

**SELL SHEET**

# i am ME because of YOU

For all my life, you have nurtured me, loved me unconditionally and believed in me. I am proud of the person I am today, and for that I must say, "Thank you." I am *me*, because of *you*...

This season applaud those who have inspired you to reach for your dreams and who have made a difference in who you've become. In celebration of Mother's Day, a special wedding, graduation, Teacher Appreciation Day, or just because, celebrate the people who mean the most to you and capture your love and gratitude in a Living Locket®.



## ELEMENTS OF DESIGN

- **INSPIRATION:** Inspired by classics that hold meaning and significance in expressing love and gratitude; pieces from our Gifting Collection are elegant and timeless in design!
- **MATERIALS AND TEXTURES:** Vintage milgrain details, open filigree work, hand-painted enamel, classic pearls (Swarovski® Crystal Pearls!) and delicate sparkle (also Swarovski, of course!).
- **COLORS:** Key colors include periwinkle, pearlescent white and a touch of blush rose, with hints of gold and silver metal finishes. Add a soft pop of color and sparkle to any ensemble.
- **PRINTS:** Script and block fonts with family focused and motivational phrases, Forget-Me-Not flowers and feminine butterflies.

## THINGS TO KEEP IN MIND WHILE USING YOUR SELL SHEET

- Throughout your Sell Sheet look for words to say and key product information that will help you become an expert on our Gifting Collection.
- Remember this is not the only tool available to you!
  - Check out our How-To Videos, Gifting Collection Designer Take Out Menu, and be on the lookout for training videos with Patti Reilly for more great information.
  - Look for the  video icons next to points throughout the Sell Sheet letting you know there are video tools available for you.
- Don't forget to use OrigamiOwl.com Product Detail pages for more information. You can find How-To videos and detailed product knowledge including pairing recommendations.

**SELL SHEET****MUST HAVE! SEASONAL EXCLUSIVES**

Did you know!? Seasonal stories are assorted across categories for upselling opportunities. Show your customers how to "get the look" or how to create pairings for gift sets.

**SEASONAL EXCLUSIVE! ASSORTED CHARMS**

Remember these little darlings can be gone in a flash! Encourage your customers to come back and shop your Seasonal Exclusive Charms.



# PEARLS of wisdom

With their classic silhouette and timeless beauty, our Pearls of Wisdom Collection represents the virtues and tiny morsels of wisdom that have been passed down to us through the generations. The exquisite design and unmatched quality of Swarovski Crystal pearls have been crafted beautifully, making them a true keepsake!

► These make a beautiful Mother's Day gift or a treasured keepsake for a special bride in your life.

**WHAT'S SO SPECIAL ABOUT A SWAROVSKI CRYSTAL PEARL?**

1. Swarovski Crystal Pearls are Swarovski Crystal Beads! That's right, there is a Swarovski Crystal under that beautiful pearlescent effect. This is easily identifiable based on the weight you can feel when you hold them and the perfect adaptability to skin warmth, like real pearls!
2. The special pearlescent effect is an innovative coating created to resist scratching and fading, while presenting a luminous luster and a flawless surface.

**PIECES IN THE COLLECTION**

- Large Silver Pearl Twist Living Locket™ with Swarovski Crystal Pearls
- 18-20" Swarovski Crystal Pearl Strand
- Pearls and Sparkle Swarovski Crystal Charm Pack
  - This sparkling 15-piece Crystal pack is made up of 5 Blush Rose Swarovski Crystals, 5 Air Blue Opal Swarovski Crystals and 5 White Swarovski Crystal Pearls.

# FORGET me not

Symbolizing remembrance and true love, our Forget-Me-Not Collection mimics the charming look of the Forget-Me-Not flower. Delicate Swarovski® Yellow + Air Blue Opals add a touch of sparkle and a pop of vibrant color.

- ▶ Use our Seasonal Exclusive Forget-Me-Not Flowers Collection to build a “something blue” Living Locket® for the new bride or create a stunning Mother’s Day gift by adding our Forget-Me-Not Flower Charm, Dangle and Stud Earrings reminding her you’ll forget-HER-not, cherishing every memory you have together.

## PIECES IN THE COLLECTION

- + Large Air Blue Opal Twist Living Locket™ with Swarovski Crystals
- + Periwinkle Single Genuine Leather Wrap Bracelet
- ▶ Designed to wrap around the wrist only once, this Single Genuine Leather Wrap Bracelet is a stylish way to customize your looks by layering. Pair this with our Signature Locket Watch, CORE™ Bangle Bracelets or additional Leather Wrap Bracelets!

- + Forget-Me-Not Flowers Slider with Swarovski Crystals
- + Forget-Me-Not Flowers Dangle with Swarovski Crystals
- + Forget-Me-Not Flower Stud Earrings with Swarovski Crystals
- + Pearls and Sparkle Swarovski Crystal Charm Pack
- + Forget-Me-Not Flower Charm



patent-pending



Large Gold  
Butterfly Plate

## GOLD and butterflies

Featured in brushed gold and accented with vintage milgrain detail, this Large Legacy Living Locket was designed with the same beautiful and intricate bail as our original Legacy Living Locket, but in a Large Locket size!

- ▶ Pair this stunning Locket with Swarovski Birthstone Heart Charms to represent your family or loved ones and other pieces in our Gifting Collection that feature gold accents!



Beautiful as it is symbolic, our Seasonal Exclusive Large Gold Butterflies Plate is the perfect representation of love, beauty and new beginnings.

- ▶ Pair this with our Seasonal Exclusive Large Gold Legacy Living Locket with Swarovski Crystals and complete the look with our Seasonal Exclusive “Live with Intention” Double Genuine Leather Wrap Bracelet!



**new!**  
seasonal exclusive  
**Living Locket®  
Photo Frame**



## PHOTO MEMORIES

### SEASONAL EXCLUSIVE! LIVING LOCKET PHOTO FRAME

We love capturing every moment in a Living Locket! Now, we've taken it one step further by adding a full size photo frame!

**HOW TO** Add a 4x6" photo and attach the Living Locket that tells your story. Compatible with all necklace Living Lockets, simply hang your Living Locket from the peg to the right of your photo.

This photo frame is great for potential customers who would like to create a Living Locket, but do not wear jewelry everyday (or at all). This is also an option for a return customer who is looking for something new and interesting, or for gifting of course!

► Think outside the Locket! Our Seasonal Exclusive Living Locket Photo Frame opens up gifting galore!

- + This makes a great gift for someone who creates a memorial Living Locket or a "special occasion" Locket look they want to display with a meaningful photograph.
- + Dad or Grandpa can now enjoy a Living Locket created just for them. This looks great on a desk or an office shelf!



### FILIGREE PHOTO PENDANTS

Like a modern version of Grandma's wallet photo collection or "brag book," only way more stylish! Collect photos of the people and moments you hold dear!

**HOW TO** 1. Wear on a Simple Chain.  
2. Wear on our **new!** Memory Pendant Catcher with Swarovski® Crystals.  
3. Add multiple Filigree Photo Pendants!  
4. Keep your photos personal by adding the Filigree Photo Pendant Cover.

► Is there someone in your life who already has a Living Locket? Introduce them to these meaningful Photo Pendants. They layer perfectly with a Living Locket or stand on their own!



## SWAROVSKI BIRTHSTONES

Did you know Birthstones are the top gifting item during the Mother's Day selling period? They are simple, meaningful, customizable to each recipient, and dazzling! Make sure you are fully stocked on Birthstone Crystals this season (and all year long); you don't want to miss out on the endless opportunities Birthstones bring to gift-giving.

► Showcase our **new!** CORE™ Collection Birthstones featuring Swarovski Crystals. Collect the Birthstones of the ones you love. Add family-related CORE pieces like our new "Mom" Silver Memento with CZ, Silver Roots Run Deep Memento or our Family Affirmation Note.

- + Double meaning "By Your Side" Silver Awareness Ribbon Memento with CZ; add the color Crystal that represents your cause. \$1 from every "By Your Side" Memento sold will benefit the new Live Sparkly™ "monthly" campaign. Visit [LiveSparkly.com](http://LiveSparkly.com) for more details.



Print this for your Jewelry Bar! Showcasing all 12 months + the colors that correlate, this resource makes shopping our CORE Birthstones easier for you and your customer.

Available in 2 sizes to fit your Jewelry Bar.

# SELL SHEET



## GIFTING (cont.)

- ▶ Birthstone Crystals by Swarovski® Charms are the perfect way to personalize any Living Locket®!
- + Add to our new Silver Sentiments Butterfly Pendant with Swarovski Crystal. The open filigree work back allows the perfect amount of light through, accentuating every facet of the Swarovski Crystals for the perfect amount of sparkle.
- + For the ultimate Birthstone Gift add to our Silver Legacy Living Locket with Swarovski Crystals and Legacy Family Tree Window Shelf.
- + Personalize with Inscriptions! Add the names and Birthstones of loved ones.
- + Add to any Living Locket gift to make it that much more special!

## REMEMBER, THERE ARE MANY GIFTING OPPORTUNITIES FOR YOUR ORIGAMI OWL BUSINESS!

### GRADUATES

April kicks off the prime season celebrating those graduating high school + college! What better gift to give than a Living Locket commemorating the achievements thus far and to act as a reminder to reach for the stars on the path ahead!

- ▶ 1. We have Charms for the graduate!
- 2. Add Inscriptions® to personalize with their name or where they are headed next.
- 3. They'll love our **new!** Happygram Bangles with inspirational messages.



### TEACHERS

Though we appreciate them all year long, Teacher Appreciation Week is May 1 - May 5 with Teacher Appreciation Day landing on May 2nd. Gear up during April with easy, price-pointed Living Locket ideas for teacher-gifting!

- ▶ Our Seasonal Exclusive Large Silver "Teaching is a Work of Heart" Plate is the perfect add-on to make a meaningful teacher gift letting them know you appreciate all that they do. Add to our Specialty Twist Large Lanyard Living Locket, or for a reduced price point, try it in our Large Silver Classic Hinged Living Locket!

### GIFTING ALL YEAR!

Thank you, Happy Anniversary, Happy Birthday, New Baby, Weddings, Just Because Gifts; We've got what you need! Our Gifting Collection is full of options for any occasion.



### ONLINE GIFT SHOP

Your one-stop shop for gifting needs or inspiration! As a Designer, this is a great place to guide customers through your Personal Web Page for an easy, one-click purchase, or you can use this area as inspiration for your Gifting Collection Jewelry Bar®. You'll find pre-created looks your customers can further customize in their shopping carts.

- ▶ We've done the work, now you just have to share! Here's how:
- + Go to your Personal Web Page to the Gift Shop.
- + Find a look that captures a story you want to share in your Facebook Group, page or via text message.
- + Copy the URL link.
- + Paste it into your text message or Facebook Group or page and share your thoughts about it! Be sure to explain that you can add the Charms and Accessories to personalize and share their story.

### WHAT ELSE IS NEW?

#### SLIDE ON A LITTLE HAPPY!

Leather Wrap Sliders become more Charm-like, smaller and collectable!

- ▶ Add them for a little extra meaning or to step up an arm party! Perfect for the customer who has purchased a Leather Wrap Living Locket look as an upsell opportunity. Let her know you have something special she can add on. With **new!** and Seasonal Exclusive Sliders, she's sure to find something she'll love.

Slide 'em on,  
Stack 'em up!





## SENTIMENTS + mood·ology™

### *new!* SILVER SENTIMENTS BUTTERFLY PENDANT WITH SWAROVSKI CRYSTALS

Compatible with Moodology 100% Pure Essential Oil Blends

- + Open Filigree work and highest grade of stainless steel allowing for Moodology 100% Pure Essential Oil Aromatherapy use
- + For use with the Moodology Silver Butterfly Mood Disc Charm only.

► For the first time, this Sentiments piece has an open filigree design on the back; this allows the perfect amount of light to shine through, creating a dazzling effect when used with Swarovski Crystals!

► As mentioned in the Birthstone portion of this Sell Sheet, this piece makes a great gift. Show her the multiple ways she can wear her *new!* Sentiments Pendant.



time to get back on track!  
true balance is of the mind, body, and spirit

Add Swarovski Crystals  
+ Charms or...  
a Butterfly Mood Disc Charm  
with Moodology™ 100% Pure  
Essential Oil



### MOODOLOGY

The Great Balancing Act: 100% Pure Essential Oil Blend (4ml) - Balance Blend

- + Feeling out of whack? Time to get back on track! True balance is of the mind, body, and spirit.

#### **+ WHAT AFFIRMATION WILL YOU SAY, TO HELP ACHIEVE A BALANCED DAY?**

- + All aspects of my life are balanced and harmonious.
- + I remain balanced under extreme stress.
- + I am my best self when my mind, body and spirit are aligned.

**+ INGREDIENTS:** Citrus Orange Peel Oil, Patchouli Oil, Ylang Ylang Flower Oil, Mandarin Orange Peel Oil, Citrus Lemon Peel Oil, Citronella Oil, Celery Seed Oil.

► Our Moodology 100% Pure Essential Oil Blends are the gifts that keep on giving!  
Look to our Online Gift Shop for grab-and-go Moodology Gift Set ideas.



## OLIVE THE OWL CRYSTAL FIGURINE

Inspired by the brilliance of Swarovski Crystal Figurines (or miniatures). Collectors from around the world have been in awe over Swarovski's little works of art for over 40 years!

- ▶ **viola!** A Swarovski Crystal figurine even smaller, at approximately 12-millimeters-tall, which is the perfect size for an Origami Owl Living Locket®. It's a Charm made slightly larger than existing Charms to capture the brilliant crystal detail!

"The First Swarovski Figurine was made in 1976, a 2 ½-inch-tall mouse! Now collectors can choose between thousands of Crystal Figurine designs including animals, seasonal holiday motifs and so much more!"



Be on the lookout! As excited as we are about our **new!** Olive the Owl Crystal Figurine, Swarovski is just as excited! They can't wait to feature our darling Olive and the Origami Owl partnership in their Crystal Blog and other channels in the media.



**BOOK**  
your gifting  
**JEWELRY**  
**BARS!**