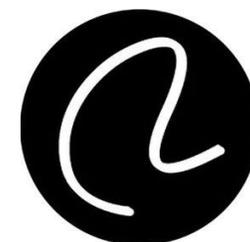


# **BRAND NARRATIVE**

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Assessment of current mission statement and thoughts on possible revisions.

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Recommendation to develop a quote by the founder to articulate a personal point of view and establish a more human bond between the customer and the brand.



## MISSION

**Mission: To connect intimately with people in order to enhance their best self.**

Currently the brand's mission does not mention neither the product (jewelry) nor the category (design/fashion). While the omission could be helpful, as it allows the brand to enter an almost unlimited number of product categories, it is also a weakness, because the statement doesn't clearly articulate how exactly this brand will help clients "enhance their best self[ves]".

Another disadvantage related to a central focus on "connecting intimately" within the brand's mission is that it immediately begs the question of whether jewelry, of all things, is the best way to achieve this goal. A mission to "connect intimately" seems more appropriate for a brand focused on communication, entertainment, events, relationships, etc.

If, indeed, the idea of "intimate connection" is central to the brand, we'd recommend clarifying and strengthening the related attributes and benefits. For example, how does the brand encourage clients to connect with it? Does the brand allow clients to influence its designs? How does the brand nurture an intimate and reciprocal relationship with its clients and followers?

The idea of "intimate connection" currently in the mission statement appears to be more so an aspiration to create a community of followers, as well as a reference to the fact that each piece is as unique as each person's individual identity, and, as such, somehow intimately connected to its wearer.

Based on this, we propose a mission that mentions the product ("jewelry"), or at least suggests the category ("pieces"), and that retains the idea of enhancing the best version of each person, while slightly deemphasizing "intimate connection," and highlighting instead the idea of "jewelry with meaning" (which paves the way to eventually build a community of followers or establish "intimate connections" with customers in more tangible or verifiable ways).



## MISSION

- (1) **Crear joyas que revelen la mejor versión de cada persona.**
- (2) **Crear joyas que hagan honor a quien las lleve.**
- (3) **Crear joyas que celebren a quien las lleve.**
- (4) **Crear joyas que realcen lo mejor de quien las lleve.**

Possible translation:

- (5) **To create jewelry that reveals every person's best self.**
- (6) **To create jewelry that honors its wearer.**
- (7) **To create jewelry that celebrates its wearer.**
- (8) **To create jewelry that enhances the best version of its wearer.**



## VISION

**Vision: To create inspiring jewelry. Jewelry that communicates strong values and that connects deeply with our customers. An indispensable good-luck charm.**

The current vision is clear and has the right level of ambition. We recommend simplifying:

- (1) Crear joyas que se conviertan en un amuleto inseparable.**
- (2) Crear joyas que se conviertan en inspiración y amuleto.**

Possible translation:

- (3) To create jewelry that becomes an indispensable amulet.**
- (4) To create jewelry that becomes inspiration and amulet.**



## VALUES

### Values: Creativity, Balance, Empathy, Responsibility

Current values are clear.

We recommend articulating reasons to believe/proof points/benefits to back up the areas of **empathy** and **responsibility**, however. What does the brand mean by those words, and how does the brand bring them to life in tangible ways?

Research into competitive brands showed that claims of responsibility, especially, are typically backed with specific proof points, often with an astounding level of detail (companies cite amount of dollars given to community organizations, percentage of carbon emissions being offset, exact origin of materials, etc.)

We recommend including some of these proof points in the ABOUT US narrative as well (see next page).



## ABOUT US

### [Long]

Our brand was founded in Mallorca, Spain, in 2014, as an Etsy shop. Within that marketplace we quickly developed a devoted following that today spans more than 40 countries. Customers tell us they love the originality of our designs and the quality of our craftsmanship, and we take pride in these qualities, because they've allowed us to build a brand focused on shared values of creativity, balance, empathy, and responsibility.

Our founder, [REDACTED], is a trained biochemist and outdoor-sports enthusiast. Guided by his vision, [REDACTED] celebrates the beauty of natural materials and textures. Our designs are highly evocative and sculpturally crafted from sterling silver, bronze, and a variety of gemstones. Our pieces are fabricated in a small workshop we built from scratch in Bali, Indonesia, where a group of 15 artisans brings every design to life.

Small as it is, our operation has come a long way from the days when, back in his native Argentina, [REDACTED] used to play in the workshop next to his family home, where his father worked on projects related to the family's fashion business. Now at the helm of his own firm, [REDACTED] has lost none of the heart for originality, craftsmanship, and beauty.

In 2022 we launched [REDACTED], our own dedicated website where we will continue to offer original, beautifully handcrafted pieces at an affordable price.



## ABOUT US

### [Brief - version 1]

██████████ represents our commitment to craft.  
Our belief in what's best in each of us.  
Our respect for nature.  
Our dedication to beauty.

### [Brief - version 2]

Finding a piece of jewelry that perfectly matches the mood, the moment, or the memory is a magical thing.  
Because finding the right piece of jewelry is like finding a piece of *yourself*.  
We live for the quest. Welcome to ██████████

### [Brief - version 3]

Finding the right piece of jewelry is like finding a piece of *yourself*.  
We live for the quest. Welcome to ██████████



## OUR FOUNDER

**"As a trained biochemist, I'm fascinated by the many forms that life can take on our planet. [REDACTED] designs are rooted in deep appreciation for the richness to be found in nature, and they're carefully and responsibly crafted to represent and protect the beauty all around us. My goal is to create pieces that communicate the values that inspired them, and pieces that help people feel connected to something that matters - especially to them, ideally to all of us."**

– [REDACTED], Founder [REDACTED]

# OUR FOUNDER

## ANATOMY OF THE STATEMENT

*Speaks to a unique founding story and point of view;  
identifies the human behind the brand*

*Speaks to quality of  
craftsmanship and  
environmental  
stewardship*

**"As a **trained biochemist**, I'm fascinated by the many forms that life can take on our planet [REDACTED] designs are rooted in deep appreciation for the **richness to be found in nature**, and they're **carefully and responsibly crafted** to represent and protect the beauty all around us. My goal is to create pieces that communicate the values that inspired them, and **pieces that help people feel connected to something that matters - especially to them, ideally to all of us.**"**

*Speaks to the  
originality and  
organic feel of  
designs*

*Speaks to communal  
aspiration/  
burgeoning tribe*

*Speaks to the  
meaning/spirit of  
each piece.*

– [REDACTED] Founder [REDACTED]

# RECOMMENDATIONS

## MISSION

- (4) **Crear joyas que realcen lo mejor de quien las lleve.**
- (8) **To create jewelry that enhances the best version of its wearer.**

## VISION

- (1) **Crear joyas que se conviertan en un amuleto inseparable.**
- (3) **To create jewelry that becomes an indispensable amulet.**

## VALUES

Maintain current set of values, but only if it's possible to articulate reasons to believe in claims of empathy and, crucially, responsibility.

## ABOUT US

Adopt three versions for three different purposes.

Introduce specific proof points in the area of responsibility to align brand narrative with stated values.

## OUR FOUNDER

Develop a personal point of view by the founder to establish a more intimate bond between the customer and the brand.

**GRACIAS**  
**THANK YOU**