

# Handbag Strap (LST)

**Brand:** Minimalist

**Category:** Leather Goods

**Collection code:** LST

**Products in this book:** 1

**Seed last updated:** 2026-01-27

**Copy source:** Draft (generated from catalog only — PDP translations not provided)

**Active products at 31-Jan snapshot:** 1

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## 1. Collection identity

### Story & positioning

Handbag Strap is part of Minimalist's Leather Goods range—designed with a clean, modern aesthetic and made to fit seamlessly into everyday wear.

### Key benefits

- Minimal, versatile design suitable for everyday styling.
- Crafted to feel comfortable for long wear.
- Gifting-friendly presentation (where applicable).



## 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	Handbag Strap / Tan & Pink	سير شنطة اليد / تان وردي	LST02	handbag- strap- tan-and- pink	1	4	389	5.0* (3)	-	<a href="https://www.minimalist.ae/products/handbag-strap-tan-and-pink">https://www.minimalist.ae/products/handbag-strap-tan-and-pink</a>

### 3. Per-product deep specifications

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

#### Handbag Strap / Tan & Pink ( LST02 )

Field	Value
Handle	handbag-strap-tan-and-pink
Vendor	Handbag Straps
Type	Handbag Accessories
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Handbags, Women, all_leather_goods, cate :: handbags, colour::tan::handbag-strap-tan-and-pink, handbag accessories, materials::nylon::handbag-strap-tan-and-pink, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	21
Primary SKU	LST02
Price AED	AED 389
Compare-at price	-
Weight (g)	400
Barcode	LST02
Requires shipping	Yes
Taxable	Yes
Fulfillment	-

Field	Value
Inventory policy	continue
Cost per item	-

#### Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 126.5 CM / W: 3.8 CM / T: 3.4 MM
MATERIALS	Nylon with Camel Leather details
COLOR	Pink / Tan
MADE IN	UAE
SKU	LST02

#### Arabic translations (Shopify Translate & Adapt)

- **body\_html:** عن سير شنطة اليد

ارفع من أناقتك مع حزام شنط اليد العصري الخاص بنا، والذي يعرض شعار مينيماليسست ونمط جوري المميز لدينا. هذا التصميم الأنيق القابل للفصل يكمل بسهولة أي حقيبة يد، ويمزج بين الموضة والعملية للحصول على مظهر متنوع ومتطور.

#### Specifications

##### DIMENSIONS :

L: 126.5 CM / W: 3.8 CM / T: 3.4 MM

##### MATERIALS :

نايل

- **seo\_description:** ارفع من أناقتك مع حزام شنط اليد العصري الخاص بنا، والذي يعرض شعار مينيماليسست ونمط جوري المميز لدينا. هذا التصميم الأنيق القابل للفصل يكمل بسهولة أي حقيبة يد، ويمزج بين الموضة والعملية للحصول على مظهر متنوع ومتطور.
- **seo\_title:** Minimalist - Woven Fabric Strap for Handbags - Made with Genuine Camel Leather - Tan and Pink
- **title:** سير شنطة اليد / تان ووردي

## 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).

## Handbag Strap / Tan & Pink

### Body description

#### About Handbag Strap

Elevate your style with our trendy handbag strap, showcasing the Minimalist logo and our signature Joory pattern. This chic, detachable design effortlessly complements any handbag, blending fashion and functionality for versatile, sophisticated looks.

#### Specifications

##### DIMENSIONS:

L: 126.5 CM / W: 3.8 CM / T: 3.4 MM

##### MATERIALS:

Nylon with Camel Leather details

##### COLOR:

Pink / Tan

##### MADE IN:

UAE

##### SKU:

LST02

See it style

### Tab: About

Elevate your style with our trendy handbag strap, showcasing the Minimalist logo and our signature Joory pattern. This chic, detachable design effortlessly complements any handbag, blending fashion and functionality for versatile, sophisticated looks.

### 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.

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.

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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)

Handbag Strap is part of Minimalist's Leather Goods range—designed with a clean, modern aesthetic and made to fit seamlessly into everyday wear.

### 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)

- Complementary leather goods in the same colour family
- Handbag strap swap
- Leather charms personalisation

### 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.

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## 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

- **Camel leather** - Full-grain leather with a signature warm tan that deepens with age.
- **Grain** - The surface pattern of the leather. Our pieces use full-grain (premium).
- **Hardware** - Zips, studs, clasps. Minimalist uses anti-tarnish gold or silver-tone metal.
- **Personalisation** - Free initials service up to 3 characters in three font weights.

### Five things SAs must know before selling

- Minimal, versatile design suitable for everyday styling.
- Crafted to feel comfortable for long wear.
- Gifting-friendly presentation (where applicable).

### 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 **Handbag Strap** 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 389. 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 Handbag Strap collection?

**Q2.** How many active products are currently in the Handbag Strap collection?

**Q3.** Which category does Handbag Strap belong to?

**Q4.** Name one upsell recommendation for Handbag Strap.

**Q5.** What is the typical objection heard for Handbag Strap and the one-line counter?

Answer key

- Q1: LST - Q2: 1 - Q3: Leather Goods - Q4: See "Upsell map" above. - Q5: See "Objection handlers" above.

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## 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.

### Handbag Strap / Tan & Pink ( `handbag-strap-tan-and-pink` )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/1_96e24ea8-7456-4ddc-b4f0-6fd1c55d329b.webp?v=1762168302">https://cdn.shopify.com/s/files/1/1843/6287/files/1_96e24ea8-7456-4ddc-b4f0-6fd1c55d329b.webp?v=1762168302</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/2_afabb072-fc08-4b28-85ad-d85d11b748c9.jpg?v=1762168302">https://cdn.shopify.com/s/files/1/1843/6287/files/2_afabb072-fc08-4b28-85ad-d85d11b748c9.jpg?v=1762168302</a>	-

#	Alt	Shopify CDN	R2 mirror
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/3_1cf8162e-d436-448f-ab07-bb085686bf8d.jpg?v=1762168302">https://cdn.shopify.com/s/files/1/1843/6287/files/3_1cf8162e-d436-448f-ab07-bb085686bf8d.jpg?v=1762168302</a>	-
4	Minimalist Handbags in Genuine Leather   Minimalist.ae	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/1_3899782d-b5e9-4387-8fc0-0b39829c7af8.jpg?v=1762168302">https://cdn.shopify.com/s/files/1/1843/6287/files/1_3899782d-b5e9-4387-8fc0-0b39829c7af8.jpg?v=1762168302</a>	-




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## 8. Business context

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

Field	Value
Copy source	Draft (generated from catalog only — PDP translations not provided)
Seed last updated	2026-01-27
Sample product (31-Jan)	Handbag Strap / Tan & Pink
Sample SKU (31-Jan)	LST02
Sample price (31-Jan)	AED 389
Sample URL (31-Jan)	<a href="https://www.minimalist.ae/products/handbag-strap-tan-and-pink">https://www.minimalist.ae/products/handbag-strap-tan-and-pink</a>
Active count (31-Jan)	1
Products in this book	1
Launch date (sheet)	2024-07
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

## 12. Leather-specific

Leather type, lining, hardware, pockets, personalisation.

### Handbag Strap / Tan & Pink

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	-	<b>new</b>	-	Handbag Strap / Tan & Pink	shopify_minimalist

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## 14. Customer reviews (Judge.me)

3 reviews across 1 products, 5.00\* average.

Product	Reviews	Avg
Handbag Strap / Tan & Pink	3	5.00