

how + why + what

FALL COLLECTION 2014

Customizable

Each piece of Origami Owl® jewelry is as unique as the person wearing it. Your customers can build a meaningful piece of jewelry with our Living Locket®, CORE™, Bridal, Tagged™, Earrings and Bracelet collections to represent everything close to their hearts. Whether choosing the Charms, Plates and Tags that inspire them or selecting the CORE pieces they connect with, each creation is a unique piece meant to be treasured. Complete the O2 look by complementing your Locket with Earrings and Bracelets for that finishing touch.

Exclusive Designs

Our innovative Product Development team designs each and every piece of O2 jewelry using the best in research and development. Every item is created using trend forecasting and Designer requests. Look for the O2 or Origami Owl markings, which signify that it is an Origami Owl original. All of our meaningful (and fashionable!) jewelry meets and exceeds industry expectations.

Exceptional Price Point

Everyone can create a meaningful piece of jewelry to fit their budget. We want everyone to enjoy a high quality piece without being limited by cost. That's why we offer a variety of Chains, Lockets, Earrings and Bracelets to fit a range of styles and budgets. Customers can start with a Locket that fits their budget and add on additional items like Bracelets, Earrings or a new CORE piece. Plus, we pride ourselves in offering high quality materials at competitive price points.

SWAROVSKI® COLLECTION

We are thrilled to bring the quality and splendor of this prestigious brand to our jewelry collections. For more than 115 years, Swarovski has been known for providing the best crystals in the world and use special technology to ensure each piece is free from inclusions or streaks. Each crystal is also patented lead-free.

You'll find these brilliant crystals throughout our collections including the new crystal Twist Locket Faces, the Birthstones, which are being reintroduced using Swarovski, the new Signature Hex Crystal and the Stardust Crystals. Origami Owl also has a new selection of earrings featuring Crystals by Swarovski as well as the Eternity Lanyard for a stylish alternative to the Lanyard Locket.



The new set of Birthstones feature four additional colors – Garnet, Amethyst, Sunflower and Emerald – and our exclusive Signature Hex Crystal was custom designed by us exclusively for Origami Owl.

New colors have special finishes including an Aurora Borealis rainbow effect, Crystal metallic coating and double-sided reversible finishes.

The new line of tiny Stardust Crystals are sold in packs of 10 and add a new element of brilliance and sparkle to every story.

CORE™

This new collection features simple and sophisticated pieces with big meaning. CORE reminds you to face life with a positive attitude, attract all good things and live from your CORE.

Each piece can be worn alone or layered with our other collections. Bangles are meant to be stacked.

The CORE collection is made of sterling silver, with the exception of the Bangles which are brass. The sterling silver pieces are Rhodium plated, and the Gold and Rose Gold are plated in 18K Gold and Rose Gold.

SIMPLY EAR-RESISTIBLE

Origami Owl Earrings are as unique and customizable as our other collections. From dressy to casual, these on-trend styles will pull together any look.

Origami Owl Earrings and Earring Drops are nickel and lead-free. Posts are hypoallergenic, surgical stainless steel, and many Earring Bases are sterling silver. We use only high-quality Crystals, Cubic Zirconia stones and glass pearls. There's also an exclusive collection of Earrings featuring Crystals by Swarovski.

PLATES

Our Plates offer another way to tell a unique story with an inspirational word or meaningful laser cut pattern. Mix two metal plates in various sizes in a Locket or just add a simple and sophisticated Window Plate with a couple of Charms or Crystals.

Using stainless steel (silver), brass (gold) and copper (rose gold), they are polished and inspected at our quality control facility, making sure they exceed industry standards. Our Window Plates have a pure brass base, feature high-quality crystals, and are finished using the same process as our Chains.

O2 CHARMS

Our uniquely designed O2 Charms are conceptualized through 3D design that allows us to capture the intricate details; each piece is then lovingly hand-painted by highly skilled artisans. When considering how small each item is, typically no larger than 12mm and averaging around 8mm, that's pretty impressive! Charms are made using a lead-free alloy base, crystal stones, advanced enamel detailing and are uniquely branded. And with more than 350 Charms, there's something to help tell everyone's story!

If your customer doesn't know where to start, ask them to choose the top two Charms that tell their stories and use Crystal Accent Stones to complete their Locket. We continue to update our collection with requests directly from our Designers and feature limited-edition, collectible Charms, so encourage your customers to buy early!

O2 CHAINS

From simple link Chains to trendy Toggles, there's a look to suit every personality! Our Chains are copper based and plated using the Electro Plating Process which is perfect for creating Chains that have precise coloring, beautiful finishes and high-end quality. Our Sterling Silver Chains are made of solid sterling silver and plated in Rhodium and 18K Gold and Rose Gold.

All Chains are plated multiple times, ensuring that we meet industry standards, so that each piece will live up to your expectations. Clasps on Chains and Dangles are brass or stainless steel-based to ensure durability and are plated to match the Chain or Dangle color. All Chains are hypoallergenic and nickel-free.

O2 LIVING LOCKETS®

Living Lockets are solid grade stainless steel, a metal similar in appearance to silver but with the quality of a harder metal. All Lockets are crafted using high-quality stainless steel to ensure durability and style. Our Gold and Rose Gold Lockets are plated using an advanced technology known as the ION Plating (IP) Process, which is the same process used by high-end designer watchmakers. We use safe but strong magnetic strength for our hinged Lockets, 1600 - 1800 gauss (GSM).

The new Twist Locket Faces and the Crystal Eternity ID Clip feature Swarovski Crystals. Available in fashion-forward colors like black, colored enamel, silver, gold and rose gold, there are plenty of styles to swoon over! Plus all of our enamel faces are safely made using non-hazardous, nontoxic paint.

TWIST LOCKETS

The Twist Lockets offer the ultimate in customization! Start with a base - Silver, Gold or Rose Gold - and then select any Face. Faces are sold separately and come in a variety of styles and colors to suit everyone's style. Mix and Match the Faces to easily change your look and mix metals. All of the Twist Locket Faces and Bases come in our large size and are interchangeable. Made with stainless steel, they also feature Crystals by Swarovski.

The Leather Wrap Bracelet Twist Locket comes in our medium size in silver. These Bracelet Faces and Bases are not interchangeable with the Link Locket Bracelet. Our leather straps are made of genuine leather and are designed to be switched out so you can have a customized look to suit your style and mood.

LANYARD LOCKETS

Millions of women wear an ID badge to work, and now they can do it in style with the Lanyard Lockets. The Lanyard Locket and Crystal Eternity Lanyard provide a stylish way to customize ID badges. The Lanyard Locket Base is made of stainless steel, just like the Twist and Hinge Lockets. All of the Large Twist Faces fit the Lanyard Locket and are sold separately. The Crystal Eternity Lanyard simply attaches to the ID Badge and is not a Locket and can be worn on a Chain and accessorized with Dangles. New Chains made specifically for the Lanyards are strong enough for daily wear.

O2 DANGLES

Each Dangle is designed by our talented Product Development and made using high quality crystals, high-quality glass pearls, and silver, gold and rose gold plated metals. Your customers can create their own unique look by adding these sparkling and colorful accents. Dangles bring the colors in a Locket together or can be changed out to match outfits.

TAGGED™

The Tagged collection is all about expression. Made of pewter, each piece is tumbled until it reaches our standards and perfect silver shine. Pewter is hypoallergenic and durable. We recommend not polishing the Tags as the beauty of the collection is its worn, rustic look!

PACKAGING

This fall, all new Faces, Bases and Earrings will come in special hex packaging to reflect our brand. Classic Lockets will continue to be packaged in the fortune cookies, and our previous earring styles will come packaged as they are. Origami Owl Living Lockets come packaged in a Take Out Box to make opening each creation a true experience. CORE will have its own unique line of packaging to reflect the mood of the collection. Fortune cookies will also be available in the Back Office.