

The Napier Book

NEWSLETTER UPDATE

VOL. 1 ISSUE 1

The Book Heads Off to Printer!!! Final Files Sent to the Press

OFF TO THE PRESS!

The “i’s” are dotted, and the “t’s” are crossed. Or if you’re not using AP style ... The “Is” are dotted, and the “Ts” are crossed. Whatever way you prefer, the fact is that the book is officially off to the press! Over the past couple of weeks while I was prepping the files to the printer’s specifications, Mark and I went through the first phase of color tests. The color proofs looked fantastic with only some minor tweaks. Our printer last year won over a 130 printing awards, so we’re confident the book is going to look gorgeous. The next phase of proofs will arrive in about two weeks! All 1040 pages!

SALES

Many have asked, “Did you hit your numbers?” and the answer is “No.” We have not reached our initial goal of 450 book sales (Now increased to 550 sales to cover our changes [below]). We will be stepping up our marketing next week, and we profoundly appreciate your continued support by telling your friends about the book. We will be also initiating a “Kickstarter” campaign for those who prefer to support in other ways, and to help with the additional printing costs. We’ll have more on the web next week.

I WANT IT MY WAY

As we were finalizing our negotiations with the printer, Mark and I decided to take the book to the next level. So we are using a matte paper and having each image specially treated with a spot finish to give the jewelry the appearance of coming off the page. This decision to use matte paper and a special treatment added 20% more to our costs. But ... (pause) I have put 11 years into this work. I want to have zero regrets. So, I asked for what I really want! I am so excited about this! And, this means we have a hell of a lot more books to sell in the next month. But ultimately, you, my reader will benefit!

PRICE INCREASE COMING SOON!

Because of the increase printing cost, The new list price will be \$139.00. We still have 125 copies available at the \$99.00 price that I committed to, and then price will go to full retail; it will not include the free DVD or the free 1 year membership to exclusive articles and videos on The Napier Book website. If you haven’t already, purchase now! www.TheNapierBook.com

FIRST FASHION SCHOOL

We also are excited to share that The Napier Book will be available to students at the Fashion Institute of Design & Merchandising (FIDM) in San Francisco. Mark will also be talking with the school’s other locations, especially in L.A. This is an exciting opportunity to introduce young people into the genre of jewelry history and collecting, and will be particularly useful to those in costuming and jewelry design. If you have a fashion student in your household, The Napier Book will make a perfect gift.

COLLECTION NAMES

When you purchase and receive your book, you will have access to the names of hundreds of collections and pieces. It’s one of the decided pleasures of jewelry research when we can identify a piece by name. As an owner of The Napier Book, you’ll be able to discuss or sell your jewelry with specificity--giving you a leg up in the market. This month, we introduce “Indian Sunrise.” A 1954 collection of bracelets, earrings, and necklaces in rich coral tones with antiqued gold plating. [Click here to view!](#) (You will need to login.)