



MONTANA[®]
SILVERSMITHS

CRAFTSMANSHIP UNMATCHED ANYWHERE IN THE WORLD

It all started with a dream. Looking back to 1973 in Columbus, Montana, a local rancher named Kent Williams started building buckles in a small custom shop to fill a need for awards in his community. Today, the successful company draws just under 200 employees from surrounding rural towns. Montana Silversmiths will be celebrating their 45th anniversary in 2018 and is still living the dream.

Over the years, this grass roots business has elevated their reputation internationally. The company's western and custom buckle business grew so exponentially, that by 1976 they stretched their creativity to successfully launch into the jewelry market. Montana Silversmiths has since set the gold and silver standard of excellence in design and craftsmanship. Montana Silversmiths is committed to quality, service and delivery, in fact, it's their mission statement. They pair traditional western elements with the trending fashion by utilizing innovative technology to ensure they bring the best to each customer. The goal has always been to remain true to their core while expanding their products in an ever changing and demanding marketplace.

In a new line of jewelry, Montana Silversmiths explores a combination of traditional and contemporary in their Sterling Lane Collection. This collection is centered around traditional western symbols of horseshoes, horseshoe nails, crosses and hearts in miniature detail. These delicate necklaces, earrings and bracelets are beautifully embellished with Swarovski[®] Zirconia. Montana Silversmiths is proud to announce that they have established a relationship with Swarovski[®] Zirconia and Swarovski[®] Crystals.

Swarovski[®] has been a family business for more than 90 years and the premium brand for the finest embellishments since 1985. Swarovski[®] has been recognized for their global innovative excellence and collaborations with top tier designers and brands. The brilliancy of the stones, paired with Montana Silversmiths sterling silver, make this collection unforgettable. The hand-carved and beveled lines etched in sterling, represent the strength and shine of the person wearing it. These carefully constructed details gives these accessories a romantic nostalgia, creating a piece to treasure for a lifetime. These unique handcrafted jewelry pieces showcase the pure metal artistry and inspiration of Montana Silversmiths.

As their artisans continue to learn and expand in their craft, so does the company philosophy of growing their own talent. They have a legacy of world class engraving that is literally, passed down generation to generation. Montana's master engraver is sharing his knowledge with this son, which started in an apprenticeship program which turned to full-time employment. Montana Silversmiths deals with precious stones, sterling silver, and karat gold every day; yet realizes most important asset to their company, is the people behind the product. They believe that there is a little bit of the Old West in everyone. Meaning everyone, regardless of background, can wear the West their way. Montana's goal is to bring

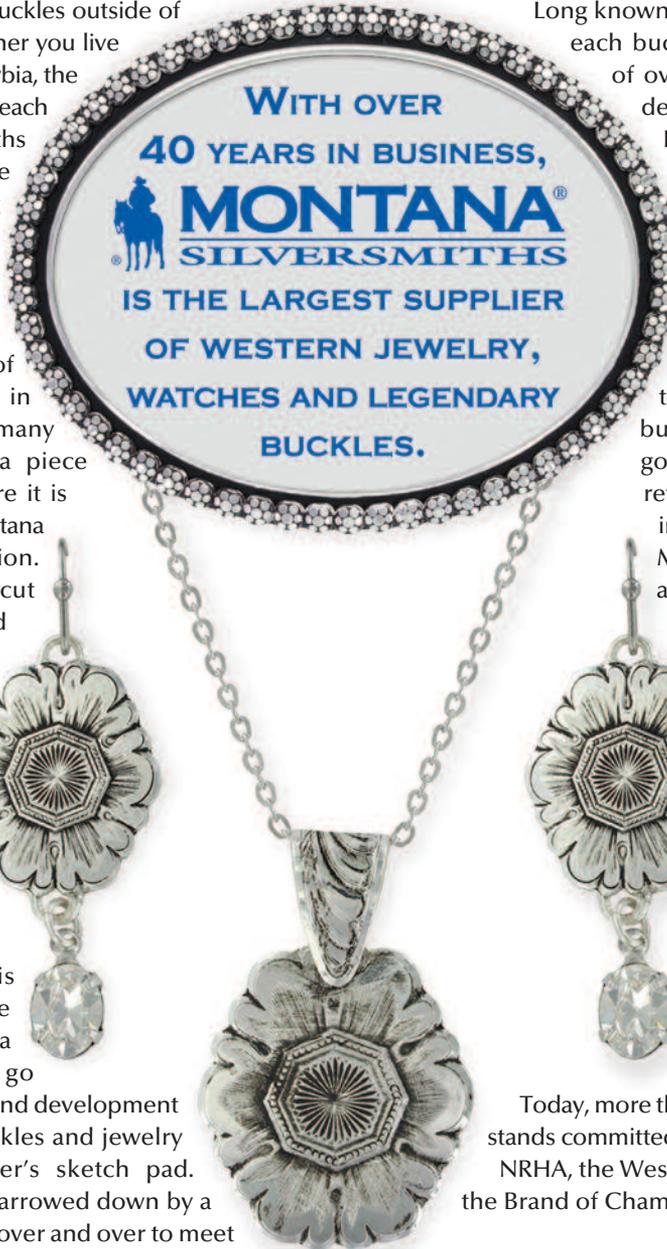


more of their jewelry and buckles outside of the western industry. Whether you live on a working ranch or suburbia, the romance of the West lives in each of us. Montana Silversmiths invites you to wear the West your way with hashtag #iwearmontana with any social media posts featuring Montana Silversmiths products.

The longstanding value of quality work is engrained in the company culture. As many as 25 hands will touch a piece of jewelry or buckle before it is sent out of the doors of Montana Silversmiths to its destination. Every tiny etch and bevel cut on a buckle is planned and executed perfectly. Each stone is hand inspected and bead-set into a bezel setting and each corner is expertly painted by caring hands. Montana Silversmiths has always created pieces that the artisans themselves would be proud to own.

Before the product is nestled into the signature blue velvet box by Montana Silversmiths, it must go through a rigorous design and development process. The ideas for buckles and jewelry are born on the designer's sketch pad. Hundreds of options are narrowed down by a special panel, then revised over and over to meet the direction inspired by the season and market trends. When sketches are approved to the next phase, the master engravers translate the drawings into a 3-D reality. Those molded pieces are analyzed, critiqued and quality tested. The piece is then sampled in a variety of color finishes, which could include sterling silver, rose gold, karat gold, black nickel, retro paint treatments, full antique baths and adorned with precious and semi-precious stones. After careful review, the selected pieces make it to their catalog or are presented to the customer.

Every product is made with passion. It's an emotional experience that connects people giving or receiving a piece of Montana Silversmiths and carries with it a special meaning. Each product creates a powerful memory tied to a life event, a love story, a personal milestone or a championship win.



Long known as the 'Brand of Champions'® each buckle holds the craftsmanship of over 44 years of experience in design and master engraving.

Each buckle also tells a story of personal pride or an accomplishment at a world championship event. Creating a custom buckle is a one of a kind experience with Montana Silversmiths.

Customers can choose from the widest range of custom buckle designs. The silver and gold elements are a poignant reflection of the Treasure State in which they were created. Montana Silversmiths appreciates the investment in time and talent it takes to accomplish becoming a champion. A

champions' buckle is a

symbol...a badge of honor that is reflective of hard work, sacrifice, perseverance and dedication.

In turn, the care and attention to detail, along with the artisan touch, combine to create world class buckles and awards deserving of any champion.

Montana Silversmiths salutes the champion at every level.

Today, more than ever, Montana Silversmiths stands committed to our Corporate Partner NRHA, the Western lifestyle and the future of the Brand of Champions®. ♦

