

Reem (LNR)

Brand: Minimalist

Category: Handbags

Collection code: LNR

Products in this book: 4

Seed last updated: 2026-01-27

Copy source: PDP Translations sheet: Handbags New PDP

Active products at 31-Jan snapshot: 4

1. Collection identity

Story & positioning

The Reem handbag is functional, fitting your phone and essentials with ease. Its zip closure keeps belongings secure, while the removable strap offers versatile crossbody or top-handle carry.

Key benefits

- Secure zip closure to keep essentials safe
- Lightweight and versatile with crossbody and top handle carry
- Chic and compact with one inner pocket
- Perfect for those who prefer smaller bags
- Finest Camel Leather resistant to scratches
- Handmade in UAE with love
- Benefits as Icons for all above points

Story panels (hero narrative blocks)

PANEL 1: COMPACT, LIGHTWEIGHT AND VERSATILE

Reem's compact yet practical design is ideal for those who prefer a sleek and understated handbag. It comfortably fits your phone, keys, and other daily essentials, while the zip closure ensures everything stays secure.

PANEL 2: HANDCRAFTED IN UAE WITH THE FINEST CAMEL LEATHER

Inspired by UAE's rich heritage and modern innovation, each handbag blends minimalist design with subtle cultural accents for a look that is both timeless and contemporary. Crafted from the finest camel leather, known for its luxurious feel and natural scratch resistance, every bag is handmade with precision and care, ensuring durability that lasts for years.

PANEL 3: WHAT FITS IN MY BAG

Designed for both style and functionality, this spacious yet elegant handbag effortlessly accommodates your daily essentials. From work must-haves to personal luxuries, it keeps everything organized and within reach, ensuring you stay stylish and prepared wherever you go.

PANEL 4: VERSATILE AND STYLISH TO MATCH ANY OUTFIT

Its clean, timeless design pairs effortlessly with everything from casual jeans to elegant abayas, making it a must-have in your wardrobe. Whether you're heading to work, meeting friends, or attending a special occasion, this bag adds a refined touch to any look while remaining practical for everyday life.

PANEL 5: WHAT TO EXPECT IN YOUR PACKAGE

Your handbag arrives in a thoughtfully curated box, including exclusive branded stickers, a personalized note, a warranty card, and a satin dust bag to keep your bag in perfect condition.



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	Reem Handbag / Black & Tan	شنطة اليد / ريم / اسود و تان	LNR01	reem-handbag-black-tan	1	8	2,250	4.4* (10)	-	https://www.minimalist.ae/products/reem-handbag-black-tan

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
2	Reem Handbag / Burgundy	شنطة اليد ريم / بورغندي	LNR05	reem-handbag-burgundy	1	8	2,250	5.0* (7)	-	https://www.minimalist.ae/products/reem-handbag-burgundy
3	Reem Handbag / Grey	شنطة اليد ريم / رمادي	LNR03	reem-handbag-grey	1	7	2,250	5.0* (2)	-	https://www.minimalist.ae/products/reem-handbag-grey
4	Reem Handbag / Navy	شنطة اليد ريم / كحلي	LNR07	reem-handbag-navy	1	8	2,250	5.0* (1)	-	https://www.minimalist.ae/products/reem-handbag-navy

3. Per-product deep specifications

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

Reem Handbag / Black & Tan (LNR01)

Field	Value
Handle	reem-handbag-black-tan
Vendor	Handbags
Type	Womens Bag
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Handbags, Red Custom Gift Box, Women, all_leather_goods, colour::abgrey::reem-handbag-grey, colour::black & tan::reem-handbag-black-tan, colour::burgundy::reem-handbag-burgundy, colour::navy::reem-handbag-navy, materials::camel leather::reem-handbag-black-tan, reem, venn-discount-5
Status	active

Field	Value
Variant count	1
Image count	8
Metafield count	29
Primary SKU	LNR01
Price AED	AED 2,250
Compare-at price	-
Weight (g)	400
Barcode	LNR01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	D: 8.5 CM / H: 11 CM / W: 18 CM
MATERIALS	Camel Leather
FINISHING	Smooth Top Grain
LINING	Micro Fibre
COLOR	Black / Tan
MADE IN	UAE
DETAILS	Inner Pocket, Crossbody Carry Long Strap
HARDWARE	Gold
SKU	LNR01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Reem

تعرفوا على ريم، شنطة صغيرة وعصرية مصنوعة من جلد الجمل الأصلي بتفاصيل معدنية باللون الذهبي صغيرة وواسعة، تتميز بسير قابل للفصل يمكن ارتداؤها كشنطة كروس بودي أو كشنطة بمقبض علوي

Specifications

DIMENSIONS :

D: 8.5 CM / H: 11 CM / W: 18 CM

MATERIALS :

Camel Leather

- **seo_description:** "تعرفي على ريم، صغيرة وعصرية تجمع بين الأناقة والعملية. مصنوعة من جلد الجمل المميز M الأصلي ومزينة بشكل جميل بأجزاء معدنية ذهبية اللون ومنقوشة بنمط صغيرة وواسعة في الوقت ذاته، مبطنه بجلد المايكروفايبر السويدي، مصممة لتتسع لجميع أساسياتك اليومية بتصميم خارجي ناعم وأنيق لملمس فاخر، متعددة الاستخدامات وفريدة." تتميز بسير قابل للفصل يمكن ارتداؤها كشنطة كروس بودي أو كشنطة بمقبض علوي
- **seo_title:** شنط ميني توت
- **title:** شنطة اليد ريم / اسود و تان

Reem Handbag / Burgundy (LNR05)

Field	Value
Handle	reem-handbag-burgundy
Vendor	Handbags
Type	Womens Bag
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Handbags, Red Custom Gift Box, Women, all_leather_goods, colour::abgrey::reem-handbag-grey, colour::black & tan::reem-handbag-black-tan, colour::burgundy::reem-handbag-burgundy, colour::navy::reem-handbag-navy, materials::camel leather::reem-handbag-burgundy, reem, venn-discount-5
Status	active

Field	Value
Variant count	1
Image count	8
Metafield count	29
Primary SKU	LNR05
Price AED	AED 2,250
Compare-at price	-
Weight (g)	400
Barcode	LNR05
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	D: 8.5 CM / H: 11 CM / W: 18 CM
MATERIALS	Camel Leather
FINISHING	Smooth Top Grain
LINING	Micro Fibre
COLOR	Burgundy
MADE IN	UAE
DETAILS	Inner Pocket, Crossbody Carry Long Strap
HARDWARE	Gold
SKU	LNR05

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Reem

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Specifications

DIMENSIONS :

D: 8.5 CM / H: 11 CM / W: 18 CM

MATERIALS :

Camel Leather

- **seo_description:** "تعرفي على ريم، صغيرة وعصرية تجمع بين الأناقة والعملية. مصنوعة من جلد الجمل المميز M الأصلي ومزينة بشكل جميل بأجزاء معدنية ذهبية اللون ومنقوشة بنمط صغيرة وواسعة في الوقت ذاته، مبطنه بجلد المايكروفايبر السويدي، مصممة لتتسع لجميع أساسياتك اليومية بتصميم خارجي ناعم وأنيق لملمس فاخر، متعددة الاستخدامات وفريدة." تتميز بسير قابل للفصل يمكن ارتداؤها كشنطة كروس بودي أو كشنطة بمقبض علوي
- **seo_title:** شنط ميني توت
- **title:** شنطة اليد ريم / بورغندي

Reem Handbag / Grey (LNR03)

Field	Value
Handle	reem-handbag-grey
Vendor	Handbags
Type	Womens Bag
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Handbags, Red Custom Gift Box, Women, all_leather_goods, colour::abgrey::reem-handbag-grey, colour::black & tan::reem-handbag-black-tan, colour::burgundy::reem-handbag-burgundy, colour::navy::reem-handbag-navy, materials::camel leather::reem-handbag-grey, reem, venn-discount-5
Status	active

Field	Value
Variant count	1
Image count	7
Metafield count	29
Primary SKU	LNR03
Price AED	AED 2,250
Compare-at price	-
Weight (g)	400
Barcode	LNR03
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	D: 8.5 CM / H: 11 CM / W: 18 CM
MATERIALS	Camel Leather
FINISHING	Smooth Top Grain
LINING	Micro Fibre
COLOR	Grey
MADE IN	UAE
DETAILS	Inner Pocket, Crossbody Carry Long Strap
HARDWARE	Gold
SKU	LNR03

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Reem

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Specifications

DIMENSIONS :

D: 8.5 CM / H: 11 CM / W: 18 CM

MATERIALS :

Camel Leather

- **seo_description:** "تعرفي على ريم، صغيرة وعصرية تجمع بين الأناقة والعملية. مصنوعة من جلد الجمل المميز M الأصلي ومزينة بشكل جميل بأجزاء معدنية ذهبية اللون ومنقوشة بنمط صغيرة وواسعة في الوقت ذاته، مبطنه بجلد المايكروفايبر السويدي، مصممة لتتسع لجميع أساسياتك اليومية بتصميم خارجي ناعم وأنيق لملمس فاخر، متعددة الاستخدامات وفريدة. تتميز بسير قابل للفصل يمكن ارتداؤها كشنطة كروس بودي أو كشنطة بمقبض علوي."
- **seo_title:** شنط ميني توت
- **title:** شنطة اليد ريم / رمادي

Reem Handbag / Navy (LNR07)

Field	Value
Handle	reem-handbag-navy
Vendor	Handbags
Type	Womens Bag
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Handbags, Red Custom Gift Box, Women, all_leather_goods, colour::abgrey::reem-handbag-grey, colour::black & tan::reem-handbag-black-tan, colour::burgundy::reem-handbag-burgundy, colour::navy::reem-handbag-navy, materials::camel leather::reem-handbag-navy, reem, venn-discount-5
Status	active

Field	Value
Variant count	1
Image count	8
Metafield count	29
Primary SKU	LNR07
Price AED	AED 2,250
Compare-at price	-
Weight (g)	400
Barcode	LNR07
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	D: 8.5 CM / H: 11 CM / W: 18 CM
MATERIALS	Camel Leather
FINISHING	Smooth Top Grain
LINING	Micro Fibre
COLOR	Navy
MADE IN	UAE
DETAILS	Inner Pocket, Crossbody Carry Long Strap
HARDWARE	Gold
SKU	LNR07

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Reem

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Specifications

DIMENSIONS:

D: 8.5 CM / H: 11 CM / W: 18 CM

MATERIALS:

Camel Leather

- **seo_description:** "تعرفي على ريم، صغيرة وعصرية تجمع بين الأناقة والعملية. مصنوعة من جلد الجمل المميز M الأصلي ومزينة بشكل جميل بأجزاء معدنية ذهبية اللون ومنقوشة بنمط صغيرة وواسعة في الوقت ذاته، مبطنة بجلد المايكروفايبر السويدي، مصممة لتتسع لجميع أساسياتك اليومية بتصميم خارجي ناعم وأنيق لملمس فاخر، متعددة الاستخدامات وفريدة. تتميز بسير قابل للفصل يمكن ارتداؤها كشنطة كروس بودي أو كشنطة بمقبض علوي."
- **seo_title:** شنط ميني توت
- **title:** شنطة اليد ريم / كحلي

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).

Reem Handbag / Black & Tan

Body description

Meet Reem - mini, trendy, and crafted from genuine leather with gold-toned hardware. Petite yet spacious, it features a removable strap for crossbody or top-handle wear.

-

DIMENSIONS:

D: 8.5 CM / H: 11 CM / W: 18 CM

-

MATERIALS:

Camel Leather

-

FINISHING:

Smooth Top Grain

-
LINING:
Micro Fibre

-
COLOR:
Black / Tan

-
MADE IN:
UAE

-
DETAILS:
Inner Pocket, Crossbody Carry Long Strap

-
HARDWARE:
Gold

-
SKU:
LNR01

How we compare

gid://shopify/Metaobject/205938262386

CAMEL LEATHER :: OTHER LEATHER

FAQs

Tab: Shipping & Returns

We provide free worldwide delivery on all orders. You'll be able to select a delivery option and review prices for each option during the checkout. After your payment is verified, it may take up to 24 hours to process and ship your order. This does not include weekends or holidays. Purchases made after 9 am GST will not be shipped out until the next business day. If you order after 9 am GST on a Saturday, your order will likely be shipped out on the following Monday. Please refer to the chart below for rates/times. If you're not happy for any reason, you can return any of your purchased MINIMALIST items within 30 days of receiving your order, provided the items are unused and in their original condition. You may initiate your return through our Contact Us page.

Tab: Warranty

Your product will be protected by our 2 year international warranty. MINIMALIST has a limited warranty that covers manufacturer's defects for two years after the original purchase date from an authorized dealer. Basically, if the parts or mechanics don't work properly, and it's our fault, we will repair or replace your product for free. However, this does not cover any abuse you might put your product through on your own. The warranty does not cover water damage, normal wear and tear, batteries, accidental glass damage, scratches, strap damage, or theft. Proof of purchase is required for all warranty claims and service requests, so please keep your receipt. If you've purchased from our site, the order number will suffice; otherwise if you purchased via another authorized seller or retail location, you will need to contact them directly as they handle their own warranty claims, returns and exchanges.

Reem Handbag / Burgundy

Body description

Meet Reem - mini, trendy, and crafted from genuine leather with gold-toned hardware. Petite yet spacious, it features a removable strap for crossbody or top-handle wear.

-

DIMENSIONS:

D: 8.5 CM / H: 11 CM / W: 18 CM

-

MATERIALS:

Camel Leather

-

FINISHING:

Smooth Top Grain

-

LINING:

Micro Fibre

-

COLOR:

Burgundy

-

MADE IN:

UAE

-

DETAILS:

Inner Pocket, Crossbody Carry Long Strap

-

HARDWARE:

Gold

-

SKU:

LNR05

How we compare

gid://shopify/Metaobject/205938262386

CAMEL LEATHER :: OTHER LEATHER

FAQs

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Reem Handbag / Grey

Body description

Meet Reem - mini, trendy, and crafted from genuine leather with gold-toned hardware. Petite yet spacious, it features a removable strap for crossbody or top-handle wear.

-

DIMENSIONS:

D: 8.5 CM / H: 11 CM / W: 18 CM

-

MATERIALS:

Camel Leather

-

FINISHING:

Smooth Top Grain

-

LINING:

Micro Fibre

-

COLOR:

Grey

-

MADE IN:

UAE

-

DETAILS:

Inner Pocket, Crossbody Carry Long Strap

-

HARDWARE:

Gold

-

SKU:

How we compare

gid://shopify/Metaobject/205938262386

CAMEL LEATHER :: OTHER LEATHER

FAQs

Tab: Shipping & Returns

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Tab: Warranty

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Reem Handbag / Navy

Body description

Meet Reem - mini, trendy, and crafted from genuine leather with gold-toned hardware. Petite yet spacious, it features a removable strap for crossbody or top-handle wear.

-

DIMENSIONS:

D: 8.5 CM / H: 11 CM / W: 18 CM

-

MATERIALS:

Camel Leather

-

FINISHING:

Smooth Top Grain

-

LINING:

Micro Fibre

-

COLOR:

Navy

-

MADE IN:

UAE

-

DETAILS:

Inner Pocket, Crossbody Carry Long Strap

-

HARDWARE:

Gold

-

SKU:

LNR07

How we compare

gid://shopify/Metaobject/205938262386

CAMEL LEATHER :: OTHER LEATHER

FAQs

Tab: Shipping & Returns

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on a Saturday, your order will likely be shipped out on the following Monday. Please refer to the chart below for rates/times. If you're not happy for any reason, you can return any of your purchased MINIMALIST items within 30 days of receiving your order, provided the items are unused and in their original condition. You may initiate your return through our Contact Us page.

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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 Reem handbag is functional, fitting your phone and essentials with ease. Its zip closure keeps belongings secure, while the removable strap offers versatile crossbody or top-handle carry.

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)

- Cardholder Camel Leather
- Long Wallet Camel Leather
- Personalised initials service

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

- Break-in: the camel leather softens with wear over the first 2 weeks.
- Care: avoid direct sunlight and water. Condition lightly every 6 months.
- Personalisation: initials service is free on the first purchase of a wallet or bag.

Story-panel lift-out (use verbatim when closing)

Reem's compact yet practical design is ideal for those who prefer a sleek and understated handbag. It comfortably fits your phone, keys, and other daily essentials, while the zip closure ensures everything stays secure.

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

- **Tote** - Large open-top bag for daily carry.
- **Crossbody** - Small bag worn with the strap diagonally across the body.
- **Interior** - Number of slip pockets, zip pockets, card slots.
- **Hardware** - The metal fittings and logo plates.

Five things SAs must know before selling

- Secure zip closure to keep essentials safe
- Lightweight and versatile with crossbody and top handle carry
- Chic and compact with one inner pocket

- Perfect for those who prefer smaller bags
- Finest Camel Leather resistant to scratches

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 **Reem** 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 2,250. 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 Reem collection?

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

Q3. Which category does Reem belong to?

Q4. Name one upsell recommendation for Reem.

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

Answer key

- Q1: LNR - Q2: 4 - Q3: Handbags - 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.

Reem Handbag / Black & Tan (reem-handbag-black-tan)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0015_Black-tan_Edited.webp?v=1767182146	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0003_Black-Tan-Close-Up_Edited.webp?v=1767182146	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0004_Black-Tan-Open_Edited.webp?v=1767182146	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0018_BlackTan-Iso_Edited.webp?v=1767182146	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0011_BlackTan-Full_Edited.webp?v=1767182146	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/2_8d247818-bb23-48c8-957c-f8cea8c27d41.jpg?v=1767182146	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/4_23d22d8a-5824-4cbe-82a5-1acc5bb78a8d.jpg?v=1767182146	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_e9354ce4-fde8-4301-ae9d-cec8d6cd4cfb.jpg?v=1767182146	-



Reem Handbag / Burgundy (reem-handbag-burgundy)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0012_Burgundy.webp?v=1746580000	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0000_BurgundyClose-up.webp?v=1746580000	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0017_Burgundy-Iso.webp?v=1746580000	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0005_BurgundyOpen.webp?v=1746580000	-

#	Alt	Shopify CDN	R2 mirror
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0010_BurgundyFull.webp?v=1746580000	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/reem-burgundy-handbag.png?v=1753173480	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/4_2aa6fae1-69bf-4222-8040-ee9c9295fa0e.jpg?v=1753173480	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_70dd272c-ca80-4905-a099-ab0bde5a0bc0.jpg?v=1753173480	-



Reem Handbag / Grey (reem-handbag-grey)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0013_Grey.webp?v=1747317824	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0002_GreyCloseup.webp?v=1747317824	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0016_Grey-Iso.webp?v=1747317824	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0006_GreyOpen.webp?v=1747317824	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0009_GreyFull.webp?v=1747317824	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_7254e4a6-1a86-4590-b47c-7a30120b22d5.jpg?v=1746580172	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/2_b5bcac3e-f452-4bab-b21b-172f12f9590d.jpg?v=1746580172	-



Reem Handbag / Navy (reem-handbag-navy)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0014_Navy.webp?v=1746579809	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0001_NavyCloseup.webp?v=1746579842	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0019_Navy-Iso.webp?v=1747317943	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0007_NavyOpen.webp?v=1747317943	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNR_0008_NavyFull.webp?v=1746579842	-

#	Alt	Shopify CDN	R2 mirror
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/01_cf70bce3-08b1-4c24-9278-acb9195dcb1a.jpg?v=1746579842	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/03_1add8124-d155-4c12-ac46-4ac16acf2c17.jpg?v=1746579842	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/04_3a472967-eb32-43a5-91cb-f462680f2d61.jpg?v=1746579842	-



8. Business context

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

Field	Value
Copy source	PDP Translations sheet: Handbags New PDP
Seed last updated	2026-01-27
Sample product (31-Jan)	Reem Handbag / Black & Tan
Sample SKU (31-Jan)	LNR01
Sample price (31-Jan)	AED 2,250
Sample URL (31-Jan)	https://www.minimalist.ae/products/reem-handbag-black-tan
Active count (31-Jan)	4
Products in this book	4
Launch date (sheet)	2023-12
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

12. Leather-specific

Leather type, lining, hardware, pockets, personalisation.

Reem Handbag / Black & Tan

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	-
Personalisation product	-
Initials options	-
Initials placement	-

Reem Handbag / Burgundy

Attribute	Value
Bag/case material	-

Attribute	Value
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	-
Personalisation product	-
Initials options	-
Initials placement	-

Reem Handbag / Grey

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	-
Personalisation product	-
Initials options	-
Initials placement	-

Reem Handbag / Navy

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	-
Personalisation product	-
Initials options	-
Initials placement	-

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	-	Reem Handbag / Navy	shopify_minimalist
2026-04-22	-	new	-	Reem Handbag / Grey	shopify_minimalist
2026-04-22	-	new	-	Reem Handbag / Burgundy	shopify_minimalist
2026-04-22	-	new	-	Reem Handbag / Black & Tan	shopify_minimalist

14. Customer reviews (Judge.me)

20 reviews across 4 products, 4.70* average.

Product	Reviews	Avg
Reem Handbag / Black & Tan	10	4.40
Reem Handbag / Burgundy	7	5.00
Reem Handbag / Grey	2	5.00
Reem Handbag / Navy	1	5.00