

# Classic (LQR/SQR)

**Brand:** Minimalist

**Category:** Watches

**Collection code:** LQR/SQR

**Products in this book:** 16

**Seed last updated:** 2026-01-27

**Copy source:** PDP Translations sheet: Womens Watches New PDP

**Active products at 31-Jan snapshot:** 13

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## 1. Collection identity

### Story & positioning

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

### Key benefits

- Sleek and timeless shape for a modern look
- Inspired by the unique barajeel window design
- Lightweight and comfortable for all-day wear
- Refined dial with Arabic numerals for a touch of tradition
- Versatile and elegant that pairs beautifully with your jewellery
- Polished finish for a sophisticated look

### Story panels (hero narrative blocks)

#### PANEL 1: BARAJEEL-INSPIRED CLASSIC ARABIC DESIGN

Inspired by Emirati heritage architecture, this watch takes the shape of the Barajeel wind tower, a symbol of tradition and innovation. Its rectangular window design creates a sleek and timeless silhouette, paying tribute to the artistry of the past while embracing a modern edge.

#### PANEL 2: A WATCH THAT FITS EFFORTLESSLY INTO YOUR EVERYDAY STYLE

Designed for comfort and versatility, this watch sits smoothly against the wrist, offering a lightweight feel that makes it ideal for all-day wear. Whether styled with casual outfits or formal attire, its understated elegance enhances any look with ease.

#### PANEL 3: SIGNATURE WOODEN PACKAGING - A MEANINGFUL GIFT

Presented in a luxurious wooden box, this watch makes a thoughtful gift for those who appreciate heritage, craftsmanship, and timeless design. With exclusive stickers included, the unboxing experience is just as special as the watch itself.

#### PANEL 4: EFFORTLESS ELEGANCE THAT PAIRS WITH ANY JEWELLERY

With its versatile and timeless aesthetic, this watch pairs beautifully with bracelets, rings, or bangles, making it an essential addition to any jewelry collection. Whether worn alone or layered, it elevates every look with classic sophistication.



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## 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	S
1	Aisha	عائشة	SQR18	aisha	1	9	1,075	5.0* (8)	
2	customization Black / Initials and stripes	محفظة كلاسيكية	LP_LCW01-01_STP02	ccustomization-black-initials-and-stripes	1	5	1,049	-	
3	Emerald	ايمرلد	LQR05	emerald	1	11	1,075	5.0* (11)	
4	Hamda	حمدة	SQR06	hamda	1	9	1,075	4.9* (89)	
5	Hazel	هيزل	LQR13	hazel	1	11	1,075	4.8* (25)	
6	Hessa	حصه	SQR27P	hessa-classic-collection	1	8	1,275	4.8* (6)	
7	Latifa	لطيفة	SQR13P	latifa	1	8	1,175	4.8* (177)	
8	Luna	لونا	LQR03	luna	1	4	1,025	4.8* (6)	
9	Mariam	مريم	SQR12P	mariam	1	8	1,175	4.9* (166)	
10	Marwa	مروة	SQR01P	marwa	1	9	1,175	4.9* (105)	
11	Mashael	مشاعل	SQR23P	mashael	1	8	1,275	4.8* (39)	
12	Moonstar	مون ستار	LQR01	moonstar	1	10	1,075	5.0* (11)	
13	Reem	ريم	SQR07P	reem	1	10	1,175	4.8* (159)	
14	Rosa	روزا	LQR18	rosa-1	1	11	1,075	-	

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	S
15	Sapphire	سفاير	LQR17	sapphire	1	10	1,075	5.0* (18)	
16	Sheikha	شيخة	SQR24P	sheikha	1	7	1,275	4.9* (17)	

### 3. Per-product deep specifications

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

#### Aisha ( SQR18 )

Field	Value
Handle	aisha
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::aisha, venn-discount-5
Status	active
Variant count	1
Image count	9

Field	Value
Metafield count	27
Primary SKU	SQR18
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	SQR18
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

#### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Sunray Black
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Miyota Japanese Quartz $\pm 20$ s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR18

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

- **seo\_description:** حمدة - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع وبالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **seo\_title:** حمدة ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسست
- **title:** عائشة
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم يفيض بالأصالة والراقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية وبثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

#### Specifications

CASE DIAMETER:
23mm
DIAL:
Sunray B

#### customization Black / Initials and stripes ( LP\_LCW01-01\_STP02 )

Field	Value
Handle	ccustomization-black-initials-and-stripes
Vendor	Classic Wallet
Type	Wallet
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, all_leather_goods, venn-discount-5
Status	active
Variant count	1
Image count	5
Metafield count	25
Primary SKU	LP_LCW01-01_STP02
Price AED	AED 1,049
Compare-at price	-
Weight (g)	400
Barcode	LP_LCW01-01_STP02
Requires shipping	Yes

Field	Value
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

## Arabic translations (Shopify Translate & Adapt)

- **body\_html:** [sliderimages]

[/sliderimages]

[tabtitle1]About Mini Tote[/tabtitle1] [tabtitle2]Specifications[/tabtitle2] [desc1]

### ABOUT MINI TOTE

نقدم لكم شنطة ميني توت بإصدار محدود بلون بني مذهل، صُنعت للاحتفال بيوم المرأة الإماراتية كونها تعكس المميز لدينا. تمثل كل شنطة مزيجًا "M" الجذور والتقاليد الغنية، وهي مصنوعة من جلد الجمل الفاخر ومزينة بنمط فريدًا من الفخامة والعملية، وتضيف لمسة من الرقي إلى مجموعتك اليومية كونها مزيجًا فريدًا من الفخامة والعملية .

[/desc1][desc2]

### Specifications

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### DIMENSIONS

- **seo\_description:** نقدم لكم شنطة ميني توت بإصدار محدود بلون بني مذهل، صُنعت للاحتفال بيوم المرأة الإماراتية كونها تعكس المميز لدينا "M" الإماراتية كونها تعكس الجذور والتقاليد الغنية، وهي مصنوعة من جلد الجمل الفاخر ومزينة بنمط تمثل كل شنطة مزيجًا فريدًا من الفخامة والعملية، وتضيف لمسة من الرقي إلى مجموعتك اليومية كونها مزيجًا فريدًا من الفخامة والعملية .

- **seo\_title:** Minimalist - Mini Tote - Handbags - Made with Genuine Camel Leather for Women - Tan

- **title:** محفظة كلاسيكية

## Emerald ( LQR05 )

Field	Value
Handle	emerald
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-

Field	Value
Google condition	-
SEO title	-
SEO description	-
Tags	Women, cate :: classic, cate :: square, colour::gold::aisha, colour::gold::hazel, colour::gold::latifa, colour::gold::mariam, colour::gold::mashael, colour::gold::rosa-1, colour::rose gold::emerald, colour::rose gold::hamda, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver::marwa, colour::silver::moonstar, colour::silver::sapphire, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	25
Primary SKU	LQR05
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	LQR05
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Sunray Malachite Dial
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold

Field	Value
MOVEMENT	Miyota Japanese Quartz $\pm 20s$ accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	LQR05

### Arabic translations (Shopify Translate & Adapt)

- **seo\_description:** تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.
- **seo\_title:** إيمرلد ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليس
- **title:** إيمرلد
- **body\_html:** About Classic

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### Specifications

CASE DIAMETER:	23mm
DIAL:	Sunray M

### Hamda ( SQR06 )

Field	Value
Handle	hamda
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-

Field	Value
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, available::available mid July, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	9
Metafield count	24
Primary SKU	SQR06
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	SQR06
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Sunray Black
CASE THICKNESS	6mm

Field	Value
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Miyota Japanese Quartz $\pm 20$ s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR06

### Arabic translations (Shopify Translate & Adapt)

- **title:** حمدة
- **seo\_title:** حمدة ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسست
- **seo\_description:** حمدة - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع، بالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **body\_html:** About Classic

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### Specifications

CASE DIAMETER:	23mm
DIAL:	Sunray B

### Hazel ( LQR13 )

Field	Value
Handle	hazel
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-

Field	Value
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, available::available mid July, cate :: classic, cate :: square, colour::gold::aisha, colour::gold::hazel, colour::gold::latifa, colour::gold::mariam, colour::gold::mashael, colour::gold::rosa-1, colour::rose gold::emerald, colour::rose gold::hamda, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver::marwa, colour::silver::moonstar, colour::silver::sapphire, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	25
Primary SKU	LQR13
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	LQR13
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### **Parsed specifications (from PDP body)**

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Miyota Japanese Quartz ±20s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	LQR13

### Arabic translations (Shopify Translate & Adapt)

- **seo\_description:** تتميز مجموعة كلاسيك بتصميم يبيض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.
- **seo\_title:** هيزل ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسست
- **title:** هيزل
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم يبيض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

### Specifications

CASE DIAMETER:	23mm
DIAL:	Genuine

### Hessa ( SQR27P )

Field	Value
Handle	hessa-classic-collection
Vendor	Classic - 23mm

Field	Value
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::hessa-classic-collection, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	24
Primary SKU	SQR27P
Price AED	AED 1,275
Compare-at price	-
Weight (g)	400
Barcode	SQR27P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

## Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Miyota Japanese Quartz $\pm 20$ s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR27P

## Arabic translations (Shopify Translate & Adapt)

- **title:** حصة
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والراقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية وبثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

### Specifications

CASE DIAMETER:
23mm
DIAL:
Genuine

## Latifa ( SQR13P )

Field	Value
Handle	latifa
Vendor	Classic - 23mm
Type	Women's Watches

Field	Value
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, WatchGuideHer, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, pro_label::Customer Favorite, size-var::23MM::latifa, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	26
Primary SKU	SQR13P
Price AED	AED 1,175
Compare-at price	-
Weight (g)	400
Barcode	SQR13P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### **Parsed specifications (from PDP body)**

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Miyota Japanese Quartz ±20s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR13P

### Arabic translations (Shopify Translate & Adapt)

- **seo\_title:** لطيفة ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسست
- **seo\_description:** لطيفة - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع بالصدف الأم. تستخدم هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي
- **body\_html:** About Classic

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### Specifications

CASE DIAMETER:	23mm
DIAL:	Genuine

### Luna ( LQR03 )

Field	Value
Handle	luna
Vendor	CLASSIC - 23MM
Type	Watches

Field	Value
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	cate :: classic, cate :: square, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	4
Metafield count	12
Primary SKU	LQR03
Price AED	AED 1,025
Compare-at price	-
Weight (g)	400
Barcode	LQR03
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Miyota Japanese Quartz ±20s accuracy per month
STRAP	Black Leather
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	LQR03

## Arabic translations (Shopify Translate & Adapt)

- **seo\_description:** لونا - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع بالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **seo\_title:** لونا ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليس
- **title:** لونا

## Mariam ( SQR12P )

Field	Value
Handle	mariam
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::mariam, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	24
Primary SKU	SQR12P
Price AED	AED 1,175
Compare-at price	-

Field	Value
Weight (g)	400
Barcode	SQR12P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl Dial
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Miyota Japanese Quartz $\pm 20s$ accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR12P

### Arabic translations (Shopify Translate & Adapt)

- **title:** مريم
- **seo\_title:** مريم ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسست
- **seo\_description:** مريم - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع، بالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم يبيض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية وبثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

### Specifications

CASE DIAMETER:

23mm

DIAL :

Genui

## Marwa ( SQR01P )

Field	Value
Handle	marwa
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::marwa, venn-discount-5
Status	active
Variant count	1
Image count	9
Metafield count	24
Primary SKU	SQR01P
Price AED	AED 1,175

Field	Value
Compare-at price	-
Weight (g)	400
Barcode	SQR01P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl Dial
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Miyota Japanese Quartz $\pm 20s$ accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR01P

### Arabic translations (Shopify Translate & Adapt)

- **title:** مروة
- **seo\_title:** مروة ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليس
- **seo\_description:** مروة - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع، وبالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم يبيض بالأصالة والرقي، مستوحى من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز المينا بالأرقام العربية وبشري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

### Specifications

CASE DIAMETER:

23mm

DIAL :

Genuine M

## Mashael ( SQR23P )

Field	Value
Handle	mashael
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashael, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::mashael, venn-discount-5
Status	active
Variant count	1
Image count	8
Metafield count	24
Primary SKU	SQR23P

Field	Value
Price AED	AED 1,275
Compare-at price	-
Weight (g)	400
Barcode	SQR23P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Miyota Japanese Quartz ±20s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR23P

### Arabic translations (Shopify Translate & Adapt)

- **title:** مشاعل
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم يفيض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

#### Specifications

CASE DIAMETER:

23mm

DIAL :

Genuine

- **seo\_description:** تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية وبثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

## Moonstar ( LQR01 )

Field	Value
Handle	moonstar
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, cate :: classic, cate :: square, colour::gold::aisha, colour::gold::hazel, colour::gold::latifa, colour::gold::mariam, colour::gold::mashael, colour::gold::rosa-1, colour::rose gold::emerald, colour::rose gold::hamda, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver::marwa, colour::silver::moonstar, colour::silver::sapphire, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	10
Metafield count	25
Primary SKU	LQR01

Field	Value
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	LQR01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl Dial
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Miyota Japanese Quartz ±20s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	LQR01

### Arabic translations (Shopify Translate & Adapt)

- **seo\_description:** تتميز مجموعة كلاسيك بتصميم بنيف بالأصالة والرفي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.
- **seo\_title:** مون ست ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيمالست
- **title:** مون ستار
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم بنيف بالأصالة والرفي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

### Specifications

CASE DIAMETER:

23mm

DIAL:

Genuine

## Reem ( SQR07P )

Field	Value
Handle	reem
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, available::available mid July, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::reem, venn-discount-5
Status	active
Variant count	1
Image count	10
Metafield count	24

Field	Value
Primary SKU	SQR07P
Price AED	AED 1,175
Compare-at price	-
Weight (g)	400
Barcode	SQR07P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Miyota Japanese Quartz $\pm 20$ s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR07P

### Arabic translations (Shopify Translate & Adapt)

- **title:** ريم
- **seo\_title:** ريم ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسست
- **seo\_description:** ريم - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع بالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

## Specifications

CASE DIAMETER:
23mm
DIAL:
Genuine

### Rosa ( LQR18 )

Field	Value
Handle	rosa-1
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, cate :: classic, cate :: square, colour::gold::aisha, colour::gold::hazel, colour::gold::latifa, colour::gold::mariam, colour::gold::mashael, colour::gold::rosa-1, colour::rose gold::emerald, colour::rose gold::hamda, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver::marwa, colour::silver::moonstar, colour::silver::sapphire, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	11
Metafield count	27

Field	Value
Primary SKU	LQR18
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	LQR18
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Sunray Black
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Miyota Japanese Quartz $\pm 20s$ accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	LQR18

### Arabic translations (Shopify Translate & Adapt)

- **seo\_description:** تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.
- **seo\_title:** روزا ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيمالست
- **title:** روزا
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

## Specifications

CASE DIAMETER:
23mm
DIAL:
Sunray B

## Sapphire ( LQR17 )

Field	Value
Handle	sapphire
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, cate :: classic, cate :: square, colour::gold::aisha, colour::gold::hazel, colour::gold::latifa, colour::gold::mariam, colour::gold::mashael, colour::gold::rosa-1, colour::rose gold::emerald, colour::rose gold::hamda, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver::marwa, colour::silver::moonstar, colour::silver::sapphire, size-var::23MM::hamda, venn-discount-5
Status	active
Variant count	1
Image count	10
Metafield count	25

Field	Value
Primary SKU	LQR17
Price AED	AED 1,075
Compare-at price	-
Weight (g)	400
Barcode	LQR17
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Sunbrushed Blue
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Miyota Japanese Quartz $\pm 20s$ accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	LQR17

### Arabic translations (Shopify Translate & Adapt)

- **seo\_description:** تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.
- **seo\_title:** سفائر ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليس
- **title:** سفائر
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم ينبض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية ويثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

## Specifications

CASE DIAMETER:
23mm
DIAL :
Sunbrush

### Sheikha ( SQR24P )

Field	Value
Handle	sheikha
Vendor	Classic - 23mm
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Red Custom Gift Box, Women, cate :: classic, cate :: square, colour::black::aisha, colour::black::hamda, colour::black::rosa-1, colour::gold/pearl::hazel, colour::gold/pearl::latifa, colour::gold/pearl::mashaal, colour::gold::mariam, colour::green::emerald, colour::rose gold::hessa-classic-collection, colour::rose gold::reem, colour::rose gold::sheikha, colour::silver/blue::sapphire, colour::silver::marwa, colour::silver::moonstar, size-var::23MM::Sheikha, venn-discount-5
Status	active
Variant count	1
Image count	7

Field	Value
Metafield count	24
Primary SKU	SQR24P
Price AED	AED 1,275
Compare-at price	-
Weight (g)	400
Barcode	SQR24P
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

#### Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	23mm
DIAL	Genuine Mother of Pearl
CASE THICKNESS	6mm
LUG TO LUG	36mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Miyota Japanese Quartz ±20s accuracy per month
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	SQR24P

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

- **title:** شيخة
- **seo\_title:** شيخة ٢٣ - إصدار المجموعة الكلاسيكية من الساعات النسائية | مينيماليسيت
- **seo\_description:** شيخة - إصدار المجموعة الكلاسيكية من الساعات النسائية مع إطار صغير، ومينا لامع، ومينا لامع، ومينا لامع، ومينا لامع. بالصدف الأم. استخدم في هذه الساعة مواد ولمسات فاخرة لتكون تعبيرًا عن الرقي.
- **body\_html:** About Classic

تتميز مجموعة كلاسيك بتصميم يبنض بالأصالة والرقي، مستوحىً من نوافذ البراجيل الشهيرة في التراث المعماري الإماراتي. تحاكي بساطة الماضي وأناقة الحاضر، حيث يتميز الميناء بالأرقام العربية وبثري إطلالتك اليومية، مع راحة مثالية صممت لترافقك طوال اليوم.

#### Specifications

CASE DIAMETER:

23mm

DIAL:

Genuine

## 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).

### Aisha

#### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Sunray Black

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

STRAP:

Solid Stainless Steel Strap

-

WATER RESISTANCE:

30 Meters

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

SQR18

## How we compare

<gid://shopify/Metaobject/209597596018>

MINIMALIST :: OTHER WATCHES

## 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.

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## **customization Black / Initials and stripes**

#### **Tab: About**

Minimalist presents its leather goods collection. The collection is inspired by the art of simplicity, and the Emirati Culture and Heritage. Handcrafted in the UAE with the finest camel leather, and finished with classy details. It is designed to accompany you and create memories wherever you go.

#### **Tab: Shipping & Returns**

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---

## Emerald

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Sunray Malachite Dial

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

LQR05

**How we compare**

gid://shopify/Metaobject/238728675698

CLASSIC :: OTHER WATCH

**FAQs**

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---

## Hamda

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Sunray Black

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR06

**How we compare**

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

**FAQs**

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---

## Hazel

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

LQR13

### How we compare

gid://shopify/Metaobject/238728675698

CLASSIC :: OTHER WATCH

### FAQs

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---

## Hessa

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR27P

**How we compare**

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

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---

## Latifa

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR13P

**How we compare**

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

**FAQs**

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---

## Luna

### Body description

[sliderimages]

[/sliderimages]

#### ABOUT CLASSIC

The Index Classic Collection is a statement of sophistication with a modern twist. This timeless beauty is an addition to the most loved Classic Collection. Featuring exquisite index marks on the dial, made to elevate your everyday look.

#### Specifications

-

#### CASE DIAMETER:

23mm

-

#### DIAL:

Genuine Mother of Pearl

-

#### CASE THICKNESS:

6mm

-

#### LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

STRAP:

Black Leather

-

WATER RESISTANCE:

30 Meters

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

LQR03

[slideimgs1]

UNIQUE SHAPE WITH A FINE EDGE

Inspired by the heritage architecture of the UAE, the Classic Collection takes shape of a barajeel window

[/slideimgs1] [slideimgs2]

EXQUISITE INDEX MARKINGS

Sleek and sophisticated index markings

[/slideimgs2] [slideimgs3]

SHINY MOTHER OF PEARL DIAL

A gorgeous dial made up of genuine mother of pearl makes the silver numbers glow beautifully

[/slideimgs3] [slideimgs4]

#### PETITE CASE

This 23mm case is perfect for every day wear and pairs well with daily outfits and jewellery

---

## Mariam

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

#### CASE DIAMETER:

23mm

-

#### DIAL:

Genuine Mother of Pearl Dial

-

#### CASE THICKNESS:

6mm

-

#### LUG to LUG

36mm

-

#### STRAP WIDTH:

12mm

-

#### CASE COLOR:

Polished Gold

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20s$  accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR12P

**How we compare**

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

**FAQs**

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---

## Marwa

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl Dial

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

**MOVEMENT:**

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR01P

**How we compare**

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

**FAQs****Tab: Shipping & Returns**

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---

## Mashaal

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20s$  accuracy per month

-

STRAP:

Solid Stainless Steel Strap

-

WATER RESISTANCE:

30 Meters

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

SQR23P

## How we compare

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

## FAQs

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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.

---

## Moonstar

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl Dial

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

LQR01

## How we compare

gid://shopify/Metaobject/238728675698

CLASSIC :: OTHER WATCH

## FAQs

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---

## Reem

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20s$  accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR07P

## How we compare

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

## FAQs

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location, you will need to contact them directly as they handle their own warranty claims, returns and exchanges.

---

## Rosa

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Sunray Black

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20s$  accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

LQR18

## How we compare

gid://shopify/Metaobject/238728675698

CLASSIC :: OTHER WATCH

## FAQs

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location, you will need to contact them directly as they handle their own warranty claims, returns and exchanges.

---

## Sapphire

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Sunbrushed Blue

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20$ s accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

LQR17

**How we compare**

gid://shopify/Metaobject/238728675698

CLASSIC :: 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.

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## Sheikha

### Body description

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

-

CASE DIAMETER:

23mm

-

DIAL:

Genuine Mother of Pearl

-

CASE THICKNESS:

6mm

-

LUG to LUG

36mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

MOVEMENT:

Miyota Japanese Quartz  $\pm 20s$  accuracy per month

-

**STRAP:**

Solid Stainless Steel Strap

-

**WATER RESISTANCE:**

30 Meters

-

**GLASS:**

Sapphire Crystal Glass Scratch Resistant

-

**SKU:**

SQR24P

**How we compare**

gid://shopify/Metaobject/209597596018

MINIMALIST :: OTHER WATCHES

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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)

Blending vintage charm with modern sophistication, the Classic Collection takes inspiration from Barajeel wind towers, offering refined elegance and versatility for everyday wear.

### 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)

Inspired by Emirati heritage architecture, this watch takes the shape of the Barajeel wind tower, a symbol of tradition and innovation. Its rectangular window design creates a sleek and timeless silhouette, paying tribute to the artistry of the past while embracing a modern edge.

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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

- **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

- Sleek and timeless shape for a modern look
- Inspired by the unique barajeel window design
- Lightweight and comfortable for all-day wear
- Refined dial with Arabic numerals for a touch of tradition
- Versatile and elegant 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 **Classic** 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 1,025 to AED 1,275. 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 Classic collection?

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

**Q3.** Which category does Classic belong to?

**Q4.** Name one upsell recommendation for Classic.

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

Answer key

- Q1: LQR/SQR - Q2: 16 - Q3: Watches - 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.

## Aisha ( aisha )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0016_SQR18.webp?v=1747187464">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0016_SQR18.webp?v=1747187464</a>	-
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**customization Black / Initials and stripes ( ccustomization-black-initials-and-stripes )**

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## **Emerald ( emerald )**

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## Hazel ( hazel )

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## Hessa ( hessa-classic-collection )

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3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs3.webp?v=1751463936">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs3.webp?v=1751463936</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR27_bb5199d6-931e-4530-b2a5-e7ddf9e9d20f.webp?v=1755065162">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR27_bb5199d6-931e-4530-b2a5-e7ddf9e9d20f.webp?v=1755065162</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR27.webp?v=1755065162">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR27.webp?v=1755065162</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR27-1.webp?v=1755065162">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR27-1.webp?v=1755065162</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR27P.jpg?v=1755065162">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR27P.jpg?v=1755065162</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</a>	-



## Latifa ( latifa )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0013_SQR13P.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0013_SQR13P.webp?v=1773396517</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0003_SQR13P_side.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0003_SQR13P_side.webp?v=1773396517</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs5.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs5.webp?v=1773396517</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR06-2.webp?v=1773396659">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR06-2.webp?v=1773396659</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR13-1.webp?v=1773396659">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR13-1.webp?v=1773396659</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR13.webp?v=1773396659">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR13.webp?v=1773396659</a>	-

#	Alt	Shopify CDN	R2 mirror
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR13P.jpg?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR13P.jpg?v=1773396517</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</a>	-



## Luna ( luna )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/1.LQR03P-LEATHERFRONTIMAGE.jpg?v=1640609146">https://cdn.shopify.com/s/files/1/1843/6287/products/1.LQR03P-LEATHERFRONTIMAGE.jpg?v=1640609146</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/2.LQR03-SIDE.jpg?v=1640609146">https://cdn.shopify.com/s/files/1/1843/6287/products/2.LQR03-SIDE.jpg?v=1640609146</a>	-

#	Alt	Shopify CDN	R2 mirror
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/3.23-12-2021LQR03CNPhotography_3_-1.jpg?v=1640609146">https://cdn.shopify.com/s/files/1/1843/6287/products/3.23-12-2021LQR03CNPhotography_3_-1.jpg?v=1640609146</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/products/4.22-12-21LQR03_JFB06_JFB06ii_14.jpg?v=1661975995">https://cdn.shopify.com/s/files/1/1843/6287/products/4.22-12-21LQR03_JFB06_JFB06ii_14.jpg?v=1661975995</a>	-



## Mariam ( **mariam** )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0014_SQR12P.webp?v=1747187320">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0014_SQR12P.webp?v=1747187320</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0004_SQR12_Side.webp?v=1747187320">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0004_SQR12_Side.webp?v=1747187320</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs6.webp?v=1751464020">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs6.webp?v=1751464020</a>	-

#	Alt	Shopify CDN	R2 mirror
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR06-2.webp?v=1773396659">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR06-2.webp?v=1773396659</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR12.webp?v=1755065480">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR12.webp?v=1755065480</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR12-1.webp?v=1755065480">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR12-1.webp?v=1755065480</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR12P.jpg?v=1755065480">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR12P.jpg?v=1755065480</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</a>	-



## Marwa ( marwa )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0017_SQR01.webp?v=1747187175">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0017_SQR01.webp?v=1747187175</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0008_SQR01_Side.webp?v=1747187175">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0008_SQR01_Side.webp?v=1747187175</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs7.webp?v=1751464097">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs7.webp?v=1751464097</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01.webp?v=1755002097">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01.webp?v=1755002097</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01_1.webp?v=1755002277">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01_1.webp?v=1755002277</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01-1.webp?v=1755002277">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01-1.webp?v=1755002277</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01Ps1.webp?v=1755002277">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR01Ps1.webp?v=1755002277</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR01.jpg?v=1755002277">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR01.jpg?v=1755002277</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</a>	-



## Mashael ( mashael )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0012_SQR23P.webp?v=1747186305">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0012_SQR23P.webp?v=1747186305</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0002_SQR23P.webp?v=1747186305">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0002_SQR23P.webp?v=1747186305</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs2.webp?v=1751463907">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs2.webp?v=1751463907</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR23.webp?v=1755065119">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR23.webp?v=1755065119</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR23-1.webp?v=1755065119">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR23-1.webp?v=1755065119</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR23-2.webp?v=1755065119">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR23-2.webp?v=1755065119</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR23P.jpg?v=1755065119">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR23P.jpg?v=1755065119</a>	-

#	Alt	Shopify CDN	R2 mirror
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</a>	-



### Moonstar ( moonstar )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0006_LQR01.webp?v=1747230567">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0006_LQR01.webp?v=1747230567</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0010_LQR01_Side.webp?v=1747230567">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0010_LQR01_Side.webp?v=1747230567</a>	-

#	Alt	Shopify CDN	R2 mirror
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0002_Back01_cc280fa9-6c37-450a-80a0-d03d4b4146c6.webp?v=1747230567">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0002_Back01_cc280fa9-6c37-450a-80a0-d03d4b4146c6.webp?v=1747230567</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs10.webp?v=1751463845">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs10.webp?v=1751463845</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_APPROVED_1.webp?v=1756387604">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_APPROVED_1.webp?v=1756387604</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_Approved_ec6089fa-c65d-4431-87dd-66c6621f9612.webp?v=1756387604">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_Approved_ec6089fa-c65d-4431-87dd-66c6621f9612.webp?v=1756387604</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_1_approved_8fdf76fc-647f-4da8-84c0-ffc631317360.webp?v=1756387604">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_1_approved_8fdf76fc-647f-4da8-84c0-ffc631317360.webp?v=1756387604</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_approved.webp?v=1756387604">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR01_approved.webp?v=1756387604</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs10_LQR.webp?v=1756387571">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs10_LQR.webp?v=1756387571</a>	-
10	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_1dab3af8-db25-4b82-bd2f-f99fbb352799.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_1dab3af8-db25-4b82-bd2f-f99fbb352799.webp?v=1756386150</a>	-



**Reem ( reem )**

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0009_SQR07P.webp?v=1747185918">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0009_SQR07P.webp?v=1747185918</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0005_SQR07P_Sdie.webp?v=1747185918">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0005_SQR07P_Sdie.webp?v=1747185918</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs8.webp?v=1751464045">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs8.webp?v=1751464045</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR06-2.webp?v=1773396659">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR06-2.webp?v=1773396659</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07-1_95bae0ec-4281-4da0-9418-c5935ed9a95c.webp?v=1755065849">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07-1_95bae0ec-4281-4da0-9418-c5935ed9a95c.webp?v=1755065849</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07.webp?v=1755065849">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07.webp?v=1755065849</a>	-

#	Alt	Shopify CDN	R2 mirror
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07_1.webp?v=1755065849">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07_1.webp?v=1755065849</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07-1.webp?v=1755065849">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR07-1.webp?v=1755065849</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR07P.jpg?v=1755065849">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR07P.jpg?v=1755065849</a>	-
10	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</a>	-



## Rosa ( rosa-1 )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0004_LQR18.webp?v=1747229691">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0004_LQR18.webp?v=1747229691</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0012_LQR18_Side.webp?v=1747229691">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0012_LQR18_Side.webp?v=1747229691</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0001_Back12.webp?v=1747229691">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0001_Back12.webp?v=1747229691</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs14.webp?v=1751463706">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs14.webp?v=1751463706</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_approved.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_approved.webp?v=1756386150</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_approved_1.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_approved_1.webp?v=1756386150</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_1_approved_20bc9f96-a746-444b-a97d-987818c600f5.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_1_approved_20bc9f96-a746-444b-a97d-987818c600f5.webp?v=1756386150</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_3_approved.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_3_approved.webp?v=1756386150</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_2_approved.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR18_2_approved.webp?v=1756386150</a>	-
10	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_LQR18_1bfeb0dd-1dfe-4df4-9a14-5d54d6a336fa.jpg?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_LQR18_1bfeb0dd-1dfe-4df4-9a14-5d54d6a336fa.jpg?v=1756386150</a>	-
11	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_1dab3af8-db25-4b82-bd2f-f99fbb352799.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_1dab3af8-db25-4b82-bd2f-f99fbb352799.webp?v=1756386150</a>	-



## Sapphire ( sapphire )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0007_LQR17.webp?v=1747229452">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0007_LQR17.webp?v=1747229452</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0011_LQR17_Side.webp?v=1747229452">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0011_LQR17_Side.webp?v=1747229452</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0002_Back01.webp?v=1747229452">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR_0002_Back01.webp?v=1747229452</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs13.webp?v=1751463758">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs13.webp?v=1751463758</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17_approved_1.webp?v=1756387053">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17_approved_1.webp?v=1756387053</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17_approved_e243e09d-d74f-41df-b48b-15ee63693ab1.webp?v=1756387053">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17_approved_e243e09d-d74f-41df-b48b-15ee63693ab1.webp?v=1756387053</a>	-

#	Alt	Shopify CDN	R2 mirror
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17_approved_3ce1b44a-1b54-49c1-a7fa-05d012f8532d.webp?v=1756387064">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17_approved_3ce1b44a-1b54-49c1-a7fa-05d012f8532d.webp?v=1756387064</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17-1_approved.webp?v=1756387064">https://cdn.shopify.com/s/files/1/1843/6287/files/LQR17-1_approved.webp?v=1756387064</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_LQR17_d4b43b2f-7b51-481f-8cbd-05148b59dd35.jpg?v=1756387074">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_LQR17_d4b43b2f-7b51-481f-8cbd-05148b59dd35.jpg?v=1756387074</a>	-
10	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_1dab3af8-db25-4b82-bd2f-f99fbb352799.webp?v=1756386150">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_1dab3af8-db25-4b82-bd2f-f99fbb352799.webp?v=1756386150</a>	-



## Sheikha ( sheikha )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0011_SQR24P.webp?v=1747186906">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0011_SQR24P.webp?v=1747186906</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0001_SQR24P.webp?v=1747186906">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR_0001_SQR24P.webp?v=1747186906</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs9.webp?v=1751463958">https://cdn.shopify.com/s/files/1/1843/6287/files/Classic-specs9.webp?v=1751463958</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR24.webp?v=1755065292">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR24.webp?v=1755065292</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQR24-1.webp?v=1755065292">https://cdn.shopify.com/s/files/1/1843/6287/files/SQR24-1.webp?v=1755065292</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR24P.jpg?v=1755065292">https://cdn.shopify.com/s/files/1/1843/6287/files/SQRStyled_SQR24P.jpg?v=1755065292</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cafde6be-0867-408e-b215-41c0d9d3a8d1.webp?v=1773396517</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
Copy source	PDP Translations sheet: Womens Watches New PDP
Seed last updated	2026-01-27
Sample product (31-Jan)	Emerald
Sample SKU (31-Jan)	LQR05
Sample price (31-Jan)	AED 1,075
Sample URL (31-Jan)	<a href="https://www.minimalist.ae/products/emerald">https://www.minimalist.ae/products/emerald</a>
Active count (31-Jan)	13
Products in this book	16
Launch date (sheet)	2019-10
Roadmap status	active
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

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## 10. Watch-specific

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

### Aisha

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Gold
Dial	Sunray Black
Movement	Miyota Japanese Quartz ±20s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
SKU	SQR18
Vendor line	Classic - 23mm

Attribute	Value
Target gender	-
Harmonized code	9102.11.00

### customization Black / Initials and stripes

Attribute	Value
Vendor line	Classic Wallet
Target gender	-
Harmonized code	4202.21.00

### Emerald

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Sunray Malachite Dial
Movement	Miyota Japanese Quartz $\pm$ 20s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	LQR05
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

### Hamda

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Sunray Black
Movement	Miyota Japanese Quartz $\pm$ 20s accuracy per month

Attribute	Value
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR06
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Hazel

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	LQR13
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Hessa

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters

Attribute	Value
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR27P
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Latifa

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR13P
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Luna

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant

Attribute	Value
Strap	Black Leather
Sku	LQR03
Vendor line	CLASSIC - 23MM
Target gender	-
Harmonized code	-

## Mariam

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Gold
Dial	Genuine Mother of Pearl Dial
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR12P
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Marwa

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Silver
Dial	Genuine Mother of Pearl Dial
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap

Attribute	Value
Sku	SQR01P
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Mashaël

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz ±20s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR23P
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Moonstar

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Silver
Dial	Genuine Mother of Pearl Dial
Movement	Miyota Japanese Quartz ±20s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	LQR01

Attribute	Value
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Reem

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR07P
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Rosa

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Gold
Dial	Sunray Black
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	LQR18
Vendor line	Classic - 23mm

Attribute	Value
Target gender	-
Harmonized code	9102.11.00

## Sapphire

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Silver
Dial	Sunbrushed Blue
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	LQR17
Vendor line	Classic - 23mm
Target gender	-
Harmonized code	9102.11.00

## Sheikha

Attribute	Value
Case Diameter	23mm
Case Thickness	6mm
Lug To Lug	36mm
Strap Width	12mm
Case Color	Polished Rose Gold
Dial	Genuine Mother of Pearl
Movement	Miyota Japanese Quartz $\pm 20$ s accuracy per month
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	SQR24P
Vendor line	Classic - 23mm
Target gender	-

Attribute	Value
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	-	Sheikha	shopify_minimalist
2026-04-22	-	new	-	Sapphire	shopify_minimalist
2026-04-22	-	new	-	Rosa	shopify_minimalist
2026-04-22	-	new	-	Reem	shopify_minimalist
2026-04-22	-	new	-	Moonstar	shopify_minimalist
2026-04-22	-	new	-	Mashaël	shopify_minimalist
2026-04-22	-	new	-	Marwa	shopify_minimalist
2026-04-22	-	new	-	Mariam	shopify_minimalist
2026-04-22	-	new	-	Luna	shopify_minimalist
2026-04-22	-	new	-	Latifa	shopify_minimalist
2026-04-22	-	new	-	Hessa	shopify_minimalist
2026-04-22	-	new	-	Hazel	shopify_minimalist
2026-04-22	-	new	-	Hamda	shopify_minimalist
2026-04-22	-	new	-	Emerald	shopify_minimalist
2026-04-22	-	new	-	customization Black / Initials and stripes	shopify_minimalist
2026-04-22	-	new	-	Aisha	shopify_minimalist

### 14. Customer reviews (Judge.me)

837 reviews across 14 products, 4.88\* average.

Product	Reviews	Avg
Latifa	177	4.84
Mariam	166	4.90
Reem	159	4.83
Marwa	105	4.88
Hamda	89	4.94
Mashaël	39	4.85
Hazel	25	4.84

<b>Product</b>	<b>Reviews</b>	<b>Avg</b>
Sapphire	18	5.00
Sheikha	17	4.94
Emerald	11	5.00
Moonstar	11	5.00
Aisha	8	5.00
Hessa	6	4.83
Luna	6	4.83