

Mistgold





Mistgold "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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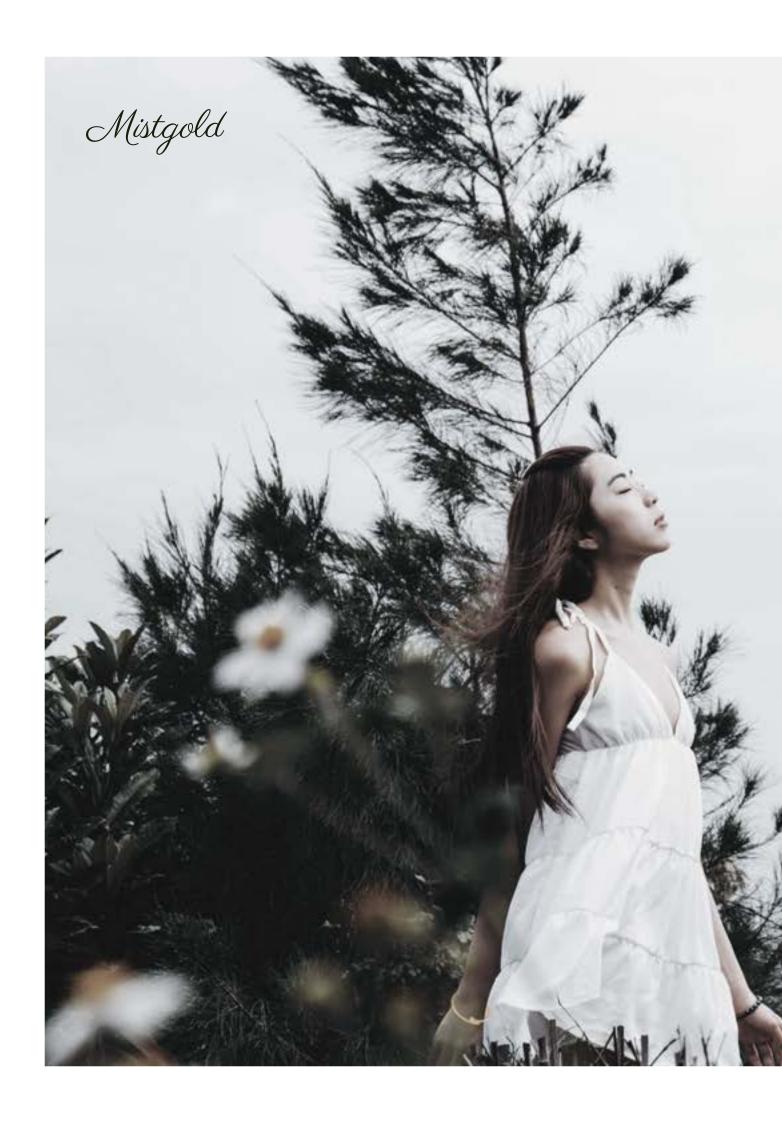
title
Diamond Logo in Real Gold
material
24k Gold

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









Millesimal fineness is a system of denoting the purity of Common fineness: gold by parts per thousand of pure metal by mass in the 999.9 — gold bullion alloy. It is an extension of the older karat system of 999 — 24 karat denoting the purity of gold by fractions of 24. The 916 — 22 karat millesimal fineness is usually rounded to a three figure 750 — 18 karat number, particularly where used as a hallmark.

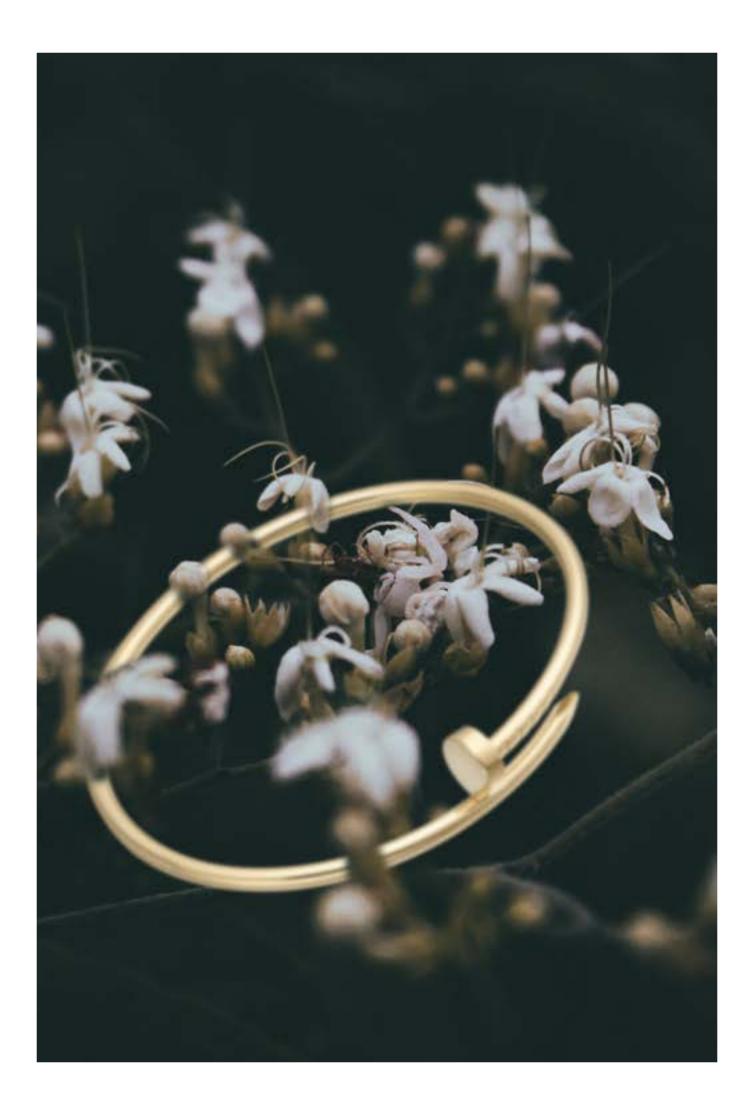
Source: www.wikipedia.com



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.









Gold artefacts made their first appearance at the very beginning of the pre-dynastic period in Egypt. The Aztec regarded gold as the product of the gods. Gold played a re 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

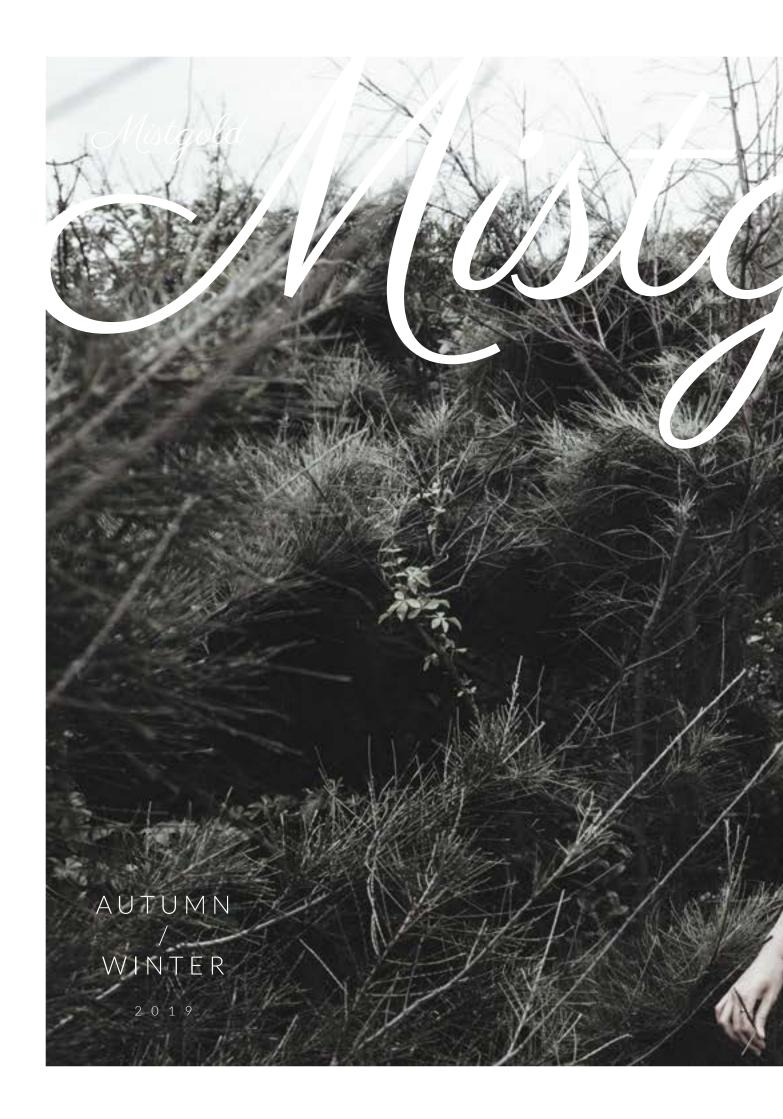


title
Keeping it Real to Self
material
18k Gold
date
2018

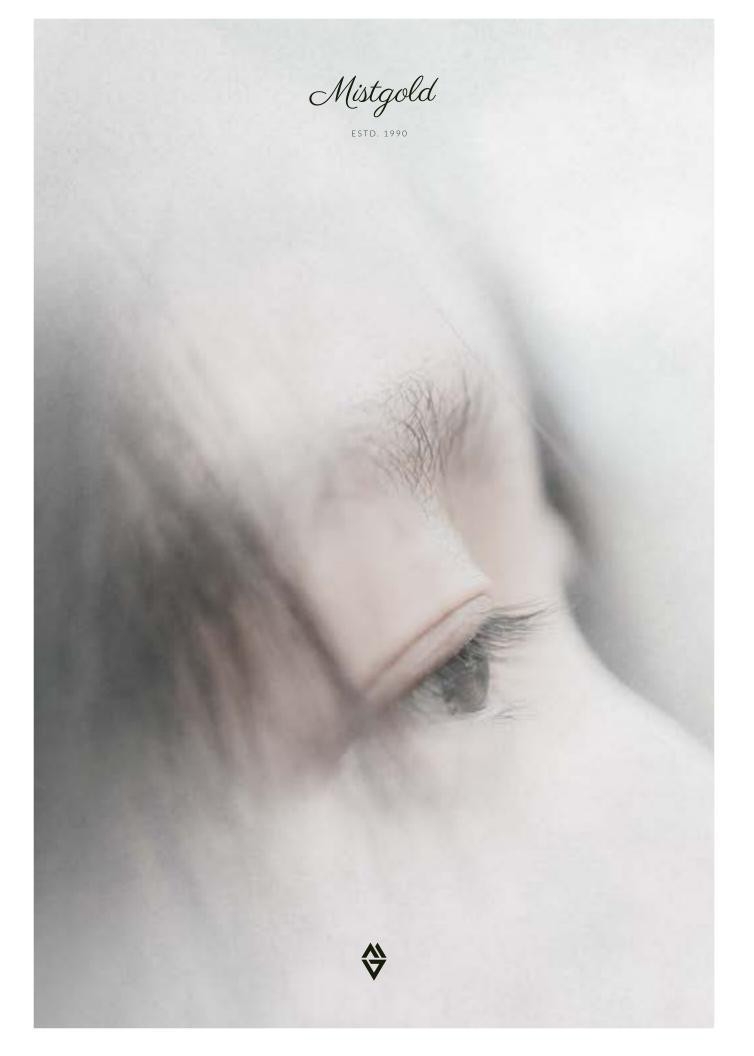
double the fun, double the seriousness: they are just both sides of the same coin but the rea self is still much evident





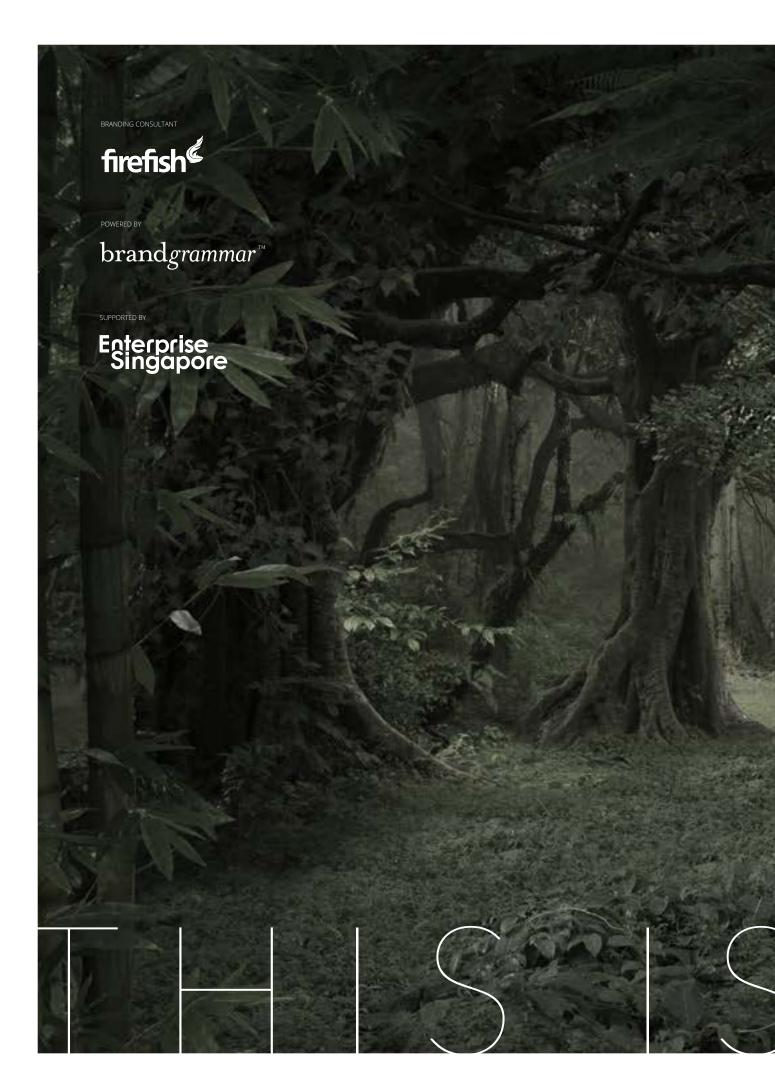


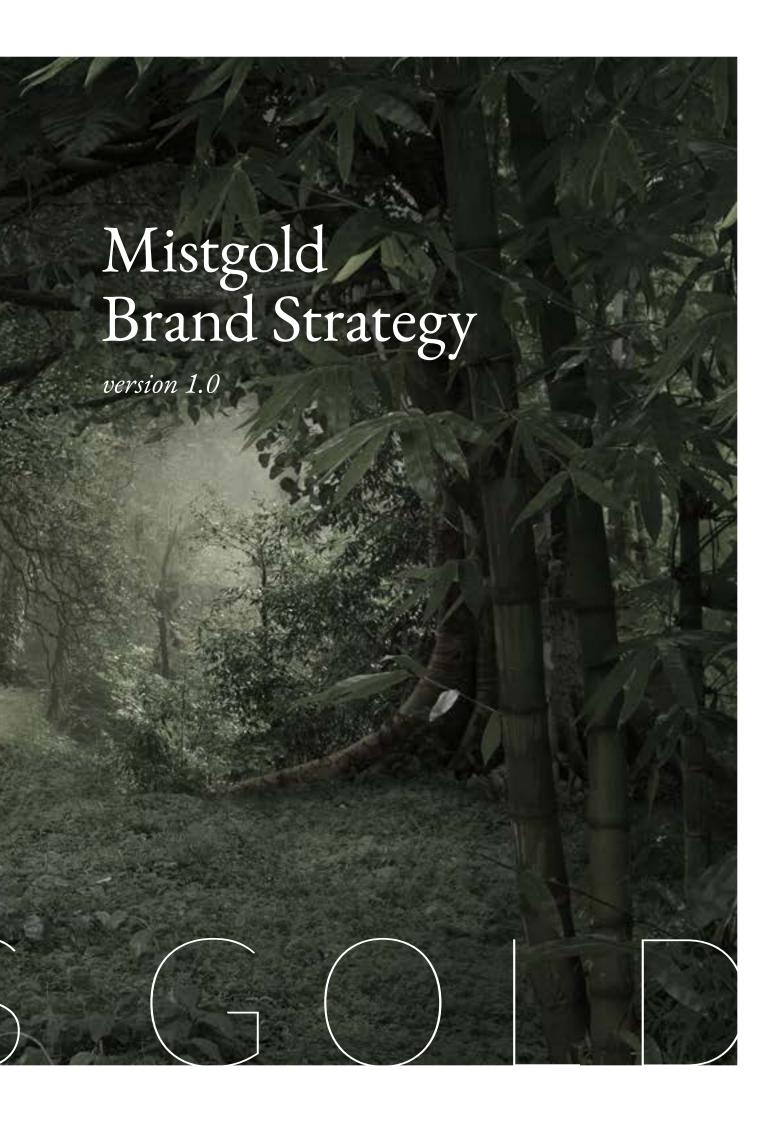




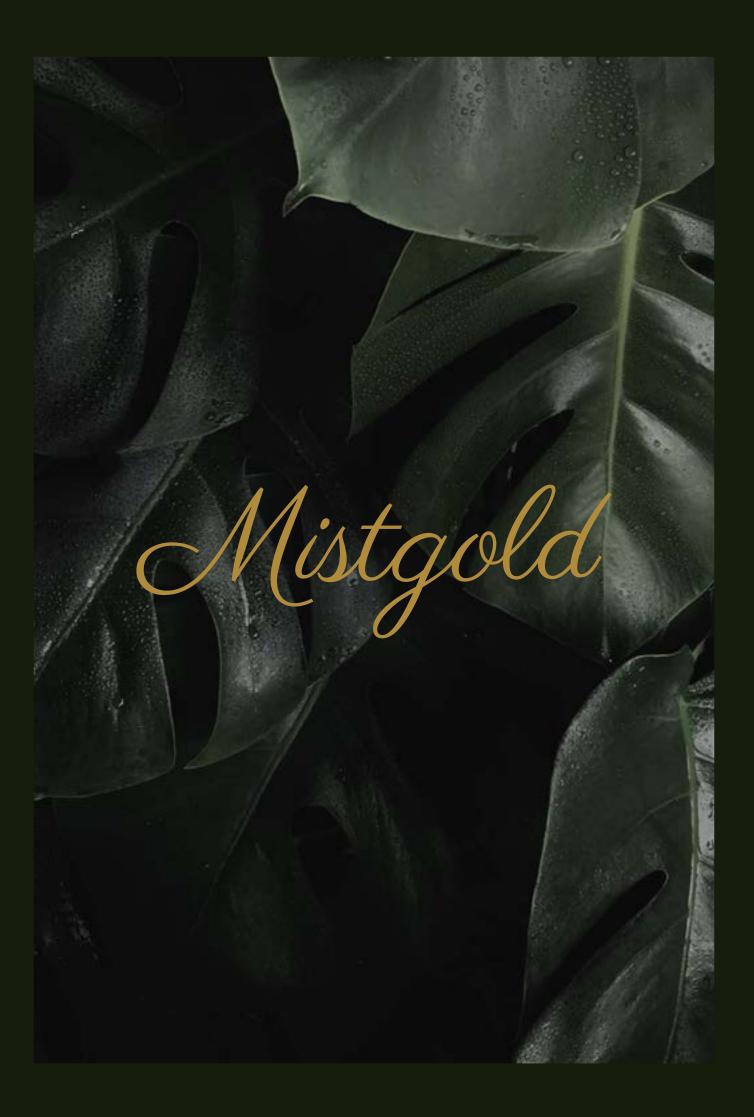
# Mistgold Brand Strategy







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.



## **Brand Personality**

Brand Personality is about a set of human traits used to identify a brand. The brand becomes a real person, with human idiosyncrasies. It draws people to the brand. It creates an emotional response. The aim is not to please everybody but to have a distinctive personality that touches the heart and moves the soul.

Mistgold is a free-spirited individual who is extremely confident of who she is, what she is doing and where she is going. She embraces with open arms the full spectrum of how she feels: from absolute bliss to downright despair. However, she always know what her strongest traits are and the most important values that keep her feet always rooted. She knows she

may fall but she also knows how to climb back, fight strong and stand tall. She loves to surround herself with supportive friends and connects often with her family. However, in the end, she makes her own decisions. Because she believes ultimately, she is responsible for her own life and how she wants to live it. She knows it is more important in life to stay true to berself

## **Brand Attributes**

**T**rue to Self & Others

Rooted with Strong Values

**E**mbrace Everything

Explore the World



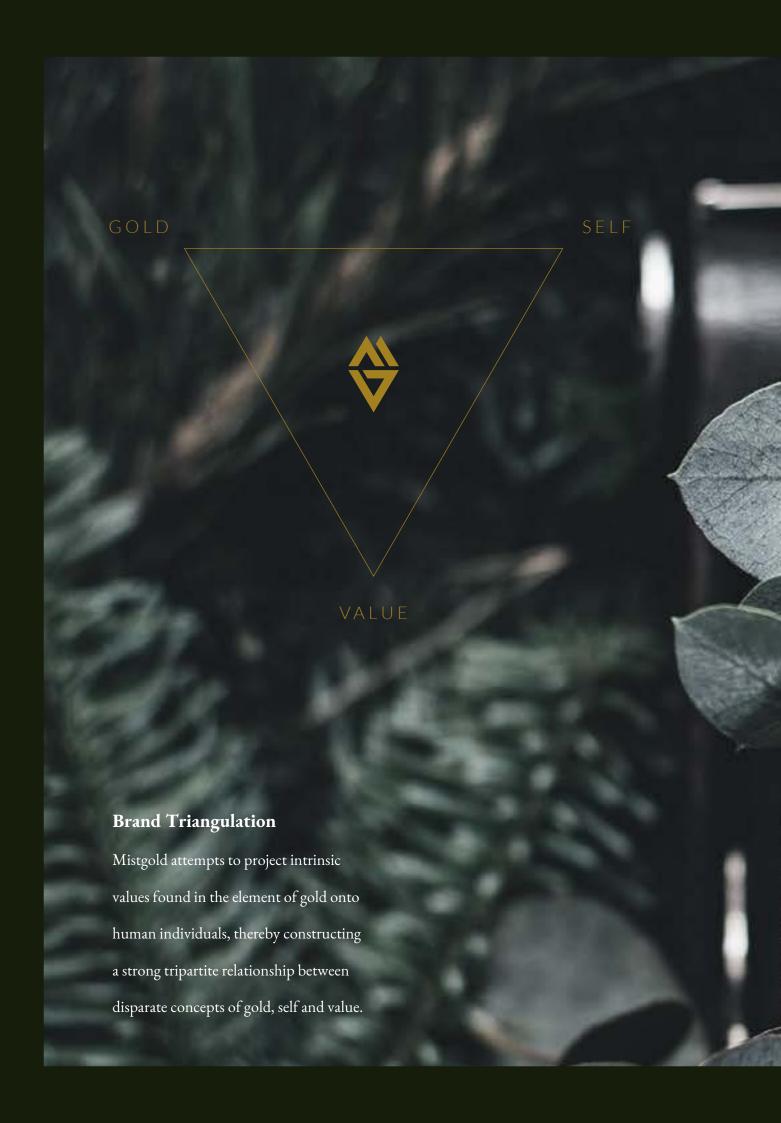


#### **Brand Essence**

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.

SYNFRGY













## Brand Positioning

Mistgold is a jewellery brand that targets young millennials. It seeks to excite and educate. It is about accepting the often contradictory things in life and coming to a conclusion which is self-rationalised and fully internalised. At this stage in life, there are internal doubts about crucial life decisions on work, relationships and the future. And oftentimes, after an internal rationalisation exercise, there are still no clear answers. The real answer can only be found in oneself. It means understanding the myriad of options clearly. It means accepting there are opposing opinions on two sides of a coin. Ultimately, it means to make a decision that is true to oneself. And being courageous to take the plunge and accepting the consequences of that very decision. Mistgold celebrates each individual and their choices in life.



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.



### Brand Promise

Mistgold's brand promise is about becoming both a friend and a family member at the same time. A friend that one can trust and depend on whether in good or bad times. A family member who is always there to give the real and hard truth without reservation. It is about empowering the individual with real choices and accepting and respecting the individual's final decision.



## Brand Experience

The Mistgold brand experience is best captured in a best-case scenario depicting a fictional encounter of a customer with the brand. This brand experience is based on the mystery shopper in the brand audit.

I was having dinner with fam at Collin's Northpoint City when I chanced upon a totally lit brochure on the table. some nice jazz music in the background. The female rings upfront like Pandora. That's fresh. Can try...

t-shirt is cool AF, wonder can I get it for free... ha, ha.

"Hi there! Let me know if you need help, ok? In the meantime,
do feel free to browse. I will come to you when you are ready

Wow, that's cool. Whew... at least I can browse in peace without someone breathing over my damn neck. Woo... there's a new section items. Some of the items are actually on fleek man... wow, you can even customise this... Michelle's bday coming soon... wonder if she will like a gold pendant... but gold looks a bit old, wait, they have it in rose gold. Oh no... salesgirl approaching at 12 o'clock again... "Hey, you might want to have our new brochure. It talks about our new brand, Mistgold and there's also some advice on investing in gold". Investing in gold? Hmm... never thought of that... might be a good bedtime read. "K, thanks!" "Anything you want to try? No obligations, seriously". Hmm... since you say so. "I like to try this pair of earrings actually..." "Sure, not a problem... let me sterilise for this for you first...

"Sure, not a problem... let me sterilise for this for you first...
here's the mirror.... if you need a full-length mirror, there's one
behind".

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 Goog

them a bit.

THE END.

Nouvelles histoires extraordinaires

Mistgold

ESTD. 1990

