

Laptop Sleeve (LAP)

Brand: Minimalist

Category: Leather Goods

Collection code: LAP

Products in this book: 2

Seed last updated: 2026-01-27

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

Active products at 31-Jan snapshot: 2

1. Collection identity

Story & positioning

Laptop Sleeve 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	Laptop Sleeve / Black & Tan	لابتوب باغ 14 / اسود و تان	LAP41	laptop-sleeve-black-tan	1	12	1,079	5.0* (2)	-	https://www.minimalist.ae/products/laptop-sleeve-black-tan

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
2	Laptop Sleeve / Burgundy	لابتوب 14 باغ / بورغندي	LAP45	laptop-sleeve-burgundy	1	12	1,079	5.0* (1)	-	https://www.minimalist.ae/products/laptop-sleeve-burgundy

3. Per-product deep specifications

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

Laptop Sleeve / Black & Tan (LAP41)

Field	Value
Handle	laptop-sleeve-black-tan
Vendor	Laptop Sleeves
Type	Laptop Sleeves
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Women, all_leather_goods, cate :: laptop sleeve, colour::black & tan::laptop-sleeve-black-tan, colour::burgundy::laptop-sleeve-burgundy
Status	active
Variant count	1
Image count	12
Metafield count	27
Primary SKU	LAP41
Price AED	AED 1,079
Compare-at price	-
Weight (g)	400

Field	Value
Barcode	LAP41
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 32.5 CM / H: 23.5 CM / W: 2 CM
MATERIALS	Camel Leather
COMPATIBLE	14-inch laptop
FINISHING	Natural Grain Finish
COLOR	Black & Tan
MADE IN	UAE
SKU	LAP41

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Laptop Sleeve

صُممت اللابتوب باغ الأنيقة والخفيفة، لترافقك أينما كنت. تصميم مثالي لحماية متكاملة لجهازك، يتسع للأجهزة بمقاس 14 إنش، لتلبي احتياجاتك اليومية للعمل والدراسة والسفر.

Specifications

DIMENSIONS :

L: 32.5 CM / H: 23.5 CM / W: 2 CM

MATERIALS :

Camel Leather

- **title:** لابتوب باغ 14 / اسود و تان
- **seo_description:** صُممت اللابتوب باغ الأنيقة والخفيفة، لترافقك أينما كنت. تصميم مثالي لحماية متكاملة لجهازك، يتسع للأجهزة بمقاس 14 إنش، لتلبي احتياجاتك اليومية للعمل والدراسة والسفر.

Laptop Sleeve / Burgundy (LAP45)

Field	Value
Handle	laptop-sleeve-burgundy
Vendor	Laptop Sleeves
Type	Laptop Sleeves
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Women, all_leather_goods, cate :: laptop sleeve, colour::black & tan::laptop-sleeve-black-tan, colour::burgundy::laptop-sleeve-burgundy
Status	active
Variant count	1
Image count	12
Metafield count	27
Primary SKU	LAP45
Price AED	AED 1,079
Compare-at price	-
Weight (g)	400
Barcode	LAP45
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 32.5 CM / H: 23.5 CM / W: 2 CM
MATERIALS	Camel Leather
COMPATIBLE	14-inch laptop
FINISHING	Natural Grain Finish
COLOR	Burgundy
MADE IN	UAE
SKU	LAP45

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Laptop Sleeve

صُممت اللابتوب باغ الأنيقة والخفيفة، لترافقك أينما كنت. تصميم مثالي لحماية متكاملة لجهازك، يتسع للأجهزة بمقاس 14 إنش، لتلبي احتياجاتك اليومية للعمل والدراسة والسفر.

Specifications

DIMENSIONS :

L: 32.5 CM / H: 23.5 CM / W: 2 CM

MATERIALS:

Camel Leather

- **title:** لابتوب باغ 14 / بورغندي
- **seo_description:** صُممت اللابتوب باغ الأنيقة والخفيفة، لترافقك أينما كنت. تصميم مثالي لحماية متكاملة لجهازك، يتسع للأجهزة بمقاس 14 إنش، لتلبي احتياجاتك اليومية للعمل والدراسة والسفر.

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).

Laptop Sleeve / Black & Tan

Body description

Designed for life on the go, this sleek laptop sleeve keeps your device protected in style. It fits a 14-inch laptop perfectly, making it essential for work, school or travel.

Specifications

-

DIMENSIONS:

L: 32.5 CM / H: 23.5 CM / W: 2 CM

-

MATERIALS:

Camel Leather

-

COMPATIBLE:

14-inch laptop

-

FINISHING:

Natural Grain Finish

-

COLOR:

Black & Tan

-

MADE IN:

UAE

-

SKU:

LAP41

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.

Laptop Sleeve / Burgundy

Body description

Designed for life on the go, this sleek laptop sleeve keeps your device protected in style. It fits a 14-inch laptop perfectly, making it essential for work, school or travel.

Specifications

-

DIMENSIONS:

L: 32.5 CM / H: 23.5 CM / W: 2 CM

-

MATERIALS:

Camel Leather

-

COMPATIBLE:

14-inch laptop

-

FINISHING:

Natural Grain Finish

-

COLOR:

Burgundy

-

MADE IN:

UAE

-

SKU:

LAP45

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.

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)

Laptop Sleeve 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.

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 **Laptop Sleeve** 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 1,079. 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 Laptop Sleeve collection?

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

Q3. Which category does Laptop Sleeve belong to?

Q4. Name one upsell recommendation for Laptop Sleeve.

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

Answer key

- Q1: LAP - Q2: 2 - Q3: Leather Goods - 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.

Laptop Sleeve / Black & Tan (`laptop-sleeve-black-tan`)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_02.webp?v=1753352845	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_01.webp?v=1753352845	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_04.webp?v=1753352845	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_05.webp?v=1753352845	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_03.webp?v=1753352845	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_03_6c4d6200-57d0-427f-985c-a4b03b35df9a.webp?v=1753352900	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_04_ce139eed-887e-49f1-b125-08e2863e5b28.webp?v=1753352900	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_05_03015810-781b-43e3-a8a9-9b7f34dcd677.webp?v=1753352900	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_01_c48dd73f-adb9-40cf-ac12-1d2d00908490.webp?v=1753352900	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP41_02_3b61ecc6-730b-4e03-a5f7-98ab0cbbc5ed.webp?v=1753352900	-

#	Alt	Shopify CDN	R2 mirror
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNYStyled01.webp?v=1753352900	-
12	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_39d88c01-2c02-42dd-ba7d-11534863772e.webp?v=1753352910	-



Laptop Sleeve / Burgundy (laptop-sleeve-burgundy)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_02.webp?v=1753352833	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_01.webp?v=1753352833	-

#	Alt	Shopify CDN	R2 mirror
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_04.webp?v=1753352833	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_05.webp?v=1753352833	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_03.webp?v=1753352833	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_01_b809811f-73a0-4a5a-ac0b-eec6b90f802f.webp?v=1753352910	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_05_26f94db7-15e8-4495-9edc-dc40a0cf7952.webp?v=1753352910	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_02_63a15df9-d15c-4607-9389-b2541296ebaa.webp?v=1753352910	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_03_bcdce977-9deb-45c8-91e1-746822511bfd.webp?v=1753352910	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LAP45_04_9f785aac-3cb7-4de7-94f6-4bf1228d547f.webp?v=1753352910	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LNYStyled05.webp?v=1753352910	-
12	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_39d88c01-2c02-42dd-ba7d-11534863772e.webp?v=1753352910	-



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)	Laptop Sleeve / Black & Tan
Sample SKU (31-Jan)	LAP41
Sample price (31-Jan)	AED 1,079

Field	Value
Sample URL (31-Jan)	https://www.minimalist.ae/products/laptop-sleeve-black-tan
Active count (31-Jan)	2
Products in this book	2
Launch date (sheet)	2025-06
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

12. Leather-specific

Leather type, lining, hardware, pockets, personalisation.

Laptop Sleeve / Black & Tan

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

Laptop Sleeve / Burgundy

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	-	Laptop Sleeve / Burgundy	shopify_minimalist
2026-04-22	-	new	-	Laptop Sleeve / Black & Tan	shopify_minimalist

14. Customer reviews (Judge.me)

3 reviews across 2 products, 5.00* average.

Product	Reviews	Avg
Laptop Sleeve / Black & Tan	2	5.00
Laptop Sleeve / Burgundy	1	5.00