

how + why + what

## SPRING COLLECTION 2015

### Customizable

Each piece of Origami Owl® jewelry is as unique as the person wearing it. Your customers can build a meaningful piece of jewelry with our Living Locket®, In{script}ions™, CORE™, Bridal, Earrings and Bracelet collections to represent everything close to their hearts. Whether choosing the Charms, Plates and Dangles that inspire them or selecting the CORE pieces they connect with, each creation is a unique piece meant to be treasured. Your story can be completed by layering pieces from all of our collections.

### Exclusive Designs

Every piece of O2 jewelry is created by our product development team using an innovative research and development process. They combine fashion trends, classic styles, market insights and Designer and customer feedback to craft unique and customizable jewelry that allows for personal expression. For peace of mind, all genuine O2 jewelry bears the distinctive O2 or Origami Owl mark.

### Exceptional Price Point

With Origami Owl jewelry, anyone can tell their story or create a custom look—regardless of their budget. Our combination of quality and price offers value—whether someone chooses a single Living Locket containing a few treasured Charms, or a layered look that incorporates jewelry from our other collections. Origami Owl has something for every story and every budget.



## NEW IN{SCRIPT}IONS™ COLLECTION

The In{script}ions collection is an extension of our unique style of storytelling and gives Jewelry Bar guests and online customers the ability to add even deeper meaning to their look.

Large Living Locket® Bases, Medium and Large Plates, new Heritage Plates, Hexagrams, Plaques and Sliders can be custom-inscribed with countless combinations of letters, numbers and symbols. Whether it's remembering a specific date, capturing a special moment or honoring a loved one, customers can create a piece that is truly one-of-a-kind.

Like other collections, In{script}ions jewelry is made with quality materials including brass, silver, stainless steel with gold, black or gold and copper ion plating. And when jewelry from the In{script}ions collection is paired with pieces from other amazing O2 collections, the result is a script that cannot be written any other way!

## CRYSTALS BY SWAROVSKI®

For more than 115 years, Swarovski has been creating the best crystals in the world using unique technology and processes that ensure each piece is free of lead, inclusions or streaks.

We're proud to include the quality and splendor of this prestigious brand with our jewelry collections, and you'll find their brilliant crystals sprinkled throughout our collections including, Crystal Twist Locket Faces, Birthstones, Stardust Crystals and Round Crystals. Our signature series—which includes Signature Hex Crystals, Signature Opal Charms, Faces and Earrings and Signature Flower Crystals—incorporates Swarovski crystals that are unique to Origami Owl.

## CORE™

This popular collection features simple and sophisticated pieces with big meaning. CORE reminds you to face life with a positive attitude, attract all good things and live from your CORE.

Each piece can be worn alone or layered with our other collections. Bangles are meant to be stacked.

The CORE collection is made of sterling silver, with the exception of the Bangles, which are brass. The sterling silver pieces are Rhodium plated, and the gold and rose gold are plated in 18K Gold and Rose Gold.

### What Is Rhodium Plating?

Rhodium plating enhances the beauty of sterling silver and ensures a long lasting, durable finish for your jewelry. It is the most tarnish-resistant member of the platinum metals group and will remain bright and shiny under most environmental conditions. The surface hardness of plated rhodium is the highest of all precious metals, making it resistant to incidental scratching and abrasion.

Rhodium plating helps our stunning jewelry last longer than non-plated jewelry, ensuring that these collections bring wearers continuous enjoyment.

## LEATHER WRAP BRACELETS

We've added wild new animal, plus two new colors, to our Leather Wrap Bracelet Collection. Each bracelet is made of genuine leather and designed to display a Wrap Living Locket.

## SIMPLY EAR-RESISTIBLE

Origami Owl Earrings are as unique and customizable as our other collections. From dressy to casual, these trendsetting styles will complete any look.

Origami Owl Earrings and Earring Drops are nickel and lead-free. Posts are hypoallergenic, surgical stainless steel, and many Earring Bases are sterling silver. We use only high-quality Crystals, Cubic Zirconia stones and glass pearls. There's also an exclusive collection of Earrings featuring Crystals by Swarovski.

## PLATES, WINDOW PLATES + WINDOW FRAMES

Our Plates, Window Plates and Window Frames offer another way to tell a unique story with an inspirational word or fashionable laser cut pattern. Mix two metal plates in various sizes in a Living Locket or just add a simple and sophisticated Window Plate with a couple of Charms or Crystals.



Plates are made of stainless steel (silver), brass (gold) and copper (rose gold) and are available in three sizes. Our Window Plates have a pure brass base, feature high-quality crystals, and are finished using the same process as our Chains.

## O2 CHARMS

Each O2 Charm is lovingly hand-painted by highly skilled artisans. When considering how small each item is, typically no larger than 12mm and averaging around 8mm, that's pretty impressive! Charms are made using a lead-free alloy base, crystal stones, advanced enamel detailing and are uniquely branded. And with more than 350 Charms, there's something for everyone!

## O2 CLASSIC LIVING LOCKETS®

Classic Living Lockets have a base metal of solid stainless steel, a metal similar in appearance to silver but with the quality of a harder metal. All Lockets are crafted using high-quality stainless steel to ensure durability and style. Our Gold and Rose Gold Lockets are plated using an advanced technology known as the ION Plating (IP) Process, which is the same process used by high-end designer watchmakers. We use safe but strong magnetic strength for our hinged Lockets, 1600 - 1800 gauss (GSM).

Twist Locket Faces and the Crystal Eternity Lanyard feature Crystals by Swarovski. Available in fashion-forward colors like black, silver, gold and rose gold, there are plenty of styles to swoon over! Plus, all of our Enamel Faces are safely made using non-hazardous, nontoxic paint.

## O2 CHAINS

From simple link Chains to trendy Toggles, there's a look to suit every personality! Our Chains are copper based and plated using the Electro Plating Process which is perfect for creating Chains that have precise coloring, beautiful finishes and high-end quality. Our Sterling Silver Chains are made of solid sterling silver and plated in Rhodium and 18K Gold and Rose Gold. All Chains are hypoallergenic, lead-free and plated multiple times – exceeding industry standards.

## TWIST LOCKETS

The Twist Lockets offer the ultimate in customization! Start with a large or medium base in Black, Silver, Gold or Rose Gold – and then select a Twist Face. Faces are sold separately and come in a variety of styles and colors to suit everyone's style. Made with stainless steel, they also feature Crystals by Swarovski. Twist Lockets are also compatible with Wrap Locket Bases and Linking Lockets.

## LANYARD LOCKETS + ETERNITY LANYARDS

Millions of women wear an ID badge to work, and now they can do it in style with the Lanyard Locket. The Lanyard Locket and Crystal Eternity Lanyard provides a stylish way to customize ID badges. All of the Large Twist Faces fit the Lanyard Locket and are sold separately. The Crystal Eternity Lanyard is another stylish way to display an ID or badge.

## O2 DANGLES

Each Dangle is designed by our talented Product Development and made with high-quality crystals and glass pearls, accented with silver, gold and rose gold plated metals. Your customers can create their own unique look by adding these sparkling and colorful accents. Dangles bring the colors in a Locket to life and can easily be switched to match outfits.

## PACKAGING

All Locket Faces and Bases come in special hex packaging to reflect our brand. Classic Locket Faces will continue to be packaged in fortune cookies using fabric from authentic Japanese Kimonos. Earring styles will arrive in their existing packaging. Origami Owl Living Locket Faces come packaged in a Take Out Box to make opening each creation a true experience. CORE has its own unique line of packaging to reflect the mood of the collection. Fortune cookies will also be available in the Back Office.

## ACCESSORIES

We offer a variety of accessories designed to enhance the look and usability of O2 jewelry. Locket and Chain Extenders add the right amount length to achieve the perfectly layered look while clasps allow for further customization and style. CORE Bangle spacers secure the pieces being layered or displayed.

## JEWELRY CLEANING + CARE INSTRUCTIONS

Origami Owl® jewelry is as unique as you and looks best when treated with lots of love. Remove all items before entering water, using harsh chemicals or applying beauty products. All jewelry needs an occasional pick me up - simply use a dry polishing cloth to make them shiny and new!