

A N N E
- M A R I E
C H A G N O N

An open letter to our clients about Black Friday

As you may know, we are a small handmade jewelry business based in Montreal, Canada. For over 25 years, we have designed and assembled our jewelry in-house, even molding from raw materials, such as pewter, in our studio. We have produced almost exclusively "on demand" to avoid, as best as we could, surplus and waste. Over the years, while interest for Anne-Marie Chagnon jewelry grew, we chose to keep our business model intact in order to continue creating the best quality, locally-made, most creative, durable, and sustainable pieces.

As we consider ourselves partakers in the *slow-fashion* movement, we also want to make sure that no item is left sitting on our shelves because waste is just not OK in our books. On occasion, jewelry is produced ahead of time for sales' events and retail shows. As you can imagine, this year's plans for such events have changed drastically and have left quite some ready-made stock unsold and untouched. With the pandemic pausing many of our "business as usual" activities, some of our inventory is dormant and we want to make sure it doesn't stay that way. To us, the fairest way to clear our shelves is to offer these items at an advantageous price. That is why we are happy to bring you special savings in the midst of the Holiday season when budgets are tighter.

Know that, by choosing to encourage small and medium independent brands and retailers like us, you contribute in helping to create local jobs, support artistic diversity and engage in the movement of consuming less, but better.

Sincerely,

The Anne-Marie Chagnon team

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