

Judy Gordon  
Home Fashion Buyer  
Sears  
400 S. Oak St.  
Chicago, IL 40404

Dear Ms. Gordon:

It's no secret. With your well-recognized Bridal Registry, clothing and jewelry lines, Sears is very well tapped into the \$53.4 billion dollar annual U.S. wedding market.

And now there's another bridal revenue stream I think you'll also want to explore.

You can complement your outstanding selection of gift items, clothing and jewelry with this rapidly growing line of proven high-demand products: ***unique wedding accessories and ornaments***.

You'll find the best at **Unik Occasions**. We give you wholesale access to the newest, one-of-a-kind accessories to make every wedding distinctively perfect. Today's brides – your savvy customers – are looking for little details and personal touches to make their wedding “pop.” That's where we come in. Our extensive selection includes everything from twinkling brooch bouquets and personalized cake toppers to sparkling bridal tiaras and highly popular shoe sole decals.

With more than 2.5 million weddings in America each year, the accessory business is booming. While we're busy filling online retail orders, we know many brides prefer to look, touch and hold their accessories before making a purchase. They'll welcome the opportunity to do that at Sears.

Why should these in-demand accessories become staples on your store shelves? Because they're unique, can't be found elsewhere, and add a new dimension of whimsy and magic to this most important of all occasions. For example ...

- **Sparkling monogram cake toppers:** Top sellers, these simple, yet elegant, single or double-letter monograms are silver plated, covered in crystal rhinestones, and available in several sizes and styles to accent any cake or cupcake tower.
- **Brooch Bouquets:** Growing in popularity, these stunning, long-lasting bouquets are made with dainty flower and pearl brooches. Stems are wrapped in traditional white ribbon with extra brooches for added elegance. Ideal for walking down the aisle and then saving in a vase for cherished memories of the special day.
- **Bridal tiaras and other hair accessories:** Designed to make bridal hairdos sparkle, these luxurious accent pieces combine rhinestone flowers, crystal and pearls for eye-catching beauty.

- **Rhinestone shoe decals:** Our sought-after fun shoe sole stickers add wedding spirit in various colors and styles. The “I DO” and “ME TOO” messages surprise guests as bride – and even groom – walk down the aisle, kneel at the alter or dance at the reception.
- **Romantic toasting glasses:** Stock up on this elegant way to honor the ceremonial wedding reception toast with a fabulous selection of distinctive, non-monogrammed flutes and champagne glasses.
- **Cake Knife and Server Sets:** romantic accents and other decorative detail on the handles make these sets a stunning part of the reception and a life-long keep-stake to commemorate the special day.

So how do you fill the growing demand for these products and others?

Unik Occasions' special wholesale website makes online ordering fast and easy. Visit [www.unikwholesale.com](http://www.unikwholesale.com) to register for a wholesale account – or visit [www.unikoccasions.com](http://www.unikoccasions.com) and click on the *Wholesale* button.

Have questions? Call me directly at 732 851-5151 and I'll personally assist you in every way I can. Or send me a note at [info@unikwholesale.com](mailto:info@unikwholesale.com) and I'll get back to you promptly.

I look forward to working with you to make Sears the place to go to find a bold and beautiful assortment of accessory treasures to enhance every wedding experience.

Sincerely,

Marina Kaplan  
President  
UnikOccasions.com

P.S.: Our new product catalog is coming soon. But you don't have to wait. Register for your wholesale account today at [www.unikwholesale.com](http://www.unikwholesale.com) or [www.unikoccasions.com](http://www.unikoccasions.com) (and click on the Wholesale button). Then start showcasing our product line for your bridal families and let the results speak for themselves!

**Email subject line choices:**

New high-demand wedding products to boost your wedding market sales

A proven way to add new wedding market sales revenue

UnikOccasions' new wedding market product line deserves your attention