



# NOVEMBER NEWSLETTER



Steve Joya  
Chief Executive Officer

## WASHED-UP... NEVER LOOK SO GOOD!



David Amaya  
Chief Operations Officer

*Coastline Charms is a company that upcycles plastic that has washed-up on the beach to create beautiful jewelry. In doing so beach are cleaned and also marine life is protected. Our company will be lead by Steve Joya and David Amaya, our Chief Officers. They are bringing their passions for our planet and the beaches to the company at the same time turning the washed-up debris into beautiful and unique jewelry.*

## OUR COMPANY MISSION



*Our mission is to help the environment by collecting washed-up plastic and glass and upcycle it to beautiful jewelry!*

*And why jewelry you may be wondering? Well ocean trash can be the foundation for unique, beautiful, and artistic designs. For every dollar we make one pound of beach trash will be cleaned up from beaches around the world.*

**Email us**



[coastlinecharms.ca@veinternational.org](mailto:coastlinecharms.ca@veinternational.org)

# GOOD NEWS FOR US

*According to recent news, the jewelry industry growth rate in the past 6 years was really high and also it will not decrease in the future. The United State's jewelry market will keep expanding in the next few years (2020 to 2023) with growth rate of 0.8%.*

*This is a very good news for us. With this growth in the jewelry industry, we have a higher chance to develop our company more and more. Also, the more our company succeeds, the more we will be able to do in cleaning the ocean and helping the environment.*

## US Jewelry Industry Statistics

As mentioned above, the US is the biggest jewelry consumer in the world. With that in mind, let's look at some of the most remarkable US jewelry market statistics.

7. The jewelry revenue in the US is \$18.823 billion in 2020.

(Statista)

The US jewelry market size is expected to keep expanding in the next few years (2020 to 2023) at an annual growth rate of 0.8%. When it comes to the luxury revenue share, in 2020 it will account for 29% of all jewelry sales.

8. Between 2014 and 2019, the average jewelry industry growth rate was 2.4%.

(IBISWorld)

This jewelry industry analysis also tells us the annual growth from 2010 to 2014 was slightly higher at 2.6%, which means that lately there's been a minor decrease in the demand for high-end pieces. Bear in mind that this fact refers to the fashion jewelry industry statistics USA, so it differs from the global rates, where we can see a rise.

## COMMUNITY SERVICE



*We will have a clean-up day on Sunday 15th, November located in Long Beach. This will be a great opportunity for all of us to make our local beach look more beautiful. But due to the Covid-19 situation, everyone who will participate in this activity needs to wear a mask and stay 6 feet from the others.*

More about us!

## THE PROCESS



**selecting**



**machining**



**classifying**



**adjusting**

*Every product of Coastline Charms has to go through a rigorous 4-step process to reach consumers. The first step is selecting, after collecting trash on the beach, we will select some suitable types of them to prepare for the next step. Machining is the second step, this is the most important and also requires the most technique to turn trash into beautiful shapes for use in jewelry. After that, we will divide them into many different boxes based on color and size, this is the third step, called classifying. The final step is adjusting, we will tailor them to suit different types of jewelry. In addition, at this step, we also check our products one last time to make sure they are up to the standard for sale.*



## EXAMPLE

*Imagine a broken bucket that is useless has thrown on the beach! No one would use that bucket anymore but Coastline Charms does! We used that bucket to turn it into the most beautiful and unique earrings!*

## PRODUCTS

*Coastline Charms's products include rings, earrings, necklaces, bracelets, anklets, and detachable charms. We believe that our products will give the best look for any girl or woman ages 16 to 35 who is interested in wearing our jewelry.*

