep gold jewelry away from swimming pools and chlorinated cleaning products. It is best if rubber gloves are worn while doing heavy-duty cleaning with acids, abrasives and other harsh chemicals found in some household cleaning products. Protect gold jewelry by storing it safely in a jewelry box or keeping it wrapped in a soft cloth when not being worn. Keeping pieces stored separately will prevent it and others from getting scratched.

CRYSTALS & STONES

Storing- should be kept separate from other jewelry as it can cause scratches. A fabric-lined jewelry case with separate compartments is best. Soft tissue paper or jewelry pouches can be used to keep pieces separate as well.

Cleaning- Everyday exposure to lotions, cosmetics, household chemicals and other agents can cause buildup that will make your crystals and stones dull. Gently brush it with a soft, clean toothbrush to remove any dirt or buildup. Some fragile settings will not be able to be exposed to such scrubbing, so a soft, lint-free cloth can be used. Be sure to not use harmful, abrasive solutions or chemicals as these can erode some of the metals used in diamond settings.

BRASS

Storing- Brass does not like getting wet as it will tarnish quickly. Brass will tarnish over time. Oils and sweat cause this tarnishing effect over time.

Cleaning- You can use a jewelry polishing cloth to clean flat surfaces or to restore shine. Gently wash items in soapy water. Some people have an allergy to brass that causes a tint to be left behind on the skin.

BRONZE

Storing- Because bronze has copper in it, it will tarnish over time, called patina. Some people like the patina on bronze jewelry, or its purchased that way. Once formed, this layer can protect bronze from corrosion. When taking off your bronze jewelry after wearing it, wipe the piece clean with a soft cloth and then store. This will remove any oils from your skin, which will speed up the tarnishing process. Tarnishing is facilitated by oxygen in the air, therefore a plastic bag can be used to store the pieces.

Cleaning- Use mild soap and rub it with a soft cloth to take out any dirt or build up. Rinse it with water and dry it using a cloth towel. If you want to keep this patina, just use a dry cloth to wipe dirt off the piece.

Merchandising

This brief merchandising guide is to help you display & successfully share the JCB Jewelry brand story. Whether you are displaying alongside a wine tasting or solely as a jewelry Trunk Show, you'll want to stick to these guidelines.

Setting the stage for your success starts with the displays and overall brand essence of JCB Jewelry. Guests and customers love the luxe look and feel of the brand. Once you get the basics down, its easy to replicate and introduce new pieces as the collection evolves.

A general rule of thumb is to use the neck-form fixtures to showcase our most popular statement pieces. These fixtures draw attention immediately, and customers are inspired to touch and feel the displayed pieces.

When merchandising the collection, break it down into story collections, for example, pair all the Natural Beauty pieces together.

When setting up your table display, be sure that the guests can easily spot the collection alongside their Tasting Experience. Each tasting is different, in some settings you might find that you have a larger display area for both the wines and the jewelry, and in others you will not. You should select an area where the collection is highly visible and accessible. Plus, you want to be able to reference the jewelry throughout the tasting experience.



DISPLAY TO SELL

Be sure to display the product to sell it, that means, make it easy to see, pick-up and try on and merchandised with other products.

Using the red boxes within your display will not only add a luxury element to the display but will show guests that our jewelry comes gift-ready in a box!

CUSTOMIZE TO THE CROWD

Be sure to know who your guests are, and then customize the message to them. For example, if the guests are men, be sure to share the cuff links and pins for them to wear, plus, suggest matching earrings for their wives, etc.

JCB JEWELRY TRUNK SHOW CHECKLIST

- JCB Jewelry Bag
- Display items: neckforms, earring stands, red boxes, tablecloth, trays.
- Order forms and pens
- Ambassador workbook
- Style Sheet product list

COMMISSIONS

We've increased the Commissionable Volume for the JCB jewelry collection, please note the change effective September 1, 2017.

Product Category	Commissionable Volume	Personal Volume
Jewelry	75%	100%
Wine	75%	100%

Commissionable Volume is the value on which all your commissions are paid. The Commissionable Volume varies depending on the type of product you sell. The table above shows Boisset's product categories, and the percentages of the retail sales price to calculate the Commissionable and Personal Volumes.

Personal Volume is the total sales volume from your purchases and any order placed directly with the company by your customers and is used to determine title qualifications.

ORDERS & RETURNS

Order entry is as simple wine orders. You can add directly to the wine order, or guests and customers can order jewelry directly from your personal website. For in-person orders simply add a \$5 fee for each piece of jewelry purchased.

Certainly, we want you to love your JCB Jewelry. If you aren't satisfied with your purchase, return your item within 30 days and we'll provide you with a full refund or credit for unworn and undamaged merchandise

with original packaging and receipt. Merchandise must be return in resalable condition.

Please note that sale items are considered final and not returnable. We provide full refunds and credit for manufacturer defects, but are unable to refund shipping fees. Contact your Boisset Ambassador to return your product. If you are unable to contact your Ambassador, please contact our Customer Care Team, customercare@boisset.com.

Please keep these things in mind when making a return:

- Items must be returned in their original packaging with original purchase receipt. This could include your order confirmation email or packing slip.
- Once we process your return, your refund will be credited in approximately 10 business days, depending on your issuing banks billing cycle.
- To replace an item due to manufacturer's defect, please notify us of the defect. For example: non-functional clasp, discoloration, jump-ring or chain issue, etc.