

# Petite (PQR)

**Brand:** Minimalist

**Category:** Watches

**Collection code:** PQR

**Products in this book:** 4

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

**Copy source:** Draft (based on live site copy for missing watch collections)

**Active products at 31-Jan snapshot:** 3

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## 1. Collection identity

### Story & positioning

Designed for an ultra-light, elegant wrist feel, the Petite Collection prioritizes comfort and a refined, everyday silhouette.

### Key benefits

- Petite profile for a lightweight feel on the wrist.
- Ergonomic design engineered for all-day comfort.
- Bracelet links engineered to follow the wrist's natural curve for a smooth fit.
- Signature wooden packaging—ideal for gifting.



## 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	Ameera	أميرة	PQR07	petite-ameera	1	9	1,475	5.0* (3)	-	<a href="https://www.minimalist.ae/products/petite-ameera">https://www.minimalist.ae/products/petite-ameera</a>

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
2	Hessa	حصّة	PQR01	petite-hessa	1	9	1,475	4.7* (12)	-	<a href="https://www.minimalist.ae/products/petite-hessa">https://www.minimalist.ae/products/petite-hessa</a>
3	Jawhara	جوهرة	PQR13	petite-jawhara	1	9	1,475	5.0* (17)	-	<a href="https://www.minimalist.ae/products/petite-jawhara">https://www.minimalist.ae/products/petite-jawhara</a>
4	Nouf	نوف	PQR17	petite-nouf	1	9	1,475	5.0* (5)	-	<a href="https://www.minimalist.ae/products/petite-nouf">https://www.minimalist.ae/products/petite-nouf</a>

### 3. Per-product deep specifications

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

#### Ameera ( PQR07 )

Field	Value
Handle	petite-ameera
Vendor	Petite
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: petite, colour::gold::petite-jawhara, colour::rose gold::petite-ameera, colour::silver/blue::petite-nouf, colour::silver::petite-hessa, dial::pearl::petite-ameera, product-mnl::Adjustable Size
Status	active
Variant count	1

Field	Value
Image count	9
Metafield count	27
Primary SKU	PQR07
Price AED	AED 1,475
Compare-at price	-
Weight (g)	400
Barcode	PQR07
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE SIZE	21.5mm
DIAL	Mother of Pearl
CASE THICKNESS	6.5mm
LUG TO LUG	28.5mm
STRAP WIDTH	12mm
CASE COLOR	Polished Rose Gold
MOVEMENT	Swiss Ronda Movement 762
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PQR07

### Arabic translations (Shopify Translate & Adapt)

- **body\_html:** About Petite

ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللمسة الأساسية لإطلالة يومية.

#### Specifications

CASE SIZE :

21.5mm

DIAL :

Mother of Pearl

CASE THICKNESS :

6.5mm

- **seo\_description:** ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللبسة الأساسية لإطلالة يومية.
- **seo\_title:** Minimalist - Petite watch - Premium Watch for Women
- **title:** أميرة

## Hessa ( PQR01 )

Field	Value
Handle	petite-hessa
Vendor	Petite
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: petite, colour::gold::petite-jawhara, colour::rose gold::petite-ameera, colour::silver/blue::petite-nouf, colour::silver::petite-hessa, dial::pearl::petite-hessa, product-mnl::Adjustable Size
Status	active
Variant count	1

Field	Value
Image count	9
Metafield count	27
Primary SKU	PQR01
Price AED	AED 1,475
Compare-at price	-
Weight (g)	400
Barcode	PQR01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE SIZE	21.5mm
DIAL	Mother of Pearl
CASE THICKNESS	6.5mm
LUG TO LUG	28.5mm
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Swiss Ronda Movement 762
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PQR01

### Arabic translations (Shopify Translate & Adapt)

- **body\_html:** About Petite

ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللمسة الأساسية لإطلالة يومية.

#### Specifications

CASE SIZE :

21.5mm

DIAL :

Mother of Pearl

CASE THICKNESS :

6.5mm

- **seo\_description:** ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللبسة الأساسية لإطلالة يومية.
- **seo\_title:** Minimalist - Petite watch - Premium Watch for Women
- **title:** حصة

## Jawhara ( PQR13 )

Field	Value
Handle	petite-jawhara
Vendor	Petite
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: petite, colour::gold::petite-jawhara, colour::rose gold::petite-ameera, colour::silver/blue::petite-nouf, colour::silver::petite-hessa, dial::pearl::petite-jawhara, pro_label::Best Seller, product-mnl::Adjustable Size
Status	active
Variant count	1

Field	Value
Image count	9
Metafield count	27
Primary SKU	PQR13
Price AED	AED 1,475
Compare-at price	-
Weight (g)	400
Barcode	PQR13
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE SIZE	21.5mm
DIAL	Mother of Pearl
CASE THICKNESS	6.5mm
LUG TO LUG	28.5mm
STRAP WIDTH	12mm
CASE COLOR	Polished Gold
MOVEMENT	Swiss Ronda Movement 762
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PQR13

### Arabic translations (Shopify Translate & Adapt)

- **body\_html:** About Petite

ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللمسة الأساسية لإطلالة يومية.

#### Specifications

CASE SIZE :

21.5mm

DIAL :

Mother of Pearl

CASE THICKNESS :

6.5mm

- **seo\_description:** ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللبسة الأساسية لإطلالة يومية.
- **seo\_title:** Minimalist - Petite watch - Premium Watch for Women
- **title:** جوهرة

## Nouf ( PQR17 )

Field	Value
Handle	petite-nouf
Vendor	Petite
Type	Women's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Women, Womens Watches, cate :: petite, colour::gold::petite-jawhara, colour::rose gold::petite-ameera, colour::silver/blue::petite-nouf, colour::silver::petite-hessa, dial::blue::petite-nouf, product-mnl::Adjustable Size
Status	active
Variant count	1

Field	Value
Image count	9
Metafield count	27
Primary SKU	PQR17
Price AED	AED 1,475
Compare-at price	-
Weight (g)	400
Barcode	PQR17
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	continue
Cost per item	-

### Parsed specifications (from PDP body)

Field	Value
CASE SIZE	21.5mm
DIAL	Sunray Blue
CASE THICKNESS	6.5mm
LUG TO LUG	28.5mm
STRAP WIDTH	12mm
CASE COLOR	Polished Silver
MOVEMENT	Swiss Ronda Movement 762
STRAP	Solid Stainless Steel Strap
WATER RESISTANCE	3 ATM
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PQR17

### Arabic translations (Shopify Translate & Adapt)

- **body\_html:** About Petite

ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللمسة الأساسية لإطلالة يومية.

#### Specifications

CASE SIZE :

21.5mm

DIAL :

Sunray Blue

CASE THICKNESS :

6.5mm

- **seo\_description:** ساعة بيتيت هي أيقونة الراحة، الفخامة والعملية، مما يجعلها اللمسة الأساسية لإطلالة يومية.
- **seo\_title:** Minimalist - Petite watch - Premium Watch for Women
- **title:** نوف

## 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).

### Ameera

#### Body description

PETITE WATCH IS A MODERN ICON OF COMFORT, ELEGANCE, AND PRACTICALITY, MAKING IT THE ULTIMATE EVERYDAY ESSENTIAL.

-

CASE SIZE :

21.5mm

-

DIAL :

Mother of Pearl

-

CASE THICKNESS :

6.5mm

-

LUG to LUG

28.5mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Rose Gold

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Solid Stainless Steel Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

PQR07

### **How we compare**

gid://shopify/Metaobject/209597596018

Petite :: 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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## Hessa

### Body description

PETITE WATCH IS A MODERN ICON OF COMFORT, ELEGANCE, AND PRACTICALITY, MAKING IT THE ULTIMATE EVERYDAY ESSENTIAL.

-

CASE SIZE:

21.5mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

6.5mm

-

LUG to LUG

28.5mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Solid Stainless Steel Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

PQR01

### How we compare

gid://shopify/Metaobject/209597596018

Petite :: Other Watch

### FAQs

#### Tab: Shipping & Returns

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## **Jawhara**

### **Body description**

PETITE WATCH IS A MODERN ICON OF COMFORT, ELEGANCE, AND PRACTICALITY, MAKING IT THE ULTIMATE EVERYDAY ESSENTIAL.

-

CASE SIZE:

21.5mm

-

DIAL:

Mother of Pearl

-

CASE THICKNESS:

6.5mm

-

LUG to LUG

28.5mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Gold

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Solid Stainless Steel Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

PQR13

## How we compare

gid://shopify/Metaobject/209597596018

Petite :: 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

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### **Tab: Warranty**

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## **Nouf**

### **Body description**

PETITE WATCH IS A MODERN ICON OF COMFORT, ELEGANCE, AND PRACTICALITY, MAKING IT THE ULTIMATE EVERYDAY ESSENTIAL.

-

CASE SIZE:

21.5mm

-

DIAL:

Sunray Blue

-

CASE THICKNESS:

6.5mm

-

LUG to LUG

28.5mm

-

STRAP WIDTH:

12mm

-

CASE COLOR:

Polished Silver

-

MOVEMENT:

Swiss Ronda Movement 762

-

STRAP:

Solid Stainless Steel Strap

-

WATER RESISTANCE:

3 ATM

-

GLASS:

Sapphire Crystal Glass Scratch Resistant

-

SKU:

PQR17

## How we compare

gid://shopify/Metaobject/209597596018

Petite :: Other Watch

## FAQs

### Tab: Shipping & Returns

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### 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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## 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)

Designed for an ultra-light, elegant wrist feel, the Petite Collection prioritizes comfort and a refined, everyday silhouette.

### 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.

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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

- Petite profile for a lightweight feel on the wrist.
- Ergonomic design engineered for all-day comfort.
- Bracelet links engineered to follow the wrist's natural curve for a smooth fit.
- Signature wooden packaging—ideal for gifting.

### 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 **Petite** 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 1,475. 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 Petite collection?

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

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

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

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

Answer key

- Q1: PQR - Q2: 4 - 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.

## Ameera ( petite-ameera )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0009_PQR07_97c81805-9fdb-484a-85a9-028a1591316c.webp?v=1755159968">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0009_PQR07_97c81805-9fdb-484a-85a9-028a1591316c.webp?v=1755159968</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0004_PQR04_Diagonal.webp?v=1755159968">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0004_PQR04_Diagonal.webp?v=1755159968</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0002_Rosegoldback.webp?v=1755159968">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0002_Rosegoldback.webp?v=1755159968</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR2.webp?v=1755159968">https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR2.webp?v=1755159968</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-rose-gold-4.webp?v=1758013673">https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-rose-gold-4.webp?v=1758013673</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-rose_gold_watch.webp?v=1758013673">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-rose_gold_watch.webp?v=1758013673</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-rose_gold_watch-1.webp?v=1758013673">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-rose_gold_watch-1.webp?v=1758013673</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-rose_gold_watch-2.webp?v=1758013673">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-rose_gold_watch-2.webp?v=1758013673</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_2e304799-2d0f-4d25-ac41-fa1d152d1d3b.webp?v=1758013673">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_2e304799-2d0f-4d25-ac41-fa1d152d1d3b.webp?v=1758013673</a>	-



### Hessa ( petite-hessa )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0007_PQR01_4c56422e-d22f-47ac-abb8-988718a5397f.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0007_PQR01_4c56422e-d22f-47ac-abb8-988718a5397f.webp?v=1771327465</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0003_PQR01_Diagonal.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0003_PQR01_Diagonal.webp?v=1771327465</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0001_SilverBack.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0001_SilverBack.webp?v=1771327465</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR4.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR4.webp?v=1771327465</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-silver-5.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-silver-5.webp?v=1771327465</a>	-

#	Alt	Shopify CDN	R2 mirror
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_watch.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_watch.webp?v=1771327465</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_watch1.webp?v=1771327465">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_watch1.webp?v=1771327465</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_watch-2.webp?v=1758013603">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_watch-2.webp?v=1758013603</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_04f9b9cc-f149-41de-b326-af396fcc253e.webp?v=1758013603">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_04f9b9cc-f149-41de-b326-af396fcc253e.webp?v=1758013603</a>	-



## Jawhara ( petite-jawhara )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0008_PQR13_088a2618-70e0-4990-96cd-62a577ed604b.webp?v=1773310962">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0008_PQR13_088a2618-70e0-4990-96cd-62a577ed604b.webp?v=1773310962</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0006_PQR13_diagonal.webp?v=1773310962">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0006_PQR13_diagonal.webp?v=1773310962</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0000_Gold-back.webp?v=1773310962">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0000_Gold-back.webp?v=1773310962</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR1_1.webp?v=1773310962">https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR1_1.webp?v=1773310962</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-gold-5.webp?v=1773310962">https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-gold-5.webp?v=1773310962</a>	-
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-gold_watch.webp?v=1771326555">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-gold_watch.webp?v=1771326555</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-gold_watch-1.webp?v=1773310962">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-gold_watch-1.webp?v=1773310962</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-gold_watch-2.webp?v=1762843203">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-gold_watch-2.webp?v=1762843203</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cfc09b03-dd69-4297-a875-cc55a4f84f8c.webp?v=1762843203">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch_cfc09b03-dd69-4297-a875-cc55a4f84f8c.webp?v=1762843203</a>	-



### Nouf ( petite-nouf )

#	Alt	Shopify CDN	R2 mirror
1	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0010_PQR17_96d51722-e3f3-443c-a450-cf4986a95500.webp?v=1755159880">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0010_PQR17_96d51722-e3f3-443c-a450-cf4986a95500.webp?v=1755159880</a>	-
2	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0005_PQR17_Diagonal.webp?v=1755159880">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0005_PQR17_Diagonal.webp?v=1755159880</a>	-
3	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0001_SilverBack_2ffec407-d468-4d2f-81ed-a7386c94e097.webp?v=1755159880">https://cdn.shopify.com/s/files/1/1843/6287/files/PQR_0001_SilverBack_2ffec407-d468-4d2f-81ed-a7386c94e097.webp?v=1755159880</a>	-
4	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR3.webp?v=1755159880">https://cdn.shopify.com/s/files/1/1843/6287/files/SpecImagesPQR3.webp?v=1755159880</a>	-
5	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-blue-3.webp?v=1758013795">https://cdn.shopify.com/s/files/1/1843/6287/files/Petite-watch-blue-3.webp?v=1758013795</a>	-

#	Alt	Shopify CDN	R2 mirror
6	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_blue_watch.webp?v=1758013795">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver_blue_watch.webp?v=1758013795</a>	-
7	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver-blue-watch.webp?v=1758013795">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-silver-blue-watch.webp?v=1758013795</a>	-
8	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-blue_watch-2.webp?v=1758013795">https://cdn.shopify.com/s/files/1/1843/6287/files/Minimalist-petite_watch-watchesforwomen-blue_watch-2.webp?v=1758013795</a>	-
9	-	<a href="https://cdn.shopify.com/s/files/1/1843/6287/files/Watch.webp?v=1758013795">https://cdn.shopify.com/s/files/1/1843/6287/files/Watch.webp?v=1758013795</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	Draft (based on live site copy for missing watch collections)
Seed last updated	2026-01-27
Sample product (31-Jan)	Ameera
Sample SKU (31-Jan)	PQR07
Sample price (31-Jan)	AED 1,475
Sample URL (31-Jan)	<a href="https://www.minimalist.ae/products/petite-ameera">https://www.minimalist.ae/products/petite-ameera</a>
Active count (31-Jan)	3
Products in this book	4
Launch date (sheet)	2025-02
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.

### Ameera

Attribute	Value
Case Size	21.5mm
Case Thickness	6.5mm
Lug To Lug	28.5mm
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	Solid Stainless Steel Strap
SKU	PQR07
Vendor line	Petite

Attribute	Value
Target gender	-
Harmonized code	9102.11.00

## Hessa

Attribute	Value
Case Size	21.5mm
Case Thickness	6.5mm
Lug To Lug	28.5mm
Strap Width	12mm
Case Color	Polished Silver
Dial	Mother of Pearl
Movement	Swiss Ronda Movement 762
Water Resistance	3 ATM
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Solid Stainless Steel Strap
Sku	PQR01
Vendor line	Petite
Target gender	-
Harmonized code	9102.11.00

## Jawhara

Attribute	Value
Case Size	21.5mm
Case Thickness	6.5mm
Lug To Lug	28.5mm
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	Solid Stainless Steel Strap
Sku	PQR13
Vendor line	Petite
Target gender	-

Attribute	Value
Harmonized code	9102.11.00

## Nouf

Attribute	Value
Case Size	21.5mm
Case Thickness	6.5mm
Lug To Lug	28.5mm
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	Solid Stainless Steel Strap
SKU	PQR17
Vendor line	Petite
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	-	Nouf	shopify_minimalist
2026-04-22	-	new	-	Jawhara	shopify_minimalist
2026-04-22	-	new	-	Hessa	shopify_minimalist
2026-04-22	-	new	-	Ameera	shopify_minimalist

## 14. Customer reviews (Judge.me)

37 reviews across 4 products, 4.89\* average.

Product	Reviews	Avg
Jawhara	17	5.00
Hessa	12	4.67

Product	Reviews	Avg
Nouf	5	5.00
Ameera	3	5.00