

AUTUMN/WINTER

20



19

Mistgold

ESTD. 1990




GOOD A

AUTUMN
/
WINTER

2019

Mistgold

V S G O L D



I am nobody and somebody.

I want nothing and everything.

I am contradicting resolutely.

I am light as air.

I am solid as gold.

I am myself.

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*“Diamonds may be my best friend.
But gold is my only true friend.”*



For years, gold has been considered a store of value. As a physical commodity, it cannot be printed like money, and its value is not impacted by interest rate decisions made by a government. Because gold has historically maintained its value over time, it serves as a form of insurance against adverse economic events. When an adverse event occurs that lingers for a while, investors tend to pile their funds into gold, which drives up its price due to increased demand. Also, when there is a threat of inflation, the value of gold increases since it is priced in U.S. dollars.

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Source: www.investopedia.com



title
Diamond Logo in Real Gold
material
24k Gold
date
circa 2015

gold in the shape of a diamond is the penultimate rejoinder to the depreciating value of diamonds *vis-à-vis* the lasting value of gold





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"I choose being real over being perfect."



Millesimal fineness is a system of denoting the purity of gold by parts per thousand of pure metal by mass in the alloy. It is an extension of the older karat system of denoting the purity of gold by fractions of 24. The millesimal fineness is usually rounded to a three figure number, particularly where used as a hallmark.

Common fineness:
999.9 — gold bullion
999 — 24 karat
916 — 22 karat
750 — 18 karat

—
Source: www.wikipedia.com



title
Tough Nail in a Cycle
material
19k Rose Gold
date
2019

The question of life finds its answer in a circular rhetoric which ends up in the toughest nail where the real value of gold still remains.





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*“Circumstances may change
but my values remain strong.”*



Gold artefacts made their first appearance at the very beginning of the pre-dynastic period in Egypt. The Aztecs regarded gold as the product of the gods. Gold played a role in western culture, as a cause for desire and of corruption. Today, gold is experiencing a renaissance due to the impending global recession, as both an indicator and protector of wealth.

—
Source: www.wikipedia.com



title
Keeping it Real to Self
material
18k Gold
date
2018

double the fun, double the seriousness; they are just both sides of the same coin but the real self is still much evident





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gold



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Mistgold Brand Strategy

version 1.0



BRANDING CONSULTANT

firefish 

POWERED BY

brand*grammar*™

SUPPORTED BY

**Enterprise
Singapore**

THIS



Mistgold Brand Strategy

version 1.0

S M I S T G O L D

Introduction

The Brand Strategy serves as a strategic roadmap for the company in executing the brand. It documents what the brand is all about; covering all aspects of the brand: brand positioning, brand attributes and brand personality. And it aligns seamlessly with the corporate strategy of vision, mission and core values. It is a plan for clear action; actions on how the brand can grow to become a global brand.



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M M S S T T O

LIGHT AS AIR

OPEN

EMOTIVE

FREEDOM

EMPATHETIC

Brand Essence

Brand essence captures the quintessence of the brand in a single snapshot. It is timeless and represents the heart and soul of the brand.

It is also the company's mantra and clarion call. It is synonymous with the organisation's vision, the raison d'être of its very existence.

S Y N E R G Y O

A woman with long dark hair is seen from the back, holding a large bouquet of white baby's breath flowers. The background is a soft, misty landscape. The image is overlaid with several white geometric shapes: a circle, a square, and a rectangle, some of which are partially cut off by the edges of the frame.

SOLID AS GOLD

VALUES

LOGICAL

ROOTEDNESS

HONEST

Stronger Together

Apparent binaries are unified into a single synergistic whole. The sweet spot is in the interaction of both seemingly diametrically opposite ends. It is not about “either or” but the synergy of “and”.

F B I N A R I E S

GOLD

SELF



VALUE

Brand Triangulation

Mistgold attempts to project intrinsic values found in the element of gold onto human individuals, thereby constructing a strong tripartite relationship between disparate concepts of gold, self and value.



I am nobody and somebody.

Brand Vision

I want nothing and everything.

I am contradicting resolutely.

I am light as air.

I am solid as gold.

I am myself.





Empowering You

Brand Mission

To Know

To Trust

To Live

A woman in a white, sleeveless, knee-length dress stands on a grassy hill, looking down. The sky is filled with dramatic, dark clouds, and the lighting is low, creating a moody atmosphere. The woman's dress is white and appears to have some lace or intricate detailing. The background is a vast, open landscape with rolling hills and a dark, overcast sky.

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Brand Story

Mistgold is a story about growing up and coming to terms what is truly valuable in life. As founders, we grew up in a gold jewellery shop: playing together, giving a hand to our parents and in the end, serving the customers ourselves. As we grow, we understand why it is so important to gain the trust of customers. We also come to learn what is truly valuable in life. And interestingly, these solid values can be found in the very qualities of gold itself. As millennials, we sort of understand why the young people are shunning gold. We want to bring back the shine in gold. We want to re-ignite a new love for gold jewellery. We inject a transformative aesthetic into gold jewellery by combining the best of fashion and digital. We also want to enlighten millennials on the lasting value of gold itself.





Wow... the customer service is quite good.

"That really looks good on you. Today, we are running a promotion, earrings are 20% off. So, \$190 off 20% is actually \$152. And just nice, for our new brand promo, any purchase above \$150, you also will get a free totebag... let me show you."

"Wow, it got that cool design on your t-shirt. But I'm still not too sure I will wear gold."

"Actually, gold is quite suitable on you, if you wear blacks, whites on any neutral color, gold will work well". "Also, gold prices may rise in the future, so you might even sell it for more later on!"

Wow... that's a tempting proposition... "Let me think about it first".

"No issues at all. Let me write the product code for this pair down for you ok? Will you like to try another few pieces so that you can compare them side by side?"

"Oh yah, I actually like this piece as well."

"Sure, let me clean for you... there you are... do try them side by side and go to the full-length mirror to see how they actually look on you."

"Oh ok..." Damn... this looks good as well, tough choice... but \$150 bucks on a pair of earrings... don't even know will I wear them... "Errr... let me think about it..."

"No problem at all. Let me write that product code down

for you... here's my card with the product codes at the back".

Nice card...

"Also, if you decide to buy and can't find the time, you can shop online as well at our online store, mistgold.com. And if you use this discount code, you can also get 20% discount online. The promo will end next Saturday."

"Lynn, why don't you just get that round earrings? They look damn good on you lor..."

"I'm afraid I won't wear it after I go back home..."

"Don't worry, if you change your mind, we have a 7 day exchange policy, no questions asked. You can exchange for anything for yourself or someone else."

"I think I still want to think through..."

"Not an issue at all. I'll be here till Friday. You also have my number, call me if you need anything"

"Ok, thanks".

"Last thing, do you want to be put on our mailing list? Sometimes, we run really good offers for members."

"Oh really? Sure..."

"Just fill in your name and email on iPad"

"Thanks for everything".

"Pleasure is all mine".

This brand is totally on fleek. Must go back and Google them a bit.

THE END.



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ESTD. 1990

