



# Animal Magic

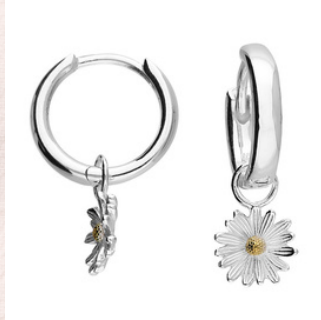
A LOOK INTO ANIMAL-INSPIRED THEMES

Bloglet - MAY 2023

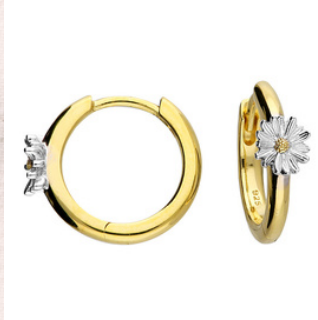
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## OUR MODEL IS WEARING:



H5007/Y



H5009/Y



H3582/Y



H5006/Y



H4876/Y



H5016/Y



H5432/Y



H5161/Y



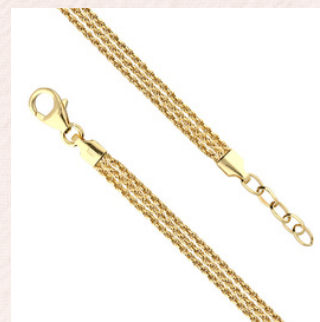
H5018/Y



H5017/Y



H5100/Y



H4822-20



H4820-20



H5099/Y

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# LET'S TALK Animal Magic

Human relationships with wildlife have existed since the birth of mankind. This enduring relationship is responsible for the rich tapestry of animal symbolism we see today.

In the early days, before the invention of the written word, animal symbolism, like all symbolism, was particularly important for survival.

Forms of communication for food and shelter depended on it. As folklore and literacy developed, the animal form became more 'meaningful' in the human mind. A bear didn't just mean a dangerous beast it grew to represent certain human traits, such as strength and bravery.



The first examples of symbolic animal jewellery came in the form of a discovered feather, animal tooth or carved rock, worn by prehistoric men around their necks for reasons of beauty, protection or ritual. Over time, the meanings behind animal-themed jewellery diversified as humans became more sophisticated and now include many different symbolic meanings such as currency, wealth, status, fashion, religion, self-expression, relationships and love, rites of passage amongst others!

Three of our best-selling collections that are both beautiful in themselves and as powerful symbols.

Bees: symbolise wisdom, rebirth and industry

Daisies: symbolise purity innocence and new beginnings

Phoenix: symbolises resurrection rebirth and life-after death





### Woodland Collection

We are celebrating all things animal and nature related with the release of our new 'Woodland Collection'.

This collection is perfect for any eco-lover looking for a way to express their passion and support for all things “nature.”

We will continue to celebrate the positive strides we have taken on our journey to become carbon neutral, by continuing to give a percentage of the profits of the Woodland Collection to Leicestershire and Rutland Wildlife Trust.

The Woodland collection and Animal Magic collections are all placed at an affordable price point, giving retailers inspiration to build a high-profit range from these beautifully modelled pieces. Whether creating a nature-inspired collection or adding pieces to your existing Fauna and Flora-inspired collection, these pieces are sure to be a focal point. Each piece captures the simplistic beauty of nature around us.



The release of this collection comes as a celebration of CME's sustainability journey and the positive strides we have made over the past few years.

Read more about our sustainability journey on the Professional Jeweller Website [HERE](#) or read the Professional Jeweller Magazine PG 32-33 [HERE](#)



OUR DIRECTORS, ANDREW HUNT AND HOWARD PESSALL, ACCEPTING OUR CERTIFICATE FOR BECOMING LEICESTER RUTLAND WILDLIFE TRUST WILDLIFE GUARDIANS FROM REPRESENTATIVE JOSEPHINE TAYLOR



H4802/S

H4841/Y

H5597/S

### Symbolic snake

Loved by some and feared by others the snake has been a popular motif in jewellery for centuries. It is believed to have symbolic meaning dating back to ancient times. The snake was often seen as a symbol of wisdom, healing, and transformation. In addition, it was thought to be a powerful protector against evil forces.



H4688/S

H4328/Y

H4316/S

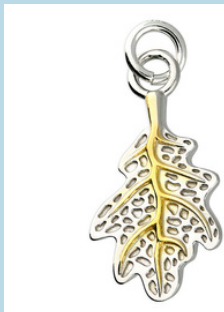
"Everything you see exists together in a delicate balance. As king you need to understand that balance and respect all the creatures from the crawling ant to the leaping antelope."

– Mufasa



These pieces are from our recently release Woodland Collection.

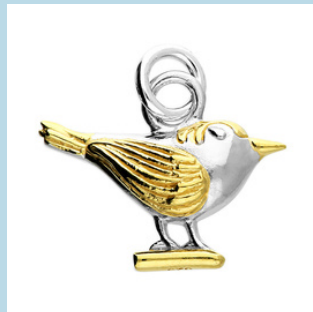
They have a more traditional style and celebrate the simplistic beauty of the earth's creatures. They can be marketed as charms or pendants.



H5578/Y



H5579/Y



H5580/Y



H5581/Y



TAKE A LOOK AT SOME OF THE STUNNING ANIMAL MAGIC PIECES THAT PAIR WELL WITH THE RECENTLY RELEASED WOODLAND COLLECTION AND WOULD BE THE PERFECT PARTNERSHIP IN BUILDING A COLLECTION TO CALL YOUR OWN



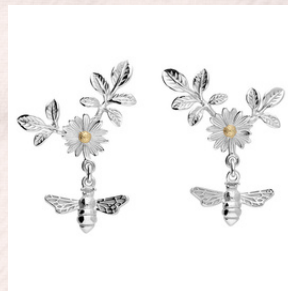
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H5620/C



H3591/C



H4390/S



H3921/Y



H4045/Y



H4376/Y



H5341/Y



H4898/Y



H2460/S



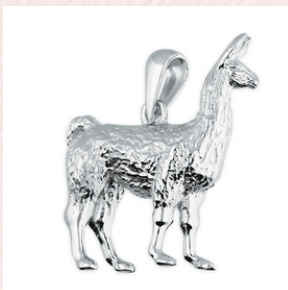
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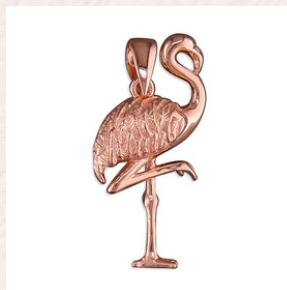
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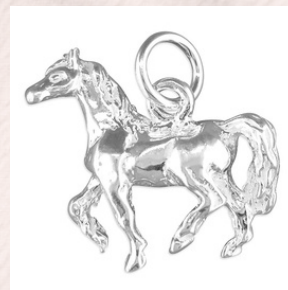
H2998/S



H3138



H2751/R



2651



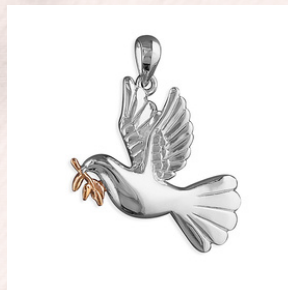
H5374/S



H4378/Y



H3368



H2961/S



THESE EARRINGS AND PENDANTS FROM OUR CHILDREN'S COLLECTION ARE THE PERFECT  
PIECES TO ADD A LITTLE ANIMAL LOVER CHARM TO YOUR OFFERINGS.  
YOU'RE NEVER TOO YOUNG TO CARE ABOUT THE ENVIRONMENT



H5375/Y



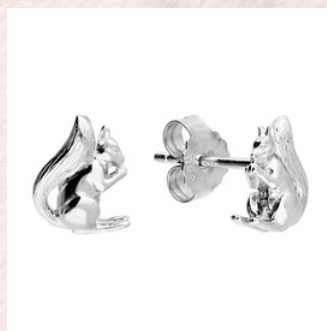
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H5378/Y



H5379/Y



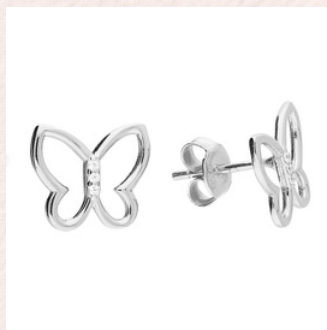
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H5380/Y



H5382/Y



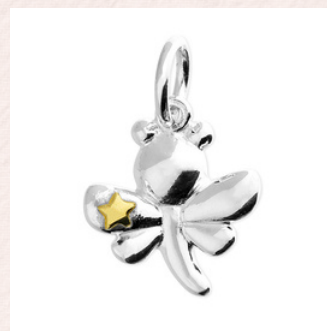
H5054/S



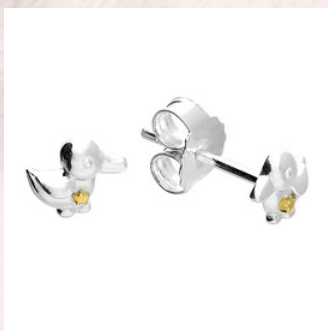
H5381/Y



H5385/Y



H5373/Y



H5386/Y

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## Thank You for Supporting CME!

### Thought for the month

"CME is taking big strides throughout May, to curate an incredible collection of items perfect for the coming summer months. As we plan out our next set of model photos we have connected with so many intriguing pieces and honestly we can't wait to see them on your customers. We are also in the process of building an essentials collection perfect for attracting those reliable sales

Rebekka Mazen, Social Media & Marketing Manager



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## The CME Showroom is Open!

Don't forget you can view our NEW lines in the CME Showroom. Our buying team is always finding and sourcing exquisite new jewellery from around the world. So, come and join us in the showroom to see what is new this year!

To book your visit (strictly by appointment) simply email Debbie Hunt at [debbie@cmejewellery.co.uk](mailto:debbie@cmejewellery.co.uk)



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