

Charming Diamond Watches (CDW)

Brand: Minimalist

Category: Watches

Collection code: CDW

Products in this book: 4

Seed last updated: 2026-01-27

Copy source: PDP Translations sheet: Womens Watches New PDP

Active products at 31-Jan snapshot: 4

1. Collection identity

Story & positioning

This lightweight watch features elegance, comfort, and a touch of sparkle, making it perfect for special occasions.

Key benefits

- Encased in sparkling crystals for a luxurious look
- Smooth mesh bracelet that sits comfortably on the wrist
- Luxurious and timeless design with a modern touch
- Lightweight, perfect for special occasions and all day wear
- Sophisticated design that pairs beautifully with your jewellery
- Slim and elegant that complements any outfit

Story panels (hero narrative blocks)

PANEL 1: BRILLIANT SPARKLE WITH LASTING COMFORT

The brilliant, high-quality crystals on the dial are designed to maintain their radiant sparkle, catching the light with every movement. Crafted with ergonomic precision, the watch follows the wrist's natural curve, ensuring a comfortable, secure fit that feels comfortable all day long.

PANEL 2: LUXURIOUS AND TIMELESS ADDITION TO YOUR JEWELLERY COLLECTION

Designed to complement your finest jewellery, the watch's unique profile and shimmering accents enhance every outfit. Whether worn alone or layered with bracelets, its classic yet modern appeal makes it the perfect finishing touch for any occasion.

PANEL 3: SIGNATURE WOODEN PACKAGING, PERFECT FOR GIFTING

Elegantly packaged in a polished wooden box, this watch is a perfect gift for loved ones, ideal for weddings, anniversaries, and special milestones. The refined packaging enhances the gifting experience, while a set of exclusive stickers adds a personal touch, making every unboxing moment truly special.

PANEL 4: LIGHTWEIGHT MESH STRAP FOR EFFORTLESS FIT

The smooth mesh strap adapts to your wrist for a comfortable, tailored fit. With a lightweight feel and elegant finish, it transitions seamlessly from day to night, adding effortless sophistication to every look.



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	Manar	منار	CDW17	charming-diamond-watch-blue-silver	1	11	1,969	5.0* (10)	-	https://www.minimalist.ae/products/charming-diamond-watch-blue-silver
2	Dalal	دلال	CDW12	charming-diamond-watch-gold-pearl	1	11	1,969	4.8* (14)	-	https://www.minimalist.ae/products/charming-diamond-watch-gold-pearl
3	Asma	أسماء	CDW04	charming-diamond-watch-rose-gold-pearl	1	11	1,969	5.0* (5)	-	https://www.minimalist.ae/products/charming-diamond-watch-rose-gold-pearl
4	Huda	هدى	CDW01	charming-diamond-watch-silver-pearl	1	11	1,969	4.9* (37)	-	https://www.minimalist.ae/products/charming-diamond-watch-silver-pearl

3. Per-product deep specifications

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

Manar (CDW17)

Field	Value
Handle	charming-diamond-watch-blue-silver
Vendor	Charming Diamond
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-

Field	Value
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: Charming Diamond, colour::gold::charming-diamond-watch-gold-pearl, colour::rose gold::charming-diamond-watch-rose-gold-pearl, colour::silver/blue::charming-diamond-watch-blue-silver, colour::silver::charming-diamond-watch-silver-pearl, dial::blue::charming-diamond-watch-blue-silver, dial::pearl::charming-diamond-watch-gold-pearl, dial::pearl::charming-diamond-watch-rose-gold-pearl, dial::pearl::charming-diamond-watch-silver-pearl, product-mnl::Adjustable Size, size-var::28MM::charming-diamond-watch-blue-silver, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	26
Primary SKU	CDW17
Price AED	AED 1,969
Compare-at price	-
Weight (g)	400
Barcode	CDW17
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Sunray Blue
CASE THICKNESS	7.5mm
LUG TO LUG	30mm

Field	Value
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Swiss Ronda Movement 762
STRAP	Stainless Steel Mesh Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	CDW17

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Diamond Watch

تتميز هذه الساعة الأنيقة بخفة الوزن، حيث تصفي شعورًا بالراحة اللا متناهية على المعصم ولمسة لامعة جذابة. مما يجعلها القطعة المثالية للمناسبات الخاصة.

Specifications

CASE DIAMETER:
28mm
DIAL:
Sunray Blue
CASE THICKNESS:

- **seo_description:** تكشف لكم مثال عن الفخامة مع سوع تشارمنق دايموند. تتميز بشكل دائري رائع مغطى بالألماس اللامع وسير شبكي لامع قابل للتعديل. مميزة بأناقته وتمثل الهدية الأكثر روعة.
- **seo_title:** ساعة تشارمنق دايموند ساحرة وفاخرة للنساء | مينيمالست
- **title:** منار

Dalal (CDW12)

Field	Value
Handle	charming-diamond-watch-gold-pearl
Vendor	Charming Diamond
Type	Women's Watches

Field	Value
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: Charming Diamond, colour::gold::charming-diamond-watch-gold-pearl, colour::rose gold::charming-diamond-watch-rose-gold-pearl, colour::silver/blue::charming-diamond-watch-blue-silver, colour::silver::charming-diamond-watch-silver-pearl, dial::blue::charming-diamond-watch-blue-silver, dial::pearl::charming-diamond-watch-gold-pearl, dial::pearl::charming-diamond-watch-rose-gold-pearl, dial::pearl::charming-diamond-watch-silver-pearl, product-mnl::Adjustable Size, size-var::28MM::charming-diamond-watch-gold-pearl, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	28
Primary SKU	CDW12
Price AED	AED 1,969
Compare-at price	-
Weight (g)	400
Barcode	CDW12
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	7.5mm
LUG TO LUG	30mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Swiss Ronda Movement 762
STRAP	Stainless Steel Mesh Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	CDW12

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Diamond Watch

تتميز هذه الساعة الأنيقة بخفة الوزن، حيث تصفي شعورًا بالراحة اللا متناهية على المعصم ولمسة لامعة جذابة. مما يجعلها القطعة المثالية للمناسبات الخاصة.

Specifications

CASE DIAMETER:
28mm
DIAL:
Mother of Pearl
CASE THICKNESS

- **seo_description:** تكشف لكم مثال عن الفخامة مع سوع تشارمنق دايموند. تتميز بشكل دائري رائع مغطى بالألماس اللامع وسير شبكي لامع قابل للتعديل. مميزة بأناقته وتمثل الهدية الأكثر روعة.
- **seo_title:** ساعة تشارمنق دايموند ساحرة وفاخرة للنساء | مينيماليسست
- **title:** دلال

Asma (CDW04)

Field	Value
Handle	charming-diamond-watch-rose-gold-pearl
Vendor	Charming Diamond
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: Charming Diamond, colour::gold::charming-diamond-watch-gold-pearl, colour::rose gold::charming-diamond-watch-rose-gold-pearl, colour::silver/blue::charming-diamond-watch-blue-silver, colour::silver::charming-diamond-watch-silver-pearl, dial::blue::charming-diamond-watch-blue-silver, dial::pearl::charming-diamond-watch-gold-pearl, dial::pearl::charming-diamond-watch-rose-gold-pearl, dial::pearl::charming-diamond-watch-silver-pearl, product-mnl::Adjustable Size, size-var::28MM::charming-diamond-watch-rose-gold-pearl, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	28
Primary SKU	CDW04
Price AED	AED 1,969
Compare-at price	-
Weight (g)	400
Barcode	CDW04
Requires shipping	Yes
Taxable	Yes

Field	Value
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Mother of Pearl
CASE THICKNESS	7.5mm
LUG TO LUG	30mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Swiss Ronda Movement 762
STRAP	Stainless Steel Mesh Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	CDW04

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Diamond Watch

تتميز هذه الساعة الأنيقة بخفة الوزن، حيث تصفي شعورًا بالراحة اللا متناهية على المعصم ولمسة لامعة جذابة. مما يجعلها القطعة المثالية للمناسبات الخاصة.

Specifications

CASE DIAMETER:
28mm
DIAL:
Mother of Pearl

CASE THICKNESS:

- **seo_description:** تكشف لكم مثال عن الفخامة مع سوع تشارمنق دايموند. تتميز بشكل دائري رائع مغطى بالألماس اللامع وسير شبكي لامع قابل للتعديل. مميزة بأناقته وتمثل الهدية الأكثر روعة.
- **seo_title:** ساعة تشارمنق دايموند ساحرة وفاخرة للنساء | مينيماليسيت
- **title:** أسماء

Huda (CDW01)

Field	Value
Handle	charming-diamond-watch-silver-pearl
Vendor	Charming Diamond
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: Charming Diamond, colour::gold::charming-diamond-watch-gold-pearl, colour::rose gold::charming-diamond-watch-rose-gold-pearl, colour::silver/blue::charming-diamond-watch-blue-silver, colour::silver::charming-diamond-watch-silver-pearl, dial::blue::charming-diamond-watch-blue-silver, dial::pearl::charming-diamond-watch-gold-pearl, dial::pearl::charming-diamond-watch-rose-gold-pearl, dial::pearl::charming-diamond-watch-silver-pearl, pro_label::Customer Favorite, product-mnl::Adjustable Size, size-var::28MM::charming-diamond-watch-silver-pearl, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	28
Primary SKU	CDW01
Price AED	AED 1,969

Field	Value
Compare-at price	-
Weight (g)	400
Barcode	CDW01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	28mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	7.5mm
LUG TO LUG	30mm
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Swiss Ronda Movement 762
STRAP	Stainless Steel Mesh Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	CDW01

Arabic translations (Shopify Translate & Adapt)

- **body_html:** About Charming Diamond Watch

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Specifications

CASE DIAMETER:

28mm

DIAL:

Genuine Mother of Pearl

CASE TH

- **seo_description:** تكشف لكم مثال عن الفخامة مع سوع تشارمنق دايموند. تتميز بشكل دائري رائع مغطى بالألماس اللامع وسير شبكي لامع قابل للتعديل. مميزة بأناقته وتمثل الهدية الأكثر روعة.
- **seo_title:** ساعة تشارمنق دايموند ساحرة وفاخرة للنساء | مينيماليسست
- **title:** هدى

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).

Manar

Body description

This lightweight watch features elegance, comfort, and a touch of sparkle, making it perfect for special occasions.

-

CASE DIAMETER:

28mm

-

DIAL:

Sunray Blue

-

CASE THICKNESS:

7.5mm

-

LUG to LUG

30mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Stainless Steel Mesh Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

CDW17

How we compare

<gid://shopify/Metaobject/238728675698>

Charming Diamond :: 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.

Dalal

Body description

This lightweight watch features elegance, comfort, and a touch of sparkle, making it perfect for special occasions.

-

CASE DIAMETER:

28mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

7.5mm

-

LUG to LUG

30mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Stainless Steel Mesh Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

CDW12

How we compare

gid://shopify/Metaobject/238728675698

Charming Diamond :: Other Watch

FAQs

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Asma

Body description

This lightweight watch features elegance, comfort, and a touch of sparkle, making it perfect for special occasions.

-

CASE DIAMETER:

28mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

7.5mm

-

LUG to LUG

30mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Stainless Steel Mesh Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

CDW04

How we compare

gid://shopify/Metaobject/238728675698

Charming Diamond :: Other Watch

FAQs

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Huda

Body description

This lightweight watch features elegance, comfort, and a touch of sparkle, making it perfect for special occasions.

-

CASE DIAMETER:

28mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

7.5mm

-

LUG to LUG

30mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Stainless Steel Mesh Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

CDW01

How we compare

<gid://shopify/Metaobject/238728675698>

Charming Diamond :: Other Watch

FAQs**Tab: Shipping & Returns**

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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)

This lightweight watch features elegance, comfort, and a touch of sparkle, making it perfect for special occasions.

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)

- Leather charms or a matching strap
- Perfume discovery set as a giftable add-on
- Cardholder in matching leather

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

- Watch pairing: for a 23mm Classic, pair with a stacked bracelet set. For a 42mm Pilot, keep the wrist minimal.
- Ramadan gifting: wrap the wooden box in tonal fabric with an Arabic initial tag.
- Water care: the mesh strap is splash-proof but the dial is 3ATM only. Remove before swimming.

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

The brilliant, high-quality crystals on the dial are designed to maintain their radiant sparkle, catching the light with every movement. Crafted with ergonomic precision, the watch follows the wrist's natural curve, ensuring a comfortable, secure fit that feels comfortable all day long.

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

- **Mesh strap** - A woven metal bracelet that adapts to the wrist. Signature Minimalist comfort.
- **Barajeel** - Traditional Arabic wind-tower motif, used as design inspiration for the Classic line.
- **Water resistance** - Rated at 3 ATM unless noted. Handles splashes; not for swimming or showering.
- **Movement** - Japanese quartz movement in most SKUs; automatic variants are labelled.
- **Dial** - The watch face. Our signature uses applied index markers.

Five things SAs must know before selling

- Encased in sparkling crystals for a luxurious look
- Smooth mesh bracelet that sits comfortably on the wrist
- Luxurious and timeless design with a modern touch
- Lightweight, perfect for special occasions and all day wear
- Sophisticated design that pairs beautifully with your jewellery

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 **Charming Diamond Watches** 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 1,969. 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 Charming Diamond Watches collection?

Q2. How many active products are currently in the Charming Diamond Watches collection?

Q3. Which category does Charming Diamond Watches belong to?

Q4. Name one upsell recommendation for Charming Diamond Watches.

Q5. What is the typical objection heard for Charming Diamond Watches and the one-line counter?

Answer key

- Q1: CDW - Q2: 4 - Q3: Watches - 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.

Manar (charming-diamond-watch-blue-silver)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0003_CDW17.webp?v=1775549411	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0008_CDW17_Side.webp?v=1747178709	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0001_CDW01_back.webp?v=1747178709	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_10_0dad8605-467c-45e8-b25f-2c6879f45f6e.jpg?v=1747178709	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW-Specs4.webp?v=1751463498	-
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_07_cd82c037-f93a-431d-bb20-53126e5b9483.jpg?v=1751463498	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_08_7415302c-80bd-4d4a-b314-6b08bbb8b847.jpg?v=1751463498	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/1_d1d8d0a1-660b-477e-9e10-c3cf6443ed6f.jpg?v=1751463498	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/2_c3ee4624-5724-4e8a-9cb2-996d04dfb23c.jpg?v=1751463498	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_37b1d4d4-defc-491f-a7bf-15b9c5b00e35.jpg?v=1751463498	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/4_9df8a7cf-2861-4fb6-b8fe-1f4b3bf41b05.jpg?v=1751463498	-



Dalal (charming-diamond-watch-gold-pearl)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0005_CDW12.webp?v=1775550476	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0010_CDW12_SIde.webp?v=1771326464	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0002_CDW12_Bck.webp?v=1771326464	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_08.jpg?v=1771326464	-

#	Alt	Shopify CDN	R2 mirror
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW-Specs3.webp?v=1771326464	-
6	Premium Watches on Minimalist Minimalist.ae	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_06_3e9b9b31-6b2c-4188-92a8-ea1e3a1485ad.jpg?v=1771326464	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/1_f8c3f614-79cc-45b8-a8fd-e83bbe82801d.webp?v=1771326464	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/2_776b5471-5045-4a14-9b77-5e95344cd63b.webp?v=1771326464	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_29023e19-98c4-4540-85c0-dc0c79f74d8b.webp?v=1771326464	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/4_a10b683e-48cd-4283-a6c8-b8e7bd76a364.webp?v=1771326464	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_07_545f47e4-02d9-476e-b3be-0951a79ca5c3.webp?v=1771326464	-



Asma (charming-diamond-watch-rose-gold-pearl)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0004_CDW04.webp?v=1747180026	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0007_CDW04_Side.webp?v=1747180026	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0000_CDW04_Back.webp?v=1747180026	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_09.jpg?v=1747180026	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW-Specs2.webp?v=1751463484	-

#	Alt	Shopify CDN	R2 mirror
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/1_3b60d4cc-35ce-491a-9ca7-4c8dd32d97f9.webp?v=1758977242	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_08_762f3fa7-91a5-476b-bd07-ab70ebba3be5.webp?v=1758977242	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/2_a8ed9d7d-7ce7-4613-8ed6-b05765ec1a23.webp?v=1758977242	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/1_3b60d4cc-35ce-491a-9ca7-4c8dd32d97f9_1.webp?v=1758977242	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_3d50073f-eafc-4d58-982c-22269030549c.webp?v=1758977242	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/4_59ec05a2-325b-4db9-96ae-f9393628ffd4.webp?v=1758977242	-



Huda (charming-diamond-watch-silver-pearl)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0006_CDW01.webp?v=1776080150	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0009_CDW01_Side.webp?v=1747179741	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW_0001_CDW01_back_83d0c675-57fe-40e8-abaf-368205428432.webp?v=1747179741	-
4	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_10.jpg?v=1747179741	-
5	-	https://cdn.shopify.com/s/files/1/1843/6287/files/CDW-Specs1.webp?v=1751463512	-

#	Alt	Shopify CDN	R2 mirror
6	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_08_6939ae31-de29-4fe3-8f5e-4bbc756f272f.jpg?v=1751463512	-
7	-	https://cdn.shopify.com/s/files/1/1843/6287/files/1_37604a5f-c623-4d35-bfbc-54fe63090bd5.jpg?v=1751463512	-
8	-	https://cdn.shopify.com/s/files/1/1843/6287/files/2_921ede28-431a-48cc-beb7-78348fcc6db1.jpg?v=1751463512	-
9	-	https://cdn.shopify.com/s/files/1/1843/6287/files/3_a6e06a15-5731-43f5-b418-cf4fcc6adae8.jpg?v=1751463512	-
10	-	https://cdn.shopify.com/s/files/1/1843/6287/files/4_b75cf04a-dc9e-49cd-91ff-14ad0b2ccab2.jpg?v=1751463512	-
11	-	https://cdn.shopify.com/s/files/1/1843/6287/files/Charming_WBImage_09_8ef4ee74-da5f-4e76-ae67-c9506bcd8c0f.jpg?v=1751463512	-



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: Womens Watches New PDP
Seed last updated	2026-01-27
Sample product (31-Jan)	Asma
Sample SKU (31-Jan)	CDW04
Sample price (31-Jan)	AED 1,969

Field	Value
Sample URL (31-Jan)	https://www.minimalist.ae/products/charming-diamond-watch-rose-gold-pearl
Active count (31-Jan)	4
Products in this book	4
Launch date (sheet)	2024-05
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

10. Watch-specific

Movement, case size, dial, strap, and water resistance. Primary source: parsed PDP specs. Secondary: Shopify metafields.

Manar

Attribute	Value
Case Diameter	28mm
Case Thickness	7.5mm
Lug To Lug	30mm
Strap Width	12mm
Case Color	Polished Silver
Dial	Sunray Blue
Movement	Swiss Ronda Movement 762
Water Resistance	3 ATM
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Stainless Steel Mesh Strap
Sku	CDW17
Vendor line	Charming Diamond
Target gender	-
Harmonized code	9102.11.00

Dalal

Attribute	Value
Case Diameter	28mm
Case Thickness	7.5mm
Lug To Lug	30mm

Attribute	Value
Strap Width	12mm
Case Color	Polished Gold
Dial	Mother of Pearl
Movement	Swiss Ronda Movement 762
Water Resistance	3 ATM
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Stainless Steel Mesh Strap
Sku	CDW12
Vendor line	Charming Diamond
Target gender	-
Harmonized code	9102.11.00

Asma

Attribute	Value
Case Diameter	28mm
Case Thickness	7.5mm
Lug To Lug	30mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Mother of Pearl
Movement	Swiss Ronda Movement 762
Water Resistance	3 ATM
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Stainless Steel Mesh Strap
Sku	CDW04
Vendor line	Charming Diamond
Target gender	-
Harmonized code	9102.11.00

Huda

Attribute	Value
Case Diameter	28mm
Case Thickness	7.5mm
Lug To Lug	30mm
Strap Width	12mm

Attribute	Value
Case Color	Polished Silver
Dial	Genuine Mother of Pearl
Movement	Swiss Ronda Movement 762
Water Resistance	3 ATM
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Stainless Steel Mesh Strap
Sku	CDW01
Vendor line	Charming Diamond
Target gender	-
Harmonized code	9102.11.00

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	-	Manar	shopify_minimalist
2026-04-22	-	new	-	Huda	shopify_minimalist
2026-04-22	-	new	-	Dalal	shopify_minimalist
2026-04-22	-	new	-	Asma	shopify_minimalist

14. Customer reviews (Judge.me)

66 reviews across 4 products, 4.89* average.

Product	Reviews	Avg
Huda	37	4.89
Dalal	14	4.79
Manar	10	5.00
Asma	5	5.00