

To: Sales Team  
From: Marketing Team  
Re: **Self-Love Collection**  
Date: May 28, 2024  
CC: SC, HR, ACCTG, MIS, AUDIT

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Good news! We are excited to introduce our latest Affirmation collection – the “**Self-Love Collection**”. This collection captures the essence of our brand's tagline: "Honor Your Story." Each piece is crafted to inspire and empower, serving as a beautiful reminder of strength and individuality on every journey.

Please be guided on the following:

- 1. Selected stores will have the self-love collection: **ZKC, GKJ, DMQ, IGV** outlets only
- 2. Pls see below Self-Love Collection Allocations per store:

		Store Allocation			
Design	Photos	ZKC	GKJ	DMQ	IGV
I am Blessed			1	1	
I am Worthy		1	1		
I am Strong		1		1	

Design	Photos	Store Allocation			
		ZKC	GKJ	DMQ	IGV
Love		1		1	1
Faith			1		2
Blessed		1	1		1
Total		4	4	3	4

3. Supply Chain will delivery the self-love collection on or before June 1.
4. Highlights of the display will start on June 1. There will be a separate display made for the self-love collection with a POS material. Mktg will coordinate to the selected stores regarding the display.
5. All new Self-Love Collection will follow the same discount scheme with regular items.
6. For VIP clients – Teachers, Government Employees, Senior Citizen, OFW, MIU, and partnered bonus card holder, are entitled to a 35% discount on a cash transaction.
7. Spiels:

**a. Text Brigade** – Text blast brigade via CRM and EC will be sent to the clients.

“Surprise your loved ones with a unique gift of appreciation. Let them unwrap a piece from our Self-Love Collection, a beautiful reminder of strength and individuality. Hurry! Visit Sophia Jewellery to check out our newest items. See you soon!”

**b. Intercept** – EC will intercept clients using the SALE sintraboard and can use this introductory spiel for reference.

*“Good day Ma’am/Sir, welcome to Sophia Jewellery! Meron po kaming mga bagong Collection na perfect po for investment and pang regalo. Pasok po kayo para makita nyo po mga bagong Self-Love collections namin. (then offer items)”*

For any concerns and feedback regarding the collection, please feel free to contact M’ Ada Abella from the Marketing team at 0917-795-7460.

For your information and guidance.

Thank you!

  
Darlyn D. Espiritu  
Marketing Director