

Pilot (PILOT)

Brand: Minimalist

Category: Watches

Collection code: PILOT

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: 4

1. Collection identity

Story & positioning

Built for aviation-inspired legibility and presence, the Pilot Edition focuses on easy time reading and a bold wrist profile.

Key benefits

- Large Arabic numbers for quick readability—even in difficult conditions.
- Large case designed to feel substantial and look balanced on the wrist (including over outerwear).
- Pilot-style crown for easier handling.



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	Hawker Green	هواكر قرين	PILOT02	hawker- green- pilot- edition	1	5	2,449	4.9* (7)	-	https://www.minimalist.ae/products/hawker-green-pilot-edition

#	Product	AR	Primary SKU	Handle	Variants	Images	Price (AED)	Reviews	Stock	URL
2	Marine Blue	مارين بلو	PILOT15	marine-blue-pilot-edition	1	5	2,449	4.8* (11)	-	https://www.minimalist.ae/products/marine-blue-pilot-edition
3	Unity Flag Edition - Black Steel	إصدار علم الوحدة - أسود	PILOT16-FLG-AE	uae-flag-watch-pilot-edition	1	5	2,649	4.8* (22)	-	https://www.minimalist.ae/products/uae-flag-watch-pilot-edition
4	Vintage Brown	فينتاج براون	PILOT01	vintage-brown-pilot-edition	1	5	2,449	4.6* (9)	-	https://www.minimalist.ae/products/vintage-brown-pilot-edition

3. Per-product deep specifications

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

Hawker Green (PILOT02)

Field	Value
Handle	hawker-green-pilot-edition
Vendor	Pilot Automatic - 42mm
Type	Men's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, cate :: Limited Edition, cate :: Pilot, cate :: Watches Size 42MM, size-var::42MM::hawker-green-pilot-edition, venn-discount-5
Status	active
Variant count	1
Image count	5

Field	Value
Metafield count	15
Primary SKU	PILOT02
Price AED	AED 2,449
Compare-at price	-
Weight (g)	400
Barcode	PILOT02
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	42mm
DIAL	Matte Black
CASE THICKNESS	13mm
LUG TO LUG	52.5mm
STRAP WIDTH	20mm
CASE COLOR	Matte Black Stainless Steel
MOVEMENT	Miyota 8025 Automatic
STRAP	Genuine Leather Canvas Top Layer
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PILOT02

Arabic translations (Shopify Translate & Adapt)

- **title:** هواكر قرين
- **seo_title:** هواكر قرين ٤٢ مم - إصدار بايلوت اوتوماتيك من الساعات الرجالية | مينيم
- **seo_description:** هواكر قرين - إصدار بايلوت اوتوماتيك من الساعات الرجالية مع أرقام عربية عريضة، خاصة ليناسب جميع أنواع حجم أكبر، عقارب أكبر. يسهل التناسب مع قرص الساعة، بمظهر كلاسيكي، خاصة ليناسب جميع أنواع السترات.

Marine Blue (PILOT15)

Field	Value
Handle	marine-blue-pilot-edition
Vendor	Pilot Automatic - 42mm
Type	Men's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	Men, cate :: Limited Edition, cate :: Pilot, cate :: Watches Size 42MM, size-var::42MM::marine-blue-pilot-edition, venn-discount-5
Status	active
Variant count	1
Image count	5
Metafield count	16
Primary SKU	PILOT15
Price AED	AED 2,449
Compare-at price	-
Weight (g)	400
Barcode	PILOT15
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	42mm
DIAL	Sunray Brushed Blue

Field	Value
CASE THICKNESS	13mm
LUG TO LUG	52.5mm
STRAP WIDTH	20mm
CASE COLOR	Silver Brushed Stainless Steel
MOVEMENT	Miyota 8025 Automatic
STRAP	Stainless Steel Silver
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PILOT15

Arabic translations (Shopify Translate & Adapt)

- **title:** مارين بلو
- **seo_title:** مارين بلو ٤٢ مم - إصدار بايلوت اوتوماتيك من الساعات الرجالية | مينيما
- **seo_description:** مارين بلو - إصدار بايلوت اوتوماتيك من الساعات الرجالية مع أرقام عربية عريضة، حجم أكبر، عقارب أكبر. يسهل التناسب مع قرص الساعة، بمظهر كلاسيكي، خاصة ليناسب جميع أنواع السترات

Unity Flag Edition - Black Steel (PILOT16-FLG-AE)

Field	Value
Handle	uae-flag-watch-pilot-edition
Vendor	Pilot Automatic - 42mm
Type	Men's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-
Tags	MaxQuantity_200, Men, cate :: Flag Edition, cate :: Pilot, cate :: Watches Size 42MM, colour::matte black::heritage-uae-flag-rubber-limited-edition, colour::matte black::heritage-uae-flag-steel-bracelet-limited-edition, colour::matte black::kuwait-black-edition-carbon, colour::matte black::kuwait-flag-edition-chrono-mesh, colour::matte black::uae-flag-watch-pilot-edition, flg47, size-var::42MM::uae-flag-watch-pilot-edition, venn-discount-5
Status	active

Field	Value
Variant count	1
Image count	5
Metafield count	17
Primary SKU	PILOT16-FLG-AE
Price AED	AED 2,649
Compare-at price	-
Weight (g)	0
Barcode	PILOT16-FLG-AE
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	42mm
DIAL	Matte Black
CASE THICKNESS	13mm
LUG TO LUG	48mm
STRAP WIDTH	20mm
CASE COLOR	Matte Black Stainless Steel
MOVEMENT	Miyota 8025 Automatic
STRAP	Steel Bracelet - Black
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PILOT16-FLG-AE

Arabic translations (Shopify Translate & Adapt)

- **title:** إصدار علم الوحدة - أسود
- **seo_title:** ستيل علم الإمارات ٤٢ مم - إصدار بايلوت اوتوماتيك من الساعات الرجالية

- **seo_description:** ستيل علم الإمارات - إصدار بايلوت اوتوماتيك من الساعات الرجالية مع أرقام عربية عريضة، حجم أكبر، عقارب أكبر. يسهل التناسب مع قرص الساعة، بمظهر كلاسيكي، خاصة ليناسب جميع أنواع السترات.
- **body_html:** حول إصدار علم الوحدة

احتفالاً باليوم الوطني الـ ٤٨ لدولة الإمارات العربية المتحدة ، أصدرنا إصدارًا محدودًا مكون من ٢٠٠ ساعة فقط لإظهار الحب لبلدنا. مستوحى من الأرقام العربية القديمة في السبعينيات ، بتصميم مصقول وأنيق. تتميز الساعة بإطار وتاريخ عربي بحجم 42 ملم. يحتوي هذا الطراز على عقارب وأرقام مضيئة ويحمل رقمًا تسلسليًا فريدًا:

Specifications

CASE DIAMETER:

42mm

DIAL:

Matte Black

CASE THICKNESS:

13mm

LUG to LUG

48mm

STRAP WIDTH:

20mm

CASE COLOR:

Matte Black Stainless Steel

MOVEMENT:

Mi

Vintage Brown (PILOT01)

Field	Value
Handle	vintage-brown-pilot-edition
Vendor	Pilot Automatic - 42mm
Type	Men's Watches
Product category	-
Google category	-
Google gender	-
Google age group	-
Google condition	-
SEO title	-
SEO description	-

Field	Value
Tags	Men, cate :: Limited Edition, cate :: Pilot, cate :: Watches Size 42MM, size-var::42MM::vintage-brown-pilot-edition, venn-discount-5
Status	active
Variant count	1
Image count	5
Metafield count	16
Primary SKU	PILOT01
Price AED	AED 2,449
Compare-at price	-
Weight (g)	400
Barcode	PILOT01
Requires shipping	Yes
Taxable	Yes
Fulfillment	-
Inventory policy	deny
Cost per item	-

Parsed specifications (from PDP body)

Field	Value
CASE DIAMETER	42mm
DIAL	Matte Black
CASE THICKNESS	13mm
LUG TO LUG	52.5mm
STRAP WIDTH	20mm
CASE COLOR	Matte Black Stainless Steel
MOVEMENT	Miyota 8025 Automatic
STRAP	Genuine Leather - Tan
WATER RESISTANCE	30 Meters
GLASS	Sapphire Crystal Glass Scratch Resistant
SKU	PILOT01

Arabic translations (Shopify Translate & Adapt)

- **title:** فينتاج براون
- **seo_title:** فينتاج براون ٤٢ مم - إصدار بايلوت اوتوماتيك من الساعات الرجالية | ميني

- **seo_description:** فينتج براون - إصدار بايلوت اوتوماتيك من الساعات الرجالية مع أرقام عربية عريضة، حجم أكبر، عقارب أكبر. يسهل التناسب مع قرص الساعة، بمظهر كلاسيكي، خاصة ليناسب جميع أنواع السترات.

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).

Hawker Green

Body description

About Pilot

The pilot series is inspired by the historic aviation of the UAE starting in 1932. It is a vintage watch which is a piece of history on your wrist. Featuring large Arabic numbers to read in tough conditions, a large 42mm case to fit over pilot jackets and a large crown to change the time easily while wearing gloves. The hands are inspired by the wings of the airplane The hour markers inspired by the flaps of the airplane The pilot watch is robust and resistant, with a rugged and bold feel.

Specifications

CASE DIAMETER:

42mm

DIAL:

Matte Black

CASE THICKNESS:

13mm

LUG to LUG

52.5mm

STRAP WIDTH:

20mm

CASE COLOR:

Matte Black Stainless Steel

MOVEMENT:

Miyota 8025 Automatic

STRAP:

Genuine Leather Canvas Top Layer

WATER RESISTANCE:

30 Meters

GLASS:

Sapphire Crystal Glass Scratch Resistant

SKU:
PILOT02

See it style

Details You Love

Inspired by Aviation and airports of the UAE

Large Arabic numbers

An important element when it comes to flying - the time can be seen easily even in difficult conditions

Large case

The dial is an easy fit and looks classy , specially to fit over pilot jackets

Large Crown

The crown is crafed to perfection to be able to change time easily whislt wearing pilot gloves

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.

Marine Blue

Body description

About Pilot

The pilot series is inspired by the historic aviation of the UAE starting in 1932. It is a vintage watch which is a piece of history on your wrist. Featuring large Arabic numbers to read in tough conditions, a large 42mm case to fit over pilot jackets and a large crown to change the time easily while wearing gloves. The hands are inspired by the wings of the airplane. The hour markers inspired by the flaps of the airplane. The pilot watch is robust and resistant, with a rugged and bold feel.

Specifications

CASE DIAMETER:

42mm

DIAL:

Sunray Brushed Blue

CASE THICKNESS:

13mm

LUG to LUG

52.5mm

STRAP WIDTH:

20mm

CASE COLOR:

Silver Brushed Stainless Steel

MOVEMENT:

Miyota 8025 Automatic

STRAP:

Stainless Steel Silver

WATER RESISTANCE:

30 Meters

GLASS:

Sapphire Crystal Glass Scratch Resistant

SKU:

PILOT15

See it style

Details You Love

Inspired by Aviation and airports of the UAE

Large Arabic numbers

An important element when it comes to flying - the time can be seen easily even in difficult conditions

Large case

The dial is an easy fit and looks classy , specially to fit over pilot jackets

Large Crown

The crown is crafted to perfection to be able to change time easily whilst wearing pilot gloves

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Unity Flag Edition - Black Steel

Body description

About Unity Flag Edition

Celebrating the 48th UAE National Day, we have released a limited edition watch of 200 watches to show love for our country. Inspired by Vintage Arabic Numerals of 1970s, with a sleek brushed design. It features a 42MM Arabic bezel and date. This model is made with luminous hands & numbers and has a unique serial number.

Specifications

CASE DIAMETER:
42mm

DIAL:
Matte Black

CASE THICKNESS:

13mm

LUG to LUG

48mm

STRAP WIDTH:

20mm

CASE COLOR:

Matte Black Stainless Steel

MOVEMENT:

Miyota 8025 Automatic

STRAP:

Steel Bracelet - Black

WATER RESISTANCE:

30 Meters

GLASS:

Sapphire Crystal Glass Scratch Resistant

SKU:

PILOT16-FLG-AE

See it style

Details You Love

Inspired by Aviation and airports of the UAE

Large Arabic numbers

An important element when it comes to flying - the time can be seen easily even in difficult conditions

Large case

The dial is an easy fit and looks classy , specially to fit over pilot jackets

Large Crown

The crown is crafted to perfection to be able to change time easily whilst wearing pilot gloves

Tab: Shipping & Returns

We provide free worldwide delivery on all orders. You'll be able to select a delivery option and review prices for each option during the checkout. After your payment is verified, it may take up to 24 hours to process and ship your order. This does not include weekends or holidays. Purchases made after 9 am GST will not be shipped out until the next business day. If you order after 9 am GST on a Saturday, your order will likely be shipped out on the following Monday. Please refer to the chart below for rates/times. If you're not happy for any reason, you can return any of your

purchased MINIMALIST items within 30 days of receiving your order, provided the items are unused and in their original condition. You may initiate your return through our Contact Us page.

Tab: Warranty

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MINIMALIST has a limited warranty that covers manufacturer's defects for two years after the original purchase date from an authorized dealer.

Basically, if the parts or mechanics don't work properly, and it's our fault, we will repair or replace your product for free. However, this does not cover any abuse you might put your product through on your own. The warranty does not cover water damage, normal wear and tear, batteries, accidental glass damage, scratches, strap damage, or theft. Proof of purchase is required for all warranty claims and service requests, so please keep your receipt. If you've purchased from our site, the order number will suffice; otherwise if you purchased via another authorized seller or retail location, you will need to contact them directly as they handle their own warranty claims, returns and exchanges.

Vintage Brown

Body description

About Pilot

The pilot series is inspired by the historic aviation of the UAE starting in 1932. It is a vintage watch which is a piece of history on your wrist. Featuring large Arabic numbers to read in tough conditions, a large 42mm case to fit over pilot jackets and a large crown to change the time easily while wearing gloves. The hands are inspired by the wings of the airplane. The hour markers inspired by the flaps of the airplane. The pilot watch is robust and resistant, with a rugged and bold feel.

Specifications

CASE DIAMETER:

42mm

DIAL:

Matte Black

CASE THICKNESS:

13mm

LUG to LUG

52.5mm

STRAP WIDTH:

20mm

CASE COLOR:

Matte Black Stainless Steel

MOVEMENT:

Miyota 8025 Automatic

STRAP:
Genuine Leather - Tan

WATER RESISTANCE:
30 Meters

GLASS:
Sapphire Crystal Glass Scratch Resistant

SKU:
PILOT01

See it style

Details You Love

Inspired by Aviation and airports of the UAE

Large Arabic numbers
An important element when it comes to flying - the time can be seen easily even in difficult conditions

Large case
The dial is an easy fit and looks classy , specially to fit over pilot jackets

Large Crown
The crown is crafted to perfection to be able to change time easily whilst wearing pilot gloves

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.

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)

Built for aviation-inspired legibility and presence, the Pilot Edition focuses on easy time reading and a bold wrist profile.

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.

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

- Large Arabic numbers for quick readability—even in difficult conditions.
- Large case designed to feel substantial and look balanced on the wrist (including over outerwear).
- Pilot-style crown for easier handling.

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 **Pilot** 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 2,449 to AED 2,649. 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 Pilot collection?

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

Q3. Which category does Pilot belong to?

Q4. Name one upsell recommendation for Pilot.

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

Answer key

- Q1: PILOT - Q2: 4 - Q3: Watches - Q4: See "Upsell map" above. - Q5: See "Objection handlers" above.

7. Imagery inventory

Every image URL for every product in this collection. Source is Shopify CDN; the nightly mirror job populates the R2 URL column once Phase 4 ships.

Hawker Green (`hawker-green-pilot-edition`)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0008_Layer-1.webp?v=1747039596	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0000_Layer-9.webp?v=1747039596	-

#	Alt	Shopify CDN	R2 mirror
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0004_Layer-6.webp?v=1747039596	-
4	Hawker Green - MINIMALIST	https://cdn.shopify.com/s/files/1/1843/6287/products/Untitled-10_1024x1024_f0f62f09-8bc8-4d25-8b7c-ae1c84c28f02.jpg?v=1747039558	-
5	Hawker Green - MINIMALIST	https://cdn.shopify.com/s/files/1/1843/6287/products/PILOT_18.jpg?v=1747039558	-



Marine Blue (marine-blue-pilot-edition)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0007_Layer-3.webp?v=1747038486	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0002_Layer-7.webp?v=1747038893	-
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0003_Layer-8.webp?v=1747038893	-
4	Marine Blue - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/aPILOT_20.jpg?v=1747038443	-
5	Marine Blue - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/Shaikha_Albloushi4-13.jpg?v=1747038443	-



Unity Flag Edition - Black Steel (uae-flag-watch-pilot-edition)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FLG_0003_Layer-18.webp?v=1747041916	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/FLG_0001_Layer-21.webp?v=1747041916	-
3	Unity Flag Edition - Black Steel - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/PILOT16-AE_back.jpg?v=1747041916	-
4	Unity Flag Edition - Black Steel - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/PILOT16AE-lifestyle.jpg?v=1747041916	-

#	Alt	Shopify CDN	R2 mirror
5	Unity Flag Edition - Black Steel - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/PILOT16AE-lifestyle2.jpg?v=1747041916	-



Vintage Brown (vintage-brown-pilot-edition)

#	Alt	Shopify CDN	R2 mirror
1	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0006_Layer-2.webp?v=1747039151	-
2	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0001_Layer-4.webp?v=1747039151	-

#	Alt	Shopify CDN	R2 mirror
3	-	https://cdn.shopify.com/s/files/1/1843/6287/files/PILOT_0005_Layer-5.webp?v=1747039151	-
4	Vintage Brown - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/681A4962-1308-4DA2-95AF-B8F3424C9E59.jpg?v=1747039316	-
5	Vintage Brown - minimalistae	https://cdn.shopify.com/s/files/1/1843/6287/products/A_1024x1024_c8abdbdd-edb7-4a62-b940-9b0af9dd86b4.jpg?v=1747039316	-



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)	Hawker Green
Sample SKU (31-Jan)	PILOT02
Sample price (31-Jan)	AED 2,449
Sample URL (31-Jan)	https://www.minimalist.ae/products/hawker-green-pilot-edition
Active count (31-Jan)	4
Products in this book	4
Launch date (sheet)	2019-11
Roadmap status	dormant
Upcoming launch flag	no
Sheet last synced	2026-04-22T17:29:00

10. Watch-specific

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

Hawker Green

Attribute	Value
Case Diameter	42mm
Case Thickness	13mm
Lug To Lug	52.5mm
Strap Width	20mm
Case Color	Matte Black Stainless Steel
Dial	Matte Black
Movement	Miyota 8025 Automatic
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Genuine Leather Canvas Top Layer
SKU	PILOT02
Vendor line	Pilot Automatic - 42mm

Attribute	Value
Target gender	-
Harmonized code	-

Marine Blue

Attribute	Value
Case Diameter	42mm
Case Thickness	13mm
Lug To Lug	52.5mm
Strap Width	20mm
Case Color	Silver Brushed Stainless Steel
Dial	Sunray Brushed Blue
Movement	Miyota 8025 Automatic
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Stainless Steel Silver
Sku	PILOT15
Vendor line	Pilot Automatic - 42mm
Target gender	-
Harmonized code	-

Unity Flag Edition - Black Steel

Attribute	Value
Case Diameter	42mm
Case Thickness	13mm
Lug To Lug	48mm
Strap Width	20mm
Case Color	Matte Black Stainless Steel
Dial	Matte Black
Movement	Miyota 8025 Automatic
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Steel Bracelet - Black
Sku	PILOT16-FLG-AE
Vendor line	Pilot Automatic - 42mm
Target gender	-

Attribute	Value
Harmonized code	9102.11.00

Vintage Brown

Attribute	Value
Case Diameter	42mm
Case Thickness	13mm
Lug To Lug	52.5mm
Strap Width	20mm
Case Color	Matte Black Stainless Steel
Dial	Matte Black
Movement	Miyota 8025 Automatic
Water Resistance	30 Meters
Glass	Sapphire Crystal Glass Scratch Resistant
Strap	Genuine Leather - Tan
SKU	PILOT01
Vendor line	Pilot Automatic - 42mm
Target gender	-
Harmonized code	-

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	-	Vintage Brown	shopify_minimalist
2026-04-22	-	new	-	Unity Flag Edition - Black Steel	shopify_minimalist
2026-04-22	-	new	-	Marine Blue	shopify_minimalist
2026-04-22	-	new	-	Hawker Green	shopify_minimalist

14. Customer reviews (Judge.me)

49 reviews across 4 products, 4.78* average.

Product	Reviews	Avg
Unity Flag Edition - Black Steel	22	4.82
Marine Blue	11	4.82

Product	Reviews	Avg
Vintage Brown	9	4.56
Hawker Green	7	4.86