

Travel Pouch (LTP)

Brand: Minimalist

Category: Leather Goods

Collection code: LTP

Products in this book: 5

Seed last updated: 2026-01-27

Copy source: PDP Translations sheet: Leather Goods New PDP

Active products at 31-Jan snapshot: 6

1. Collection identity

Story & positioning

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and practical solution for carrying your essentials.

Key benefits

- Dual Zip for Easy Access
- Sleek & Spacious for Travel and Everyday Use
- Microfiber Suede Lining for a Premium Interior
- Fits Your Everyday Essentials
- Comfortable to Carry with Handle
- Handmade in UAE with Love

Story panels (hero narrative blocks)

PANEL 1: LIGHTWEIGHT FOR DAILY FUNCTIONALITY

Crafted for convenience without compromising on style, this pouch features a dual zip design that ensures easy access to your belongings. Its lightweight yet spacious build makes it perfect for carrying your phone, wallet, keys, and other essentials whether you are traveling or navigating your daily routine. The comfortable handheld strap adds ease and security, making it effortless to carry wherever you go.

PANEL 2: HANDCRAFTED IN UAE WITH THE FINEST CAMEL LEATHER

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

PANEL 3: WHAT FITS IN MY POUCH

Despite its compact size, the Travel Pouch offers impressive storage. It is built to hold your daily must-haves such as your phone, wallet, passport, and charger while keeping everything organized and within reach.

PANEL 4: VERSATILE AND STYLISH FOR EVERY JOURNEY

From boardrooms to airport lounges, this travel pouch is your trusted companion. Its minimalist silhouette and neutral tones pair effortlessly with both formal and casual attire, making it the perfect accessory for both work and leisure.

PANEL 5: WHAT TO EXPECT IN YOUR PACKAGE

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



2. Full product roster

Every active product in this collection with its primary SKU, price, AR title if available, Judge.me rating, and live URL.

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
1	Travel Pouch Black & Tan / Silver	باوتش السفر أسود مع تان / فضي	LTP01-18	travel-pouch-black-and-tan-silver	1	11	1,059	5.0* (13)	-	https://www.minimalist.ae/products/travel-pouch-black-and-tan-silver

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
2	Travel Pouch Black / Silver	باوتش السفر الأسود / فضي	LTP01-01	travel-pouch-black-silver	1	10	875	4.9* (28)	-	https://www.minimalist.ae/products/travel-pouch-black-silver
3	Travel Pouch Grey / Silver	باوتش السفر رمادي / فضي	LTP01-03	travel-pouch-grey-silver	1	11	875	5.0* (6)	-	https://www.minimalist.ae/products/travel-pouch-grey-silver
4	Travel Pouch Navy / Silver	باوتش السفر كحلي / فضي	LTP01-07	travel-pouch-navy-silver	1	11	875	5.0* (15)	-	https://www.minimalist.ae/products/travel-pouch-navy-silver
5	Travel Pouch Tan / Silver	باوتش السفر تان / فضي	LTP01-02	travel-pouch-tan-silver	1	12	875	5.0* (7)	-	https://www.minimalist.ae/products/travel-pouch-tan-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).

Travel Pouch Black & Tan / Silver (LTP01-18)

Field	Value
Handle	travel-pouch-black-and-tan-silver
Vendor	Pouch
Type	Pouches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-

Field	Value
Tags	Men, Red Custom Gift Box, cate :: pouch, colour::abgrey::travel-pouch-grey-silver, colour::black & tan::travel-pouch-black-and-tan-silver, colour::black::travel-pouch-black-silver, colour::navy::travel-pouch-navy-silver, colour::tan::travel-pouch-tan-silver, materials::camel leather::travel-pouch-black-and-tan-silver, pro_label::Customer Favorite, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	31
Primary SKU	LTP01-18
Price AED	AED 1,059
Compare-at price	-
Weight (g)	400
Barcode	LTP01-18
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 19 CM / H: 10 CM / W: 9 CM
MATERIALS	Camel Leather
CLOSURE	Double Zip Closure
FINISHING	Natural Grain Finish
LINING	Micro Fibre
COLOR	Black & Tan
MADE IN	UAE
SKU	LTP01-18

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Travel Pouch

صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Specifications

DIMENSIONS :

L: 19 CM / H: 10 CM / W: 9 CM

MATERIALS:

Camel Leather

- **title:** باوتش السفر أسود مع تان / فضي
- **seo_description:** صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب ، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Travel Pouch Black / Silver (LTP01-01)

Field	Value
Handle	travel-pouch-black-silver
Vendor	Pouch
Type	Pouches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Red Custom Gift Box, cate :: pouch, colour::abgrey::travel-pouch-grey-silver, colour::black & tan::travel-pouch-black-and-tan-silver, colour::black::travel-pouch-black-silver, colour::navy::travel-pouch-navy-silver, colour::tan::travel-pouch-tan-silver, materials::camel leather::travel-pouch-black-silver, pro_label::customizable, venn-discount-5
Status	active

Field	Value
Variant count	1
Image count	10
Metafield count	30
Primary SKU	LTP01-01
Price AED	AED 875
Compare-at price	-
Weight (g)	400
Barcode	LTP01-01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 19 CM / H: 10 CM / W: 9 CM
MATERIALS	Camel Leather
CLOSURE	Double Zip Closure
FINISHING	Natural Grain Finish
LINING	Micro Fibre Suede
COLOR	Black
MADE IN	UAE
SKU	LTP01-01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Travel Pouch

صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Specifications

DIMENSIONS :

L: 19 CM / H: 10 CM / W: 9 CM

MATERIALS:

Camel Leather

- **title:** باوتش السفر أسود/ فضي
- **seo_description:** صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب ، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أيق وعملي لحمل جميع احتياجاتك الأساسية

Travel Pouch Grey / Silver (LTP01-03)

Field	Value
Handle	travel-pouch-grey-silver
Vendor	Pouch
Type	Pouches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Red Custom Gift Box, cate :: pouch, colour::abgrey::travel-pouch-grey-silver, colour::black & tan::travel-pouch-black-and-tan-silver, colour::black::travel-pouch-black-silver, colour::navy::travel-pouch-navy-silver, colour::tan::travel-pouch-tan-silver, materials::camel leather::travel-pouch-grey-silver, pro_label::customizable, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	30
Primary SKU	LTP01-03

Field	Value
Price AED	AED 875
Compare-at price	-
Weight (g)	400
Barcode	LTP01-03
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 19 CM / H: 10 CM / W: 9 CM
MATERIALS	Camel Leather
CLOSURE	Double Zip Closure
GRAIN	Smooth Top Grain
LINING	Micro Fibre
COLOR	Grey
MADE IN	UAE
SKU	LTP01-03

Arabic translations (Shopify Translate & Adapt)

- **title:** باوتش السفر رمادي / فضي
- **body_html:** About Travel Pouch

صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Specifications

DIMENSIONS :

L: 19 CM / H: 10 CM / W: 9 CM

MATERIALS :

Camel Leather

- **seo_description:** صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب ، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Travel Pouch Navy / Silver (LTP01-07)

Field	Value
Handle	travel-pouch-navy-silver
Vendor	Pouch
Type	Pouches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Red Custom Gift Box, cate :: pouch, colour::abgrey::travel-pouch-grey-silver, colour::black & tan::travel-pouch-black-and-tan-silver, colour::black::travel-pouch-black-silver, colour::navy::travel-pouch-navy-silver, colour::tan::travel-pouch-tan-silver, materials::camel leather::travel-pouch-navy-silver, pro_label::Best Seller, pro_label::customizable, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	30
Primary SKU	LTP01-07
Price AED	AED 875
Compare-at price	-
Weight (g)	400
Barcode	LTP01-07

Field	Value
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 19 CM / H: 10 CM / W: 9 CM
MATERIALS	Camel Leather
CLOSURE	Double Zip Closure
FINISHING	Natural Grain Finish
LINING	Micro Fibre
COLOR	Navy
MADE IN	UAE
SKU	LTP01-07

Arabic translations (Shopify Translate & Adapt)

- **title:** باوتش السفر كحلي / فضي
- **body_html:** About Travel Pouch

صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Specifications

DIMENSIONS :

L: 19 CM / H: 10 CM / W: 9 CM

MATERIALS :

Camel Leather

- **seo_description:** صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Travel Pouch Tan / Silver (LTP01-02)

Field	Value
Handle	travel-pouch-tan-silver
Vendor	Pouch
Type	Pouches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, Red Custom Gift Box, cate :: pouch, colour::abgrey::travel-pouch-grey-silver, colour::black & tan::travel-pouch-black-and-tan-silver, colour::black::travel-pouch-black-silver, colour::navy::travel-pouch-navy-silver, colour::tan::travel-pouch-tan-silver, materials::camel leather::travel-pouch-tan-silver, pro_label::customizable, venn-discount-5
Status	active
Variant count	1
Image count	12
Metafield count	32
Primary SKU	LTP01-02
Price AED	AED 875
Compare-at price	-
Weight (g)	400
Barcode	LTP01-02
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue

Field	Value
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
DIMENSIONS	L: 19 CM / H: 10 CM / W: 9 CM
MATERIALS	Camel Leather
CLOSURE	Double Zip Closure
FINISHING	Natural Grain Finish
LINING	Micro Fibre
COLOR	Tan
MADE IN	UAE
SKU	LTP01-02

Arabic translations (Shopify Translate & Adapt)

- **title:** باوتش السفر تان / فصي
- **body_html:** About Travel Pouch

صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

Specifications

DIMENSIONS:
L: 19 CM / H: 10 CM / W: 9 CM
MATERIALS:
Camel Leather

- **seo_description:** صمم باوتش السفر ليندمج بسلاسة مع روتينك اليومي؛ سواء كنت متجه إلى المكتب، في رحلة عمل، أو حتى في مشاويرك الروتينية، فهو حل أنيق وعملي لحمل جميع احتياجاتك الأساسية

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).

Travel Pouch Black & Tan / Silver

Body description

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and practical solution for carrying your essentials.

-

DIMENSIONS:

L: 19 CM / H: 10 CM / W: 9 CM

-

MATERIALS:

Camel Leather

-

CLOSURE:

Double Zip Closure

-

FINISHING:

Natural Grain Finish

-

LINING:

Micro Fibre

-

COLOR:

Black & Tan

-

MADE IN:

UAE

-

SKU:

How we compare

gid://shopify/Metaobject/256455868786

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.

Travel Pouch Black / Silver

Body description

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and practical solution for carrying your essentials.

-

DIMENSIONS:

L: 19 CM / H: 10 CM / W: 9 CM

-

MATERIALS:

Camel Leather

-

CLOSURE:

Double Zip Closure

-

FINISHING:

Natural Grain Finish

-

LINING:

Micro Fibre Suede

-

COLOR:

Black

-

MADE IN:

UAE

-

SKU:

LTP01-01

How we compare

gid://shopify/Metaobject/256455868786

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.

Travel Pouch Grey / Silver

Body description

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and practical solution for carrying your essentials.

-

DIMENSIONS:

L: 19 CM / H: 10 CM / W: 9 CM

-

MATERIALS:

Camel Leather

-

CLOSURE:

Double Zip Closure

-

Grain:

Smooth Top Grain

-

LINING:

Micro Fibre

-

COLOR:

Grey

-

MADE IN:

UAE

-

SKU:

LTP01-03

How we compare

gid://shopify/Metaobject/256455868786

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.

Travel Pouch Navy / Silver

Body description

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and

practical solution for carrying your essentials.

-

DIMENSIONS:

L: 19 CM / H: 10 CM / W: 9 CM

-

MATERIALS:

Camel Leather

-

CLOSURE:

Double Zip Closure

-

FINISHING:

Natural Grain Finish

-

LINING:

Micro Fibre

-

COLOR:

Navy

-

MADE IN:

UAE

-

SKU:

LTP01-07

How we compare

gid://shopify/Metaobject/256455868786

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.

Travel Pouch Tan / Silver

Body description

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and practical solution for carrying your essentials.

-

DIMENSIONS:

L: 19 CM / H: 10 CM / W: 9 CM

-

MATERIALS:

Camel Leather

-

CLOSURE:

Double Zip Closure

-

FINISHING:

Natural Grain Finish

-

LINING:

Micro Fibre

-

COLOR:

Tan

-

MADE IN:

UAE

-

SKU:

LTP01-02

How we compare

gid://shopify/Metaobject/256455868786

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)

The Travel Pouch fits seamlessly into your routine. Whether you're heading to the office, traveling for business, or running daily errands, it offers a sleek and practical solution for carrying your essentials.

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.

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

Crafted for convenience without compromising on style, this pouch features a dual zip design that ensures easy access to your belongings. Its lightweight yet spacious build makes it perfect for carrying your phone, wallet, keys, and other essentials whether you are traveling or navigating your daily routine. The comfortable handheld strap adds ease and security, making it effortless to carry wherever you go.

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

- Dual Zip for Easy Access
- Sleek & Spacious for Travel and Everyday Use
- Microfiber Suede Lining for a Premium Interior
- Fits Your Everyday Essentials
- Comfortable to Carry with Handle

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 **Travel Pouch** 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 875 to AED 1,059. 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 Travel Pouch collection?

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

Q3. Which category does Travel Pouch belong to?

Q4. Name one upsell recommendation for Travel Pouch.

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

Answer key

- Q1: LTP - Q2: 5 - 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.

Travel Pouch Black & Tan / Silver (travel-pouch-black-and-tan-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/BlackTanSLG_0007_TP_Front_Edited.webp?v=1767182950	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/BlackTanSLG_0008_TP_Top_Edited.webp?v=1767182950	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/BlackTanSLG_0009_TP_Side_Edited.webp?v=1767182950	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-18_21.webp?v=1767182950	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-18_2_5f0ad14b-3b74-44a5-88d6-dfc44b27472c.webp?v=1767182950	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-18_31.webp?v=1767182950	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-18_1.webp?v=1767182950	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TP01-18_11.webp?v=1767182950	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP_BlackTan.gif?v=1767182950	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_LTP_BlackTan.webp?v=1767182950	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_980d7b3e-0b02-4b95-8f1e-e1ce87d68571.webp?v=1767182972	-



Travel Pouch Black / Silver (travel-pouch-black-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0004_Black-Front.webp?v=1773386467	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0012_Black-Close-up.webp?v=1773386467	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0011_Black-Open.webp?v=1773386467	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0000_Black-iso.webp?v=1773386467	-

#	Alt	Shopify CDN	R2 mirror
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-01_3_f71cd814-0433-4e26-9180-c3a9fad420ec.webp?v=1773386467	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-01.webp?v=1757401261	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-01_4.webp?v=1757401261	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP_Black.gif?v=1757401261	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_LTP_Black.webp?v=1757401261	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_980d7b3e-0b02-4b95-8f1e-e1ce87d68571.webp?v=1767182972	-



Travel Pouch Grey / Silver (travel-pouch-grey-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0005_Grey-Front.webp?v=1746540276	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0013_Grey-Close-Up.webp?v=1746540276	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0009_Grey-Open.webp?v=1746540276	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0002_Grey-Iso.webp?v=1746540276	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-03_2.webp?v=1757401045	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-03_5.webp?v=1757401045	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-03_1.webp?v=1757401045	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-03_7.webp?v=1757401045	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP_Grey.gif?v=1757401045	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_LTP_Grey.webp?v=1757401045	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_980d7b3e-0b02-4b95-8f1e-e1ce87d68571.webp?v=1767182972	-



Travel Pouch Navy / Silver (travel-pouch-navy-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0007_Navy-Front.webp?v=1746540010	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0014_Navy-Close-Up.webp?v=1746540010	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0010_Navy-Open.webp?v=1746540010	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0003_Navy-Iso.webp?v=1746540010	-

#	Alt	Shopify CDN	R2 mirror
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-07_1_0354b8d1-2e9b-41a6-a74a-6c37faba6528.webp?v=1757401190	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-07_2.webp?v=1757401190	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-07_11.webp?v=1757401190	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-07_3.webp?v=1757401190	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP_Navy.gif?v=1757401190	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_LTP_Navy.webp?v=1757401190	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_980d7b3e-0b02-4b95-8f1e-e1ce87d68571.webp?v=1767182972	-



Travel Pouch Tan / Silver (travel-pouch-tan-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0006_Tan-Front_Edited.webp?v=1767182972	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0015_Tan-Close-Up_Edited.webp?v=1767182972	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0008_Tan-Open_Edited.webp?v=1767182972	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/TravelPouch_0001_Tan-Iso_Edited.webp?v=1767182985	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-02.webp?v=1767182985	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-02_3.webp?v=1767182972	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-02_5.webp?v=1767182972	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-02_2.webp?v=1767182972	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP01-02_6.webp?v=1767182972	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LTP_Tan.gif?v=1767182972	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Styled_LTP_Tan.webp?v=1767182972	-
12	-	https://cdn.shopify.com/s/files/1/1843/6287/files/LKH_LNR_LTP_LRK_980d7b3e-0b02-4b95-8f1e-e1ce87d68571.webp?v=1767182972	-



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: Leather Goods New PDP
Seed last updated	2026-01-27
Sample product (31-Jan)	Travel Pouch Black / Silver
Sample SKU (31-Jan)	LTP01-01
Sample price (31-Jan)	AED 875

Field	Value
Sample URL (31-Jan)	https://www.minimalist.ae/products/travel-pouch-black-silver
Active count (31-Jan)	6
Products in this book	5
Launch date (sheet)	2023-09
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

12. Leather-specific

Leather type, lining, hardware, pockets, personalisation.

Travel Pouch Black & Tan / Silver

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	["gid://shopify/Product/14731311120754"]
Personalisation product	-
Initials options	-
Initials placement	-

Travel Pouch Black / Silver

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	["gid://shopify/Product/14731311120754"]
Personalisation product	-
Initials options	-
Initials placement	-

Travel Pouch Grey / Silver

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	["gid://shopify/Product/14731311120754"]
Personalisation product	-
Initials options	-
Initials placement	-

Travel Pouch Navy / Silver

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	["gid://shopify/Product/14731311120754"]
Personalisation product	-
Initials options	-
Initials placement	-

Travel Pouch Tan / Silver

Attribute	Value
Bag/case material	-
Leather/vinyl texture	-
Color	-
Harmonized code	4202.21.00
Personalisation popup	["gid://shopify/Product/14731311120754"]
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	-	Travel Pouch Tan / Silver	shopify_minimalist
2026-04-22	-	new	-	Travel Pouch Navy / Silver	shopify_minimalist
2026-04-22	-	new	-	Travel Pouch Grey / Silver	shopify_minimalist
2026-04-22	-	new	-	Travel Pouch Black / Silver	shopify_minimalist
2026-04-22	-	new	-	Travel Pouch Black & Tan / Silver	shopify_minimalist

14. Customer reviews (Judge.me)

69 reviews across 5 products, 4.96* average.

Product	Reviews	Avg
Travel Pouch Black / Silver	28	4.89
Travel Pouch Navy / Silver	15	5.00
Travel Pouch Black & Tan / Silver	13	5.00
Travel Pouch Tan / Silver	7	5.00
Travel Pouch Grey / Silver	6	5.00