



Slow Economy Turns Consumers Into Jewelers

Consumers Are Gobbling Up Loose Beads and Jewelry Findings to Save Money by Spending Time Making Their Own Mother's Day Jewelry Gifts This Year

San Diego, CA, May 08, 2008 --(PR.com)-- As gas, medical and food costs continue to rise, and home equity plummets many American families these days barely have enough disposable income to cover the basic necessities.

During this huge economic slump, San Diego based C.D. Plus, Inc. the company behind www.CathayGems.com has noticed their sales on loose pearl strands, individual pearls, pearl clasps and findings and other jewelry making components continuously rise.

Many people these days are simply buying loose strands and making their own jewelry. Just as in ages past teenage girls once made their own clothes in recessions past, more and more people are learning the art of jewelry making to cut costs on their next mother's day or graduation gift.

Because Cathay Gems gets their pearls directly from pearl farms abroad owned by its parent company they can sell pearls, at what most established jewelers would consider wholesale prices, directly to the general public. This allows people to save what can amount to at times thousands of dollars and also make their gifts to others that much more unique and meaningful.

"I've been taking a bead jewelry making class the last couple of weeks," said customer Kelly Hoff. "I've made a great double strand necklace, bracelet and earring set and have enough left over to include in other projects. If I get a chance I send you a picture, I've received many compliments on my set and I'm very happy with my purchase and my project."

As the economy gets tighter, more and more people are finding new ways to save money. From making their own coffee to making their own jewelry, what we are seeing is a blast from the past, but with a twist. This time around, girls will be making their own clothing or jewelry so they can save up that money to buy the iPod they've had their heart set on or the coolest new cell phone.

Interestingly enough, it's said that listening to music while making jewelry can actually be a very fun activity and give you a sense of accomplishment when you have that lustrous new work of art in your hands at the end. "It almost feels like meditation, or therapy," said one customer.

Following this trend, CathayGems.com has expanded their product lines to include hundreds of new pearl clasps and settings, from \$1.59 gold plated clasps to \$3.50 sterling silver clasps, to 14k solid gold clasps that may even reach into the hundreds of dollars.

"Our goal here is to provide the widest range of choices with the greatest value possible. We can offer loose strands and individual pearls at the lowest wholesale prices because we go directly to our farms in China where the world's finest [freshwater pearls](#) are produced. Because of our wholesale arrangements



with jewelry to store owners we also get the lowest prices for pearl clasps and settings as well,” says spokeswoman Lan Toma. “All of this lets us pass on tremendous savings to our customers.”

“We strive to stay in tune to our customers' needs and adapt our business around them. So we're already paying close attention to this emerging trend.”

C.D. Plus, Inc. is an on-line manufacturer that can custom make any type of pearl jewelry according to customers' specifications at zero labor cost in terms of length, size and color with a six month free warranty.

Customer service and commitment to satisfying the customer is what Cathaygems and OrientalPearls is all about. They have a 90-day, No Questions Asked return policy, a low price guarantee and a 110% matching program.

About Cathaygems.com and Orientalpearls.net

www.Cathaygems.com and www.orientalpearls.net are branches of C.D. Plus, Inc., an established California corporation, which serves the wholesale and retail industries with freshwater pearls and fine pearl jewelry directly from pearl farms and operates an in-house manufacturing unit. Its headquarters are in San Diego with offices in China and representatives worldwide. For more information, log on to www.cathaygems.com or call Lan Toma, spokeswoman, at (619) 405-8044.

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