

# Phoenix Manufacturing Co., Ltd. Announces Launch of Sterling Silver Collection for Wholesale Buyers

*New designs showcased at Jewellery & Gem World Hong Kong set to meet rising holiday demand amid global silver price surge.*

SAMUT PRAKAN, THAILAND, October 10, 2025 /EINPresswire.com/ -- Phoenix Manufacturing Co., Ltd. today announced the official launch of its new sterling silver collections, featuring rings, chain stud earrings, and geometric-themed bracelets, following a successful showcase at the Jewellery & Gem World Hong Kong Fair in September 2025. The collection is now available to wholesale buyers through the company's [Wholesale New Arrivals Section](#).



925 Silver Jewelry By Phoenix Manufacturing Co., Ltd

## Highlights:

- New sterling silver rings, chain stud earrings, and geometric bracelets ready for immediate shipment
- Collection previewed at Jewellery & Gem World Hong Kong 2025, now open for wholesale orders
- Customers experience only a 9% price variation despite a 50%+ global surge in precious metal prices
- Production capacity doubled to ensure on-time delivery before Black Friday and Christmas
- Upcoming additions include a themed bead-necklace series and geometric opal stud earrings

As jewelry retailers prepare for the year's busiest buying season, when up to 28% of annual sales occur between Black Friday and Christmas, Phoenix Manufacturing is expanding operations to help businesses maintain stock stability and profit margins. While gold and silver prices have risen sharply worldwide, the company's efficient sourcing and in-house production limit cost increases for partners to just 9%, compared with industry averages of up to 35%.

"Our goal has always been to help jewelry businesses thrive even in unpredictable markets," said

Mrs. Anyarat P., Head of Operations at Phoenix Manufacturing Co., Ltd. "By doubling our production capacity ahead of the holiday season, we're making sure our partners can plan confidently, price competitively, and deliver products their customers love without the stress of market volatility."

The new sterling silver line continues Phoenix Manufacturing's commitment to supporting wholesalers and retailers with reliable supply chains, consistent pricing, and contemporary designs that appeal to today's market. Each piece reflects a balance between modern geometry and timeless craftsmanship, designed for adaptability across seasonal collections.

With holiday demand rising and precious metal market fluctuations, Phoenix Manufacturing positions itself as a trusted production partner for jewelry brands seeking both quality and cost stability.

Wholesale buyers can explore the full collection at [925 Silver Jewelry By Phoenix Manufacturing Co., Ltd.](#)

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