



NEW WAYS TO SHOW YOUR SUPPORT...

Brighton Your Bag with Power of Pink !

This year we are pleased to introduce two new pieces from our popular Brighton Your Bag Collection, including a **Power of Pink Scarf Fob** and a **Power of Pink Tassel Fob**! These pieces offer a totally new way for your customers to personalize their handbags and support the cause. For every Scarf or Tassel Fob sold, we'll donate 10% of the sales to breast cancer charities.

Power of Pink Scarf Fob (E16647, \$40)

Noteworthy: Proudly show your support by attaching the **Power of Pink Scarf Fob** to the outside of your handbag. This scarf fob is very versatile and can be clipped onto any bags or accessories. Show your support for the cause and inspire others to join the fight to end breast cancer!



Power of Pink Tassel Fob (E16717, \$50)

Noteworthy: Display your support by attaching the **Power of Pink Tassel Fob** to the outside of your handbag. This tassel fob can be clipped just about anywhere to support the cause! This tassel can be mixed and matched with other BYB tassels as well to draw even more attention!



Trend Alert: Don't be afraid to pair both the Tassel and Scarf Fob and wear them together for a nice touch of Pink! You'll be customizing your handbag and spreading the word with little effort... and you'll look great doing it!

The pink ribbon sends a message of commitment to empower those who are challenged by breast cancer.





2016 POP Campaign

10% of sales will be donated

(Not available for Special Order)



Power of Pink 2016 Key Fob \$40



Power of Pink 2016 Card Case \$40



Power of Pink 2016 Hearts Metal Card Case \$30



Power of Pink 2016 Love Pill Box \$30



Power of Pink 2016 Mini Coin \$40



Power of Pink 2016 Love Compact Mirror \$30



Power of Pink 2016 Mini Crossbody \$120



Power of Pink 2016 Leather ID Holder \$50





POWER OF PINK



KICK OFF STARTS SEPTEMBER 30TH AND RUNS UNTIL OCTOBER 31ST 2016

HISTORY: Since 2003, Brighton has raised more than \$6.15 million for breast cancer charities nationwide. This year marks our 14th year in the journey to find a cure, bring hope to our communities, and make a difference.

GIVING BACK: For every Power of Pink 2016 Bracelet, Power of Pink Dancing Hearts Woodstock Bracelet and/or Power of Pink Christo Cuff we sell, Brighton will donate \$10 to breast cancer charities. For every Power of Pink 2016 accessory (excluding bracelets), Brighton will donate 10% of the sales!



Why it Matters

The road to a cure is a long one, and we are proud to support this important cause. Brightons's commitment and resolve are stronger than ever as we launch this year's Power of Pink 2016 promotion. The power of this promotion is seen in your fundraising education and awareness events. Your team's efforts will directly affect your local charities and the families they support. Sharing these details will help you create an emotional connection with your clients and is the key to having a successful 2016 Power of Pink!



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3 BRACELETS STRONG...

Power of Pink Bracelets!

For every **Power of Pink 2016** Bracelet, Power of Pink Dancing Hearts Woodstock Bracelet and/or Power of Pink Christo Cuff we sell in our Brighton Retail Stores, Brighton donates \$10 to breast cancer charities. The road to a cure is a long one, and we are proud to stand alongside those working hard to bring hope to our communities and make a difference!

Power of Pink Dancing Hearts Woodstock (D30061, \$45)

Noteworthy: Our leather **Power of Pink Dancing Hearts Woodstock Bracelet**, printed with bright pink hearts at our headquarters in Los Angeles, includes an enameled pink ribbon charm and can be further personalized with additional charms to tell a story. Our Woodstock bracelets feature a magnetic closure, and come in two lengths, Small/Medium (7 3/4") and Medium/Large (8 1/4").



Power of Pink Christo Cuff (D30047, \$78)

Noteworthy: Our **Power of Pink Christo Cuff** features a motif of engraved ribbons that form a silver openwork cuff, and includes an exclusive pink leather insert that reverses to a python-embossed finish. It's the equivalent of three cuffs in one. A customer can wear the bracelet alone, without any insert, or choose either side of the leather insert to change the look.



Power of Pink Bracelet (D30060, \$50)

Noteworthy: Our official **Power of Pink 2016 Bracelet** features an engraved heart and enameled pink ribbon charm. Designed to be a beacon of hope for all who are touched by breast cancer, it reminds us that no one is alone in the fight. Whether your customer purchases these items for themselves or as a gift, the message is the same: **LOVE HEALS.**



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