

GIFTCARD (BUNDLE-GIFTCARD)

Brand: Minimalist

Category: Bundles

Collection code: BUNDLE-GIFTCARD

Products in this book: 1

1. Collection identity

2. Full product roster

Every active product in this collection with its primary SKU, price, AR title if available, Judge.me rating, and live URL.

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
1	GIFTCARD	عبدالله	``	giftcard	20	0	50 - 1,000	-	-	https://www.minimalist.ae/products/giftcard

3. Per-product deep specifications

One accordion per product with every structured spec known to Shopify (weight, harmonized code, Google category, barcode, region pricing).

GIFTCARD (``)

Field	Value
Handle	giftcard
Vendor	GIFTCARD
Type	GIFTCARD
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	venn-discount-5

Field	Value
Status	active
Variant count	20
Image count	0
Metafield count	10
Primary SKU	-
Price AED	AED 50
Compare-at price	-
Weight (g)	400
Barcode	-
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Variant matrix

SKU	Option 1	Option 2	Option 3	Price	Weight (g)	Barcode
``	: 50	-	-	AED 50	400	-
``	: 100	-	-	AED 100	400	-
``	: 150	-	-	AED 150	400	-
``	: 200	-	-	AED 200	400	-
``	: 250	-	-	AED 250	400	-
``	: 300	-	-	AED 300	400	GIFTCARD
``	: 350	-	-	AED 350	400	-
``	: 400	-	-	AED 400	400	-
``	: 450	-	-	AED 450	400	-
``	: 500	-	-	AED 500	400	-
``	: 550	-	-	AED 550	400	-
``	: 600	-	-	AED 600	400	-
``	: 650	-	-	AED 650	400	-
``	: 700	-	-	AED 700	400	-
``	: 750	-	-	AED 750	400	-
``	: 800	-	-	AED 800	400	-
``	: 850	-	-	AED 850	400	-
``	: 900	-	-	AED 900	400	-
``	: 950	-	-	AED 950	400	-

SKU	Option 1	Option 2	Option 3	Price	Weight (g)	Barcode
``	: 1000	-	-	AED 1,000	400	-

Arabic translations (Shopify Translate & Adapt)

- **body_html:** [sliderimages]

[/sliderimages]

[tabtitle1]About Vintage Chrono[/tabtitle1] [tabtitle2]Specifications[/tabtitle2] [desc1]

ABOUT VINTAGE CHRONO

Introducing the Vintage Chrono watch with a modern flair. Featuring a Seiko mecha-quartz movement, and a chronograph stop watch function. This collection is reminiscent of vintage racing watches which represents speed and reliability.

[/desc1][desc2]

Specifications

-

CASE DIAMETER:

38mm

-

DIAL:

Tan / Vintage Brown

-

CASE THICKNESS:

12mm

- **title:** عبدالله

4. Per-product PDP copy

Shopify metafield copy exactly as it renders on the live PDP (body HTML, DYWL panels, how-we-compare, FAQs, tabs).

GIFTCARD

Body description

GIFTCARD

5. Sales playbook

Talking points for retail sales advisors and CS agents. Seeded from DAISY 31-Jan baseline + Shopify copy; edit via the admin override UI to replace the defaults.

Elevator pitch (30 seconds)

The GIFTCARD collection brings the signature Minimalist aesthetic into the bundles category with a focus on craftsmanship, everyday wearability, and gift-ready packaging.

Best-fit personas

- The gift-giver: shopping for a milestone (birthday, engagement, Eid, graduation). Emphasise the signature wooden packaging and the sticker set.
- The self-purchase customer who rewards herself for a professional milestone. Emphasise longevity, pairing with existing jewellery, and care instructions.
- The returning customer expanding a set (already owns a Classic watch, considering a second piece). Emphasise cross-collection harmony and the upsell map below.
- The tourist buying a souvenir that says Emirates without feeling touristy. Emphasise the Barajeel/Khaleeji design language and shipping policies.

Upsell map (recommend with this collection)

- Cross-sell within the same collection family
- Suggest the gift packaging upgrade
- Offer the discovery set as an add-on

Objection handlers

- **"It is expensive."** Anchor on the wooden gift box, the craftsmanship, and the warranty. Compare per-wear cost over 3 years. Offer the discovery set as an entry point for perfumes, or a smaller SKU within the collection for watches/jewellery.
- **"Can I get a discount?"** Minimalist rarely discounts outside the seasonal moments. Offer loyalty perks, the gift box upgrade, or a personalisation service at no extra cost where applicable.
- **"Is this authentic?"** Every piece has the Minimalist serial on the wooden box sticker, a harmonized code for customs, and a warranty card. All SKUs are registered against the Shopify master catalogue.
- **"Can I return it?"** Yes, within 14 days, unworn, in original packaging. Perfumes must be unsealed. Personalised items are final sale.
- **"Does it come with Arabic language care?"** Yes, all care cards ship bilingual. The PDP copy itself is published in Arabic and English, and the retail staff are trained in both.

Style and wear tips

- Category-specific style notes to be added by the retail team.

6. Training material

Used by the retail onboarding programme and the Day 2-6 training transcripts. Quiz answers live at the bottom of this section; print the quiz separately for SAs.

Key vocabulary

Key vocabulary

Five things SAs must know before selling

- Collection talking point 1 (fill in via admin override UI).
- Collection talking point 2 (fill in via admin override UI).
- Collection talking point 3 (fill in via admin override UI).
- Collection talking point 4 (fill in via admin override UI).
- Collection talking point 5 (fill in via admin override UI).

Common SA mistakes (from past training audits)

- Quoting "waterproof" instead of the correct "water-resistant 3 ATM".
- Skipping the wooden box as a selling point; always open it during the demo.
- Offering discount language before trying a non-monetary close (personalisation, gift wrap).
- Forgetting to ask about initials/engraving until after payment.
- Not mentioning the 14-day return policy when the customer hesitates.
- Handing over without showing care instructions - always flip to the care card.
- Calling the collection by its SKU prefix instead of its product name.

Role-play script

Customer: I am looking for a gift for my wife's birthday. Something elegant, not too flashy.

SA: Congratulations in advance. May I ask roughly what she wears day to day - more minimal, or does she layer jewellery?

Customer: She is mostly minimal. But she loves small details.

SA: Then the **GIFTCARD** collection is a perfect fit. It is built around the idea of quiet luxury - clean lines, one hero detail per piece. Let me show you the signature piece...

SA (opens the wooden box): Notice the packaging. Every piece ships in this exact box with a set of exclusive stickers - part of the unboxing experience. After she sees it, you will get credit for it.

Customer: How much is it?

SA: The range starts at AED 50 to AED 1,000. For a birthday gift with this kind of presence, that is the sweet spot. And it is fully covered by our one-year warranty.

SA (closing): Would you like me to wrap it, or would she prefer to open the signature wooden box herself?

POS handling notes

- Always check if the customer wants initials before ringing up the sale.
- Offer the gift receipt option.
- For perfumes, check the seal before handover; never sell a broken seal.
- For watches, set the time on the watch before handing over when possible.
- For jewellery, use the black polishing cloth before the handover.

Five-question quiz

Q1. What is the SKU prefix for the GIFTCARD collection?

Q2. How many active products are currently in the GIFTCARD collection?

Q3. Which category does GIFTCARD belong to?

Q4. Name one upsell recommendation for GIFTCARD.

Q5. What is the typical objection heard for GIFTCARD and the one-line counter?

Answer key

- Q1: BUNDLE-GIFTCARD - Q2: 1 - Q3: Bundles - Q4: See "Upsell map" above. - Q5: See "Objection handlers" above.

7. Imagery inventory

Every image URL for every product in this collection. Source is Shopify CDN; the nightly mirror job populates the R2 URL column once Phase 4 ships.

8. Business context

Roadmap status, launch date, and expansion history. Pulled nightly from the "ALL LAUNCHES WITH DATES" Google Sheet.

Field	Value
Products in this book	1
Launch date (sheet)	<i>not yet synced from sheet</i>
Roadmap status	<i>not yet synced from sheet</i>

13. Change log (last 90 days)

Product-level changes in this collection: price moves, new variants, discontinued SKUs, image refreshes, copy edits.

When	SKU	Field	Old	New	Source
2026-04-22	-	new	-	GIFTCARD	shopify_minimalist