

Dana (OTHER-DANA)

Brand: Minimalist

Category: Other

Collection code: OTHER-DANA

Products in this book: 4

1. Collection identity



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	Afra	عفراء	DNA07	dana-afra	1	11	1,939	5.0* (3)	-	https://www.minimalist.ae/products/dana-afra
2	Ghaya	غاية	DNA13	dana-ghaya	1	11	1,939	5.0* (5)	-	https://www.minimalist.ae/products/dana-ghaya
3	Khuloud	خلود	DNA16	dana-khuloud	1	11	1,939	5.0* (2)	-	https://www.minimalist.ae/products/dana-khuloud
4	Shamma	شما	DNA01	dana-shamma	1	10	1,939	-	-	https://www.minimalist.ae/products/dana-shamma

3. Per-product deep specifications

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

Afra (DNA07)

Field	Value
Handle	dana-afra
Vendor	Dana
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-

Field	Value
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: dana watch, colour::blue::dana-khuloud, colour::gold/pearl::dana-ghaya, colour::rosegold::dana-afra, colour::silver::dana-shamma, new_pro::New, product-mnl::Adjustable Size, size-var::28MM::dana-afra
Status	active
Variant count	1
Image count	11
Metafield count	27
Primary SKU	DNA07
Price AED	AED 1,939
Compare-at price	-
Weight (g)	400
Barcode	DNA07
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Mother of Pearl
CASE THICKNESS	7.2 mm
LUG TO LUG	33mm
STRAP WIDTH	14mm
CASE COLOR	Rose Gold
MOVEMENT	Ronda 762
STRAP	Stainless Steel 316L
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	DNA07

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Dana Watch

مستوحاة من البحر وروح التراث، تجسد مجموعة دانه الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظاتكم.

Specifications

CASE DIAMETER:
28mm

DIAL:
Mother of Pearl

CASE THICKNESS:
7.2 mm

LUG to LUG
33mm

STRAP WID

- **seo_description:** مستوحاة من البحر وروح التراث، تجسد مجموعة دانه الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظاتكم.
- **seo_title:** Minimalist - Afra - Dana - 28mm - Premium Watch for Women
- **title:** عفرء

Ghaya (DNA13)

Field	Value
Handle	dana-ghaya
Vendor	Dana
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-

Field	Value
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: dana watch, colour::blue::dana-khuloud, colour::gold/pearl::dana-ghaya, colour::rosegold::dana-afra, colour::silver::dana-shamma, new_pro::New, product-mnl::Adjustable Size, size-var::28MM::dana-ghaya
Status	active
Variant count	1
Image count	11
Metafield count	28
Primary SKU	DNA13
Price AED	AED 1,939
Compare-at price	-
Weight (g)	400
Barcode	DNA13
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Mother of Pearl
CASE THICKNESS	7.2 mm
LUG TO LUG	33mm
STRAP WIDTH	14mm
CASE COLOR	Gold
MOVEMENT	Ronda 762
STRAP	Stainless Steel 316L
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	DNA13

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Dana Watch

مستوحاة من البحر وروح التراث، تجسد مجموعة دانه الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظانكم.

Specifications

CASE DIAMETER:
28mm

DIAL:
Mother of Pearl

CASE THICKNESS:
7.2 mm

LUG to LUG
33mm

STRAP WID

- **seo_description:** مستوحاة من البحر وروح التراث، تجسد مجموعة دانه الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظانكم.
- **seo_title:** Minimalist - Ghaya - Dana - 28mm - Premium Watch for Women
- **title:** غاية

Khuloud (DNA16)

Field	Value
Handle	dana-khuloud
Vendor	Dana
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-

Field	Value
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: dana watch, colour::blue::dana-khuloud, colour::gold/pearl::dana-ghaya, colour::rosegold::dana-afra, colour::silver::dana-shamma, new_pro::New, product-mnl::Adjustable Size, size-var::28MM::dana-khuloud
Status	active
Variant count	1
Image count	11
Metafield count	27
Primary SKU	DNA16
Price AED	AED 1,939
Compare-at price	-
Weight (g)	400
Barcode	DNA16
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Turquoise Sunray
CASE THICKNESS	7.2 mm
LUG TO LUG	33mm
STRAP WIDTH	14mm
CASE COLOR	Silver
MOVEMENT	Ronda 762
STRAP	Stainless Steel 316L
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	DNA16

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Dana Watch

مستوحاة من البحر وروح التراث، تجسد مجموعة دانة الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظانكم.

Specifications

CASE DIAMETER:
28mm

DIAL:
اللون الأزرق التركوزي

CASE THICKNESS:
7.2 mm

LUG to LUG
33mm

ST

- **seo_description:** مستوحاة من البحر وروح التراث، تجسد مجموعة دانة الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظانكم.
- **seo_title:** Minimalist - Khuloud - Dana - 28mm - Premium Watch for Women
- **title:** خلود

Shamma (DNA01)

Field	Value
Handle	dana-shamma
Vendor	Dana
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-

Field	Value
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: dana watch, colour::blue::dana-khuloud, colour::gold/pearl::dana-ghaya, colour::rosegold::dana-afra, colour::silver::dana-shamma, new_pro::New, product-mnl::Adjustable Size, size-var::28MM::dana-shamma
Status	active
Variant count	1
Image count	10
Metafield count	27
Primary SKU	DNA01
Price AED	AED 1,939
Compare-at price	-
Weight (g)	400
Barcode	DNA01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Mother of Pearl
CASE THICKNESS	7.2 mm
LUG TO LUG	33mm
STRAP WIDTH	14mm
CASE COLOR	Silver
MOVEMENT	Ronda 762
STRAP	Stainless Steel 316L
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	DNA01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Dana Watch

مستوحاة من البحر وروح التراث، تجسد مجموعة دانه الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظاتكم.

Specifications

CASE DIAMETER:

28mm

DIAL:

Mother of Pearl

- **seo_description:** مستوحاة من البحر وروح التراث، تجسد مجموعة دانه الأناقة في أبسط صورها. تصلکم بتصميم انسيابي راقى، مثالي للاستخدام اليومي لتضفي لمسة متوازنة وملاءمة مثالية ترافقكم في كل لحظاتكم.
- **seo_title:** Minimalist - Shamma - Dana - 28mm - Premium Watch for Women
- **title:** شما

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).

Afra

Body description

Inspired by the sea and shaped by heritage, the Dana Collection captures elegance in its simplest form. A refined silhouette designed for versatility, it complements every moment of your day.

-

CASE DIAMETER:

28mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

7.2 mm

-

LUG to LUG

33mm

-

STRAP WIDTH:

14mm

-

CASE COLOR:

Rose Gold

-

MOVEMENT:

Ronda 762

-

STRAP:

Stainless Steel 316L

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

DNA07

How we compare

gid://shopify/Metaobject/209597596018

DANA :: OTHER WATCH

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.

Ghaya

Body description

Inspired by the sea and shaped by heritage, the Dana Collection captures elegance in its simplest form. A refined silhouette designed for versatility, it complements every moment of your day.

-

CASE DIAMETER:

28mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

7.2 mm

-

LUG to LUG

33mm

-

STRAP WIDTH:

14mm

-

CASE COLOR:

Gold

-

MOVEMENT:

Ronda 762

-

STRAP:

Stainless Steel 316L

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

DNA13

How we compare

gid://shopify/Metaobject/209597596018

DANA :: OTHER WATCH

FAQs

Tab: Shipping & Returns

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Khuloud

Body description

Inspired by the sea and shaped by heritage, the Dana Collection captures elegance in its simplest form. A refined silhouette designed for versatility, it complements every moment of your day.

-

CASE DIAMETER:

28mm

-

DIAL:

Turquoise Sunray

-

CASE THICKNESS:

7.2 mm

-

LUG to LUG

33mm

-

STRAP WIDTH:

14mm

-

CASE COLOR:

Silver

-

MOVEMENT:

Ronda 762

-

STRAP:

Stainless Steel 316L

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

DNA16

How we compare

<gid://shopify/Metaobject/209597596018>

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

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Shamma

Body description

Inspired by the sea and shaped by heritage, the Dana Collection captures elegance in its simplest form. A refined silhouette designed for versatility, it complements every moment of your day.

-

CASE DIAMETER:

28mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

7.2 mm

-

LUG to LUG

33mm

-

STRAP WIDTH:

14mm

-

CASE COLOR:

Silver

-

MOVEMENT:

Ronda 762

-

STRAP:

Stainless Steel 316L

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

DNA01

How we compare

gid://shopify/Metaobject/209597596018

DANA :: OTHER WATCH

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 Dana collection brings the signature Minimalist aesthetic into the other category with a focus on craftsmanship, everyday wearability, and gift-ready packaging.

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)

- Cross-sell within the same collection family
- Suggest the gift packaging upgrade
- Offer the discovery set as an add-on

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

- Category-specific style notes to be added by the retail team.

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

Five things SAs must know before selling

- Collection talking point 1 (fill in via admin override UI).
- Collection talking point 2 (fill in via admin override UI).
- Collection talking point 3 (fill in via admin override UI).
- Collection talking point 4 (fill in via admin override UI).
- Collection talking point 5 (fill in via admin override UI).

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 **Dana** 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 1,939. 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 Dana collection?

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

Q3. Which category does Dana belong to?

Q4. Name one upsell recommendation for Dana.

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

Answer key

- Q1: OTHER-DANA - Q2: 4 - Q3: Other - 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.

Afra (dana-afra)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA07.webp?v=1769517110	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA07_2.webp?v=1769773835	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA07_1.webp?v=1769773835	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA07_b06dbf0a-083e-4e44-9955-1145b2e1a748.webp?v=1769773835	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL2.webp?v=1769841713	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL5.webp?v=1769841726	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/rose-gold-watch-1.webp?v=1769845568	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/rose-gold-watch.webp?v=1769845568	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/rose-gold-watch-2.webp?v=1769845568	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA07_f6610b98-6632-47b9-9828-12a19b1738e7.webp?v=1769845568	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_95ef085f-399d-4c0d-9b48-4d22043dba81.webp?v=1769933723	-



Ghaya (dana-ghaya)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA13.webp?v=1773303017	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA13_2.webp?v=1773303017	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA13_1.webp?v=1773303017	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA13_cc5d5d8e-199b-48a5-b974-9b52293642b4.webp?v=1773303017	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL4.webp?v=1773303031	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL5.webp?v=1769841726	-

#	Alt	Shopify CDN	R2 mirror
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/gold-watch.webp?v=1773303017	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/gold-watch-1.webp?v=1773303017	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/gold-watch-2.webp?v=1769845516	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA13_54594d2e-1eed-44df-87a5-fe1e22932d56.webp?v=1769845516	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_95ef085f-399d-4c0d-9b48-4d22043dba81.webp?v=1769933723	-



Khuloud (dana-khuloud)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA16.webp?v=1769517185	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA16_2.webp?v=1769773813	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA16_1.webp?v=1769773813	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA16_7280a07a-ba4d-4ea9-9acb-c76b9bb05ebd.webp?v=1769773813	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL1.webp?v=1769841723	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL5.webp?v=1769841726	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/blue-watch.webp?v=1769845543	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/blue-watch3.webp?v=1769845543	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/blue-watch2.webp?v=1769845543	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA16_9c1fc268-ee6e-489c-a518-1faa76ddceb0.webp?v=1769845543	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_95ef085f-399d-4c0d-9b48-4d22043dba81.webp?v=1769933723	-



Shamma (dana-shamma)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA01.webp?v=1773302116	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA01_2.webp?v=1773302116	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA01_1.webp?v=1773302116	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA01_8f4af5a7-49df-4b9e-bda1-276d8653fa4f.webp?v=1773302116	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL3.webp?v=1773302116	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FL5.webp?v=1769841726	-

#	Alt	Shopify CDN	R2 mirror
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Silver-watch-2_e5d3bb2e-729d-4f8a-8833-7056187860c1.webp?v=1773302116	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Silver-watch.webp?v=1769933723	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/DNA01_b2498421-c94a-40f5-bb25-840ac6c47ad7.webp?v=1769933723	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_95ef085f-399d-4c0d-9b48-4d22043dba81.webp?v=1769933723	-



8. Business context

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

Field	Value
Products in this book	4
Launch date (sheet)	<i>not yet synced from sheet</i>
Roadmap status	<i>not yet synced from sheet</i>

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	-	Shamma	shopify_minimalist
2026-04-22	-	new	-	Khuloud	shopify_minimalist
2026-04-22	-	new	-	Ghaya	shopify_minimalist
2026-04-22	-	new	-	Afra	shopify_minimalist

14. Customer reviews (Judge.me)

10 reviews across 3 products, 5.00* average.

Product	Reviews	Avg
Ghaya	5	5.00
Afra	3	5.00
Khuloud	2	5.00