

Shams (SMS)

Brand: Minimalist

Category: Jewellery

Collection code: SMS

Products in this book: 10

Seed last updated: 2026-01-27

Copy source: PDP Translations sheet: Jewellery New PDP

Active products at 31-Jan snapshot: 10

1. Collection identity

Story & positioning

The Shams Collection is a radiant jewellery set designed for special occasions, featuring crystal-adorned hoops, a matching necklace, and an adjustable bangle to add a luminous touch of tradition with modern flair.

Key benefits

- Design Inspired by Traditional Emirati Jewellery
- Lightweight & Comfortable for Daily Wear
- Crystal-Adorned Hoops with Matching Necklace
- Adjustable Bangle for a Perfect Fit
- Hypoallergenic Materials for Sensitive Skin
- Two-Sided Stones for Versatile Styling
- Ideal for Gifting for any occasion

Story panels (hero narrative blocks)

PANEL 1: EMIRATI HERITAGE INSPIRED DESIGN

This collection brings together tradition and modernity with effortless sophistication. Illuminate your look with hoop earrings adorned with radiant crystals and paired perfectly with a complementary necklace and adjustable bangle.

PANEL 2: LIGHTWEIGHT & COMFORTABLE FOR DAILY WEAR

Designed with your comfort in mind, the Shams Collection features an ultra-lightweight feel and gentle hypoallergenic materials so you can celebrate in effortless elegance 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 Ramadan & Eid. 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 TRADITIONAL DESIGN THAT PAIRS WITH YOUR WATCH

A seamless blend of traditional 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	Shams / Bangle Gold	شمس / سوار باللون الذهبي	SMB12	shams-bangle-gold	1	4	375	5.0* (11)	-	https://www.minimalist.ae/products/shams-bangle-gold
2	Shams / Bangle Silver	شمس / سوار باللون الفضي	SMB01	shams-bangle-silver	1	4	375	-	-	https://www.minimalist.ae/products/shams-bangle-silver
3	Shams / Earrings Gold	شمس / أفرات باللون الذهبي	SME12	shams-earrings-gold	1	4	275	5.0* (2)	-	https://www.minimalist.ae/products/shams-earrings-gold
4	Shams / Earrings Silver	شمس / أفرات باللون الفضي	SME01	shams-earrings-silver	1	4	275	-	-	https://www.minimalist.ae/products/shams-earrings-silver
5	Shams / Necklace Gold	شمس / قلادة باللون الذهبي	SMN12	shams-necklace-gold	1	5	420	-	-	https://www.minimalist.ae/products/shams-necklace-gold
6	Shams / Necklace Silver	شمس / قلادة باللون الفضي	SMN01	shams-necklace-silver	1	5	420	5.0* (1)	-	https://www.minimalist.ae/products/shams-necklace-silver
7	Shams / Ring Gold	شمس / خاتم باللون الذهبي	SMR12	shams-ring-gold	1	4	325	5.0* (1)	-	https://www.minimalist.ae/products/shams-ring-gold
8	Shams / Ring Silver	شمس / خاتم باللون الفضي	SMR01	shams-ring-silver	1	4	325	-	-	https://www.minimalist.ae/products/shams-ring-silver
9	Shams / Set Gold	شمس / طقم باللون الذهبي	SMS12	shams-set-gold	1	8	1,395	5.0* (4)	-	https://www.minimalist.ae/products/shams-set-gold
10	Shams / Set Silver	شمس / طقم باللون الفضي	SMS01	shams-set-silver	1	8	1,395	4.9* (7)	-	https://www.minimalist.ae/products/shams-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).

Shams / Bangle Gold (SMB12)

Field	Value
Handle	shams-bangle-gold
Vendor	Bangles
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, about>About Shams Collection, cate :: Traditional, cate :: bracelets, colour::gold::shams-bangle-gold, colour::silver::shams-bangle-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	18
Primary SKU	SMB12
Price AED	AED 375
Compare-at price	-
Weight (g)	200
Barcode	SMB12
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
SKU	SMB12

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطالنتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

BANGLE COLOUR

Gold

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMB12

See it style

- **seo_description:** تألقي بإطالنتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / سوار باللون الذهبي

Shams / Bangle Silver (SMB01)

Field	Value
Handle	shams-bangle-silver
Vendor	Bangles
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-

Field	Value
SEO description	-
Tags	Red Custom Gift Box, Women, about>About Shams Collection, cate :: Traditional, cate :: bracelets, colour::gold::shams-bangle-gold, colour::silver::shams-bangle-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	15
Primary SKU	SMB01
Price AED	AED 375
Compare-at price	-
Weight (g)	200
Barcode	SMB01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
SKU	SMB01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

BANGLE COLOUR

Silver

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMB01

See it style

- **seo_description:** تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / سوار باللون الفضي

Shams / Earrings Gold (SME12)

Field	Value
Handle	shams-earrings-gold
Vendor	Earrings
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, about:About Shams Collection, cate :: Traditional, cate :: earrings, colour::gold::shams-earrings-gold, colour::silver::shams-earrings-silver, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	20
Primary SKU	SME12
Price AED	AED 275
Compare-at price	-
Weight (g)	200

Field	Value
Barcode	SME12
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
SKU	SME12

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس

تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

EARRING COLOUR

Gold

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE

One Size

SKU

SME12

See it style

- **seo_description:** تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / أقراط باللون الذهبي

Shams / Earrings Silver (SME01)

Field	Value
Handle	shams-earrings-silver

Field	Value
Vendor	Earrings
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, about>About Shams Collection, cate :: Traditional, cate :: earrings, colour::gold::shams-earrings-gold, colour::silver::shams-earrings-silver, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	20
Primary SKU	SME01
Price AED	AED 275
Compare-at price	-
Weight (g)	200
Barcode	SME01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
SKU	SME01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس

تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد

Specifications

EARRING COLOUR

Silver

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE

One Size

SKU

SME01

See it style

- **seo_description:** تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد

- **title:** شمس / أقراط باللون الفضي

Shams / Necklace Gold (SMN12)

Field	Value
Handle	shams-necklace-gold
Vendor	Necklace
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-

Field	Value
Tags	Women, about:About Shams Collection, cate :: Traditional, cate :: necklaces, colour::gold::shams-necklace-gold, colour::silver::shams-necklace-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	5
Metafield count	21
Primary SKU	SMN12
Price AED	AED 420
Compare-at price	-
Weight (g)	200
Barcode	SMN12
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
ADJUSTABLE LENGTH	Yes
SKU	SMN12

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطالاتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

NECKLACE COLOUR

Gold

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE LENGTH

Yes

CHAIN LENGTH

36 inches

SKU

SMN12

See it style

- **seo_description:** تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / قلادة باللون الذهبي

Shams / Necklace Silver (SMN01)

Field	Value
Handle	shams-necklace-silver
Vendor	Necklace
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, about>About Shams Collection, cate :: Traditional, cate :: necklaces, colour::gold::shams-necklace-gold, colour::silver::shams-necklace-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	5
Metafield count	21
Primary SKU	SMN01
Price AED	AED 420
Compare-at price	-

Field	Value
Weight (g)	200
Barcode	SMN01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
ADJUSTABLE LENGTH	Yes
SKU	SMN01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطالنتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

NECKLACE COLOUR

Silver

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE LENGTH

Yes

CHAIN LENGTH

36 inches

SKU

SMN01

See it style

- **seo_description:** تألقي بإطالنتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / فلادة باللون الفضي

Shams / Ring Gold (SMR12)

Field	Value
Handle	shams-ring-gold
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, about>About Shams Collection, cate :: Traditional, cate :: rings, colour::gold::shams-ring-gold, colour::silver::shams-ring-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	20
Primary SKU	SMR12
Price AED	AED 325
Compare-at price	-
Weight (g)	100
Barcode	SMR12
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
SKU	SMR12

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطالاتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

RING COLOUR

Gold

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMR12

See it style

- **seo_description:** تألقي بإطالاتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / خاتم باللون الذهبي

Shams / Ring Silver (SMR01)

Field	Value
Handle	shams-ring-silver
Vendor	Rings
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-

Field	Value
SEO description	-
Tags	Red Custom Gift Box, Women, about:About Shams Collection, cate :: Traditional, cate :: rings, colour::gold::shams-ring-gold, colour::silver::shams-ring-silver, product-mnl::Adjustable Size, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	20
Primary SKU	SMR01
Price AED	AED 325
Compare-at price	-
Weight (g)	100
Barcode	SMR01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
MATERIALS	Stainless Steel
SKU	SMR01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمسألقي بإطالاتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

RING COLOUR

Silver

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMR01

See it style

- **seo_description:** تألقي بإطلالتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / خاتم باللون الفضي

Shams / Set Gold (SMS12)

Field	Value
Handle	shams-set-gold
Vendor	Jewellery Sets
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, about>About Shams Collection, cate :: Jewellery Sets, cate :: Traditional, colour::gold::shams-set-gold, colour::silver::shams-set-silver, product-mnl::adjustable chain, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	18
Primary SKU	SMS12
Price AED	AED 1,395
Compare-at price	-

Field	Value
Weight (g)	100
Barcode	SMS12
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
COLOUR	Gold
MATERIALS	Stainless Steel
SKU	SMS12

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطالنتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

COLOUR

Gold

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMS12

See it style

- **seo_description:** تألقي بإطالنتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع فلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / طقم باللون الذهبي

Shams / Set Silver (SMS01)

Field	Value
Handle	shams-set-silver
Vendor	Jewellery Sets
Type	Jewellery
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, about:About Shams Collection, cate :: Jewellery Sets, cate :: Traditional, colour::gold::shams-set-gold, colour::silver::shams-set-silver, product-mnl::adjustable chain, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	18
Primary SKU	SMS01
Price AED	AED 1,395
Compare-at price	-
Weight (g)	100
Barcode	SMS01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
COLOUR	Silver
MATERIALS	Stainless Steel
SKU	SMS01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Shams

مجموعة شمس تألقي بإطالاتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

Specifications

COLOUR

Silver

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMS01

See it style

- **seo_description:** تألقي بإطالاتك في شهر رمضان مع مجموعة شمس. تتميز بأقراط دائرية مزينة بالكريستال مع قلادة مطابقة وسوار قابل للتعديل. مزيج مثالي من التقاليد مع لمسة عصرية، هدية رائعة لشهر رمضان والعيد.

- **title:** شمس / طقم باللون الفضي

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).

Shams / Bangle Gold

Body description

About Shams

The Shams Collection

Illuminate your looks this Ramadan with our Shams Collection. Featuring hoop earrings adorned with crystals with a matching necklace and adjustable bangle. A seamless blend of tradition with a modern flair, an exquisite gift for Ramadan & Eid.

Specifications

BANGLE COLOUR

Gold

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMB12

See it style

Tab: About

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Shams / Bangle Silver**Body description**

About Shams

The Shams Collection

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Specifications

BANGLE COLOUR

Silver

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMB01

[See it style](#)

Tab: About

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retail location, you will need to contact them directly as they handle their own warranty claims, returns and exchanges.

Shams / Earrings Gold

Body description

About Shams

The Shams Collection

Illuminate your looks this Ramadan with our Shams Collection. Featuring hoop earrings adorned with crystals with a matching necklace and adjustable bangle. A seamless blend of tradition with a modern flair, an exquisite gift for Ramadan & Eid.

Specifications

EARRING COLOUR

Gold

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE

One Size

SKU

SME12

See it style

Tab: About

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Shams / Earrings Silver

Body description

About Shams

The Shams Collection

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Specifications

EARRING COLOUR

Silver

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE

One Size

SKU

SME01

[See it style](#)

Tab: About

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Shams / Necklace Gold

Body description

About Shams

The Shams Collection

Illuminate your looks this Ramadan with our Shams Collection. Featuring hoop earrings adorned with crystals with a matching necklace and adjustable bangle. A seamless blend of tradition with a modern flair, an exquisite gift for Ramadan & Eid.

Specifications

NECKLACE COLOUR
Gold

STONE
Crystal

MATERIALS
Stainless Steel

ADJUSTABLE LENGTH
Yes

CHAIN LENGTH
36 inches

SKU
SMN12

See it style

Tab: About

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Shams / Necklace Silver**Body description**

About Shams

The Shams Collection

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Specifications

NECKLACE COLOUR

Silver

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE LENGTH

Yes

CHAIN LENGTH

36 inches

SKU

SMN01

See it style

Tab: About

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Shams / Ring Gold**Body description**

About Shams

The Shams Collection

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Specifications

RING COLOUR

Gold

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMR12

See it style

Tab: About

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Shams / Ring Silver

Body description

About Shams

The Shams Collection

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Specifications

RING COLOUR

Silver

STONE

Crystal

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMR01

[See it style](#)

Tab: About

Illuminate your looks with our Shams Collection. Featuring hoop earrings adorned with crystals with a matching necklace and adjustable bangle. A seamless blend of tradition with a modern flair, an exquisite gift for Ramadan & Eid.

Tab: Shipping & Returns

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Shams / Set Gold

Body description

About Shams

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Specifications

COLOUR

Gold

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMS12

See it style

Tab: About

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Shams / Set Silver

Body description

About Shams

The Shams Collection

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Specifications

COLOUR

Silver

STONE

Crystals

MATERIALS

Stainless Steel

ADJUSTABLE SIZE

Yes

SKU

SMS01

[See it style](#)

Tab: About

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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 Shams Collection is a radiant jewellery set designed for special occasions, featuring crystal-adorned hoops, a matching necklace, and an adjustable bangle to add a luminous touch of tradition with modern flair.

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)

This collection brings together tradition and modernity with effortless sophistication. Illuminate your look with hoop earrings adorned with radiant crystals and paired perfectly with a complementary necklace and adjustable bangle.

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

- Design Inspired by Traditional Emirati Jewellery
- Lightweight & Comfortable for Daily Wear
- Crystal-Adorned Hoops with Matching Necklace

- Adjustable Bangle for a Perfect Fit
- Hypoallergenic Materials for Sensitive Skin

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 **Shams** 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 275 to AED 1,395. 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 Shams collection?

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

Q3. Which category does Shams belong to?

Q4. Name one upsell recommendation for Shams.

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

Answer key

- Q1: SMS - Q2: 10 - 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.

Shams / Bangle Gold (shams-bangle-gold)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0043_Levels-1_1a9f14dc-757c-49fa-9621-10df798fc72d.webp?v=1746772329	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/B3_c0f43cc0-e8e2-42ff-aed5-07466612167f.jpg?v=1746772329	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/B2_42c79aa8-7c0f-4320-8dfc-662b5e76cdfb.jpg?v=1746772329	-
4	Minimalist, Minimalist.ae	https://cdn.shopify.com/s/files/1/1843/6287/files/B4_e4400fbb-992c-41c2-b914-15caa556ad1e.jpg?v=1746772329	-



Shams / Bangle Silver (shams-bangle-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0042_Levels-1_450c565d-eb1a-46e4-bea7-f51a7598b7ae.webp?v=1746770893	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/B2_11844a72-c008-4c6b-a0cd-78fdc242cf5b.jpg?v=1746770893	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/B3_0214ac70-b63a-4bf4-837e-5141ceb0e5a1.jpg?v=1746770893	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/B4_05b8318e-fb2b-4657-a566-8bc7f3caed05.jpg?v=1746770893	-



Shams / Earrings Gold (shams-earrings-gold)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0031_E1-copy_b35293d7-9f71-4da4-aec8-8751156115b5.webp?v=1746772088	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0029_E1-copy-2.webp?v=1746772088	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/E3_b99ccb40-9a1f-49db-b830-8822e0b441c2.jpg?v=1746772088	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/E4_540cc335-f132-49b6-8d7b-04633b0b2e4d.jpg?v=1746772088	-



Shams / Earrings Silver (shams-earrings-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0030_Curves-1-copy_d5d0ce64-a3c2-4afe-90f5-33bb03adca2c.webp?v=1746770870	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0028_E1-copy-3.webp?v=1746770870	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/E3_efb61e7d-7ff5-4328-ab85-da4674a1f676.jpg?v=1746770870	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/E4_7fda0f5f-2f94-47a3-85b3-5caca6b7bb68.jpg?v=1746770870	-



Shams / Necklace Gold (shams-necklace-gold)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0015_Levels-1_cd938a61-4810-47a1-b2f7-5bf3ee59fcbc.webp?v=1746771744	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0017_Levels-1.webp?v=1746771744	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0008_-3_-5.webp?v=1746771744	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/N4_625d292a-a4b2-4e59-9f46-120c8e0b97e1.jpg?v=1746771744	-

#	Alt	Shopify CDN	R2 mirror
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/N5_b96219c9-67af-4905-bbdc-bc05f60a2ad3.jpg?v=1746771744	-



Shams / Necklace Silver (shams-necklace-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0014_Levels-1_2119a949-3960-4f32-b320-6f1b0a3116c6.webp?v=1746770829	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0016_Levels-1.webp?v=1746770829	-

#	Alt	Shopify CDN	R2 mirror
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0009_Curves-1.webp?v=1746770829	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/N4_5694a076-feb6-4b25-946f-50eb8babac78.jpg?v=1746770829	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/N5_6a1d18d6-f1ef-47fd-9262-094d7dac7952.jpg?v=1746770829	-



Shams / Ring Gold (shams-ring-gold)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0038_Levels-1_b7d30395-c59e-4623-87c4-825515e59209.webp?v=1746771689	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/R2_02282de8-781f-43d1-8f8f-b1ef46ec4adb.jpg?v=1746771689	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/R3_3bc5e3f9-2d76-439d-9d8e-15a46579c480.jpg?v=1746771689	-
4	Minimalist, Minimalist.ae	https://cdn.shopify.com/s/files/1/1843/6287/files/R4_1d0ac482-e785-4ae2-aea5-950540590153.jpg?v=1746771689	-



Shams / Ring Silver (shams-ring-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0039_Levels-1_2ffd7555-7b56-42d4-87c6-1794399c801b.webp?v=1746770757	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/R2_d8602591-9a87-4c36-bf31-d1007ca9091d.jpg?v=1746770757	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/R3_c2b96195-9602-4b55-aac1-33d5f6f200ff.jpg?v=1746770757	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/R4.jpg?v=1746770757	-



Shams / Set Gold (shams-set-gold)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Shams__Set_Gold.png?v=1776492023	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0015_Levels-1.webp?v=1776492023	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0031_E1-copy.webp?v=1776492023	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0043_Levels-1.webp?v=1776492023	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0038_Levels-1.webp?v=1776492023	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0001_Levels-1-copy-6.webp?v=1776492023	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/S5_f08384f4-a7f7-439b-a8fd-c1efff6189b8.jpg?v=1776492023	-
8	Minimalist, Minimalist.ae	https://cdn.shopify.com/s/files/1/1843/6287/files/S6_d85753d0-f405-4e69-b867-241b95109ba2.jpg?v=1776492023	-



Shams / Set Silver (shams-set-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Shams__Set_Silver.png?v=1776491976	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0014_Levels-1.webp?v=1776491976	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0030_Curves-1-copy.webp?v=1776491976	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0042_Levels-1.webp?v=1776491976	-

#	Alt	Shopify CDN	R2 mirror
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0039_Levels-1.webp?v=1776491976	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/WEBImages-copy_0000_Levels-1-copy-7.webp?v=1776491976	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/S5_aa3f9674-8142-4064-bf1d-b4f24063078e.jpg?v=1776491976	-
8	Minimalist, Minimalist.ae	https://cdn.shopify.com/s/files/1/1843/6287/files/S6.jpg?v=1776491976	-



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)	Shams / Set Gold
Sample SKU (31-Jan)	SMS12
Sample price (31-Jan)	AED 1,385
Sample URL (31-Jan)	https://www.minimalist.ae/products/shams-set-gold
Active count (31-Jan)	10
Products in this book	10
Launch date (sheet)	2024-03
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.

Shams / Bangle Gold

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Bangle Silver

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-

Attribute	Value
Ring size	-
Harmonized code	7117.90.10

Shams / Earrings Gold

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Earrings Silver

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Necklace Gold

Attribute	Value
Materials	Stainless Steel
Adjustable Length	Yes
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Necklace Silver

Attribute	Value
Materials	Stainless Steel
Adjustable Length	Yes
Jewelry material (Shopify)	-
Color	-
Ring size	-

Attribute	Value
Harmonized code	7117.90.10

Shams / Ring Gold

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Ring Silver

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Set Gold

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

Shams / Set Silver

Attribute	Value
Materials	Stainless Steel
Jewelry material (Shopify)	-
Color	-
Ring size	-
Harmonized code	7117.90.10

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	-	Shams / Set Silver	shopify_minimalist
2026-04-22	-	new	-	Shams / Set Gold	shopify_minimalist
2026-04-22	-	new	-	Shams / Ring Silver	shopify_minimalist
2026-04-22	-	new	-	Shams / Ring Gold	shopify_minimalist
2026-04-22	-	new	-	Shams / Necklace Silver	shopify_minimalist
2026-04-22	-	new	-	Shams / Necklace Gold	shopify_minimalist
2026-04-22	-	new	-	Shams / Earrings Silver	shopify_minimalist
2026-04-22	-	new	-	Shams / Earrings Gold	shopify_minimalist
2026-04-22	-	new	-	Shams / Bangle Silver	shopify_minimalist
2026-04-22	-	new	-	Shams / Bangle Gold	shopify_minimalist

14. Customer reviews (Judge.me)

26 reviews across 6 products, 4.96* average.

Product	Reviews	Avg
Shams / Bangle Gold	11	5.00
Shams / Set Silver	7	4.86
Shams / Set Gold	4	5.00
Shams / Earrings Gold	2	5.00
Shams / Necklace Silver	1	5.00
Shams / Ring Gold	1	5.00