



®

MONTANA®

SILVERSMITHS

JEWELRY & BUCKLES SINCE 1973

THE SILVER STORY







WELCOME TO THE SILVER STORY

Montana Silversmiths takes great pride and appreciation in the connections created between our products and our customers.

From the creation of our first buckle in 1973, to becoming the Brand of Champions® and crafting fine Western jewelry, Montana Silversmiths continues to offer buckles and jewelry of quality and distinction.

The Montana Silversmiths Silver Story helps you leverage the magic of gift-giving and the emotional tie our products create.

Utilize Montana Silversmiths as your year-round gift center for sought after gifts.

Generate sales through customers' Montana Moments – life events, personal milestones, love stories or a championship win create strong ties between our products and the people who give, earn, or receive them.

Montana Silversmiths is 'gifted' both for the giver as well as the person receiving because of the emotional tie with Montana Silversmiths jewelry and buckles.

Montana Silversmiths from its inception builds in the expectation that Every Buckle has a Story. Every story worth telling can be shared through a buckle, from our opening price point Attitude Buckles to our Classic and Trophy Buckles that can be personalized with the 'Build Your Own' program offering a multitude of custom options.

Montana Silversmiths continues to blaze new frontiers in design through innovation, creativity and the standard of creating world class products at every touch point.

WHY MONTANA SILVERSMITHS?

Montana Silversmiths is committed to seeing you succeed with our product

We have territory reps that will visit your location on a quarterly basis to refresh your case

We release Quarterly trend reports to keep you up to date on Top Sellers

New designs are released quarterly, keeping your case looking fresh and current with the latest trends

WE GIVE YOU OUR WORD.

PRIDE IN CRAFTSMANSHIP



Limited Lifetime Warranty
Montana Armor™- Protective coating
Premium Crystals & Genuine stones
Designers Mark™ - Distinctive Montana Silversmiths bright cut engraving
Legacy Mark - Authentic Legacy Brands

LEADERS BY DESIGN



Inspirations from the spirit, drama and romance of the West.
Designs and fashion that complete any jewelry wardrobe.
Quality craftsmanship with attention to detail unmatched
anywhere in the world.
There is Something for Everyone.

THE ART OF ENGRAVING



Long known as the Brand of Champions, each buckle we create holds the craftsmanship of 49 years of expertise in design and silver artistry.

If you can dream it, we can build it.



WE ARE THE
BRAND OF CHAMPIONS[®]

Montana Silversmiths is proud to partner with the finest associations in America. We use these partnerships to connect people and products with the champions in all of us. Montana Silversmiths stands committed to our partners, the western lifestyle and the future of all that makes America great.





Every Buckle has a Story™



The Montana Silversmiths Silver Story helps you leverage the magic of gift-giving and the emotional tie our products create.

NOT JUST AN ACCESSORY, A STORY

COMMITMENT

Montana Silversmiths commitment extends beyond products to our sales and marketing initiatives. You can continue to expect the same high-quality products with new enhanced marketing efforts and in-store support, all of which are predicated on our on-going focus to help you achieve your business objectives.

We are committed to marketing support with traditional and new media including:

- National Advertising
- Social Media
- In-Store Presence
- Flagship Retailer Locations
- National Association Partnerships
- Events, Rodeo & Equine Presence
- E-Commerce
- Influencers, Affiliates & Endorsees
- Community Outreach



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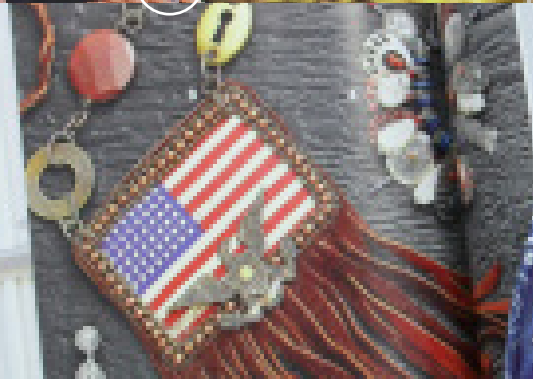
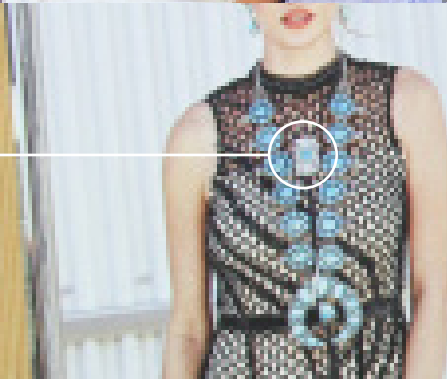
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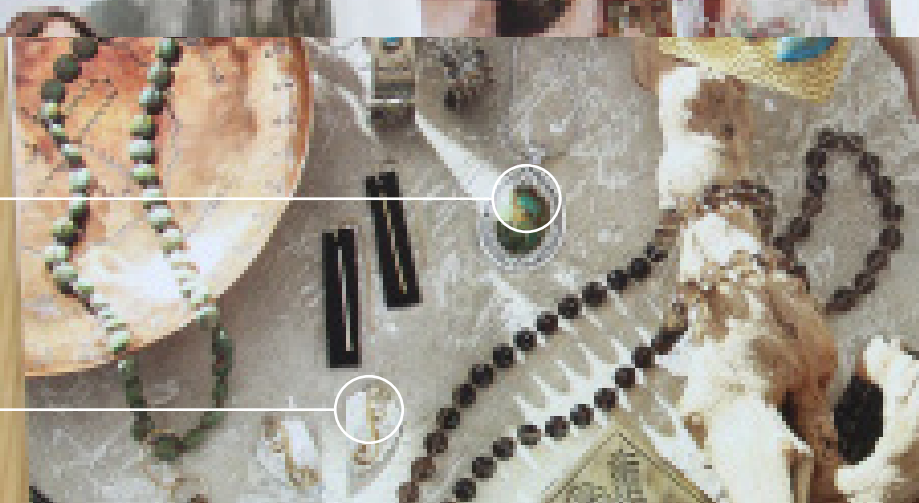
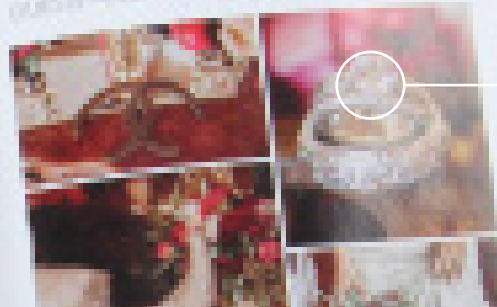
AS SEEN IN



WESTERN WEAR

WESTERN WEAR IS BACK TO SHOW OFF YOUR
HARVEST, WEDDING DRESSES, BUCKLE UP!
DRESSWEAR, AND MORE.
PHOTOS & STYLING BY FOR THE WEST AND THE NATION

FOR THE WEST & THE NATION
QUESTIONS—CREATE YOUR OWN, WE'VE GOT YOU





COWBOYS & INDIANS

STEP INTO
THE CLASSIC
SOUTHWEST
FOR A

COWGIRL MAGAZINE



W&E TODAY



EYE-CATCHING DISPLAYS





GIVING A GIFT

Montana Silversmiths unique value comes from emotional ties that are created and are often associated with our jewelry and buckles. Gift giving is a year round occurrence and customers' Montana Moments — life events, personal milestones, love stories or a championship win, create strong ties between our products and the people who give, earn, or receive them.

Rich in Western heritage, Montana Silversmiths is a leader by design, creating and crafting products of quality and distinction.

Thank you for taking the time to familiarize yourself with Montana Silversmiths.



www.montanasilversmiths.com

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