

Aspire Designs



Corporate Profile

Introduction About Aspire Designs Ltd.

The Aspire Design Story

Aspire Designs Group was started in 1999 with a primary vision to create an exclusive fine jewellery brand catering to the elite and fashion-conscious consumers. More than a decade ago, luxury jewellery was restricted primarily to traditional and very contemporary jewellery. This observation resulted in the birth of Aspire Designs. The company's vision is to create luxury fashion jewellery and develop products for end consumers, which were viewed as art pieces rather than just contemporary jewellery.

Infrastructure-wise, the company has evolved into a completely vertically integrated couture jewellery fashion house with more than 400 employees. The company also proudly showcases four brands – Mvee, Vida, Sawel and Esme – in more than 18 jewellery trade shows across the world.

The Artistry

Since its inception, the team at Aspire has pushed forward with Aspire Corporate Profile an uncompromising passion for artisanship. The brand's eternally chic aesthetic, accomplished by using diamonds, pearls and unique stones, is best described by Chief Executive Officer, Mr. David Shah, who explains: "We believe in constantly evolving and developing new Jewellery making techniques. Our company takes no shortcuts to success." From concept to creation, Aspire's one-of-a-kind pieces are unimaginably complex in construction and meticulously detailed. The resulting creations, poised at an intersection of fashion, art and innovative technology, are timeless yet bold, and will be cherished for generations.

Brands of Aspire

ESME: Esmé which means "to love" in French, represents innocent and purity of woman's heart. Our jewels are created with unique style and fashionable touch. Design lines of Esmé are very much inspired by Mvee but the price points are more commercial and competitive.

VIDA: Means "life" in Spanish and Aspire Designs has achieved the task of developing everyday fashion jewellery. The line is mainly created in Single Cut diamonds and is aimed at younger price conscious consumer. Popularly sold through some of the most affluent chain stores across the world.

esmé

JEWELLERY

Esmé which means “to love” in French, represents innocent and purity of woman’s heart. Our jewels are created with unique style and fashionable touch. Precious and semi - precious stones , and diamonds are combined in an extremely distinguishable design to form nature-inspired shapes with a sophisticated feel and soft geometrical, contours.

Esmé was created to serve the international mass market with sophisticated designs and a price range from \$1000 and above.

The Brand has two sub categories: **Esme Fashion and Esme Classic**

Esme Fashion is a mirror of Mvee by using its special element to create unique designs. Its designs focus on the curvy shape and the price is comparatively affordable. This is good news for younger diamond Jewellery lovers who appreciate Fashion Jewellery very much but want pricing to be more competitive and commercial.

Esme Classic is second design category of Esme which is Jewellery created by special illusion setting. The brilliance and dazzles of diamonds can never be matched by other gemstones, and that is why it has remained a favorite in fashion, regardless of the trends that come and go. For diamond lovers, solitaire diamonds have long been the only option, despite their high prices. Thanks to a breakthrough in cutting technology, illusion diamonds present another choice – which brings out the same sparkles with a much more affordable price tag.

esmé
FASHION

esmé
CLASSIC

Esme Fashion

- Product Concept : Design lines of Esmé are very much inspired by Mvee but the price points are more commercial and competitive.
- Target Market : Age 25 – 40 (Fashion conscious consumer who is looking for a competitive price product).
- Price Point (B2B) : 1000 USD and above
- Material's Used : 18K Gold, Full cut diamonds (Si), Precious, Semi-Precious stones and Pearls.
- Marketing and Branding Support : Showcase Display's (Necklace stands, Earring stands, ring stands and additional platforms)
Serving Trays, Catalogues and flyers
Advertising in world famous magazines and very active in popular Social Media platforms.
- Minimum Order Value : 20,000 USD



The logo for 'Vida' is rendered in a dark brown, hand-drawn style. The letter 'V' is large and features two thick, expressive brushstrokes that sweep upwards and outwards from its top. To the right of the 'V', the letters 'ida' are written in a smaller, more fluid cursive script, also in the same dark brown color. The overall aesthetic is artistic and organic.

Vida

Vida, which means “LIFE” in Spanish, is about indulging the pleasure of life with fascinating and trendy designer Jewellery pieces at the most competitive price.

Vida was created to serve the mass market retailer with designer fashion diamond and colored stone Jewellery at affordable prices. Trendy product designs and a price range from \$50 to \$300 USD in gold and diamonds are the key elements that make Vida successful with the young generation markets around the world. Vida’s team can effectively control costs and offers the best prices for these Jewellery pieces. Vida has its global team of designers based in Hong Kong and Italy and their synergies produce superior and fashionable designs that are surprising

Quality is another element that makes Vida Jewellery worth cherishing. The master Vida craftsmen at Aspire Designs turn the best quality materials into unique and long lasting pieces by applying their time honed skills.

Vida’s collections are currently available in exclusive and up-market Jewellery chain stores and multi-channel retailers around the world. The collection had its official launch at Basel 2011 in Switzerland.

VIDA: Touch of Fashion

Product Concept	: The line is mainly created in Single Cut diamonds and is aimed at younger price conscious consumer. Popularly sold through some of the most affluent chain stores across the world.
Target Market	: Age 20 + (Price and Fashion Conscious customer who wishes to own a good fashionable pc of Jewellery for everyday wear)
Price Point (B2B)	: 50-300 USD
Material's Used	: 18K/14K/9K Gold, Primarily in Single cut diamonds and Some Styles in Full cut as well
Marketing and Branding Support	: Showcase Display's (Necklace stands, Earring stands, ring stands and additional platforms)
Minimum Order Value	: 20,000 USD

VIDA (Design Collection's Introduction)



Marketing and Branding Support

Aspire Designs with Vida Brand provides branding and display solutions as well, customers of Vida can purchase display units from Aspire as well which have been designed specifically for VIDA and can display upto 150 Pcs in one display unit. Customers also have the option of buying this display without VIDA branding and can use their own brand names. Aspire provides following solutions for VIDA

- Window Display
- Jewellery Stands
- Catalog- Flyer



i'm diva

Diva is the jewellery which moves ahead in time: a variety of stylish and designed jewellery for every occasion and every day.

Our Millennials is moving forward with time at an astonishing speed. Style and trend can change at an instant through the medium of social media and technology but Diva will never be outdated.

Classy and elegant, such sparkling beauties can add a touch of radiance to your look. Solitaires are a celebration of beauty and brilliance. It evokes timeless elegance.

Such is its appeal! Such is its sparkle!



Marketing and Branding Support

Aspire Designs with DIVA Brand provides branding and display solutions as well, customers of DIVA can purchase display units from Aspire as well which have been designed specifically for DIVA and can display up to 150 pcs in one display unit. Customers also have the option of buying this display without DIVA branding and can use their own brand names. Aspire provides following solutions for DIVA

- Window display
- Gift box and bag



Khoé

Simplicity Elegance is the brand objective for our jewellery. Our designers were given a task to master the idea of minimalism. The designers' initial idea was inspired by the Japanese lifestyle; simplicity which reflects purity but never deviates away from principal and details. The result is beyond expectations; not only did they create a design that reflects simplicity but they went further as to enhance the beauty of diamond with innovative technology.

Removing all the usual components in jewellery needed to set a diamond: no prong and covers. By using laser precision drilling to drill through the stone and craftsman install the gold hoop through the hole by hand. This gives the unique design of free form diamond jewellery. Light has no obstruction to enter the diamond at all angles. The diamond is free to presents its full brilliance.



Marketing and Branding Support

Aspire Designs with KHOE Brand provides branding and display solutions as well, customers of KHOE can purchase display units from Aspire as well which have been designed specifically for KHOE and can display up to 150 pcs in one display unit. Customers also have the option of buying this display without KHOE branding and can use their own brand names. Aspire provides following solutions for KHOE

- Window display
- Gift box and bag



B.bee

The children is the treasure of their parents. In many parts of the world children are given jewellery as a tradition to represents their love. B.bee jewellery is the product of the love and affection the parents have for their children. De- signed not just to impress but to remind and cherish the childhood happy times. A timeless reminder for the children of their loving parents.

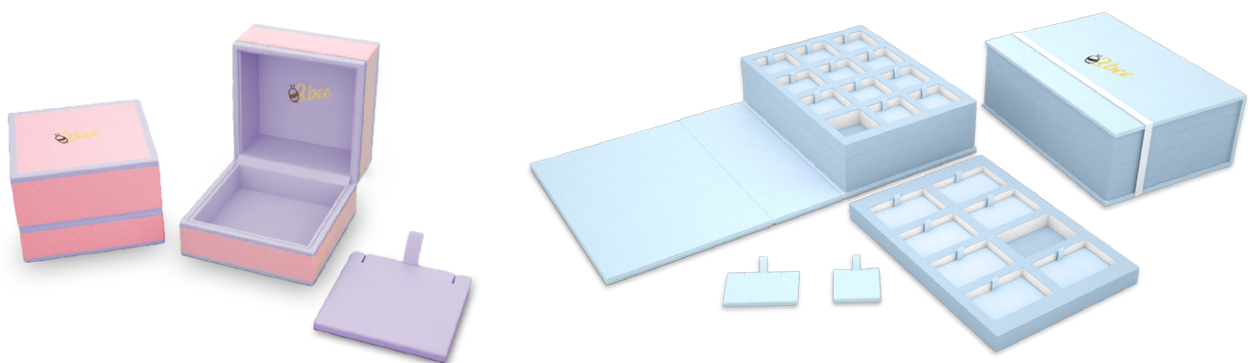
B.bee is a perfect gift for all children as their first diamond jewellery and also a beautiful piece of jewellery for adult.



Marketing and Branding Support

Aspire Designs with B.bee Brand provides branding and display solutions as well, customers of B.bee can purchase display units from Aspire as well which have been designed specifically for B.bee and can display up to 150 pcs in one display unit. Customers also have the option of buying this display without B.bee branding and can use their own brand names. Aspire provides following solutions for B.bee.

- Window display
- Gift box and bag



Contact Us

The headquarters of Aspire Designs is situated between East and West in Hong Kong. Aspire has staff that come from around the world and understand your specific market needs. Whether you are from Europe, Russia/CIS, America, Central and South America, the Middle East, or anywhere in Asia, Aspire Designs has a representative to help you with your merchandising needs.

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