

# MONTANA SILVERSMITHS

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Today, Montana Silversmiths sets the gold and silver standard of excellence through design and artisanship. As the company has evolved, and product offerings expanded from buckles into jewelry, Montana Silversmiths dedication to creating quality pieces remains the same throughout, with a focus on using traditional design elements and craftsmanship to create a variety of pieces with timeless appeal and fresh, fashion-trending excitement.

Montana Silversmiths newest exploration of new design inspired by traditional style is presented in two new buckle and jewelry collections. These pieces utilize Montana Silversmiths metal artistry and the industry's latest technology in an exciting new and unique way to capture a romantic nostalgia using cut lines of etched metal inspired by leather carving and distinctive beading patterns in silver, gold, and copper.

The Cross Cut Collection holds the essence of vintage bead craft in its design with an elegantly industrial feel with its crisp lines and solid structure. Geometric shapes and lines hearken to Aztec influences while revolutionary technology transforms those designs into products that are on trend in today's fashion marketplace. Sleek

and stylish, these designs hold appeal for men and women with their patterns and finishes, accentuating any style.

The Leather Cut Collection draws from Sheridan leather carving patterns of vines, leaves and flowers trimmed neatly with buck-stitched edging to create highly detailed pieces also appealing to both men and women. Floral accents and bright cut engrav-

ing reflect the best of traditional Western craft and metal working in this graceful line of buckles and jewelry. These pieces in single or tri-colored finishes like silver, gold and copper are a poignant reflection of the Treasure State in which they were created.

Beginning over 40 years ago as a local business in a small town with the idea to create buckles that were worthy of champions, Montana Silversmiths knows how to draw from tradition and experience in order to discover and create new, innovative designs. Still based to this day in the small town of Columbus, Montana, Montana Silversmiths employs over 200 people from the local community.

Montana Silversmiths takes the qualities and values of the Western lifestyle and translates them to the company philosophy and into their buckles and jewelry. They have a legacy of engraving within their company where the saying 'passed down through the generations' is a literal truth, with their master engraver passing on his knowledge to his apprentice, often a family member.

Those qualities and values that the company surrounds its self with allow for the creation and design of the Brand of Champions™ buckles that they create for their partners and various events. As many as 25 hands will touch a buckle before it is sent out the doors of Montana Silversmiths on its way to its final home. From every tiny etched cut on a buckle, to the jeweler's set stone, to the minutely painted corners, Montana Silversmiths endeavors to create a piece that the people working on it would be proud to own.

The design process for each piece that bears the name Montana Silversmiths, be it buckle or jewelry, is detailed and intense. Beginning with a sketch on a designer's drawing board, multiple options are displayed at first, from which anywhere from one to several sketches are chosen by an expert design, production, marketing, sales and consumer panel, after





which the selected sketches are sent back to the designers with suggestions and changes.

Once sketches are approved, they are then handed to the master engravers who translate the drawings into a 3-D clay reality. Imagine the thought and steadfast handiwork used to see an idea and craft it into a tangible piece of art. Those relief sculptures are reviewed, changes added as needed, and then again face a deciding panel.

Once past this process the piece begins its final translation into being finished with silver, gold and copper and sometimes even accented with stones.

At this point the elimination process is not complete in the face of further design standard review in conjunction with testing for quality control. After final careful review, pieces are selected to be part of a catalog, or, if a custom design, then presented to the customer.

As the Brand of Champions™, Montana Silversmiths believes the championship buckle that is the symbol of all the hard work, sacrifice and dedication a champion shows should have the same attention to detail.

Making the product is no less rigorous than creating and selecting a design. Every step of the process for making any piece in the Montana Silversmiths' Columbus plant involves the hands-on assembling in perfect concert from one step to the next. Making so many buckles and pieces of jewelry every day develops a keen eye in every employee at every step, from which a deep sense of pride grows in the work each person contributes to the finished pieces. Every frame, every figure, every snippet of filigree is set by hand, just so. When silver finish meets gold detail, crisp and precise, it's because of the individuals who painted it. And every buckle and jewelry piece is precisely set and secured in its trademark blue velvet box by hand, after having been carefully picked and inspected.

Whether to inspire sentiment or nostalgia for days gone by, excitement for an event or creating a confident can-do attitude, Montana Silversmiths wants to evoke an emotion when you see or wear a piece from Montana Silversmiths.

Today, more than ever, Montana Silversmiths stands committed to our Corporate Partner NRHA, the Western lifestyle and the future of the Brand of Champions™. ♦