

# Mens Strap (OTHER-MENS-STRAP)

**Brand:** Minimalist

**Category:** Other

**Collection code:** OTHER-MENS-STRAP

**Products in this book:** 4

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## 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	Black Strap / Black Mesh	سير أسود / سير شيكي أسود	BlackMesh	black-strap-black-mesh	1	3	195	3.9* (9)	-	<a href="https://www.minimalistproducts/black-strap-black-mesh">https://www.minimalistproducts/black-strap-black-mesh</a>
2	Carbon Leather 20mm	جلد كاربون ٢٠ مم	CarbonLeather-20	carbon-leather	1	1	195	5.0* (3)	-	<a href="https://www.minimalistproducts/carbon-leather">https://www.minimalistproducts/carbon-leather</a>
3	Chrono Strap / Black Red Nylon	-	StrapBlackNylon20	chrono-strap-black-red-nylon	1	1	149	-	-	<a href="https://www.minimalistproducts/chrono-strap-black-red-nylon">https://www.minimalistproducts/chrono-strap-black-red-nylon</a>
4	Strap / Black Leather	حزام / جلد أسود	STRAP-ARC01	strap-black-leather	1	1	149	-	-	<a href="https://www.minimalistproducts/strap-black-leather">https://www.minimalistproducts/strap-black-leather</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).

### Black Strap / Black Mesh ( BlackMesh )

Field	Value
Handle	black-strap-black-mesh
Vendor	Mens Strap
Type	Straps
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-

Field	Value
Tags	shoelace-exclude, size-var::20MM::black-strap-black-mesh, venn-discount-5
Status	active
Variant count	1
Image count	3
Metafield count	18
Primary SKU	BlackMesh
Price AED	AED 195
Compare-at price	-
Weight (g)	400
Barcode	BlackMesh
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

#### Parsed specifications (from PDP body)

Field	Value
STRAP WIDTH	20mm

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

- **title:** سير أسود / سير شبكي أسود
- **body\_html:** حول السير  
سوار أسود عالي الجودة بمشبك فضي. محاك بإتقان ومزوّد بنظام سهل الفتح والإغلاق بضغطة واحدة.  
Specifications

الجنس

Mens

حجم المينا المقترح

40-42mm

عرض السير

20mm

لون السير

رمادي معدني داكن

لون القفل

رمادي معدني داكن

فولاذ مقاوم للصدأ

Yes

## Carbon Leather 20mm ( CarbonLeather-20 )

Field	Value
Handle	carbon-leather
Vendor	Mens Strap
Type	Straps
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	shoelace-exclude, size-var::20MM::carbon-leather, venn-discount-5
Status	active
Variant count	1
Image count	1
Metafield count	9
Primary SKU	CarbonLeather-20
Price AED	AED 195
Compare-at price	-
Weight (g)	100
Barcode	CarbonLeather-20
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
SUGGESTED CASE SIZE	40mm
STRAP WIDTH	20mm
STRAP COLOR	BlackCarbon Stamped
CLASP COLOR	Gunmetal
STRAP	Genuine Leather
SKU	CarbonLeather-20

## Arabic translations (Shopify Translate & Adapt)

- title: جلد كاريون ٢٠ مم

## Chrono Strap / Black Red Nylon ( StrapBlackNylon20 )

Field	Value
Handle	chrono-strap-black-red-nylon
Vendor	Mens Strap
Type	Straps
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Excluded from online, shoelace-exclude, venn-discount-5
Status	draft
Variant count	1
Image count	1
Metafield count	8
Primary SKU	StrapBlackNylon20
Price AED	AED 149
Compare-at price	-
Weight (g)	400
Barcode	StrapBlackNylon20
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

## Strap / Black Leather ( STRAP-ARC01 )

Field	Value
Handle	strap-black-leather
Vendor	Mens Strap
Type	Straps

Field	Value
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	available::available late march, shoelace-exclude, size-var::20MM::almanac-strap-black-leather-silver-20mm, venn-discount-5
Status	active
Variant count	1
Image count	1
Metafield count	16
Primary SKU	STRAP-ARC01
Price AED	AED 149
Compare-at price	-
Weight (g)	400
Barcode	STRAP-ARC01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
STRAP WIDTH	20mm

### Arabic translations (Shopify Translate & Adapt)

- **title:** حزام / جلد أسود
- **body\_html:** حول السير

سوار أسود عالي الجودة بـمشبك فضي. محاك بإتقان ومزود بنظام سهل الفتح والإغلاق بضغطة واحدة.

### Specifications

الجنس

Mens

حجم المينا المقترح

40mm

عرض السير

20mm

لون السير

Black

لون القفل

Silver

Genuine Leather

Yes

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## 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).

### Black Strap / Black Mesh

#### Body description

About STRAP

High quality silverstainless steelstrap. Equipped with an easy click on/off system.

Specifications

Gender

Mens

Suggested Case Size

40-42mm

Strap Width

20mm

Strap Color

Dark Gunmetal

Clasp Color

Dark Gunmetal

Stainless Steel

Yes

#### 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.

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## **Carbon Leather 20mm**

### **Body description**

[sliderimages]

[/sliderimages]

#### **ABOUT CARBON STRAP**

High quality carbon strap with black brushed clasp. Stitched with black into perfection, equipped with an easy click on/off system.

#### **Specifications**

-

#### **SUGGESTED CASE SIZE:**

40mm

-

#### **STRAP WIDTH:**

20mm

-

STRAP COLOR:

BlackCarbon Stamped

-

CLASP COLOR:

Gunmetal

-

STRAP:

Genuine Leather

-

SKU:

CarbonLeather-20

[slideimgs1]

FEMININE DETAILS

An exceptional collection with feminine details to bring out the elegance in you

[/slideimgs1] [slideimgs2]

Seconds hand chronograph

[/slideimgs2] [slideimgs3]

Luminous Hands and polished Arabic numbers

[/slideimgs3] [slideimgs4]

Water resistant

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## Chrono Strap / Black Red Nylon

### Body description

High quality Black Nylon Strap with gunmetal clasp. Stitched with Red into perfection, equipped with an easy click on/off system.

Gender

Mens

Suggested Case Size

40mm

StrapWidth

20mm

Strap Color

Black Nylon with Red stitching

Clasp Color

Gunmetal

Genuine Leather

Yes

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## Strap / Black Leather

### Body description

About STRAP

High quality black strap with silverclasp. Stitched into perfection, equipped with an easy click on/off system.

Specifications

Gender

Mens

Suggested Case Size

40mm

Strap Width

20mm

Strap Color

Black

Clasp Color

Silver

Genuine Leather

Yes

### 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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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)**

The Mens Strap 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.

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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

### 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 **Mens 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 149 to AED 195. 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 Mens Strap collection?

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

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

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

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

Answer key

- Q1: OTHER-MENS-STRAP - Q2: 4 - Q3: Other - 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.

## Black Strap / Black Mesh ( black-strap-black-mesh )

#	Alt	Shopify CDN	R2 mirror
1	Black Strap / Black Mesh - MINIMALIST	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/watches-black-strap-black-mesh-1.jpg?v=1608783849">https://cdn.shopify.com/s/files/1/1843/6287/products/watches-black-strap-black-mesh-1.jpg?v=1608783849</a>	-
2	Black Strap / Black Mesh - MINIMALIST	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/watches-black-strap-black-mesh-2.jpg?v=1608783860">https://cdn.shopify.com/s/files/1/1843/6287/products/watches-black-strap-black-mesh-2.jpg?v=1608783860</a>	-
3	Black Strap / Black Mesh - MINIMALIST	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/watches-black-strap-black-mesh-3.png?v=1608783871">https://cdn.shopify.com/s/files/1/1843/6287/products/watches-black-strap-black-mesh-3.png?v=1608783871</a>	-



## Carbon Leather 20mm ( carbon-leather )

#	Alt	Shopify CDN	R2 mirror
1	Carbon Leather 20mm - MINIMALIST	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/Carbon-20mm.jpg?v=1608783915">https://cdn.shopify.com/s/files/1/1843/6287/products/Carbon-20mm.jpg?v=1608783915</a>	-



## Chrono Strap / Black Red Nylon ( chrono-strap-black-red-nylon )

#	Alt	Shopify CDN	R2 mirror
1	Chrono Strap / Black Red Nylon - MINIMALIST	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/BlackNylonStrap.jpg?v=1608783910">https://cdn.shopify.com/s/files/1/1843/6287/products/BlackNylonStrap.jpg?v=1608783910</a>	-



**Strap / Black Leather ( strap-black-leather )**

#	Alt	Shopify CDN	R2 mirror
1	Strap / Black Leather - MINIMALIST	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/ARC01-Strap.jpg?v=1608784329">https://cdn.shopify.com/s/files/1/1843/6287/products/ARC01-Strap.jpg?v=1608784329</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
Products in this book	4
Launch date (sheet)	<i>not yet synced from sheet</i>
Roadmap status	<i>not yet synced from sheet</i>

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## 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>	-	Chrono Strap / Black Red Nylon	shopify_minimalist
2026-04-22	-	<b>new</b>	-	Strap / Black Leather	shopify_minimalist
2026-04-22	-	<b>new</b>	-	Carbon Leather 20mm	shopify_minimalist
2026-04-22	-	<b>new</b>	-	Black Strap / Black Mesh	shopify_minimalist

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## 14. Customer reviews (Judge.me)

12 reviews across 2 products, 4.17\* average.

Product	Reviews	Avg
Black Strap / Black Mesh	9	3.89
Carbon Leather 20mm	3	5.00