

Bomb Party® Product Design: Magical in Every Way!

Product is one of our top passions at Bomb Party (obviously). We put great effort into every piece and collection to provide high-quality, on-trend designs that sparkle and shine at every turn. Read more about what makes Bomb Party jewelry unique and fall in love—even more—with the beauty of the reveal!

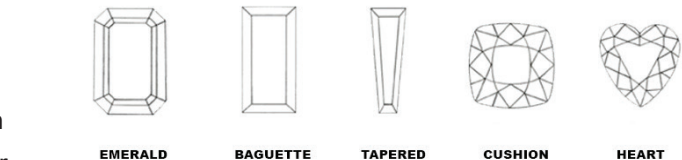
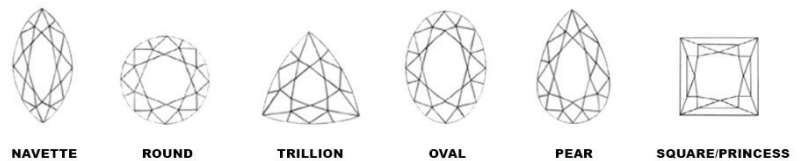
Behind the Design

- We start by choosing stone shapes and colors, as well as looking at the latest trends in design.
- Jewelry sketches are hand drawn by the New York design team and approved by Lillian.



Stone Cuts

- Stone cuts are just as important as color when choosing a stone.
- The best-quality stones have clean and crisp facets on both front and back.
- We choose only the best and most luminous stones to create that extra sparkle in each design.
- We occasionally even have special stone cuts made just to fit our designs!

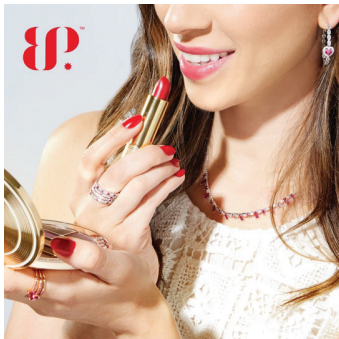


The Difference is in the Details

- **Design:** All exclusive designs are created and inspired by the latest color and stone trends
- **Setting:** We create fine jewelry settings you would see at a high-end jeweler. We use only prong-set stones, never glued!
- **Plating:** Only the best plating is used—real rhodium and rose gold are plated over brass or sterling silver. Note: Some lines like Stacks, Luxe Layers, etc., may incorporate alternatives like silver plating and hematite for specific design effects.
- **Stones:** We use 5 different stone categories: cubic zirconia, lab-created, lab-grown, fusion, and genuine stones (versus resin or glass)
- **Metal:** All jewelry is high-quality brass base metal or sterling silver (versus low-quality zinc or aluminum)

Product Strategy

- **Originals, Sterling Club, Kids Bombs:** The mix is constantly changing with lots of monthly newness and bring backs, always available at opening price points.
- **Birthday Collections:** Always all new monthly, 30+ styles per month
- **Stacks:** Always all new, 50+ styles quarterly with seasonal themes
- **Collections:** Always all new monthly, and always focusing on new trends
- The purpose of all collections is to create and evolve with consistent, best-selling Bomb Party products.



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