

## BRAND POSITIONING

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## BRAND POSITIONING – JEWELRY TO IGNITE YOUR SPIRIT

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**ELEVATOR PITCH:** *YOU Inspire Us. We are artisans designing around YOU and the unique qualities that LIGHT YOU UP, so that our jewelry "IGNITES YOUR SPIRIT."*



## BRAND POSITIONING – CONCEPT, TAGLINE & ELEVATOR PITCH

**BRAND POSITIONING:** Jewelry that Ignites Your Spirit

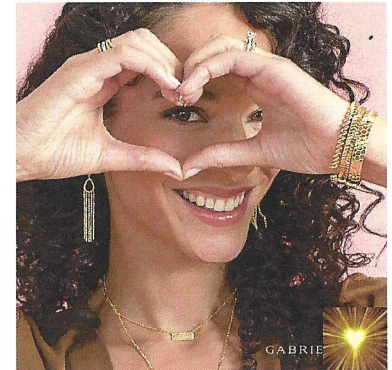
Whether your style is casual, sophisticated, romantic, free-spirited, or trend setting, You will find a Gabriel piece that speaks to you and Ignites Your Spirit.

**Reason to Believe:** Our consumer-centric, Myers Briggs-based design process is unique in the industry, the “Intel inside” that allows us to understand women in a very intimate way, addressing the universal desire to be understood. As a brand we make it our mission to understand You.

**Core Consumer Insight:** *Everyone desires to be understood in the world. Inspired by You, your lifestyle, personality and aspirations, Gabriel Jewelry connects with What Makes You Unique - to light you up and bring forth your Spirit.*

**ELEVATOR PITCH:** YOU Inspire Us.

*We are artisans designing around YOU and the unique qualities that LIGHT YOU UP, so that our jewelry “IGNITES YOUR SPIRIT.”*





## BRAND POSITIONING - NOT JUST WORDS ... HOW WE LIVE IT

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**BRAND POSITIONING:** Jewelry that Ignites Your Spirit

### How We Do It:

#### **1) Meyers Briggs:**

*-Gabriel uses the Myers Briggs Personality Index to understand what lights you up.*

*-We design around YOU, so that whether sophisticated, casual, or bold, YOU find jewelry that IGNITES YOUR SPIRIT.*

#### **2) Consumer-Centric Design Approach:**

*- From Consumer Research, Concept Testing to Design of Products, Stores & Online Shopping Experience, it's all about YOU.*

**3) Product Surveys of Sales Associates/Brand Ambassadors:** *to learn from those who know YOU, personally.*

**4) Consumer Preference Studies - Social Media Likes/Saves/Shares**

**5) Sales Trends + Market Trends**

**6) Fine-Jewelry "Table Stakes"** – Extensive selection, unparalleled craftsmanship & outstanding in-store & online service.

