

MAXIMA & MAXIMA



SS16

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Catalogue Model
Josephine Kokfelt Ehlers

The Designers
Herine Tsui
Cecilie Høm Movang
Noora Paakkunainen
Samantha Anahata-Hanson

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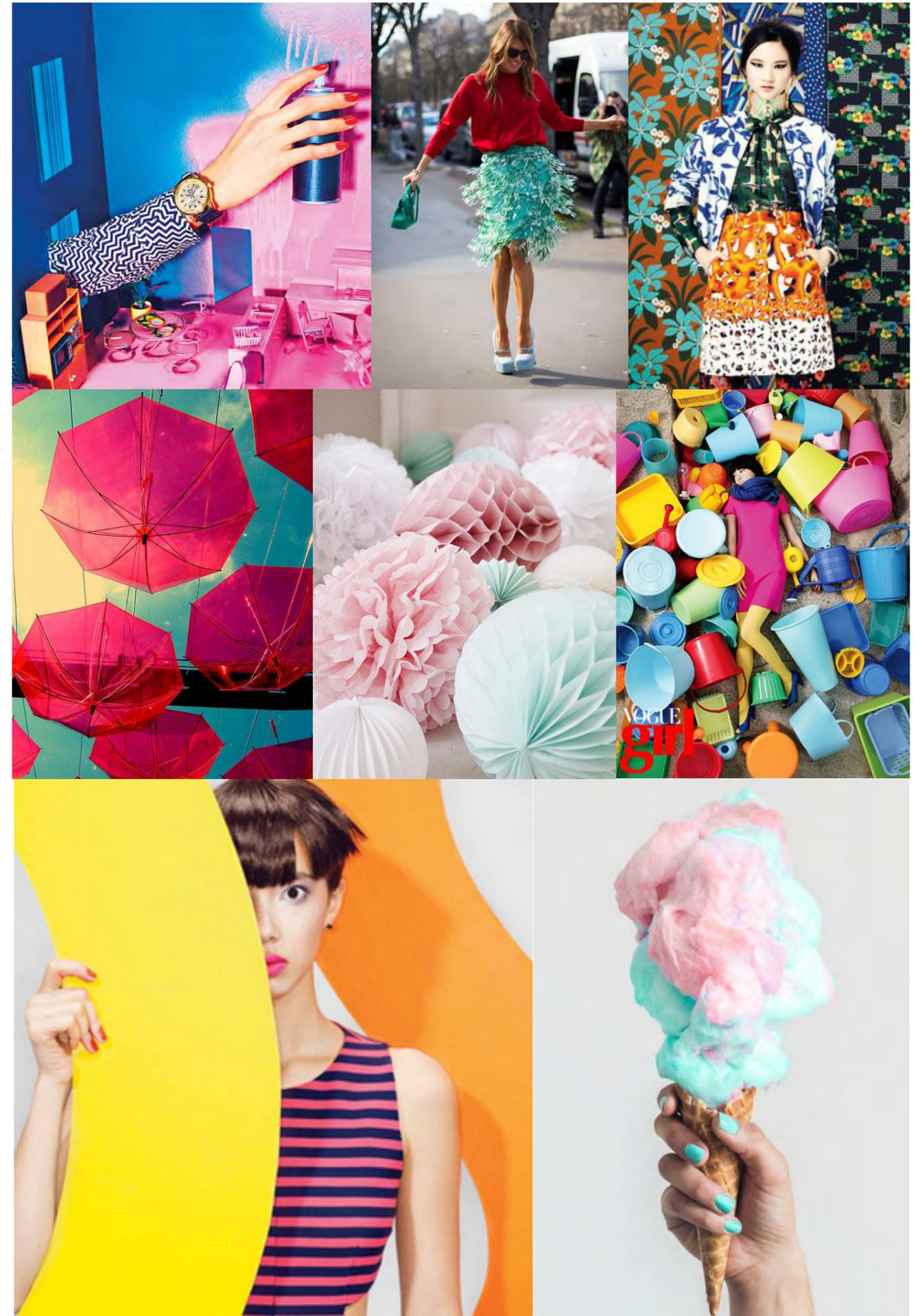
The fashion in Scandinavia has been very minimalistic for the past years and the simple look has been dominant. In the history of fashion it is commonly known that when the trends change they usually change quite drastically.

We have a hunch that women will start to want more colour and bolder looks as a reaction to the less is more look of minimalism.

However, a 'more is more' look may not be the most natural thing for all young women. We want them to have the option to stick with the minimalistic clothing and use jewellery to achieve the maximalistic look.

We have created a fashionable pearl jewellery collection, where the wearer has the possibility to mix and match to a simple or bolder look.

*"Minimalism in fashion is dead.
Long live maximalism."
(The Guardian 01.01.14)*



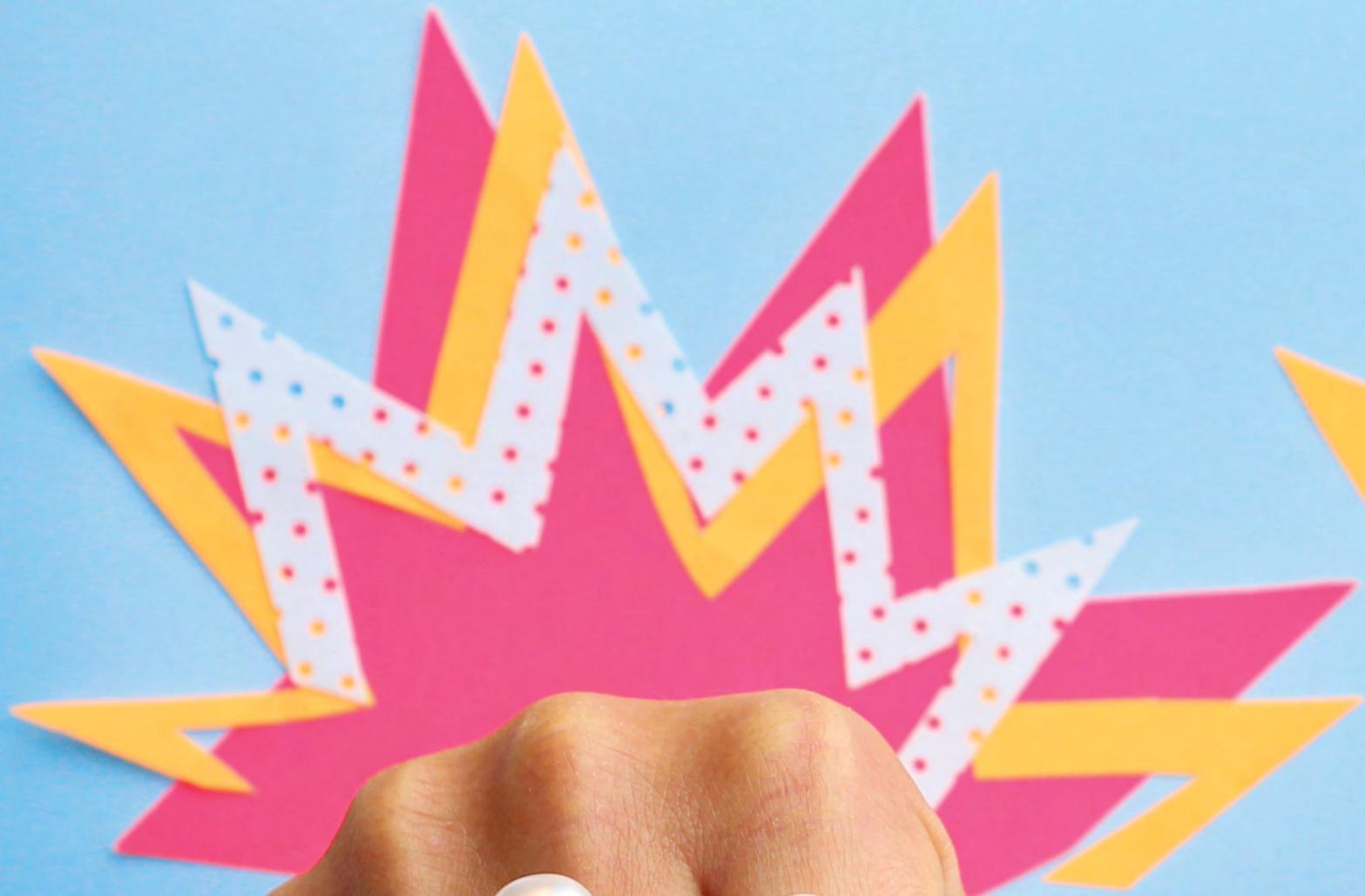
We love colour. We live to have fun. We get excited about craziness. Through the 'more is more' mentality of maximalism, Maxima & Maxima strive to give young women the opportunity to create a unique look and express their personality through fashionable pearl jewellery.

As every woman is unique, our pieces can be mixed and matched for a simple or bold look to fit any personality. Our vision is to empower women to accessorize more bubbly and have fun.

Life is not black and white - why should you be?'

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RINGS

MAGGY

Double Finger Ring
Pearls: 1x10mm & 1x12mm



1001-02P
Oxidized Sterling Silver w. Pink
Freshwater Pearls
Price: DKK275/675

MOLLY

Double Finger Ring
Pearls: 2x8mm, 1x10mm &
1x12mm



1002-02P
Oxidized Sterling Silver w. Pink
Freshwater Pearls
Price: 300/775

MICKY

Pinky/Knuckle Rng
Pearls: 1x4mm & 1x8mm



1003-02P
Oxidized Sterling Silver w. Pink
Freshwater Pearls
Price: DKK225/575



1001-01W
Rose Gold plated Sterling
Silver w. White Freshwater
Pearls
Price: DKK310/775



1002-01W
Rose Gold plated Sterling
Silver w. White Freshwater
Pearls
Price: DKK350/875



1003-01W
Rose Gold plated Sterling
Silver w. White Freshwater
Pearls
Price: DKK270/675



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All wholesale prices are VAT-exclusive and listed first. Recommended retail prices are VAT-inclusive and listed second (Wholesale/RRP).



EARRINGS

MISSY

Earring
Pearls: 1x8mm & 1x10mm



2001-02P
Oxidized Sterling Silver w. Pink
Freshwater Pearls
Price: DKK225/575

MAXI

Multi Earring
Pearls: 3x8mm, 1x10mm &
2x12mm



2002-02P
Oxidized Sterling Silver w. Pink
Freshwater Pearls
Price: DKK600/1500

MINNY

Ear Cuff
Pearls: 1x8mm & 1x10mm



2003-02P
Oxidized Sterling Silver w. Pink
Freshwater Pearls
Price: DKK225/575



2001-01W
Rose Gold plated Sterling
Silver w. White Freshwater
Pearls
Price: DKK270/675



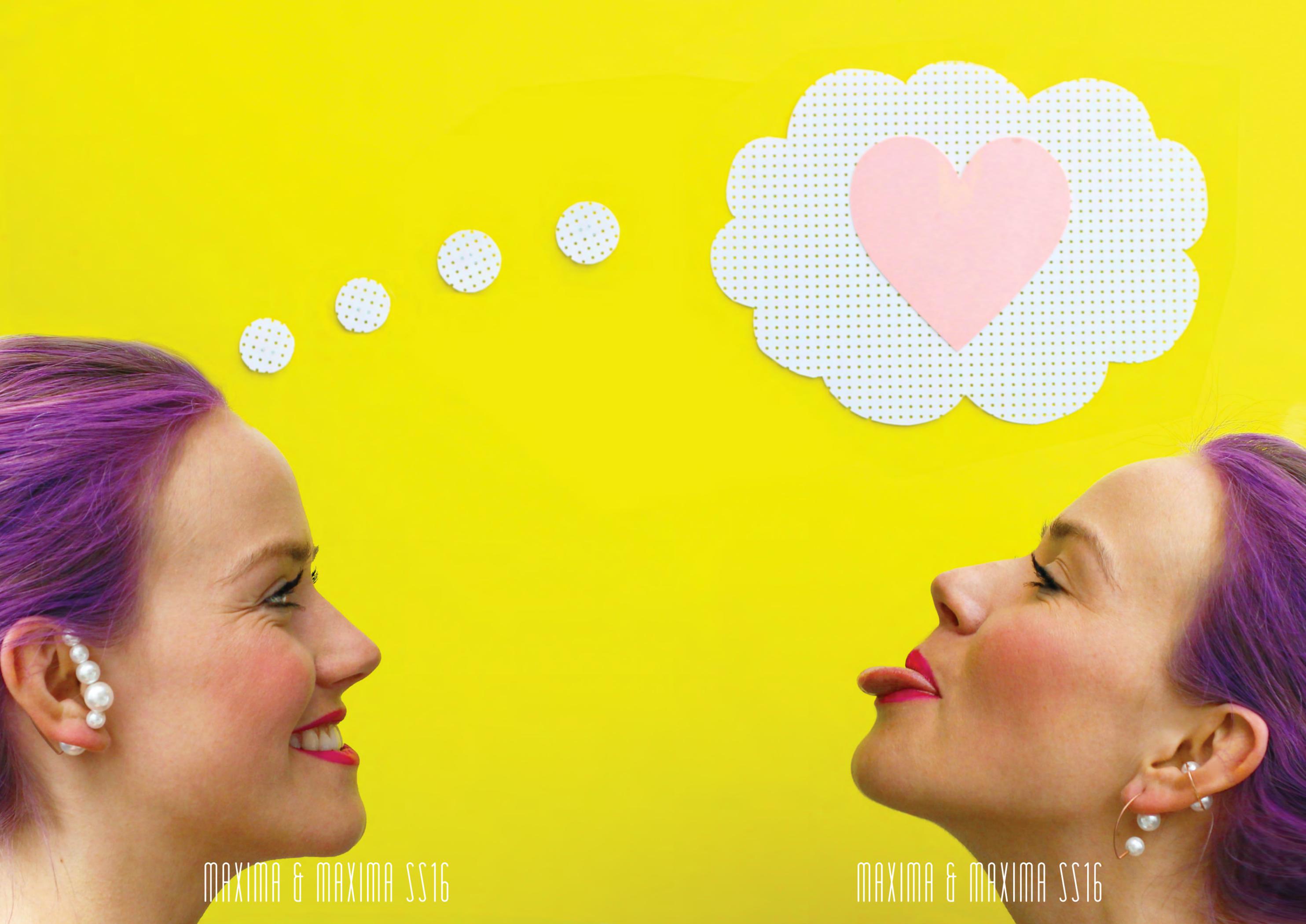
2002-01W
Rose Gold plated Sterling
Silver w. White Freshwater
Pearls
Price: DKK660/1650



2003-01W
Rose Gold plated Sterling
Silver w. White Freshwater
Pearls
Price: DKK270/675

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BRACELETS

MARLY

Bangle
 Pearls: 3x8mm, 2x10mm & 1x12mm



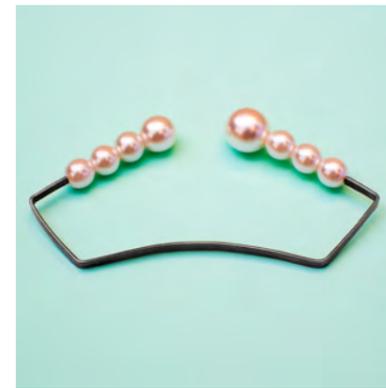
4001-02P
 Oxidized Sterling Silver w. Pink
 Freshwater Pearls
 Price: DKK 725/1800



4001-01W
 Rose Gold plated Sterling Silver w.
 White Freshwater Pearls
 Price: DKK 800/2000

MACY

Palm Bracelet
 Pearls: 6x8mm, 1x10mm & 1x12mm



3001-02P
 Oxidized Sterling Silver w. Pink
 Freshwater Pearls
 Price: DKK 725/1800



3001-01W
 Rose Gold plated Sterling Silver w.
 White Freshwater Pearls
 Price: DKK 800/2000

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NECKLACES

MARY

Choker
Pearls: 4x6mm, 4x8mm, 6x10mm & 2x12mm



5001-01W
Rose Gold plated Sterling Silver w.
White Freshwater Pearls
Price: DKK 1800/4500



5001-02P
Oxidized Sterling Silver w. Pink Fresh-
water Pearls
Price: DKK 1600/4000

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Pearl Stories and Maxima & Maxima

- a Business Perspective

Pearl Stories has the advantage of entering a niche market where there is no major player - affordable pearl jewellery with Danish design and expertise of PR in house.

The boundaries between fine jewellery and fashion jewellery are starting to blur. We think it is a challenge for Pearl Stories, but it also creates an opportunity for the brand to promote itself as an accessible authentic pearl jewellery brand with distinctive design.

We believe customer involvement is very important to understand our target group's needs and wants. 98 interviews, 2 surveys with 174 participants from 4 different countries were performed throughout our design process.

Maxima & Maxima's collection is designed for a young target group which focuses on style and uniqueness. We position our collection as accessible price with an edgy design to fit our target customers. We use humour, colour and volume to give pearls a new look and give an easy outlet for our target group to express themselves.

Maxima&Maxima empowers women with colour and fun which is in alignment with Pearl Stories' mission.



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