



## **America's Bravest Firefighters Jewelry Program**

***Distributor: Bill Fox Company***

**Objective:** To create a jewelry program that could be sold through a self-mailing flyer targeting small and medium station houses.

“America’s Bravest,” a designation loosely inspired by Brandon Tolberts’ poem, now has become a widely used tagline for heroism by firefighters. Dion’s America’s Bravest jewelry program consists of signet style rings which may be customized via laser engraving on the shanks, as well as an accessory line consisting of key ring, charm, money clip and cufflinks. Self-mailing order forms were sent to station houses or to individual fire fighters for ordering.

Dion’s Design Team worked in collaboration with our Distributor to create the design. Product samples were then produced and sent to the distributor for photography. The program was launched on a regional basis, but word of mouth has resulted in a number of inquiries from on-line firefighter catalogs.