




To: Sales Team
From: Marketing Team
Re: **New Japan Collection Items**
Date: February 28, 2024
CC: SC, HR, ACCTG, MIS, AUDIT






Good news! We are proud to introduce the latest additions to our Japan Collection, embodying the essence of our brand's tagline: "Honor Your Story." With each item, our thoughtfully curated products invite clients to celebrate their unique story.

Please be guided on the following:

WHAT: New Japan Collection Items
WHEN: February 28, 2024
WHERE: ZKC outlet only

I. Collection Names and Meaning

Collection Name	Photo	Description and Meaning
Line and Light Collection		<p>These sleek gold earrings, each adorned with a single dazzling diamond, are more than just jewelry. They're a celebration of a unique journey. The delicate lines represent each person's path, while the diamond shines bright for the moments that define them. Wear them with pride, a reminder of strength, resilience, and the incredible story you continue to write.</p> <p>Honor your story. Embrace your light</p>
Wish Collection		<p>Each necklace in the Wish Collection is crafted in gleaming gold and adorned with a captivating ruby, symbolizing the burning desire within us to achieve our dreams and navigate life's journey. But the true magic lies in the unique designs. they're reminders to make your wishes sparkle and honor your story.</p>
2024 Sophia Collection		<p>This exquisite pendant necklace, named after the Sophia brand's heritage and inspired by the iconic logo. It isn't just a piece of jewelry; it's a whispered promise, a cherished memory, and a symbol of love's enduring legacy. The sparkling diamond, nestled within the delicate gold ring, represents the brilliance of your unique story, while the overall design echoes the timeless elegance of the brand's legacy.</p>

Collection Name	Photo	Description and Meaning
Akoya Pearl Collection		<p>Adorned with the Akoya Pearl Collection, one's success story radiates with even greater brilliance. Each pearl amplifies your inner confidence, reminding you of your achievements and inspiring you to reach even higher.</p>
Bloom Collection		<p>Embrace your potential with the Bloom Collection. Let each piece inspire you to blossom into your best self, cherishing every step of your journey to success.</p>
Color Hue Collection		<p>Each piece in the Color Hue Collection, inspired by inner and outer beauty, tells a story of self-discovery, illuminating and enriching both the wearer and others.</p>
Initial Collection		<p>The Initial Collection celebrates the love we hold for our own unique names, reflecting the stories and journeys intertwined with each letter. Each design serves as a reminder to cherish both our personal narratives and the individual identities they represent.</p>
Serenity Collection		<p>Nature's whispers in delicate curves drawing upon flora and fauna, evoking harmony on every journey.</p>

II. Mechanics

1. All new Japan Collection items are not consignment. The same discount scheme with regular items will be followed.
2. 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.
3. A separate display will be created for the new collection items. Each collection items will have their designated POS material.
4. Weekly kamustahan will be done by M'Mylene Pagulayan and M'Mercy Francisco.

III. Awareness:

1. Text Brigade – Text blast brigade via CRM and EC will be sent to the clients. “Surprise your loved ones with a gift that goes beyond the ordinary. Let them unwrap a piece of Japanese culture and create memories that will last a lifetime. *Hurry! Visit Sophia Jewellery KCC outlet and check out our newest collection. See you!*”

2. 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 Japan Collection na perfect po for investment and pang regalo. Pasok po kayo para makita nyo po mga bagong collections namin. (then offer items)”*

3. Social media Ads/Posting – The Marketing team shall schedule FB posting/ads/my story, Viber and Instagram posting as an additional online awareness.

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

For your information and guidance.

Thank you!


Darlyn D. Espiritu
Marketing Director