

vendor-unknown (OTHER-VENDOR-UNKNOWN)

Brand: Minimalist

Category: Other

Collection code: OTHER-VENDOR-UNKNOWN

Products in this book: 2

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	Genuine Leather Strap	-	STRAP	genuine-leather-strap	1	0	49	-	-	https://www.minimalist.ae/products/genuine-leather-strap
2	GF	-	GFT	gift-wrapping	1	0	30	-	-	https://www.minimalist.ae/products/gift-wrapping

3. Per-product deep specifications

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

Genuine Leather Strap (STRAP)

Field	Value
Handle	genuine-leather-strap
Vendor	vendor-unknown
Type	-
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-

Field	Value
SEO title	-
SEO description	-
Tags	venn-discount-5
Status	active
Variant count	1
Image count	0
Metafield count	0
Primary SKU	STRAP
Price AED	AED 49
Compare-at price	-
Weight (g)	400
Barcode	STRAP
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

GF (GFT)

Field	Value
Handle	gift-wrapping
Vendor	vendor-unknown
Type	-
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	venn-discount-5
Status	active
Variant count	1
Image count	0
Metafield count	0

Field	Value
Primary SKU	GFT
Price AED	AED 30
Compare-at price	-
Weight (g)	400
Barcode	GFT
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

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).

Genuine Leather Strap

Body description

Strap

GF

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 vendor-unknown 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 **vendor-unknown** 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 30 to AED 49. 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 vendor-unknown collection?

Q2. How many active products are currently in the vendor-unknown collection?

Q3. Which category does vendor-unknown belong to?

Q4. Name one upsell recommendation for vendor-unknown.

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

Answer key

- Q1: OTHER-VENDOR-UNKNOWN - Q2: 2 - 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.

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	2
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	-	GF	shopify_minimalist
2026-04-22	-	new	-	Genuine Leather Strap	shopify_minimalist