

SHOP LC



WORKSHOPS

Explore More with Us!

Behind Our Brands at Shop LC



Fun Facts About Private Label Brands at Shop LC

Fact: Most private label products have impressive quality. In some cases, they can even be of a comparable caliber to larger national brands.

Fact: Not all private label products are cheap. Less spent on manufacturing and marketing allows us to keep our retail prices below the competition.

Fact: Shop LC has its own global branding team with staff at all locations working together to develop and support our brands.

Fact: We currently have 31 private label brands across all our categories.

Fact: We often pass 30 – 50 potential names across teams and legal before we find a new brand name that is available for registration.

Fact: It can take up to a year to officially register a brand with the USPTO. ®

Fact: Shop LC brands are assigned one of 5 “personalities” to help our merchants and teams relate to the brand and keep the product focused.

Benefits of Private Labels at Shop LC

Adaptability: Able to adapt to the swift changes in the market and respond to Voice of the Customer quickly.

Product Customization: Ability to create products that don't exist in the market offering one-of-a-kind designs and products at tremendous values.

Product Control: More control over "overproduction". We can insist on precise specifications, down to things as basic as a product's color or shape to suit our customer needs specifically.

Vertically Integrated: Allows us to control costs and removes the middle markup from wholesaler to retailer before going to the customer.

Sustainability and Philanthropy: Products created in our own factories benefit from many eco initiatives we've started and every item purchased at Shop LC sponsors a meal to hungry children in the US and India through our own "Your Purchase Feeds..." program.

RHAPSODY

EST. 2004

Intoxicating Elegance, Modern Legacy

BRAND STORY: Rhapsody is the pinnacle in fine jewelry, showcasing our premium gemstones encased in 950 platinum reflecting the highest definition of luxury. Each design is carefully fashioned with aspiration, extravagance and style top of mind. Making every Rhapsody piece an investment in quality for generations to come! Intoxicating Elegance Modern Legacy.

Platinum | Glamorous | AAAA Gemstones



3648604



"I was VERY leary about purchasing jewelry via TV, having worked in a custom jewelry store. However, I was surprisingly impressed with the quality of the pieces purchased. I will certainly shop with you again"

- **Melissa N.**

"My 2nd Rhapsody collection and very happy with my purchase. It's a great investment, love the heavy platinum setting and very comfortable to wear. I love it. Thank you ShopLC!"

- **Tini S.**

"This Rhapsody ring is a beautiful, high quality platinum ring. The tanzanite stone is clearly exquisite. Excellent price made this purchase attainable."

- **Lachaune L.**

RHAPSODY

EST. 2004

Intoxicating Elegance, Modern Legacy

Ratings & Reviews

4.2



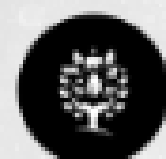
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SUSTAINABLE MANUFACTURING: Most of our Rhapsody designs are manufactured in our PLATINUM LEED CERTIFIED factory with the majority of our electricity requirements produced through solar energy collected on site. Each month the energy saved in Rhapsody production is enough to keep 30 refrigerators running for an entire month.



WATER RECYCLING: To reduce stress on precious freshwater resources, Rhapsody manufacturing uses mostly recycled water in the process. Each month the freshwater conserved in Rhapsody production is equal to 18 days worth of average water consumption by a Texas resident.



BALANCING BIODIVERSITY: In response to the indirect disruption of biodiversity common in jewelry manufacturing, we have committed to create and maintain a mini forest. The planting of thousands of saplings using the Japanese Miyawaki technique is Rhapsody's commitment to conscientious industry care for the environment.



ZERO HUNGER: Each Rhapsody purchase means a meal to a child in need through our program "Your Purchase Feeds..." Our mission is to end childhood hunger with a goal of offering 1 million meals a day by 2031.



TIMELESS EXPRESSION

BRAND STORY: Iliana is the perfect destination for fine jewelry, showcasing premium gemstones in 18 karat white and yellow gold featuring timeless designs. Each design is an exemplary work of art and is distinctly and intuitively designed for those who want to cherish it forever. Making every Iliana piece a timeless expression!



8920884



8918983



TIMELESS EXPRESSION

Ratings & Reviews

4.08



18K Gold | Investment Piece
AAA Gemstones

"This is my first piece of Iliana jewelry and I was pleasantly surprised. The yellow sapphire is of great quality for this price point and it sparkles like a diamond! I love this ring!"

- Suzanne.

"My first Iliana piece... absolutely GORGEOUS!! This Emerald is unbelievable! The diamonds are stunning! The ring is super comfortable. Not my last Iliana piece!"

- Eschultz.

"Hauntingly beautiful! A masterpiece. This is the most enchanting pendant. I consider it my magic wand. It is just so beautiful and I recommend it to you."

- Linda K.



SUSTAINABLE MANUFACTURING: Most of our Iliana designs are manufactured in our PLATINUM LEED CERTIFIED factory with the majority of our electricity requirements produced through solar energy collected on site. Each month the energy saved in Iliana production is enough to run an electric heater for 378 hours.



WATER RECYCLING: To reduce stress on precious freshwater resources, Iliana manufacturing uses mostly recycled water in the process. Each month the freshwater conserved in Iliana production is equal to running a shower for over 7 hours.



BALANCING BIODIVERSITY: In response to the indirect disruption of biodiversity common in jewelry manufacturing, we have committed to create and maintain a mini forest. The planting of thousands of saplings using the Japanese Miyawaki technique is Iliana's commitment to conscientious industry care for the environment.



ZERO HUNGER: Each Iliana purchase means a meal to a child in need through our program "Your Purchase Feeds..." Our mission is to end childhood hunger with a goal of offering 1 million meals a day by 2031.

10k/14k Gold | Sophisticated
AA/AAA Gemstones

LUX ✦ ORO[®]

GOLD JEWELRY FASHIONED TO LAST FOR GENERATIONS TO
COME!

BRAND STORY: Gold is a treasured metal. It has been used in jewelry for centuries. ShopLC brings you LUXORO. A fashionable line of gold jewelry that can be treasured for generations. We created this collection because we want everyone to own a piece of fine jewelry. Staple pieces that are timeless and treasured by all. Simple, elegant heirlooms for years to come.



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7176983

LUX ✨ ORO®

Ratings & Reviews

4.04



GOLD JEWELRY FASHIONED TO LAST FOR
GENERATIONS TO COME!

"For there to be only .10ct of diamonds it sparkles like crazy. Very good quality and great price. LC you've done it again!

- Paula S.

"Love these earrings! They're just the right size for my second piercing, and just the right color to match all of my other pieces. | wear 4 Sleeping Beauty rings, 6 pairs of earrings and a pendant! Love my turquoise! I'm buying another pair for my daughter! | would highly recommend ShopLC to all of my friends!

-LulaL.

"The clarity and dispersion are unmatched. These studs are absolutely perfect and | am so glad | was able to choose the yellow gold."

- Lydia M.



CLEAN ENERGY: Conventional electricity generation produces damaging emissions responsible for global warming. Most of our Luxoro designs are manufactured with the majority of electricity requirements produced through solar energy. Each month Luxoro production saves 1,492 pounds in carbon emissions which is equal to driving a car for 3,499 miles.



WATER RECYCLING: To reduce stress on precious freshwater resources, Luxoro manufacturing uses mostly recycled water in the process. Each month the freshwater conserved in Luxoro production is equal to 780 dishwasher cycles.



GIVING BACK TO CRAFTSMEN: Luxoro jewelry is manufactured in facilities that ensure safe working conditions and fair wages to our craftsmen. Child labor is strictly prohibited in our factories.



ZERO HUNGER: Each Luxoro purchase means a meal to a child in need through our program "Your Purchase Feeds..." Our mission is to end childhood hunger with a goal of offering 1 million meals a day by 2031.



LUSTRO STELLA[®]

YOUR SHINING SECRET

925 Sterling Silver | Ageless
Premium CZ

BRAND STORY: Lustro Stella's cubic zirconia feature our signature 5 C's – color, cut, clarity, carat and cost. We bring you exciting sterling silver designs set with premium high-quality CZ's that are flawless and sparkle more than diamonds at a fraction of the cost. Not only that, each piece is backed by our Shop LC promise. So realistic even experienced eyes have difficulty distinguishing them from diamonds. It will remain your shining secret.



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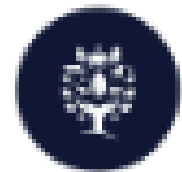
YOUR SHINING SECRET

Ratings & Reviews

4.28



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BALANCING BIODIVERSITY: In response to the indirect disruption of biodiversity common in jewelry manufacturing, we have committed to create and maintain a mini forest. The planting of thousands of saplings using the Japanese Miyawaki technique is Lustro Stella's commitment to conscientious industry care for the environment.



GIVING BACK TO CRAFTSMEN: Lustro Stella jewelry is manufactured in facilities that ensure safe working conditions and fair wages to our craftsmen. Child labor is strictly prohibited in our factories.



ZERO HUNGER: Each Lustro Stella purchase means a meal to a child in need through our program "Your Purchase Feeds..." Our mission is to end childhood hunger with a goal of offering 1 million meals a day by 2031.

"This jewel ry is absolutely" beautiful.
Ihave a lot of real diamonds that
don't look as good."

- **Area 509.**

"Absolutely gorgeous. Very" "elegant
and sparkling.Just the right size.
Yes,Iwill buy again."

- **Gloria H.**

"Ilove Lustro Stella. It fools"
EVERYONE! Even my diamonds don't
know!!!"

- **Sherry, TN"**

BALI LEGACY

ENJOY THE BEAUTY OF CULTURE AND TRADITION

BRAND STORY: A collection designed after the exotic culture and traditions of the Balinese and Javanese people. They are known for their unique one-of-a-kind craftsmanship. These are beautiful pieces of art. The culture is shown through their intricate details that are distinctive to the Balinese culture and traditions



7831809



Down-to-Earth | 925 Sterling Silver
Precious Gemstones



6701453

BALI LEGACY

ENJOY THE BEAUTY OF CULTURE AND TRADITION

Ratings & Reviews

4.42



"I bought these because I admire the craftsmanship of artisans. I understand these craftspeople pay over the treasures they create. In my mind there is no greater gift than one that comes with a sincere blessing for the wearer."

- **Diane A.**

"It was nicer than I thought it would be and I am pleasantly surprised to find it is now one of my favorite pendants to wear. Will be a returning customer!"

- **Debbie**

"I was very impressed when I opened the box. There is a lot of silver and it's Bali so you know the quality of the workmanship. And the jade is beautiful. This is one of the best pieces of my collection."

- **Patricia.**

LOW-COST | HOME



3868400



7424610



BRAND STORY: Shop LC is on a mission to create a line of low-cost products that will make our customers' life at home simpler and easier.

Allowing them to spend less time fixing up the place and more time enjoying it. Introducing the "homesmart" brand from Shop LC. Our goal is to reach every area in the home including – Bath and Bedding, Electronics and Cookware, Home Décor and Dining – if it's for the home, or for in the home, Shop LC is here to make it happen!

"We're enjoying the HOMESMART Faux Fur Blankets. They're nice and warm. Very comfortable!"
- Mary A.

"This table runner was pretty on tv and I trust Shop LC enough to know it would be of great quality. But I had no idea how beautiful it would be in person. Thank you Shop LC!"
- South A.

Ratings & Reviews

4.18





EMBRACE LIFE'S CHAOS

BRAND STORY: Inspired for those who want to be responsible to nature in all their shopping. It provides a range of handbag which will be the focus of their outfit due to its class and color.

WHY CHAOS BAGS...

Many studies suggest that the fashion industry is one of the biggest contributors to pollution.

Chaos bags use recycled leather that would otherwise be considered scrap and discarded.

By using recycled scrap material, we are supporting sustainability of natural resources.

Chaos bags are one action towards protecting the earth and its resources.

Colorful | Socially Responsible
Genuine Leather



6712578



6277171



Ratings & Reviews

4.07



WATER CONSERVATION: Every handbag saves approximately 30 gallons of water as we avoid using a full leather hide



WASTE REDUCTION: Every handbag saves Half a pound of leather waste which otherwise would turn out to be landfill



HUNGER ERADICATION: With every handbag purchased you donate One meal to a child in need through our program "Your Purchase Feeds...".

Very satisfied

This handbag is so unique, beuuuutiful and so well made. I have gotten so many compliments on it. I'm very please with it, and the cost was amazing.

- Ambrozone T.

Unique and Beautiful

Purchased as a Christmas gift for my sister who has everything, I can't wait to see her eyes when she sees this. She is gonna love it because it is UNIQUE!

- Frances G

Beautiful Handbag at a Bargain Price

I recently purchased a Chaos handbag that included a small wristlet inside. It's absolutely beautiful and has even more features than a similar bag I purchased elsewhere for 5 times the price! I'm amazed at the value of such a well-made and beautiful handbag, so pleased with my purchase.

- Cynthia S



BRAND STORY: Sukriti means 'Beautiful Creation' in original Sanskrit. Each hand painted genuine leather handbag creation by Sukriti is a unique design inspired by elements of nature. Not only is it a fashionable leather accessory but tells a story all its own. This charming brand can become a bold fashion statement ideal for everyday use.

"Terrific leather. Great vivid hand painted colors. Quality, smooth zippers. Sukriti is top notch."

- Unknown

"I love Sukriti purses! I have 5 different colors and sizes. I love the styling, artwork, and the quality of the leather. They are definitely worth the cost and I know I'll be able to leave them for my granddaughters."

- Unknown

Ratings & Reviews

4.41



Cheerful | Mid-Priced Handpainted



6348172



6084635

Upcoming shows on 4/18 and 4/20!



8853471



7191812



GP
GIUSEPPE PEREZ
COLLECTION

BRAND STORY: the Perez family as a legacy of crafting fine jewelry that goes back centuries. We knew Giuseppe Perez for his love of life and passion for exceptional design. Gaia Perez represents the next generation of exquisite Italian-inspired creations. Following in her father's footsteps, Gaia is the new ambassador to the GP Collection at Shop LC.

Ratings & Reviews

4.37



925 Sterling Silver | Spirited Semi-Precious Gemstones



6273105



8735248



Ratings & Reviews

4.47



BRAND STORY: A quality fusion of jewelry & ethnic, cultural & spiritual concepts brought to life in a contemporary design. Inspirational uniqueness is the driving force in identity. Disciplined work predicated on original hand drawn designs that utilize high quality, naturally formed & created gemstones. Mixed materials & gemstones that contain high levels of beauty & healing properties.



EON

1962

AGELESS AND AFFORDABLE LUXURY TIMEPIECES

BRAND STORY: Timeless and affordable, Eon 1962 showcases Shop LC's luxury timepieces & chronographs. Featuring Swiss and High-End Japanese movements, these watches are built to last.

Super buy

I just bought this watch and it is number 6 from EON watches. Maybe this one is the best one.
- Anna B.

Chuck Clemency watch is beautiful! Looks expensive!

Bought this for my husband. It looks great he loves it! What a beautiful watch and a great value!
- Violet P.

925 Sterling Silver/
316L Stainless Steel | Ageless
Semi-Precious Gemstones



6726957



4048425



Embrace your style with women's clothes for your work, weekend, and night-out needs; whether you're looking for women's tops, dresses, or jackets, the top styles are always at TAMSY. Designed with effortless elegance in mind, our collection is packed with pieces that you'll want to wear every day. Shop your favorites and walk with the trend.

Inspired by the on-line shopping boom during the COVID pandemic, TAMSY was created to bring flattering fits and fun fashion to women of all shapes and sizes without ever entering a store. Our team of fashionistas search for beautiful wardrobe solutions from all over the world, keeping value and function in mind with every design.



Explore more at www.Tamsy.com

Ratings & Reviews

4.10



Great Kaftan

As always, great stole color and price. Another winner!

- Carol K.

Stylish, great price!

Very pretty and my sister loved it. And she buys alot of items from ShopLC that I order because, like me, most all I order is great!

- Joanne F.

So Pretty

I love kaftans. This one is so comfortable and very pretty. The picture is a true depiction of the kaftan.

- HJ



Effortless Style | Modern
Smart

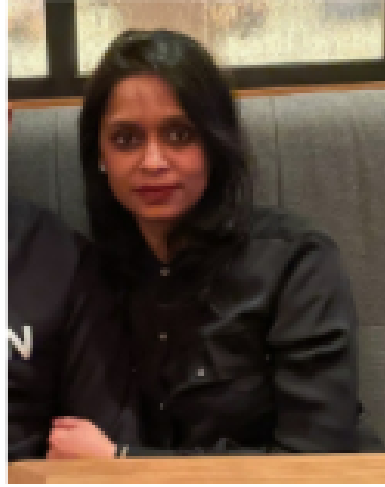
23000+ Happy Customers



Shop LC's Sustainability Goals

Shop LC and our parent company have big goals for "Going Green". Our global locations are all utilizing strategies such as solar power, electric vehicles, sustainable packaging, planting forests to protect bio-diversity, water conservation, waste recycling and composting and much more. And our brands bring all of this thought and care to our customers.

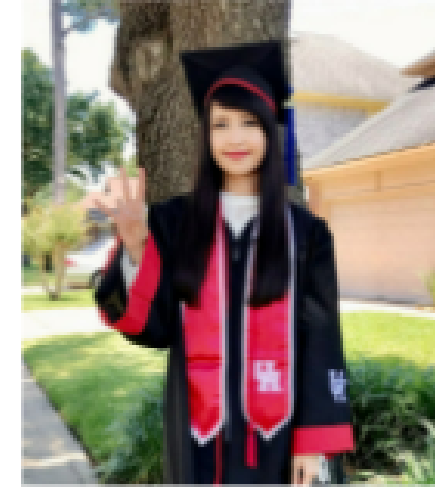




Geetanjali



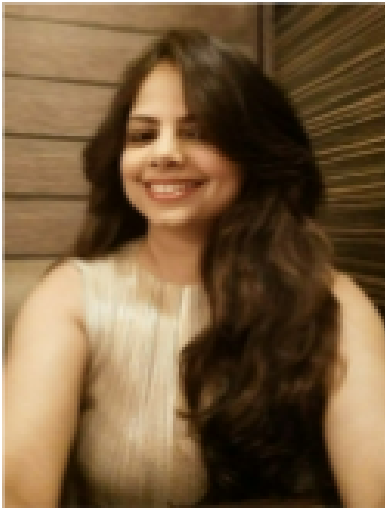
Tisha



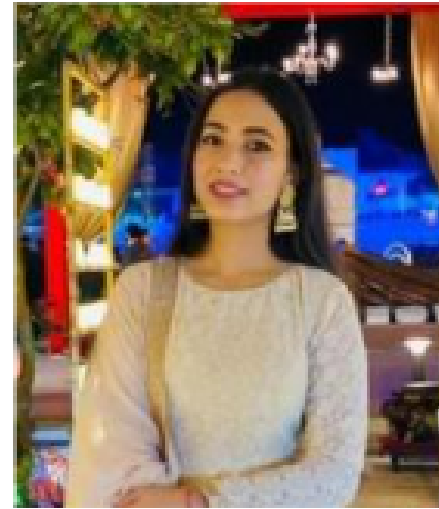
Noushin



Hannah



Dipti



Devyani



Tarun



Kailash

Thank You!
– Shop LC Marketing Team