

The Pearl Source Announces Holiday Season Campaign with Structured Pricing Tiers

November 14, 2025

Los Angeles, California - November 14, 2025 -
The Pearl Source has announced its holiday campaign structure for the 2025 season, introducing a tiered pricing approach that will run from early November through January 1, 2026. The Los Angeles-based pearl jewelry retailer will implement multiple pricing tiers across its product categories during the traditional holiday shopping period.

The campaign encompasses the company's inventory of pearl jewelry, including necklaces, earrings, bracelets, pendants, sets, and rings. Product categories include freshwater, Akoya, Hanadama, Tahitian, white South Sea, and golden South Sea pearls. The pearl jewelry bestsellers collection comprises items that account for 60 percent of the company's annual unit sales based on 2023 data.

The campaign structure includes a 15 percent adjustment on select items beginning in early November, followed by varying percentage adjustments ranging from 20 to 25 percent during the final week of November. Email subscribers will receive advance notification of pricing changes 48 hours before general

availability. The company will also modify its shipping structure to include expedited delivery options during the final two weeks of December.

"The holiday season represents approximately 40 percent of annual jewelry purchases according to industry data," said Leon Rbibo, Co-Owner of The Pearl Source. "This campaign structure reflects current market conditions and consumer shopping patterns that have emerged over the past three years."

The Black Friday deals period, spanning November 29 through December 2, 2025, will feature the campaign's most extensive pricing adjustments. Historical data from the company indicates that this four-day period typically generates 18 percent of its fourth-quarter revenue.

The announcement follows The Pearl Source's October 2025 partnership agreement with David's Bridal, which expanded the company's distribution channels to include 195 David's Bridal locations nationwide. This partnership marks the first retail presence for The Pearl Source outside of its direct-to-consumer online platform.

The company's holiday campaign represents standard industry practice for jewelry retailers during the fourth quarter. Similar pricing structures have been announced by other online jewelry retailers for the holiday season, reflecting broader market trends in e-commerce jewelry sales. Christmas jewelry gifts remain the primary purchase category during this period, with pearl necklaces and earring sets comprising the majority of transactions.

The Pearl Source operates as a direct-to-consumer retailer, sourcing pearls from farms in Japan, China, Tahiti, and Australia. The company maintains an inventory of approximately 15,000 SKUs and processes orders through its Los Angeles facility. Founded in 2001, the company has completed over 100,000 transactions and maintains a product review database of 14,000 customer submissions through the third-party platform TrustPilot.

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For more information about The Pearl Source, contact the company here:The Pearl SourceLeon Rbibo1-866-877-3275sales@thepearlsource.com600 WILSHIRE BLVD, SUITE 1280, LOS ANGELES, A 90017

The Pearl Source

With over 20 years in the pearl industry, The Pearl Source specializes in Freshwater, Akoya, Tahitian and South Sea

pearl jewelry. Each piece is crafted from hand-picked pearls directly sourced from their country of origin.

Website: https://www.thepearlsource.com/

Email: sales@thepearlsource.com

Phone: 1-866-877-3275

