



ANASAH Jewellery

Instead of being too heavy, our designs are simple and elegant that carry meaning on their own. Whatever you're wearing, you will feel confident. We understand modern women, their aspirations and their taste. It's more about the feeling, rather than the product. Our designs enhance yourself for you, not for someone else. We offer something precious that feels satisfying, happy, and accomplished. That's why when we design the product, we ask why. We consider the colors - bold, sophisticated, natural. You'll get a taste of luxury while wearing our jewelry. Astonishingly affordable!

Ever
Mine



Brand
Tagline

EVER MINE.

\Claiming ownership of yourself
\Owning how you feel
\ Dictating your life on your terms
\ Taking control of what's yours
\ A symbol of pride.



Our Products



Pendant



Ring



Earrings



Bracelet



Product
detail

Material

Gold

14 carat

Diamonds

G-H COLOR VS
Purity

Color Stones

Natural

Pearls

Natural, Swarovski

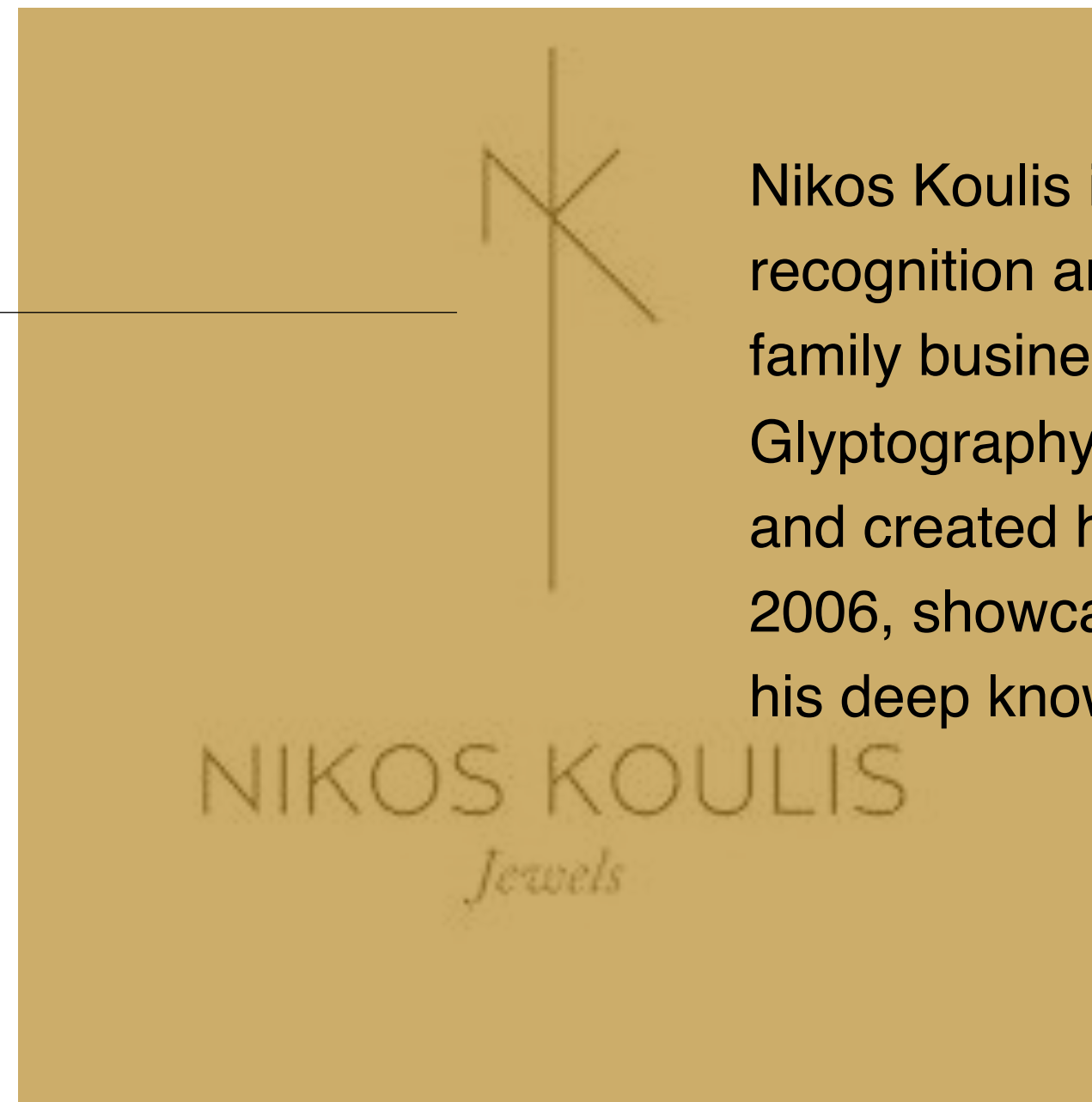




BRAND COMPETITORS

NIKOS KOULIS

Redefining classic themes with a contemporary edge

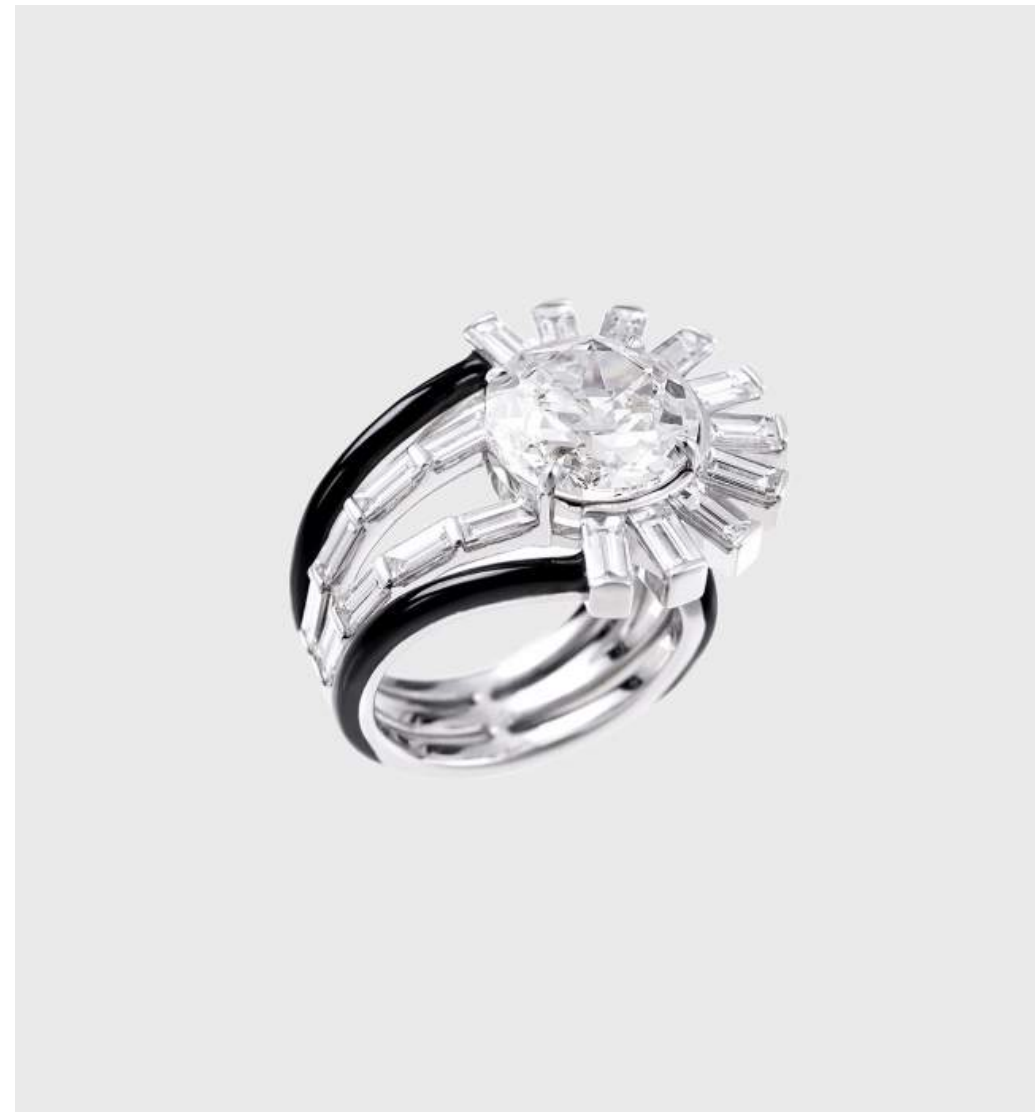


Nikos Koulis is a Greek designer with worldwide recognition and success. Coming from an established family business in jewellery, he studied Gemmology and Glyptography in the Gemological Institute of America and created his own brand, Nikos Koulis Jewels, in 2006, showcasing his elaborate technique along with his deep knowledge in quality jewellery making.

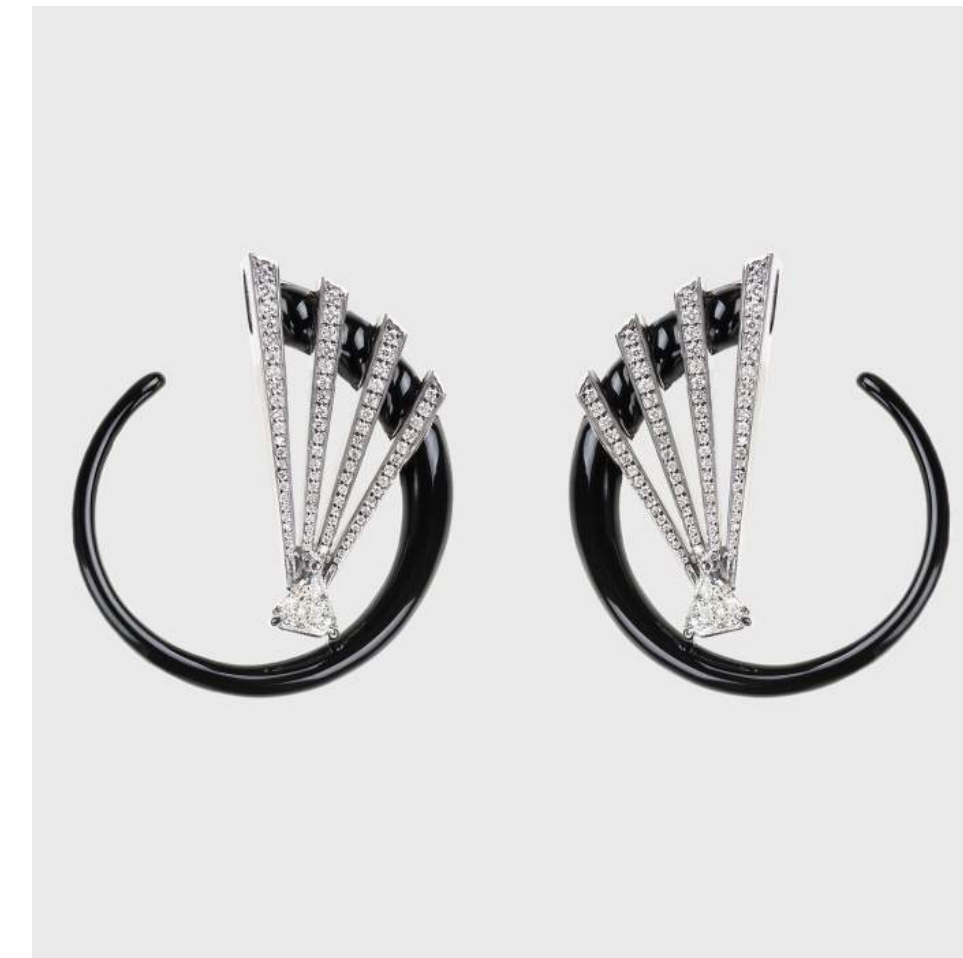
Our Products



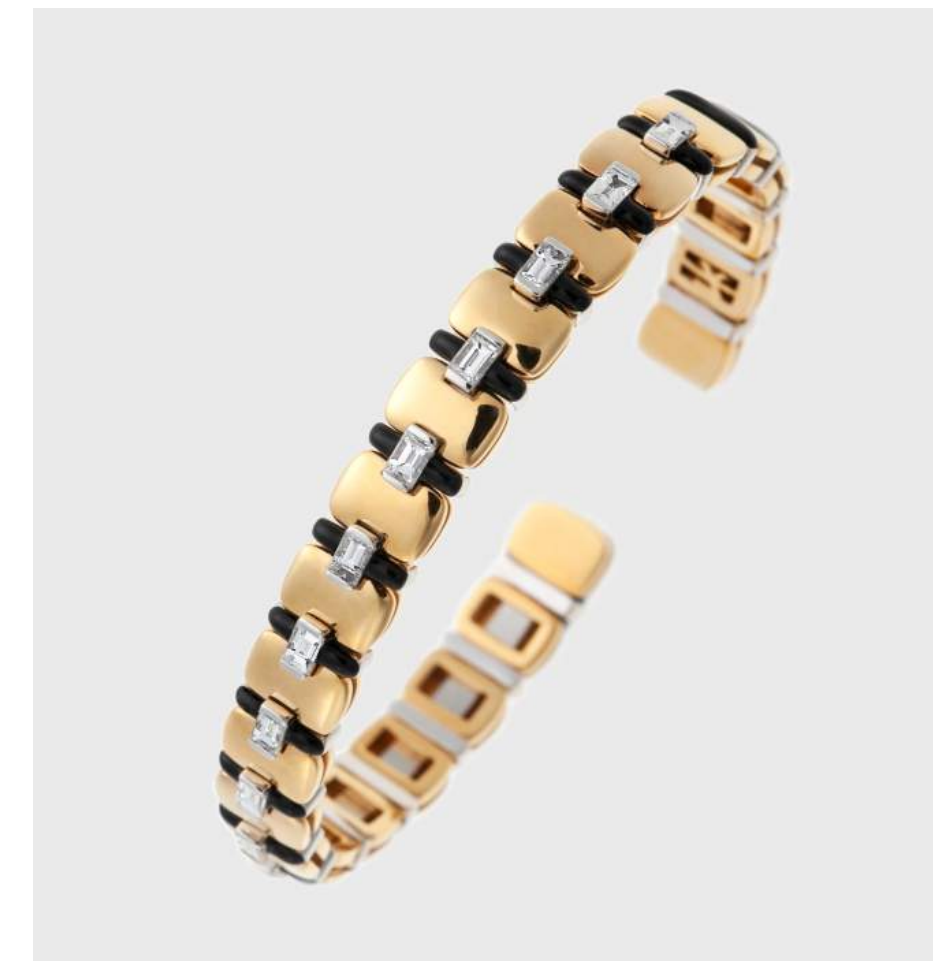
Necklace



Ring



Earrings



Bracelet



HER STORY JEWELS

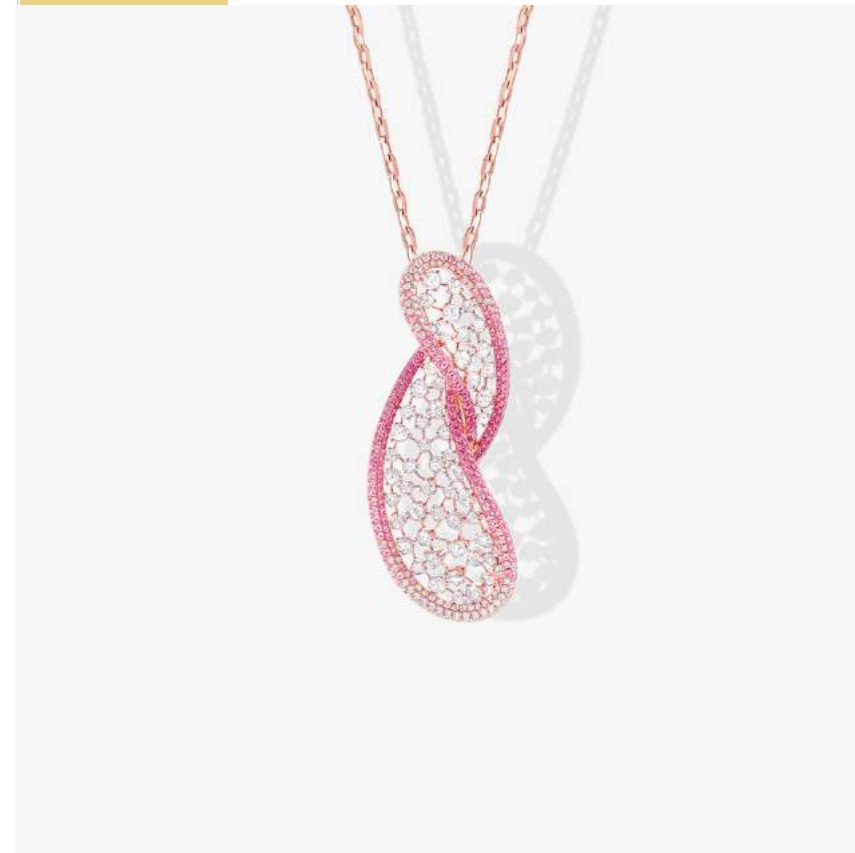
To create new
desires in the world
of jewellery.

HER STORY

Her Story is presented by Walking Tree, co-founded by Ankit Mehta and Kunal Shah. The Walking Tree group which includes a business-to-business design studio and consumer-facing retail brands is spread across India, Europe, and China. The group has an eclectic mix of creative talent including poets, artists, designers, and engineers, who come together to create new desires in the world of jewelry.



Our Products



Pendants



Ring



Earrings



Bracelet



STAC JEWELLERY

To redefine fine jewellery and create everyday luxury.



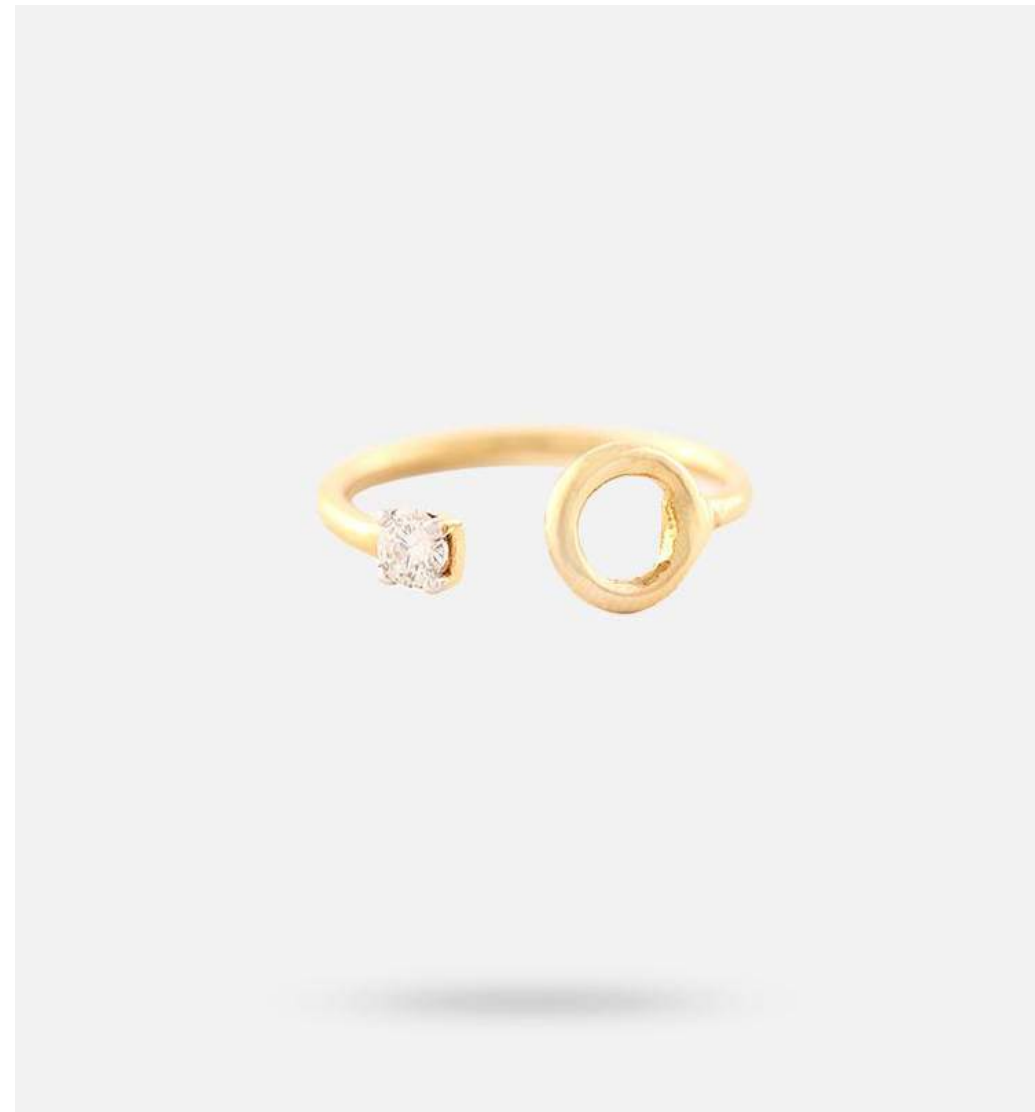
At STAC you will find jewellery in 18 kt gold, which is classic, minimalist and contemporary that you can enjoy wearing every day, while dressing up or down!



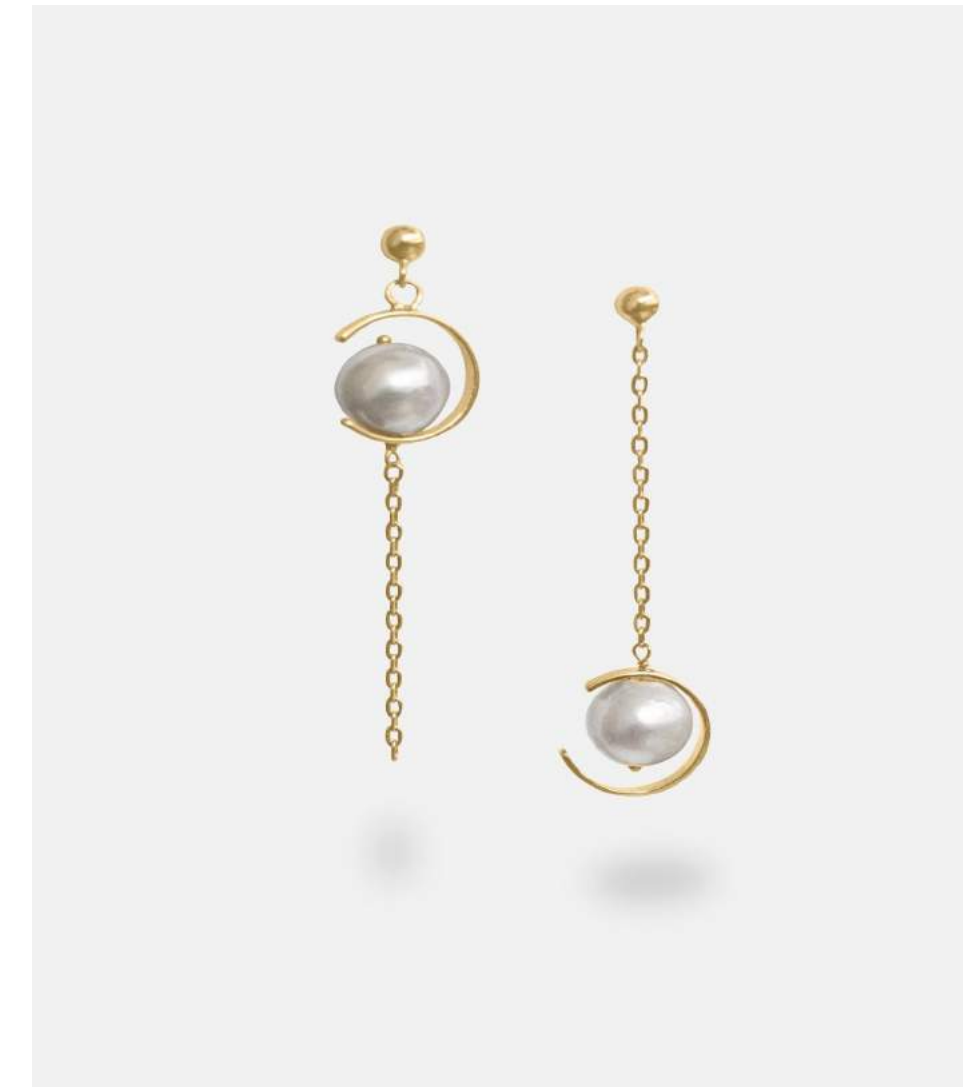
Our Products



Pendants



Ring



Earrings



Bracelet



Necklace

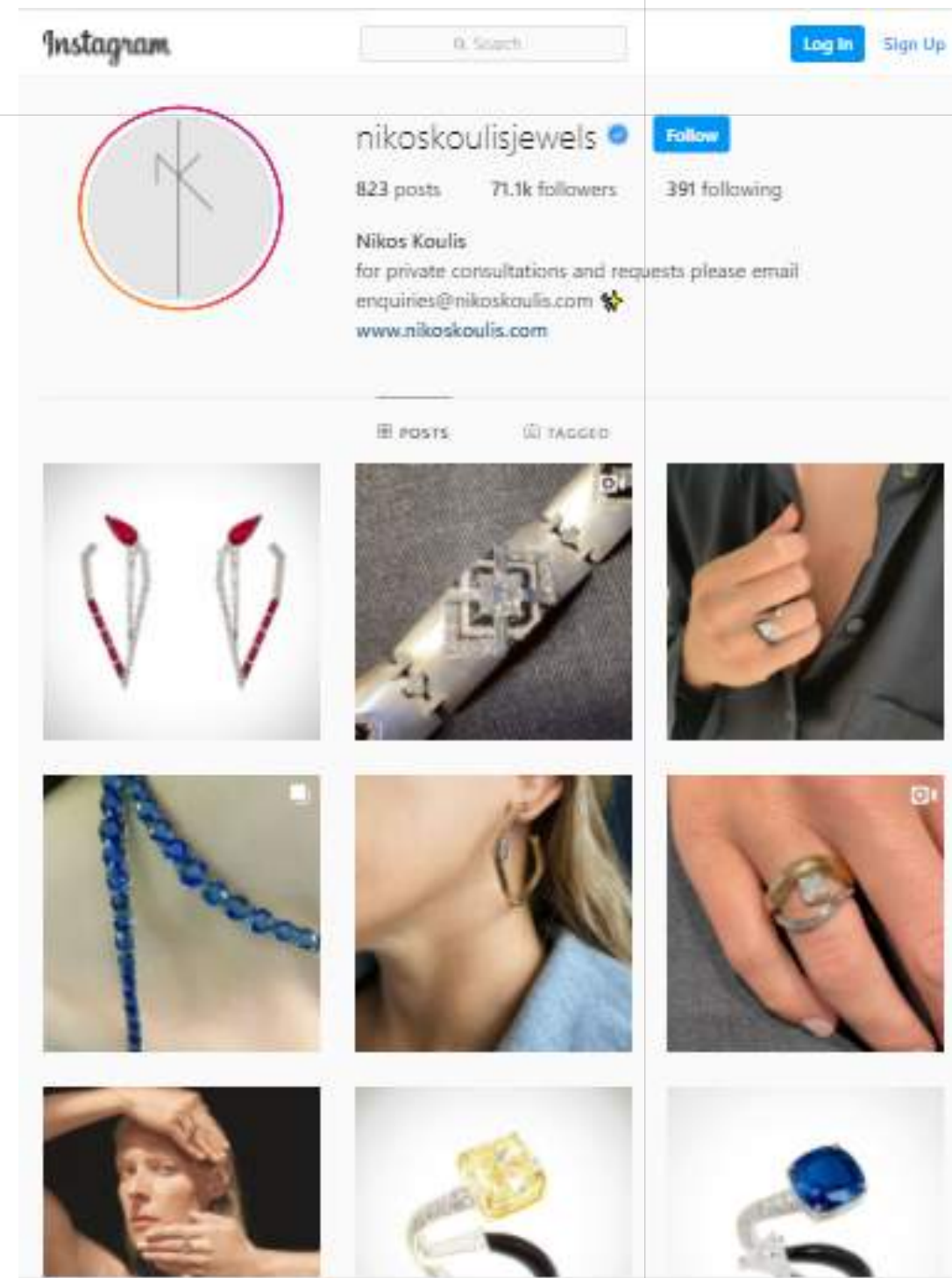
Chain

More colors

Heavier / Busier

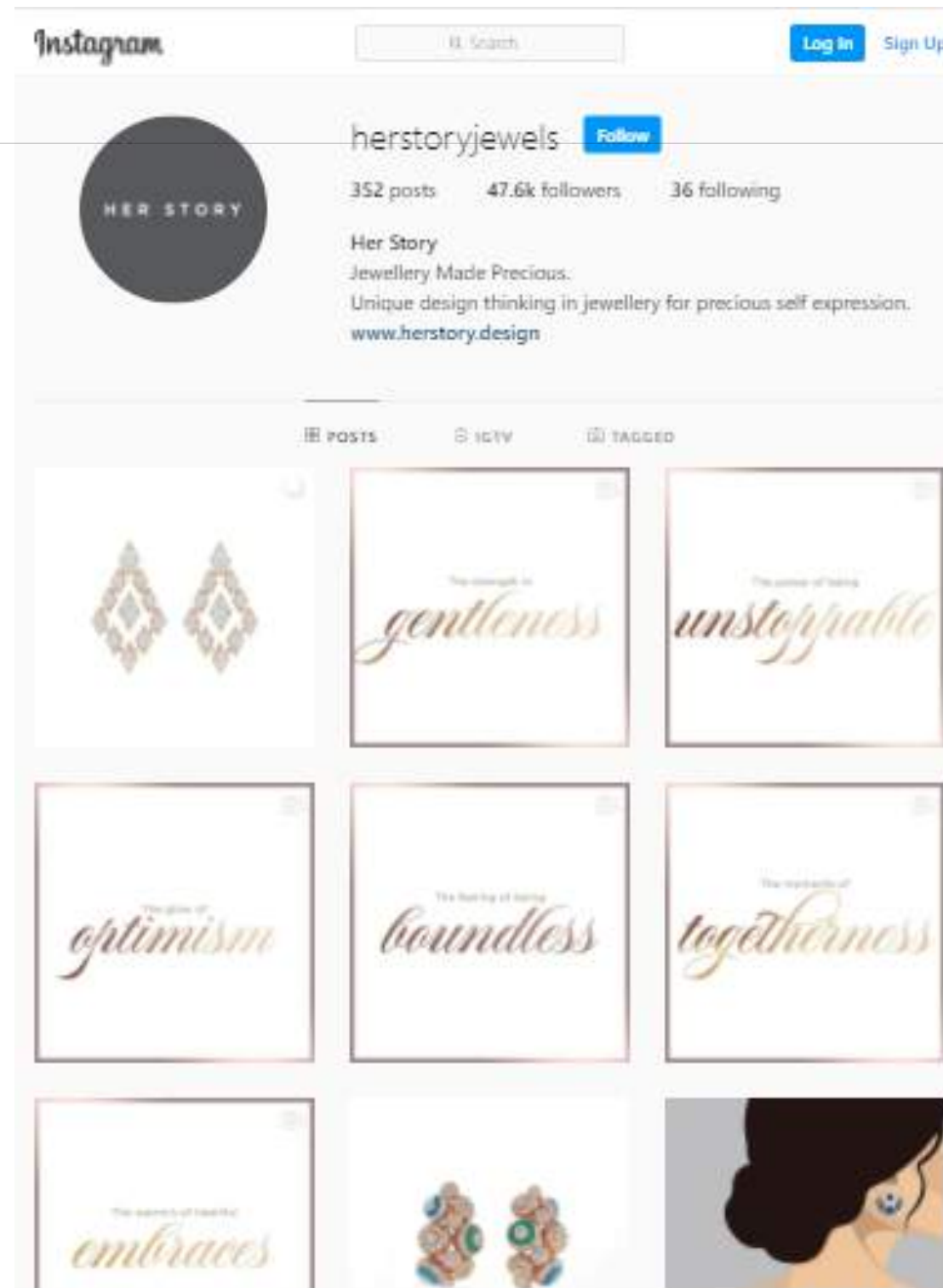
Lack of versatility

Lacks personality



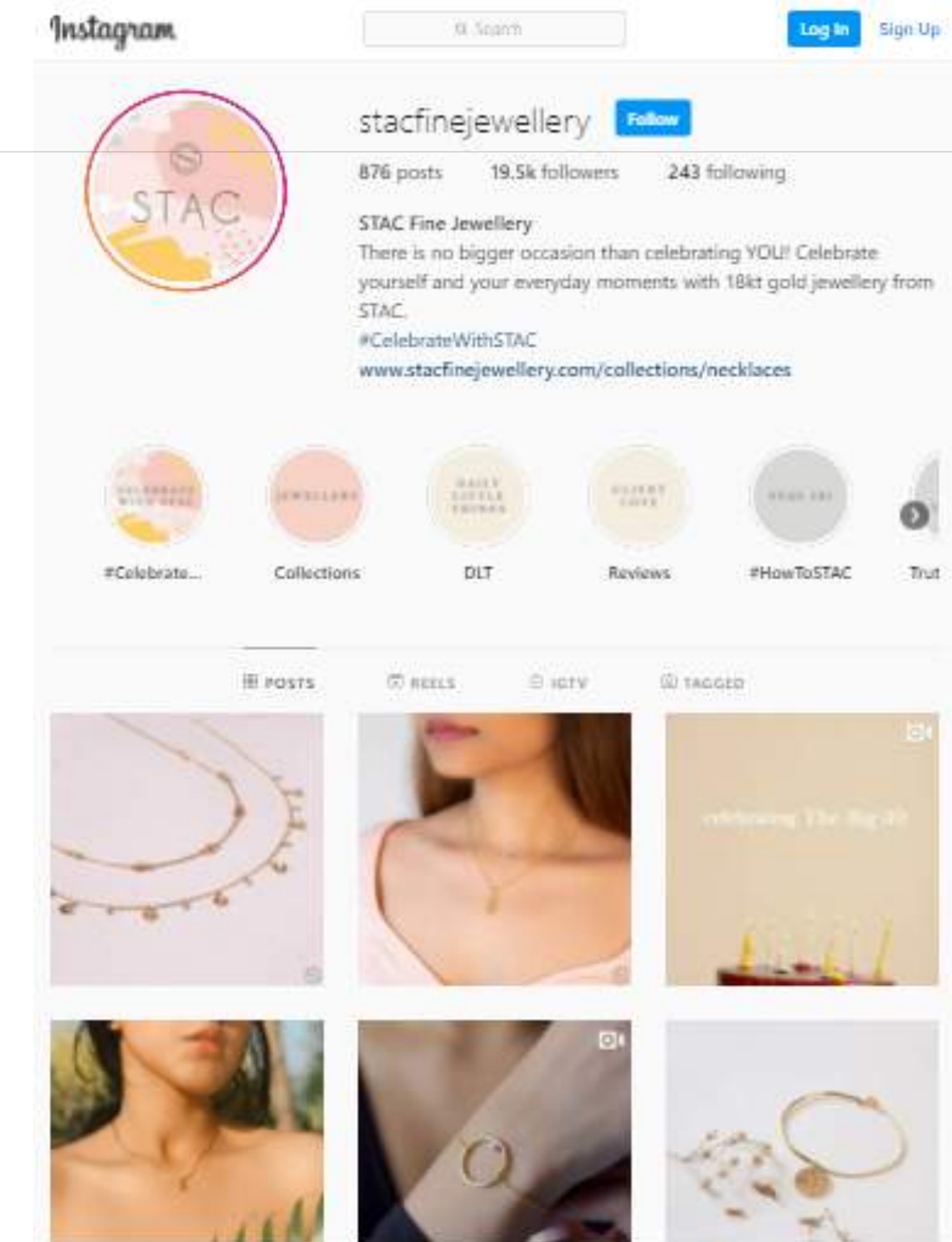
Nikos Koulis

Product showcase
Model Pictures
Celebrity Endorsement



Her Story

Product showcase
Model Pictures
Quotes



STAC

Product collections
Gift programs
Blog sharing
Referral programs



Our
Demograph

Target Audience

22 years old - 39 years old.

Millennials

90% independent women

Partner/ Significant others

Fathers

Brothers

Friends

Sisters



SANIA MEHTA

Age: 22 Years

City: Ahmedabad

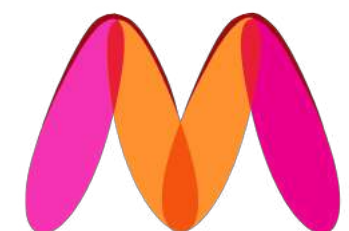
Marital Status: Unmarried

MBA Student at IIM



Sania lives with her family (parents and one elder sister) in Ahmedabad. She is very close to her father. She is an ambitious person who has planned her career beforehand. She takes part-time tuition classes to manage her day-to-day expenses on her own. She loves to wear simple accessories and tries each new one that comes in the market.

amazon.com[®]



Myntra





SARITA SINHA

Age: 31 Years

City: Mumbai

Marital Status: Unmarried

Profession: Fashion Designer

Earning: 1 lac to 1.5 lacs per month



Sarita is a businesswoman and owns a boutique in Mumbai. She lives with her husband and two school-going daughters in her home. She is very close to her husband who runs a construction company. Mostly she prefers to wear sarees and likes to give beautiful surprises to her family on occasions like anniversaries, birthdays, festive occasions.



MANGO





TRISHA ARORA

Age: 37 Years

City: Delhi

Marital Status: Married

Profession: Marketing Manager

Salary: 80k per month



Trisha lives with her husband in a rented apartment. She has a busy schedule between her office and home. She spends her leisure time with her husband while going for a long drive. She is also a good tennis player. She likes to try new outfits and matching funky jewelry. When in formals, she goes for a fine and minimal jewelry piece. She tries to Google everything before spending her money on anything.

amazon.com[®]

ZARA

VERO MODA[®]
TOGETHER IN STYLE





2020

Key
Points

Insights about our demographic

Branded jewellery is on the rise. According to Mckinsey, the branded segment will account for 30 to 40 percent of the market in 2020.

Millennials turn to brands as a means of self-expression and self-realisation.

Key
Points

Opportunities for our brand and products

To create a strong brand identity in the industry to inspire trust and the sense of an upgraded lifestyle.

To offer customised and personalised products. Whatever they are buying, it should make them feel satisfying, happy and accomplished.



2020

Key
Points

Insights about our demographic

Millennials would rather spend on experiences and quality, as they favor spending more on ethical products.

1 in 4 Millennial women said that influencers have sway over their purchase decision-making

Key
Points

Opportunities for our brand and products

Brands need to focus on offering products and an uplifting brand experience.

Taking influencer marketing into account.



2020

Key
Points

Insights about our demographic

In India, generally, people buy heavy jewellery for a special occasion or as an investment. But millennials want minimal stuff that is affordable yet durable. They want to wear this jewellery on daily basis. You can't buy heavy jewellery for office or a gathering like a cocktail party. The whole point is to find multi-purpose high-quality items and cut out the ones you don't need!

Key
Points

Opportunities for our brand and products

To provide them with a jewelry piece that complements their style and fits with everyday outfits.



2020

Key
Points

Insights about our demographic

People have different notions about fine jewellery. Millennials would prefer luxury bags over jewellery because it compliments their style and can be used for every occasion. They consider fine jewellery, specifically gold, as an investment as they get a certain percentage of value back when you sell it in the market.

Key
Points

Opportunities for our brand and products

To provide them with a product that adds value on more than monetary level. Make this product a part of their lifestyle and their personality.



2020

Key
Points

Insights about our demographic

Millennial women tend to make sure they're getting the best deal. They first consider the brand online presence before buying it.

Key
Points

Opportunities for our brand and products

Creating a strong online presence to establish authority and credibility in the market.
Encourage users and non-users to connect and interact with the brand.



Brand
Solution

CREATIVE STRATEGIES.

Covering solutions for the brand as a whole. Social media\ Product delivery\ Brand Identity\ Marketing Strategies.



Strategies
To better.

Brand Identity

Art
Direction

Creating and emphasising on the story of a woman through photography and videography will help personalise it for the viewer.

When it comes to jewellery, we expect drama, depth and simplicity.

Create behind the scene videos, explain the complexity of the design and relate it to your customer.

360 degree product reveal video.

COLORS

EAD383
B38E42
000000
White

TYPEFACE

SABON
CORMORANT SC


IMAGES

Add a drop shadow
Black and white
Different outfits.



01

#CELEBRATEYOURSELF

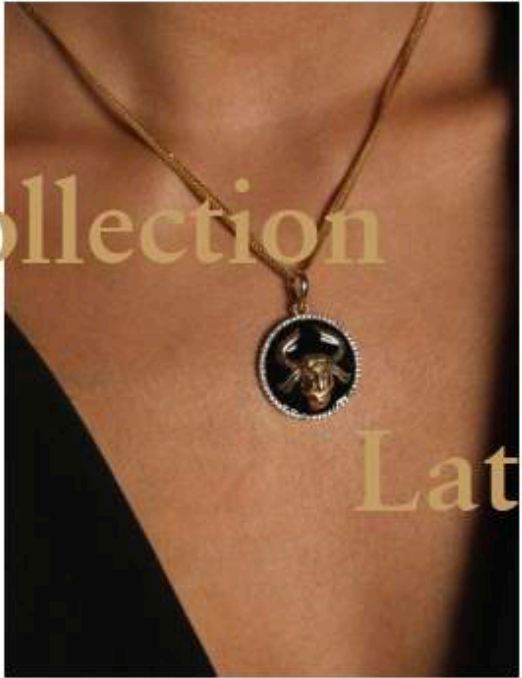


#Anasah

Product name and code.

BE YOUR WOMAN

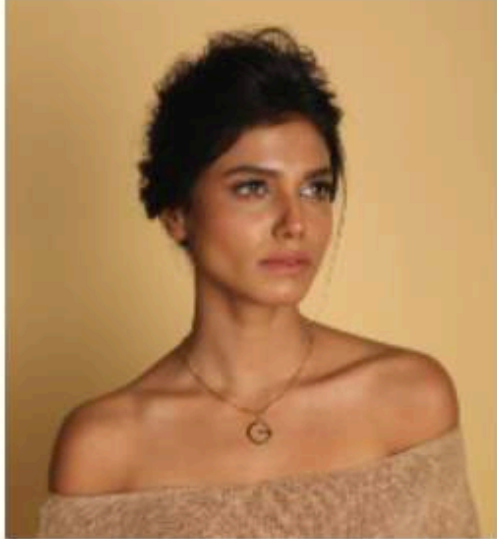
#CELEBRATEYOURSELF



Collection

Latest

BE YOUR WOMAN



"This is more than just a bag. It's a movement. I absolutely love how I'm not only making a fashion statement, but I'm also provoking thought and empathy in those I encounter. You can't go wrong with this bag. It's powerful!"


Keanna F. hendrix

Customer Review

BE YOUR WOMAN

A

BE YOUR WOMAN



#Anasah

BY @AVID.WAVE

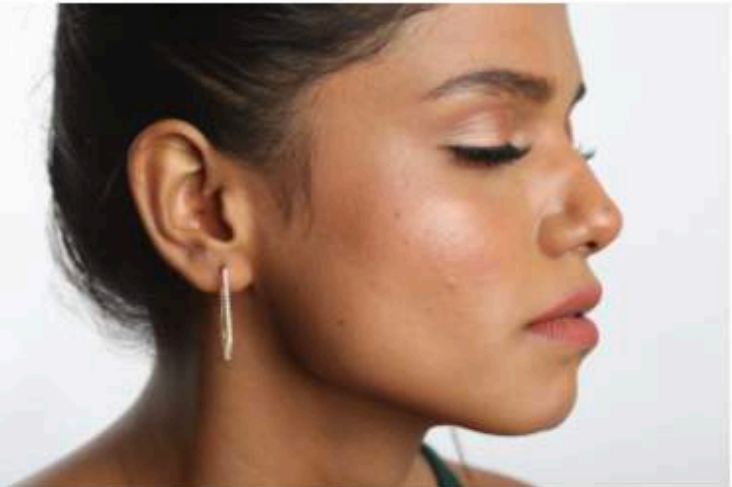
ANASAH

Mission

We are Anasah. A black owned Los Angeles based clothing line with a simple idea: Stronger threads for a stronger community. We are committed to making a difference one purchase at a time. Proceeds raised from this initiative will be used to help construct an organization that will help build the black dollar.

BE YOUR WOMAN

STRONGER THREADS



Collection

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

BE YOUR WOMAN



01

N

New In _____



#CELEBRATEYOURSELF

S



STRONGER COMMUNITY

BE YOUR WOMAN

A

BE YOUR WOMAN



Customer Review

"I really love this bag. I get so many compliments on it and it is such a statement piece! So happy to own a purse that promotes a message I'm passionate about while also being fashionable!" Aaryn.

H

#CELEBRATEYOURSELF



A



#CELEBRATEYOURSELF

New MONOGRAM

Add some impact to your opulence with this one. Constructed with genuine cowhide leather. Perfect for the traveler in need of a message that moves as much as they do (just as much as they do).

N

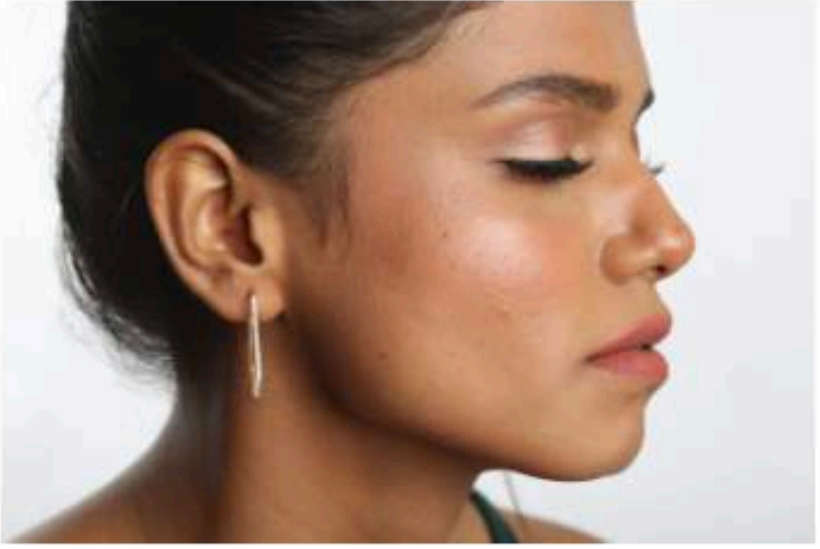
A



01

#CELEBRATEYOURSELF

Collection




— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

S

#CELEBRATEYOURSELF

Latest Collection




A

#CELEBRATEYOURSELF

H

Latest Collection




#CELEBRATEYOURSELF

A

A

New In




N

#CELEBRATEYOURSELF

#CELEBRATEYOURSELF


Collection



Latest

A

#CELEBRATEYOURSELF



S

BE YOUR WOMAN

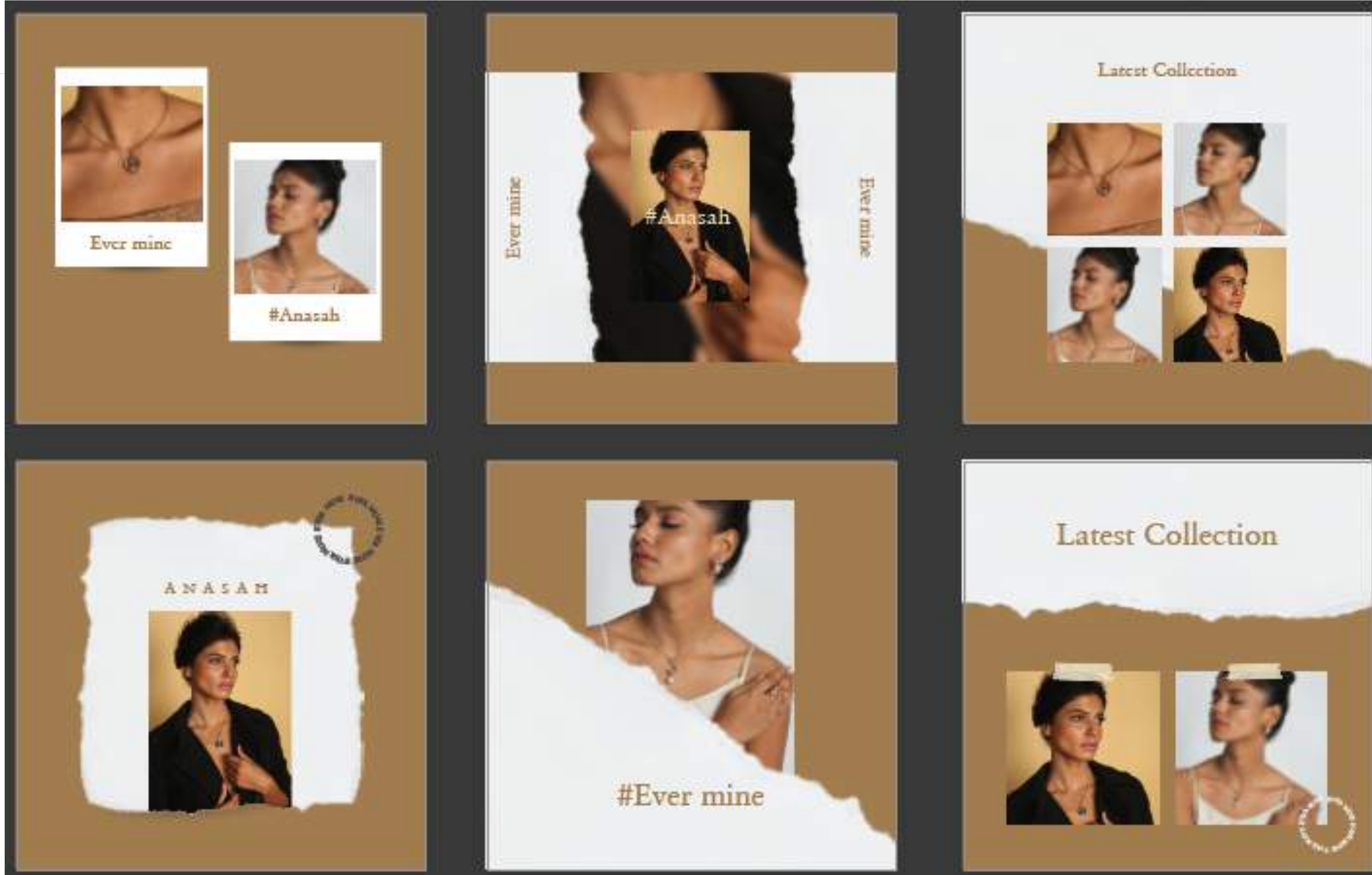


02



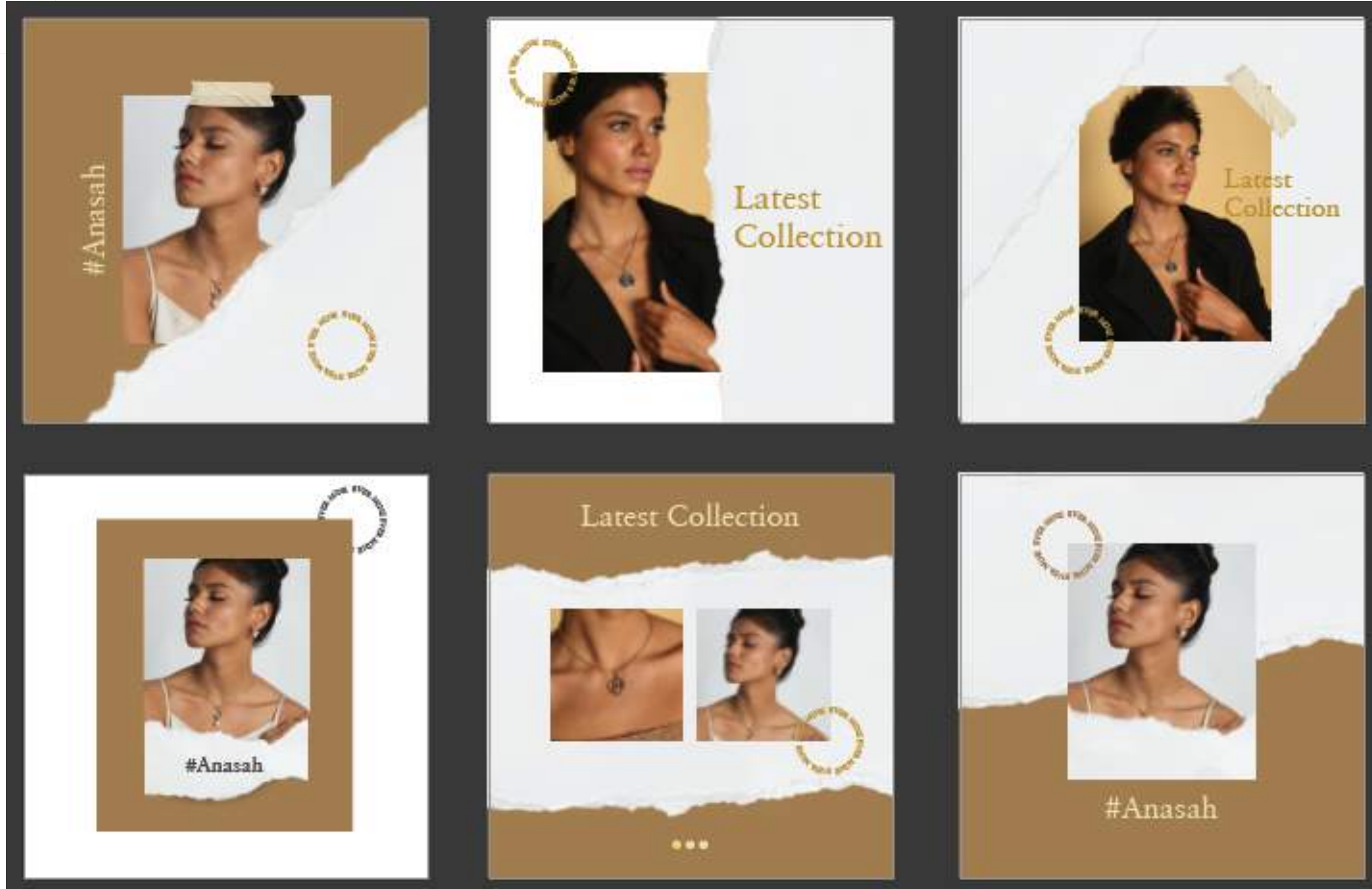


02





02



02



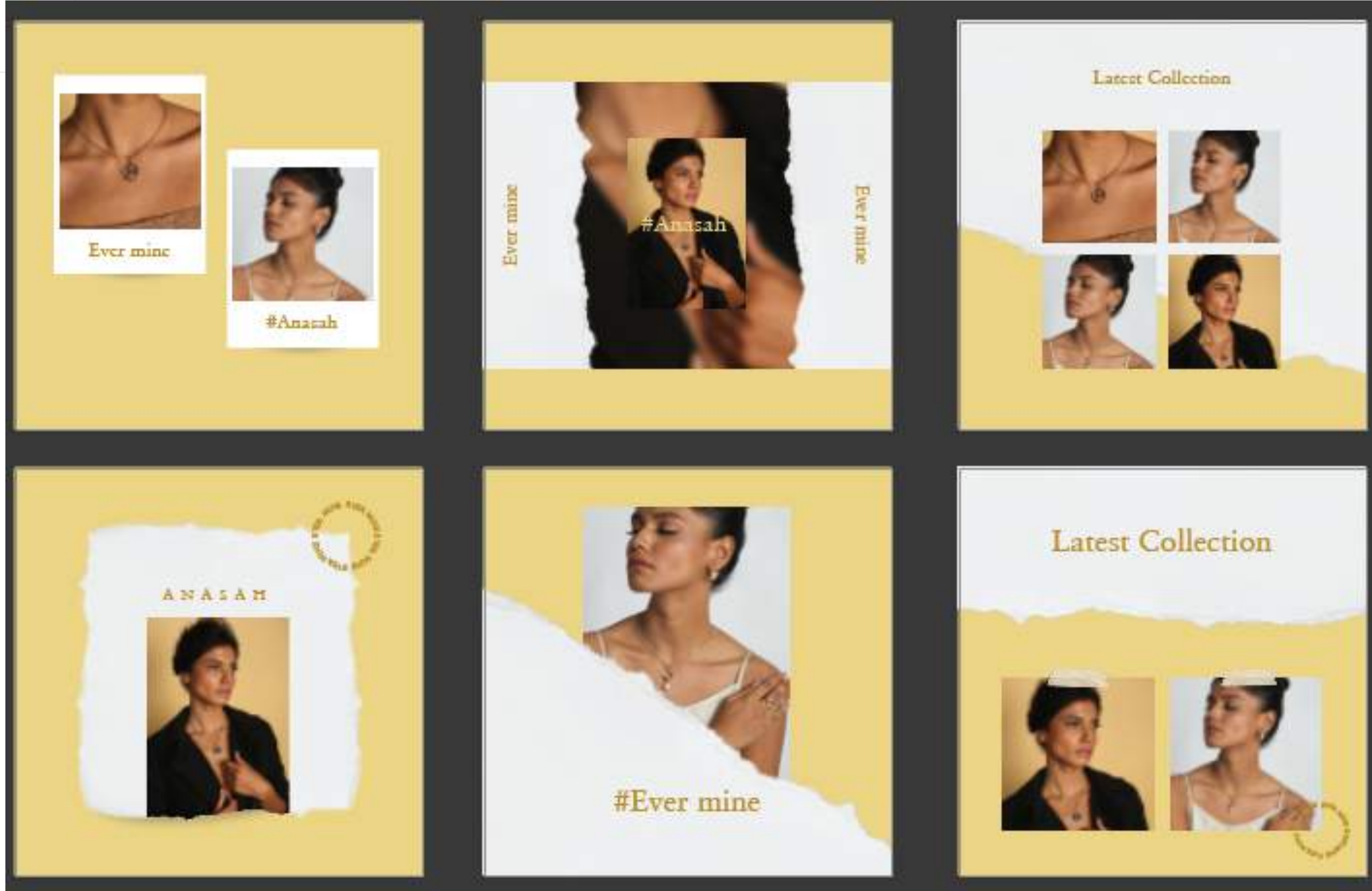


03



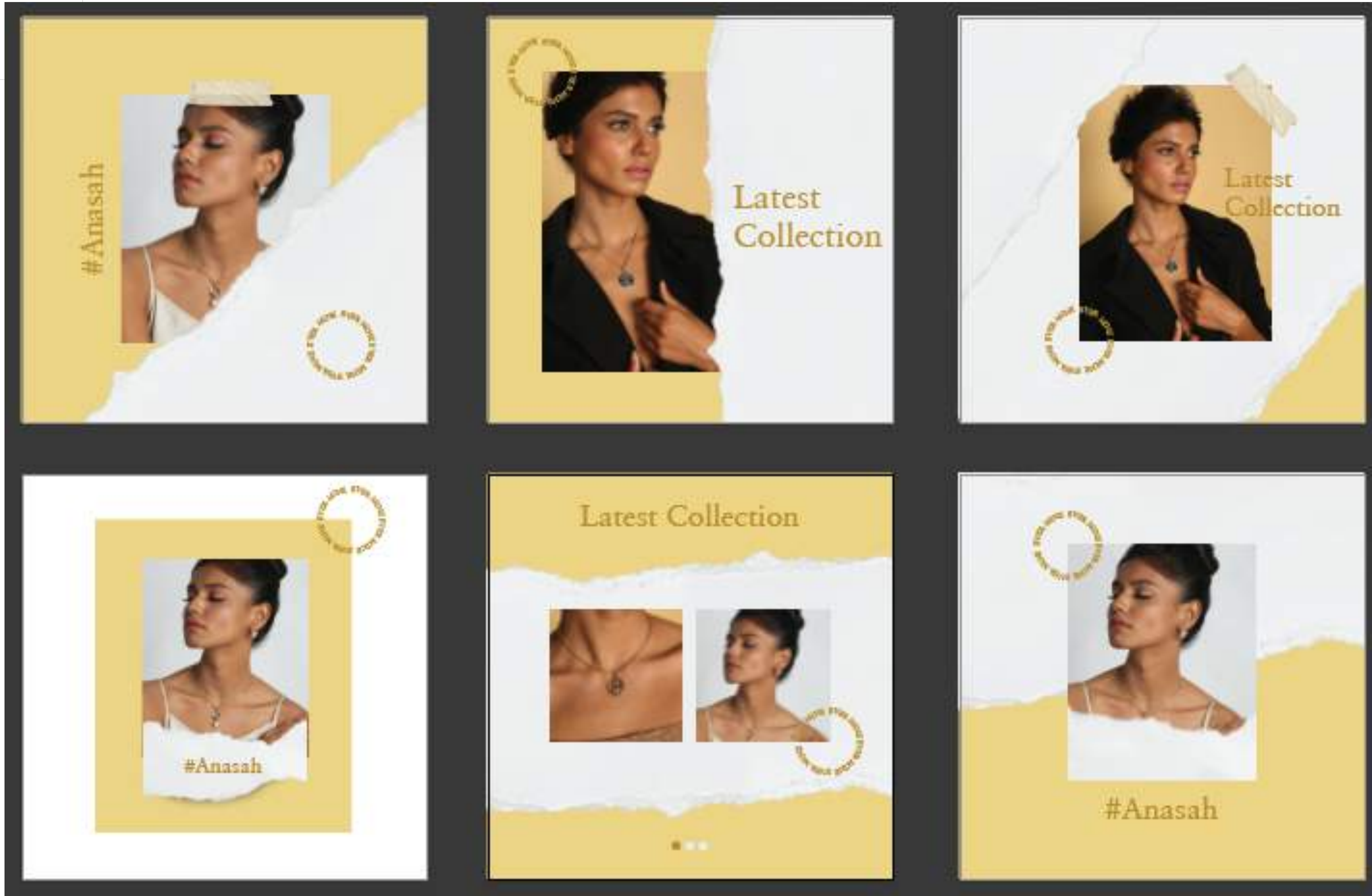


03





03

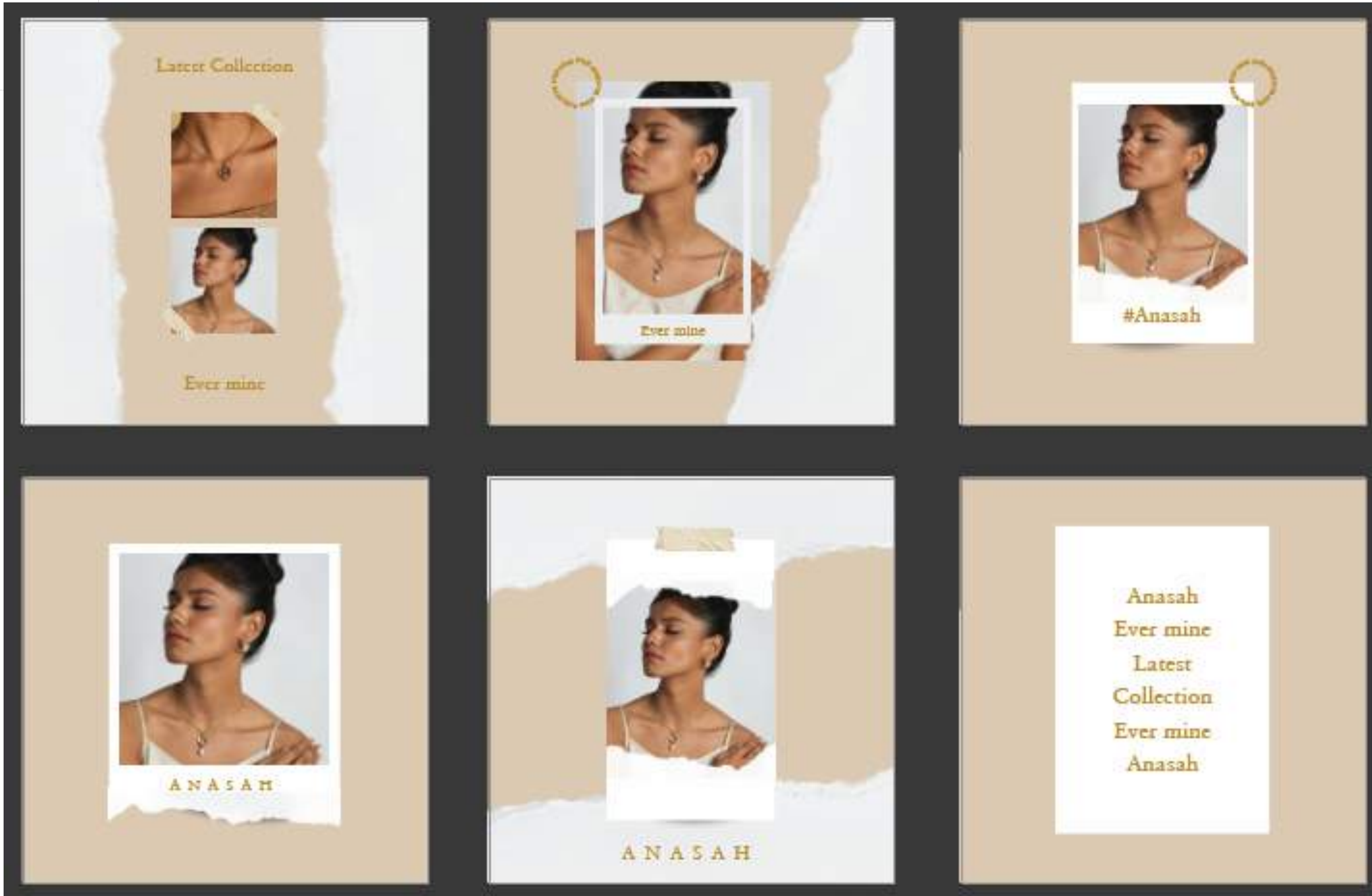


03



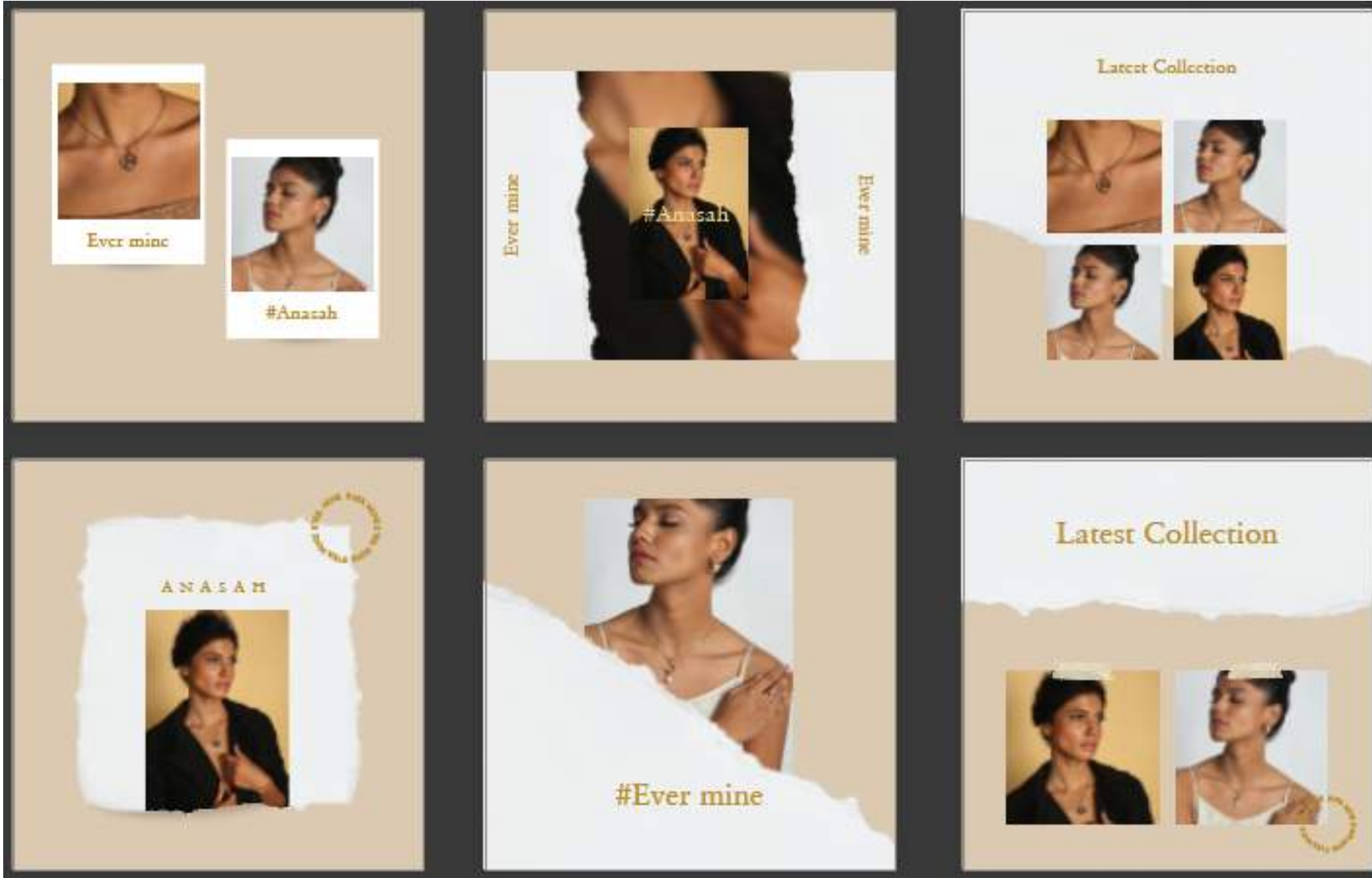


04



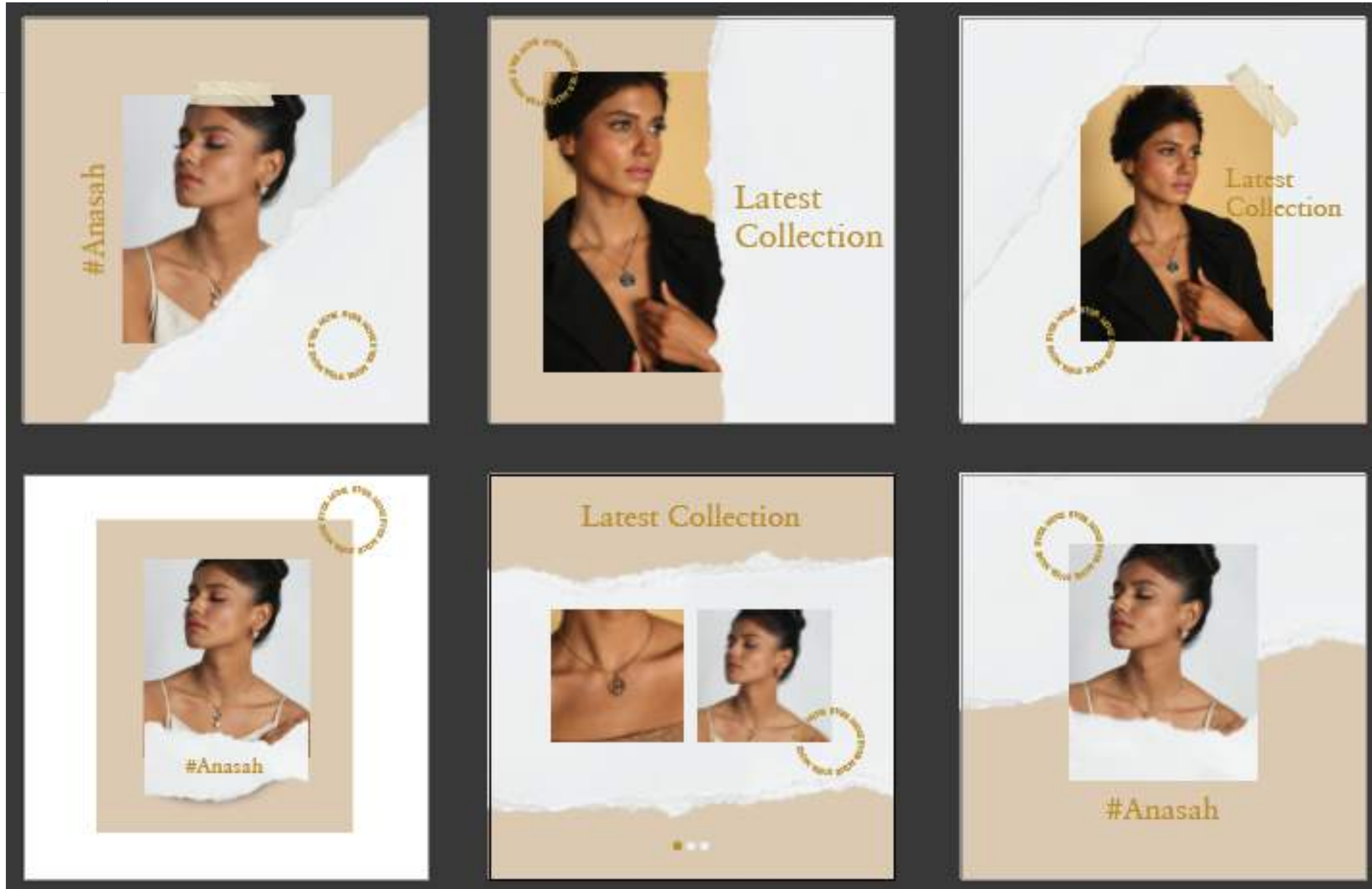


04

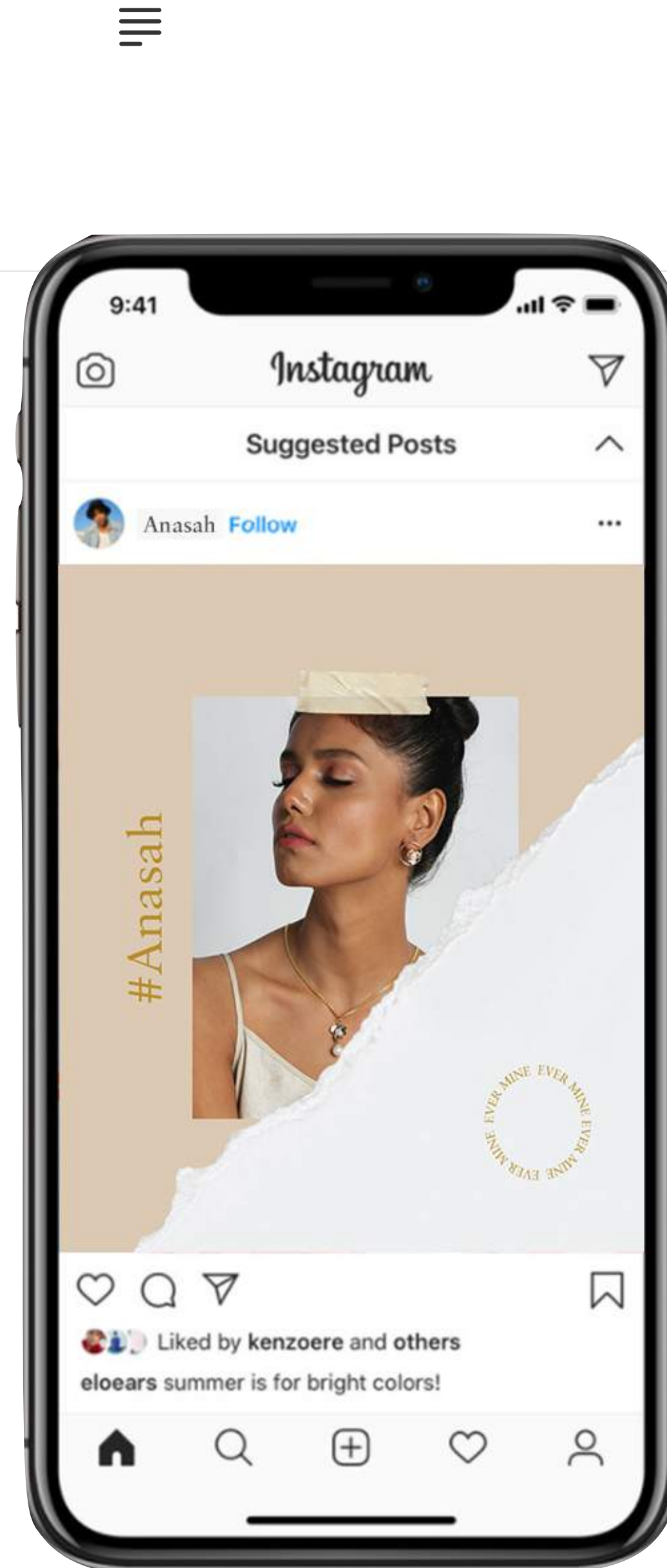




04



04





Invite Emotions.

Emotions are an essential part of who you are. We can connect each jewellery piece with emotions. For example, you feel close and connected to the people you care about. So, relate our product to personality types, encouraging people to buy it for themselves or someone they are reminded of.

ZODIAC COLLECTION\ MONOGRAM.



Spread love, pride and vanity.

Reminding women to love themselves and make no apologies. Promoting a woman who strives to do it all and takes pride in being who she is. Cutting out any disparity created between women across the spectrum. Celebrate yourself, celebrate beauties across culture.

ZODIAC COLLECTION\ MONOGRAM.



Women uplift women. Women enable women. #Oursisterhood.

Promoting bonds
with brands.,

Sisters, best friends, woman to woman.

Encourage women/men to support other women. Ask about women that inspire them. Ask for beautiful and subtle things about having a female friend or sister.

Ask for memories they made with their cousins. Remind them how much a woman can contribute to their lives. Twin through similar bracelets/ products.



Create
Value



Influencer Marketing

Vanity, No Apology.

Create #OOTD

Create styles from generations.

Collaborate

The process of shopping
for jewellery.

My childhood



USER-GENERATED
CONTENT

Engage users with the product and the page.

Tag, share, follow

Run a campaign: Get the chance of being featured on our profile. First, like and follow our page. Take your picture carrying our jewellery with your own choice of outfit, post it on your social profile and tell one reason saying

"I chose @AnasahJewelry for _____. #brandname

**The 5 lucky winners will get
____% off on the next 2
purchases!**

Use
Packaging

Use the unboxing culture.

A video of unboxing the product.

Promote the idea of needing jewellery as part of the outfit, to finish the outfit.

Why buying with Anasah is a good idea.



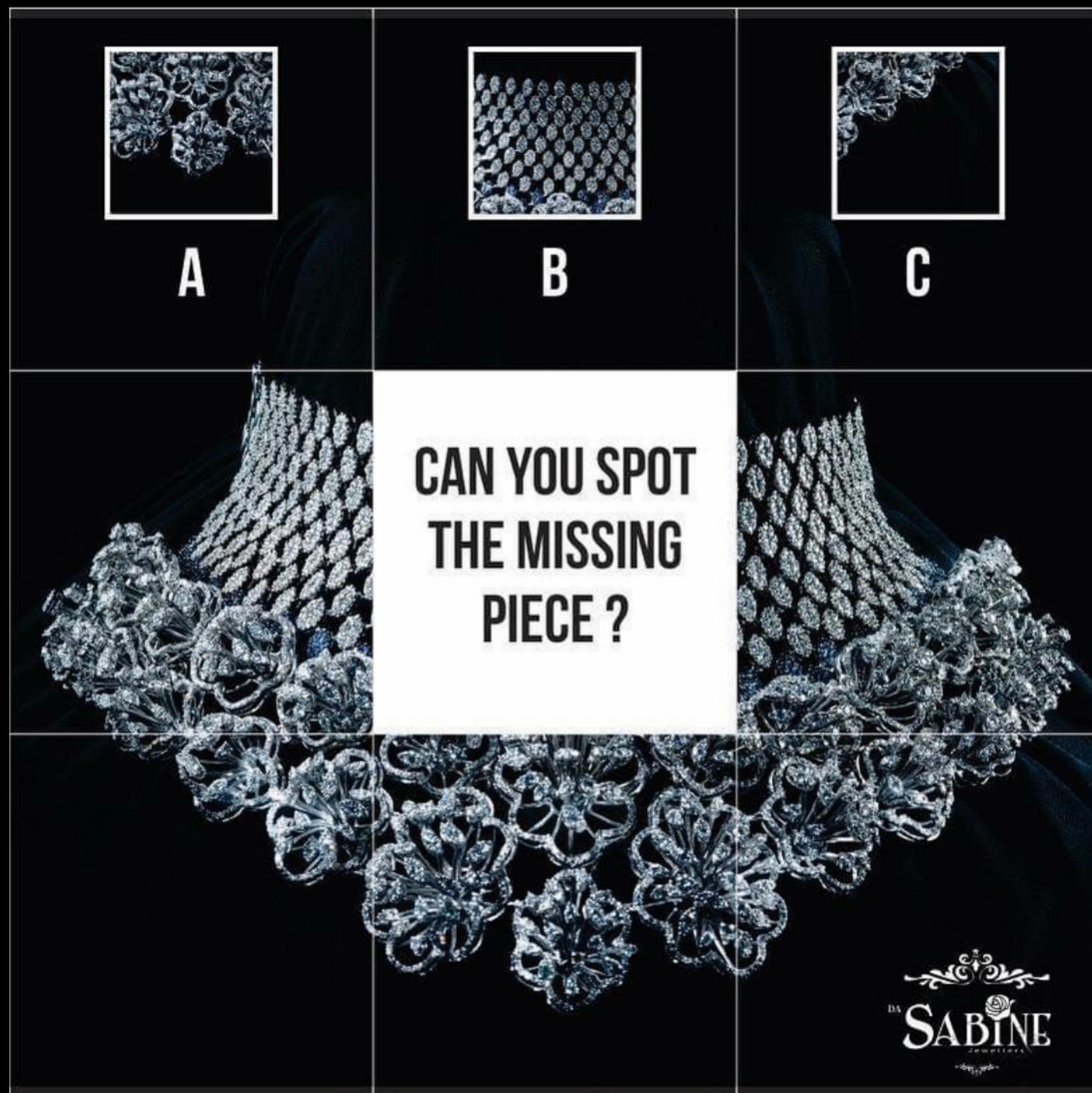
Cover all things trending with women.
Addressing stereotypes about women.
Decode my woman.
Style Guide.
In conversation with an industry leader.
Real women on being a woman.
Real women on jewellery as a legacy
and value.
Women's mystery bag.

For the love
of occasions.

Content,
products, offers
generates on and
for special
occasions.



sabine_jewellers



Liked by **deepashah1968** and **others**

sabine_jewellers Which piece fits the #best

👉 Facebook: <https://www.facebook.com/sabinejewellers/>

👉 Instagram: https://www.instagram.com/sabine_jewellers/

👉 DM



Promoting Website.
 Promoting Gift programs.
 FAQ's.
 Inspiration.



FINAL NOTES

- Women give value to life.
- Changing perspective about women and jewellery.
- Celebrate yourself.
- Simplistic.
- Celebrate the women in your life.