

Charming Sunflower (CFS)

Brand: Minimalist

Category: Jewellery

Collection code: CFS

Products in this book: 5

Seed last updated: 2026-01-27

Copy source: PDP Translations sheet: Jewellery New PDP

Active products at 31-Jan snapshot: 5

1. Collection identity

Story & positioning

The Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

Key benefits

- Lightweight & Comfortable for Daily Wear
- Sunflower Motif for a Radiant Look
- Dazzling Crystals That Reflect Natural Beauty
- Hypoallergenic Materials for Sensitive Skin
- Flexible Cuff and Ring for an Easy Fit
- A Cheerful Gift to Brighten Any Occasion

Story panels (hero narrative blocks)

PANEL 1: RADIANT PETALS WITH AN ELEGANT GLOW

The Charming Sunflower Collection captures the warmth and optimism of nature with intricately detailed petals and light-catching crystals. A bold yet graceful statement, it includes an adjustable cuff and ring for a flexible, comfortable fit—bringing sunshine to every day and making it a meaningful gift that blooms with joy.

PANEL 2: LIGHTWEIGHT & COMFORTABLE FOR DAILY WEAR

Designed with your comfort in mind, the Charming Sunflower Collection features an ultra-lightweight feel and gentle hypoallergenic materials so you can enjoy bright, uplifting style all day long.

PANEL 3: SIGNATURE WOODEN PACKAGING, PERFECT FOR GIFTING

Every piece comes in a premium wooden box, making it an unforgettable gift for loved ones especially for birthdays, anniversaries and other special occasions. Each set also includes a soft

suede pouch, perfect for carrying your jewelry on the go while keeping its shine intact. Enjoy exclusive stickers to add a touch of personality to your gift, making the unboxing experience even more memorable.

PANEL 4: LUXURIOUS DESIGN THAT PAIRS WITH YOUR WATCH

A seamless blend of luxury and modern sophistication, this piece is designed to complement your watch effortlessly. Its refined craftsmanship and intricate details add a touch of elegance, making it a timeless accessory for both everyday wear and special occasions.



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	Charming Sunflower / Bangle Silver	تشارمنق سن فلاور / سوار باللون الفضي	CFB01	charming-sunflower-bangle-silver	1	8	375	5.0* (2)	-	https://www.minimalist.ae/products/charming-sunflower-bangle-silver
2	Charming Sunflower / Earrings Silver	تشارمنق سن فلاور / أفرط باللون الفضي	CFE01	charming-sunflower-earrings-silver	1	8	295	5.0* (5)	-	https://www.minimalist.ae/products/charming-sunflower-earrings-silver
3	Charming Sunflower / Necklace Silver	تشارمنق سن فلاور / عقد باللون الفضي	CFN01	charming-sunflower-necklace-silver	1	10	420	4.2* (4)	-	https://www.minimalist.ae/products/charming-sunflower-necklace-silver
4	Charming Sunflower / Ring Silver	تشارمنق سن فلاور / خاتم باللون الفضي	CFR01	charming-sunflower-ring-silver	1	8	325	-	-	https://www.minimalist.ae/products/charming-sunflower-ring-silver
5	Charming Sunflower / Set Silver	تشارمنق سن فلاور / طقم فضي	CFS01	charming-sunflower-set-silver	1	13	1,415	4.8* (10)	-	https://www.minimalist.ae/products/charming-sunflower-set-silver

3. Per-product deep specifications

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

Charming Sunflower / Bangle Silver (CFB01)

Field	Value
Handle	charming-sunflower-bangle-silver
Vendor	Bracelets

Field	Value
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: Charming, cate :: bracelets, colour::silver::charming-sunflower-bangle-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	28
Primary SKU	CFB01
Price AED	AED 375
Compare-at price	-
Weight (g)	200
Barcode	CFB01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
BANGLE COLOUR	Silver
STONE	Crystal
MATERIALS	Alloy

Field	Value
ADJUSTABLE LENGTH	Yes
SKU	CFB01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Sunflower

تقدم مجموعة تشارمنق سن فلاور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.

Specifications

BANGLE COLOUR
Silver
STONE
Crystal
MATERIALS

- **seo_description:** تقدم مجموعة تشارمنق سن فلاور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.
- **title:** تشارمنق سن فلاور/ سوار باللون الفضي

Charming Sunflower / Earrings Silver (CFE01)

Field	Value
Handle	charming-sunflower-earrings-silver
Vendor	Earrings
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-

Field	Value
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: Charming, cate :: earrings, colour::silver::charming-sunflower-earrings-silver, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	28
Primary SKU	CFE01
Price AED	AED 295
Compare-at price	-
Weight (g)	200
Barcode	CFE01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
EARRING COLOUR	Silver
STONE	Crystal
MATERIALS	Alloy
ADJUSTABLE SIZE	One Size
SKU	CFE01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Sunflower

تقدم مجموعة تشارمنق سن فلاور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبيكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.

Specifications

EARRING COLOUR

Silver

STONE

Crystal

- **seo_description:** تقدم مجموعة تشارمنق سن فلور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متألئة. تصميم جريء ومشرق يضيفي جمالا على لحظاتك اليومية، ويجعل منها هدية لا تنسى.
- **title:** تشارمنق سن فلور / أقراط باللون الفضي

Charming Sunflower / Necklace Silver (CFN01)

Field	Value
Handle	charming-sunflower-necklace-silver
Vendor	Necklace
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, cate :: Charming, cate :: necklaces, colour::silver::charming-sunflower-necklace-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	10
Metafield count	29
Primary SKU	CFN01

Field	Value
Price AED	AED 420
Compare-at price	-
Weight (g)	200
Barcode	CFN01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
NECKLACE COLOUR	Silver
STONE	Crystal
MATERIALS	Alloy
ADJUSTABLE LENGTH	Yes
CHAIN LENGTH	16 inches
SKU	CFN01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Sunflower

تقدم مجموعة تشارمنق سن فلاور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبيكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحطائك اليومية، ويجعل منها هدية لا تنسى.

Specifications

NECKLACE COLOUR	Silver
STONE	Crystal

MATERIA

- **seo_description:** تقدم مجموعة تشارمنق سن فلور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحظاتك اليومية، ويجعل منها هدية لا تنسى.
- **title:** تشارمنق سن فلور / عقد باللون الفضي

Charming Sunflower / Ring Silver (CFR01)

Field	Value
Handle	charming-sunflower-ring-silver
Vendor	Rings
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: Charming, cate :: rings, colour::silver::charming-sunflower-ring-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	28
Primary SKU	CFR01
Price AED	AED 325
Compare-at price	-
Weight (g)	100
Barcode	CFR01
Requires shipping	Yes
Taxable	Yes

Field	Value
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
RING COLOUR	Silver
STONE	Crystal
MATERIALS	Alloy
ADJUSTABLE SIZE	Yes
SKU	CFR01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Sunflower

تقدم مجموعة تشارمنق سن فلور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متلألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.

Specifications

RING COLOUR:	Silver
STONE:	Crystal

- **seo_description:** بتلات الورد المشعة وبكريستالات متلألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.
- **title:** تشارمنق سن فلور / خاتم باللون الفضي

Charming Sunflower / Set Silver (CFS01)

Field	Value
Handle	charming-sunflower-set-silver
Vendor	Jewellery Sets
Type	Jewellery Sets

Field	Value
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, cate :: Charming, cate :: Jewellery Sets, colour::silver::charming-sunflower-set-silver, venn-discount-5
Status	active
Variant count	1
Image count	13
Metafield count	26
Primary SKU	CFS01
Price AED	AED 1,415
Compare-at price	-
Weight (g)	200
Barcode	CFS01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
COLOUR	Silver
STONE	Crystal
MATERIALS	Alloy
ADJUSTABLE LENGTH	Yes
SKU	CFS01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Sunflower

تقدم مجموعة تشارمنق سن فلور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.

Specifications

COLOUR

Silver

STONE

Crystal

- **seo_description:** تقدم مجموعة تشارمنق سن فلور تصميمًا مبهجًا مستوحى من الطبيعة، بتفاصيل تشبه بتلات الورد المشعة وبكريستالات متألئة. تصميم جريء ومشرق يضفي جمالا على لحظائك اليومية، ويجعل منها هدية لا تنسى.
- **title:** تشارمنق سن فلور / طقم فضي

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).

Charming Sunflower / Bangle Silver

Body description

The Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

-

BANGLE COLOUR

Silver

-

STONE

Crystal

-

MATERIALS

Alloy

-

ADJUSTABLE LENGTH

Yes

-

SKU

CFB01

How we compare

gid://shopify/Metaobject/233465315698

CHARMING SUNFLOWER :: OTHER JEWELLERY

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.

Charming Sunflower / Earrings Silver

Body description

The Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

-

EARRING COLOUR

Silver

-

STONE

Crystal

-

MATERIALS

Alloy

-

ADJUSTABLE SIZE

One Size

-

SKU

CFE01

How we compare

gid://shopify/Metaobject/233465315698

CHARMING SUNFLOWER :: OTHER JEWELLERY

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.

Charming Sunflower / Necklace Silver

Body description

The Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

-

NECKLACE COLOUR

Silver

-

STONE

Crystal

-

MATERIALS

Alloy

-

ADJUSTABLE LENGTH

Yes

-

CHAIN LENGTH

16 inches

-

SKU

How we compare

gid://shopify/Metaobject/233465315698

CHARMING SUNFLOWER :: OTHER JEWELLERY

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.

Charming Sunflower / Ring Silver

Body description

The Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

-

RING COLOUR

Silver

-

STONE

Crystal

-

MATERIALS

Alloy

-

ADJUSTABLE SIZE

Yes

-

SKU

CFR01

How we compare

gid://shopify/Metaobject/233465315698

CHARMING SUNFLOWER :: OTHER JEWELLERY

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.

Charming Sunflower / Set Silver

Body description

The Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

-

COLOUR

Silver

-

STONE

Crystal

-

MATERIALS

Alloy

-

ADJUSTABLE LENGTH

Yes

-

SKU

CFS01

How we compare

gid://shopify/Metaobject/233465315698

CHARMING SUNFLOWER :: OTHER JEWELLERY

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.

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 Charming Sunflower Collection is a joyful jewellery set inspired by nature, featuring radiant petals and dazzling crystals. A bold and cheerful design that brings beauty to everyday moments and makes a memorable gift.

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)

- Matching piece from the same set (ring + necklace + earrings)
- A watch from Charming Diamond for layered wrist styling
- Travel pouch for safe storage

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

- Layering: start with the collection bracelet, add a charm, then the matching necklace.
- Metal tone matching: stick to one tone when layering, mix only for a statement look.
- Storage: keep in the provided pouch; avoid humidity and perfume spray on the metal.

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

The Charming Sunflower Collection captures the warmth and optimism of nature with intricately detailed petals and light-catching crystals. A bold yet graceful statement, it includes an adjustable cuff and ring for a flexible, comfortable fit—bringing sunshine to every day and making it a meaningful gift that blooms with joy.

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

- **Setting** - How the stone is held: prong, bezel, channel, pave.
- **Tone** - Gold, rose gold, silver. Stick to one per outfit or commit to mixing.
- **Clasp** - The closing mechanism. Lobster or magnetic depending on SKU.
- **Stack** - Layering multiple bracelets or necklaces for visual rhythm.

Five things SAs must know before selling

- Lightweight & Comfortable for Daily Wear
- Sunflower Motif for a Radiant Look
- Dazzling Crystals That Reflect Natural Beauty
- Hypoallergenic Materials for Sensitive Skin
- Flexible Cuff and Ring for an Easy Fit

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 **Charming Sunflower** 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 295 to AED 1,415. 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 Charming Sunflower collection?

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

Q3. Which category does Charming Sunflower belong to?

Q4. Name one upsell recommendation for Charming Sunflower.

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

Answer key

- Q1: CFS - Q2: 5 - Q3: Jewellery - 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.

Charming Sunflower / Bangle Silver (`charming-sunflower-bangle-silver`)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0012_13_704a4a7a-bdc9-48f1-a3b7-1184db961a7b.webp?v=1746689306	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFB01_2_4bddaf3f-f49a-4ff4-8a2d-b12ea6061fbf.webp?v=1759752219	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFB01_1_660bf8da-9c90-44c3-95d7-c3674286ca92.webp?v=1759752219	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFB01_1.webp?v=1759752219	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFB01_2.webp?v=1759752219	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFB01_3_283fa75b-5fbc-4ba0-a428-e2f044748be9.webp?v=1759752219	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_CFS.webp?v=1774443817	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/JewellerySet-NonTraditional_64d7c40f-e907-43c0-a859-6b37f1af83ca.webp?v=1774443817	-



Charming Sunflower / Earrings Silver (charming-sunflower-earrings-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0017_15.webp?v=1746689704	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0023_21.webp?v=1746689704	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFE01_1_28e3cbb8-75db-4595-a4c3-2f3ec1e104df.webp?v=1759752471	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFE01_2.webp?v=1759752472	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_1_f900f88b-9646-4b40-a7dc-f49143ffac70.webp?v=1759752481	-

#	Alt	Shopify CDN	R2 mirror
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFE01_2_69a42dbe-033c-41a6-8f61-6c62474af34d.webp?v=1759752490	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_CFS.webp?v=1774443817	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/JewellerySet-NonTraditional_64d7c40f-e907-43c0-a859-6b37f1af83ca.webp?v=1774443817	-



Charming Sunflower / Necklace Silver (charming-sunflower-necklace-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0004_2_534f624b-85d9-4a27-8cff-9358d629977a.webp?v=1746688990	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0006_7.webp?v=1746689139	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0005_3.webp?v=1746689139	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFN01_1_b4a41b0a-1355-4867-aaba-f65dfc509295.webp?v=1759751530	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFN01_2.webp?v=1759751530	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFN01_1_76e0cc20-56df-48f2-95f9-6f9c9cfbd875.webp?v=1759751734	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFN01_2_74a80e05-d62f-4b0b-a0cb-ac0bddae3c90.webp?v=1759751734	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_3_7f4d6a9a-c61f-4d1a-88c1-17af05adb41e.webp?v=1759751734	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_CFS.webp?v=1774443817	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/JewellerySet-NonTraditional_64d7c40f-e907-43c0-a859-6b37f1af83ca.webp?v=1774443817	-



Charming Sunflower / Ring Silver (charming-sunflower-ring-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0017_18.webp?v=1746689400	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFR01_2.webp?v=1759752244	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/1_85880179-391b-4372-828e-ce576f1d0ed9.webp?v=1759845075	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFR01_2_9b633ed7-22c3-4635-9b88-954684e7b962.webp?v=1759845075	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_3_2ea1121d-05c2-41c8-b024-2fac984cf381.webp?v=1759845075	-

#	Alt	Shopify CDN	R2 mirror
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFR01_3_65090616-664f-4ae6-91fd-d81a0f091c57.webp?v=1759845075	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_CFS.webp?v=1774443817	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/JewellerySet-NonTraditional_64d7c40f-e907-43c0-a859-6b37f1af83ca.webp?v=1774443817	-



Charming Sunflower / Set Silver (charming-sunflower-set-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_Sunflower__Set_Silver.png?v=1774443817	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0004_2.webp?v=1774443817	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0012_13.webp?v=1774443817	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0020_18.webp?v=1774443817	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0020_21.webp?v=1774443817	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_0001_CharmingSEt2.webp?v=1774443817	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_2_5012eb8f-595c-4199-90b2-ff5fcc722f8.webp?v=1774443817	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_1.webp?v=1774443817	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_2_a75d404e-8648-41de-8ad6-f6b002ada87b.webp?v=1774443817	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_1_49c4828e-c06a-4432-b092-0a6c6c5fd333.webp?v=1774443817	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CFS01_3.webp?v=1774443817	-
12	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_CFS.webp?v=1774443817	-
13	-	https://cdn.shopify.com/s/files/1/1843/6287/files/JewellerySet-NonTraditional_64d7c40f-e907-43c0-a859-6b37f1af83ca.webp?v=1774443817	-



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: Jewellery New PDP
Seed last updated	2026-01-27
Sample product (31-Jan)	Charming Sunflower / Set Silver
Sample SKU (31-Jan)	CFS01
Sample price (31-Jan)	AED 1,385

Field	Value
Sample URL (31-Jan)	https://www.minimalist.ae/products/charming-sunflower-set-silver
Active count (31-Jan)	5
Products in this book	5
Launch date (sheet)	2023-08
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

11. Jewellery-specific

Metal, stone setting, adjustable length, and sizing. Primary source: parsed specs; secondary: Shopify metafields.

Charming Sunflower / Bangle Silver

Attribute	Value
Materials	Alloy
Stone	Crystal
Adjustable Length	Yes
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Charming Sunflower / Earrings Silver

Attribute	Value
Materials	Alloy
Stone	Crystal
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Charming Sunflower / Necklace Silver

Attribute	Value
Materials	Alloy

Attribute	Value
Stone	Crystal
Adjustable Length	Yes
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Charming Sunflower / Ring Silver

Attribute	Value
Materials	Alloy
Stone	Crystal
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Charming Sunflower / Set Silver

Attribute	Value
Materials	Alloy
Stone	Crystal
Adjustable Length	Yes
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	71179010

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	-	Charming Sunflower / Set Silver	shopify_minimalist
2026-04-22	-	new	-	Charming Sunflower / Ring Silver	shopify_minimalist
2026-04-22	-	new	-	Charming Sunflower / Necklace Silver	shopify_minimalist
2026-04-22	-	new	-	Charming Sunflower / Earrings Silver	shopify_minimalist

When	SKU	Field	Old	New	Source
2026-04-22	-	new	-	Charming Sunflower / Bangle Silver	shopify_minimalist

14. Customer reviews (Judge.me)

21 reviews across 4 products, 4.76* average.

Product	Reviews	Avg
Charming Sunflower / Set Silver	10	4.80
Charming Sunflower / Earrings Silver	5	5.00
Charming Sunflower / Necklace Silver	4	4.25
Charming Sunflower / Bangle Silver	2	5.00