

01 / A PERSONAL NOTE

This is what I see.

Tyler,

I've been thinking about you and your work, and spending time looking at what you share on social media. The more I look, the more I see a world that can grow around MONOXIDE. I see a woman finding something beautiful, recognising something of herself in it, and enjoying what happens when she puts it on.

She may already be the woman who wears the unexpected. Or she may be dipping her toe into that possibility, daring herself to choose something simply because she likes it.

Your jewellery gives her a way to explore both. The design catches her eye. The way she wears it makes it hers. Your story gives her another reason to feel connected.

I wanted to put that vision into words: who I think your customer is, what she values, and how a first piece could become part of an evolving relationship with your work.

This is my interpretation of what you have shared, and a concept for us to explore together. The offers and experiences in these pages are possibilities for the brand.

Always Becoming More.

I think that idea belongs to the woman as much as it belongs to the jewellery.

With admiration,

Urla

A piece can be the beginning of a much bigger story.



02 / THE WOMAN

This is who I think the MONOXIDE woman is.

She has her own eye. She enjoys discovering interesting things and appreciating the person who made them. She wants something distinctive, expressive and beautifully considered.

She might say, “I’m funky. I’m kind of cool. I’m the woman who can pull that off.” She likes a piece with personality, and she enjoys being recognised as someone with personality herself.

Elevated costume jewellery makes sense to her. She appreciates the design, finish and artistry, including gold plating where used. She chooses a piece for the expression it offers and the creative perspective behind it.

“Oh, this Canadian designer I know...”

There is pleasure in that sentence: her taste, her discovery and her connection to you. She may enjoy introducing your work to friends or giving a piece with its story attached.

I also imagine a curious, culturally engaged customer. Where your designs connect to writers, ideas or personal influences, those stories can deepen her appreciation. Your customers can help us understand which connections matter most.

And she can enter at different points. An assured dresser may recognise herself immediately. Someone exploring a new chapter may discover a part of herself she wants to express.

She recognises something in your work - and something in herself.



03 / IDENTITY & FEELING

“I am that woman.”

This is what I mean by “status”: the identity she feels she is expressing, and the qualities she enjoys having other people recognise. Her choice can say, “I have my own taste. I’m confident. I appreciate artistry. I choose for myself.”

Every meaningful connection can reinforce that feeling: an unexpected design, the story behind a name, knowing your process, discovering a collection, or inventing her own way to wear a piece.

I noticed this when I put on a bracelet. My outfit was already there, but my movement changed. I enjoyed my wrist a little more. The jewellery brought out personality I wanted to experience.

My tennis bracelet makes me feel elegant and classic. My big colourful wooden earrings bring out the funky, expressive woman who feels she can pull them off. Both feelings belong to me.

The outfit was complete.

Then it became hers.

Your unconventional ways of wearing jewellery add another layer. A necklace becomes a wrap bracelet; rings become her own arrangement. You design possibilities, and she participates through her choices.

She can feel confident already, or build confidence through a small experiment. A first piece gives her somewhere to begin. Enjoying that choice can make her curious about another.

She chooses it. She wears it. She recognises herself in it.



04 / THE VALUE LADDER

A first piece. An expanding world.

The chain ring feels like a strong doorway: expressive, stackable, and connected to your story of seeing possibility in materials. Its offcut origin carries the MONOXIDE idea in one small piece.

01 / BEGIN - one chain ring

An accessible first purchase, with clear sizing, materials and care details, a styling card or short video, and the true story behind its design. Her reward: "This feels like me."

02 / EXPLORE - another arrangement

A second ring or complementary piece demonstrates what changes when she combines them. Her reward: "I can make this my own."

03 / BUILD - a personal collection

A curated selection of compatible pieces, potentially with styling support, gives her more expression across outfits and occasions. Her reward: "These work together in my life."

04 / CONNECT - closer to the studio

Possible archive previews, special releases or a personal selection session deepen discovery and access. Her reward: "I follow this designer. I'm part of the journey."

Customers can begin wherever a piece speaks to them. Repeat purchases can deepen the relationship at the same level; higher-value offers add selection, support, breadth or access. Availability and pricing would be shaped with you.

The next purchase earns its place by opening another possibility.



05 / COLLECTIONS & CONTINUITY

What she owns becomes part of what comes next.

Every addition or collection can introduce a new expression and bring fresh attention to earlier work. Show a new piece alongside pieces customers already own, and make those connections easy to explore.

An example: introduce a new necklace with the chain ring, then style it with earrings from an earlier collection. Keep the outfit familiar and show how the combinations change its mood.

An existing customer thinks, “That would work beautifully with mine.” A new visitor asks, “What are those earrings?” One release now opens several paths through the collection.

Collections organise your creative direction. The customer journey connects those collections to her wardrobe, preferences and life. Your ideas, customer feedback and the possibilities within existing designs can all inform what you explore next.

On the website: link the actual pieces through “Styled with” looks. In email: show useful combinations, including pieces the customer has purchased. In social content: revisit older favourites beside new work.

Always Becoming More.

Her collection can keep evolving with her. New designs add possibilities; new styling helps her rediscover the pieces she already loves.

Each new chapter can bring an earlier piece back into the story.



06 / CONTENT WITH A PURPOSE

Show her what becomes possible.

I see each offer supported by a small, useful presentation. Its job is to make the feeling, story and practical value of a piece visible. A five-minute video could do this for the chain ring.

OPEN / THE FEELING

Show the ring on a hand, worn with personality. Give her a moment she can imagine for herself.

STORY / THE CONNECTION

Explain how the end of another design became this piece, using your own words and actual process.

DEMONSTRATION / THE POSSIBILITY

Show it alone, with existing jewellery and in a stack. Let her see the changes.

DETAIL / THE CONFIDENCE TO CHOOSE

Answer the real questions about sizing, materials, finish and care.

INVITATION / THE FIRST STEP

Invite her to choose her first ring, with the styling guidance included.

That same idea can become a short reel, a studio story, a styling carousel, a product-page video and an email. After purchase, help her enjoy the piece, then demonstrate a relevant next possibility.

What does she need to see to imagine her own version?



07 / PARTNERS & CULTURAL LIFE

A world she wants to participate in.

I would begin by choosing 100 people or businesses who serve the customers you want to reach: stylists, boutiques and complementary brands whose audiences appreciate distinctive design. Build relationships with them so you can serve those customers together.

A T-shirt brand: one tee, several MONOXIDE expressions.

A white-shirt designer: one shirt, different arrangements and moods.

A stylist: familiar wardrobe pieces transformed through personal choices.

A boutique: your work styled within its current edit.

Each collaboration gives interested people a clear place to continue: explore the featured pieces, see the fuller styling demonstration or join your emails. The same content can inspire existing owners to wear their pieces again.

The cultural connections matter too. If a piece is named for a Black female author, your account of that inspiration can give the wearer something meaningful to discover and share.

Collections can also enter real life through gallery evenings, performances, travel, birthdays, achievements and Mother's Day. Gifting becomes a way to recognise the recipient's personality. Different wearers, including men, can show their own expression of the designs.

These are places to explore genuine connections between your work and your customers' lives. The woman is the centre of this portrait, with room for everyone who recognises themselves in the pieces.

The piece meets her life - and the story travels with her.



08 / THE CONNECTED VISION

The designer. The wearer. The continuing story.

This is how I see the pieces connecting:

The value ladder: a first piece leads to new possibilities, a personal collection and a closer connection to your work. Each offer adds something she values.

Your creativity and expertise: your eye, process and stories help her appreciate the designs and discover her own expression.

Building your community: relationships with people who share your customers introduce her to MONOXIDE. Useful styling, personal stories and ongoing conversation give her reasons to stay, return and bring others into the story.

The thread through all of it is identity. She discovers what catches her eye, trusts her choice, wears it her way, and keeps exploring. Each meaningful experience can confirm, "I am that woman," or help her take a first step towards that expression.

*MONOXIDE is a designer she discovers,
a story she follows,
and a collection she makes her own.*

That is what I see, Tyler: your creativity and her creativity meeting in a piece. A relationship that can grow through wearing, learning, collecting, gifting and sharing.

With admiration,

Urla

A little note: I think the possibility is already there. This is how I see it connecting.

