



SALES & MARKETING BOOK



The shared love of jewellery and travel is what inspired Chrysalis founders David and Andrea Maine to bring the Chrysalis concept to life. In 2007 they began their journey to create personal jewellery, meaningful to the wearer and designed to capture their most precious memories.

Let your jewellery tell your story with Chrysalis. Share and mark life's milestones with delicate pieces adorned with talismans and spiritual symbols. Available in three finishes, mix and match your metals for the ultimate style statement with meaning. The unique expandable mechanisms featured across the range make each piece adjustable for a perfect fit every time.

Page 04	Mythos	Page 26	Thinking of You
Page 06	Cherished	Page 28	Friends & Family
Page 08	Bodhi	Page 30	In-Store Displays
Page 13	Charmed	Page 32	Spinners
Page 18	Bohemia	Page 34	Shop-in-Shop Displays
Page 20	Lunar	Page 36	Merchandise Display
Page 22	Nature	Page 38	Marketing Material
Page 24	Two of a Kind		



# MYTHOS

## COLLECTION



These ancient Greek goddesses hold divine status and carry a spiritual significance; they represent a different element or nature that influences your life. Choose a Mythos wrap that resonates with you and reap the benefits of the qualities it has to offer.

This collection is available in rhodium flash plating, 14kt gold flash plating and 14kt rose gold flash plating.

Metis



CRWB0101SP

INSPIRES LEARNING  
AND CREATIVITY



Bia



CRWB0102GP

ENCOURAGES STRENGTH  
IN DIFFICULT TIMES



Harmonia



CRWB0103RG

REPRESENTS UNITY  
AND SUPPORT



Aletheia



CRWB0104GP

SIGNIFIES TRUTH  
AND SINCERITY



Thetis



CRWB0105RG

INSPIRES FREEDOM  
AND CHANGE



Eos



CRWB0106SP

EMBRACES  
NEW BEGINNINGS



# CHERISHED COLLECTION



There are people that encourage, love and support you from the moment you meet them. Whether they are friends or family, the impact they make on our lives is unforgettable and they help you feel inspired every day. Cherish the bonds and memories you share and celebrate these incredible people with our delicate charms.

This collection is available in rhodium flash plating  
and 14kt rose gold flash plating.

### Mum



CRBT2300SP

CELEBRATES A  
MOTHER'S LOVE



### Daughter



CRBT2302RG

TREASURES SHARED  
MEMORIES



### New Baby



CRBT2303SP

CELEBRATES  
NEW LIFE



### Best Friend



CRBT2304RG

CHERISHES TRUE  
FRIENDSHIP



### Love



CRBT2305SP

IGNITES LOVE  
AND HAPPINESS



### Thank You



CRBT2306RG

SHOWS YOU ARE  
APPRECIATED



### Lucky Clover



CRBT2307SP

BRINGS  
GOOD LUCK



### You're a Star



CRBT2308RG

APPRECIATES  
SOMEONE SPECIAL



### Goddaughter



CRBT2309SP

REPRESENTS GUIDANCE  
AND PROTECTION



### Forever & Always



CRBT2310RG

SIGNIFIES  
EVERLASTING LOVE





# BODHI

## BANGLES



Meaning to awaken and be aware, the Bodhi collection will bring positivity and welcome enlightenment into your life. Capture mindfulness, peace and joy in each unique charm and remember to live each day as though it is your last.

This bangle collection is available in rhodium flash plating and 14kt rose gold flash plating.



### Hamsa Hand



CRBT2201SP

OFFERS PROTECTION  
AND GOOD LUCK



### Garuda



CRBT2203RG

SYMBOLISES WISDOM  
AND STRENGTH



### Dragon



CRBT2204SP

HELPS ATTRACT  
GOOD FORTUNE



### Bodhi Leaf



CRBT2205RG

ENCOURAGES YOU  
TO ACHIEVE YOUR DREAMS



### Tiger



CRBT2206SP

EMBRACES PATIENCE  
AND PERSEVERANCE



### Buddha



CRBT2207RG

INSPIRES YOU TO  
FULFIL YOUR DESTINY



### Lotus Flower



CRBT2208SP

PROVIDES STRENGTH IN  
TIMES OF DARKNESS



### Elephant



CRBT2209RG

OFFERS A  
CALM MIND



### Endless Knot



CRBT2210SP

GUIDES YOU  
THROUGH LIFE



### Peacock Feather



CRBT2211RG

HELPS SEE THE BEAUTY  
IN EACH DAY



### Koi Fish Pair



CRBT2212SP

CELEBRATES FREEDOM  
AND HAPPINESS



### Naga



CRBT2214RG

BRINGS PROSPERITY



BODHI  
EARRINGS & RINGS



Introducing this season our new 925 sterling silver range of rings and earrings. The pieces in this collection are available in two metal finishes, rhodium plating or 14kt rose gold plating.

- EARRINGS COLLECTION -

Hamsa Hand



CRET0401AR

OFFERS PROTECTION  
AND GOOD LUCK



Garuda



CRET0403AS

SYMBOLISES WISDOM  
AND STRENGTH



Dragon



CRET0404AR

HELPS ATTRACT  
GOOD FORTUNE



Bodhi Leaf



CRET0405AS

ENCOURAGES YOU  
TO ACHIEVE YOUR DREAMS



Tiger



CRET0406AR

EMBRACES PATIENCE  
AND PERSEVERANCE



Buddha



CRET0407AS

INSPIRES YOU TO  
FULFIL YOUR DESTINY



Lotus Flower



CRET0408AR

PROVIDES STRENGTH IN  
TIMES OF DARKNESS



Elephant



CRET0409AS

OFFERS A  
CALM MIND



Endless Knot



CRET0410AR

GUIDES YOU  
THROUGH LIFE



Peacock Feather



CRET0411AS

HELPS SEE THE BEAUTY  
IN EACH DAY



Koi Fish Pair



CRET0412AR

CELEBRATES FREEDOM  
AND HAPPINESS



Naga



CRET0414AS

BRINGS PROSPERITY





- RINGS COLLECTION -

Hamsa Hand



CRRT0501AS

OFFERS PROTECTION  
AND GOOD LUCK



Garuda



CRRT0503AR

SYMBOLISES WISDOM  
AND STRENGTH



Dragon



CRRT0504AS

HELPS ATTRACT  
GOOD FORTUNE



Bodhi Leaf



CRRT0505AR

ENCOURAGES YOU  
TO ACHIEVE YOUR DREAMS



Tiger



CRRT0506AS

EMBRACES PATIENCE  
AND PERSEVERANCE



Buddha



CRRT0507AR

INSPIRES YOU TO  
FULFIL YOUR DESTINY



Lotus Flower



CRRT0508AS

PROVIDES STRENGTH IN  
TIMES OF DARKNESS



Elephant



CRRT0509AR

OFFERS A  
CALM MIND



Endless Knot



CRRT0510AS

GUIDES YOU  
THROUGH LIFE



Peacock Feather



CRRT0511AR

HELPS SEE THE BEAUTY  
IN EACH DAY



Koi Fish Pair



CRRT0512AS

CELEBRATES FREEDOM  
AND HAPPINESS



Naga



CRRT0514AR

BRINGS PROSPERITY



# CHARMED COLLECTION



Powerful talismans, wish makers and spiritual guides make up the Charmed collection. Stack up pieces for health, happiness and success, or wear an amulet to attract love and harmony.

Inspired by cultures around the world, the collection compiles some of the most positive charms to bring you good luck!

This collection is available in rhodium flash plating and 14kt rose gold flash plating.

- BANGLES COLLECTION -

Phoenix



CRBT1802SP

REPRESENTS REBIRTH  
AND CHANGE



Key of Life



CRBT1803RG

WELCOMES LOVE, HEALTH  
AND HAPPINESS INTO YOUR LIFE



Aphrodite's Heart



CRBT1804SP

REPRESENTS LOVE  
AND HARMONY



Wishbone



CRBT1805RG

ENCOURAGES ALL YOUR HOPES  
AND DREAMS TO COME TRUE



Money Tree



CRBT1806SP

ENCOURAGES PROSPERITY  
AND SUCCESS



Lucky Star



CRBT1807RG

GUIDES YOU IN TIMES  
OF DARKNESS



Dream Catcher



CRBT1808SP

PROTECTS YOU  
FROM BAD DREAMS



North Star



CRBT1809RG

BRINGS GUIDANCE  
AND HOPE



Frog



CRBT1810SP

ATTRACTS TRUE FRIENDS  
AND LONG-LASTING LOVE



Dragonfly



CRBT1811RG

HELPS YOU EMBRACE  
NEW PERSPECTIVES



Sand Dollar



CRBT1812SP

BRINGS PROSPERITY  
AND GOOD FORTUNE



Guardian Angel



CRBT1813RG

OFFERS SUPPORT AND GUIDES YOU  
ON YOUR JOURNEY THROUGH LIFE





- NECKLACES COLLECTION -

Phoenix



CRNT0202RG

REPRESENTS REBIRTH  
AND CHANGE



Key of Life



CRNT0203SP

WELCOMES LOVE, HEALTH  
AND HAPPINESS INTO YOUR LIFE



Aphrodite's Heart



CRNT0204RG

REPRESENTS LOVE  
AND HARMONY



Wishbone



CRNT0205SP

ENCOURAGES ALL YOUR HOPES  
AND DREAMS TO COME TRUE



Money Tree



CRNT0206RG

ENCOURAGES PROSPERITY  
AND SUCCESS



Lucky Star



CRNT0207SP

GUIDES YOU IN TIMES  
OF DARKNESS



Dream Catcher



CRNT0208RG

PROTECTS YOU  
FROM BAD DREAMS



North Star



CRNT0209SP

BRINGS GUIDANCE  
AND HOPE



Frog



CRNT0210RG

ATTRACTS TRUE FRIENDS  
AND LONG-LASTING LOVE



Dragonfly



CRNT0211SP

HELPS YOU EMBRACE  
NEW PERSPECTIVES



Sand Dollar



CRNT0212RG

BRINGS PROSPERITY  
AND GOOD FORTUNE



Guardian Angel



CRNT0213SP

OFFERS SUPPORT AND GUIDES YOU  
ON YOUR JOURNEY THROUGH LIFE



- EARRINGS COLLECTION -

Phoenix



CRET0202SP  
REPRESENTS REBIRTH  
AND CHANGE



Key of Life



CRET0203RG  
WELCOMES LOVE, HEALTH  
AND HAPPINESS INTO YOUR LIFE



Aphrodite's Heart



CRET0204SP  
REPRESENTS LOVE  
AND HARMONY



Wishbone



CRET0205RG  
ENCOURAGES ALL YOUR HOPES  
AND DREAMS TO COME TRUE



Money Tree



CRET0206SP  
ENCOURAGES PROSPERITY  
AND SUCCESS



Lucky Star



CRET0207RG  
GUIDES YOU IN TIMES  
OF DARKNESS



Dream Catcher



CRET0208SP  
PROTECTS YOU  
FROM BAD DREAMS



North Star



CRET0209RG  
BRINGS GUIDANCE  
AND HOPE



Frog



CRET0210SP  
ATTRACTS TRUE FRIENDS  
AND LONG-LASTING LOVE



Dragonfly



CRET0211RG  
HELPS YOU EMBRACE  
NEW PERSPECTIVES



Sand Dollar



CRET0212SP  
BRINGS PROSPERITY  
AND GOOD FORTUNE



Guardian Angel



CRET0213RG  
OFFERS SUPPORT AND GUIDES YOU  
ON YOUR JOURNEY THROUGH LIFE



- RINGS COLLECTION -

Phoenix



CRRT0202RG

REPRESENTS REBIRTH  
AND CHANGE



Key of Life



CRRT0203SP

WELCOMES LOVE, HEALTH  
AND HAPPINESS INTO YOUR LIFE



Aphrodite's Heart



CRRT0204RG

REPRESENTS LOVE  
AND HARMONY



Wishbone



CRRT0205SP

ENCOURAGES ALL YOUR HOPES  
AND DREAMS TO COME TRUE



Money Tree



CRRT0206RG

ENCOURAGES PROSPERITY  
AND SUCCESS



Lucky Star



CRRT0207SP

GUIDES YOU IN TIMES OF  
DARKNESS



Dream Catcher



CRRT0208RG

PROTECTS YOU  
FROM BAD DREAMS



North Star



CRRT0209SP

BRINGS GUIDANCE  
AND HOPE



Frog



CRRT0210RG

ATTRACTS TRUE FRIENDS  
AND LONG-LASTING LOVE



Dragonfly



CRRT0211SP

HELPS YOU EMBRACE  
NEW PERSPECTIVES



Sand Dollar



CRRT0212RG

BRINGS PROSPERITY  
AND GOOD FORTUNE



Guardian Angel



CRRT0213SP

OFFERS SUPPORT AND GUIDES YOU  
ON YOUR JOURNEY THROUGH LIFE





# BOHEMIA COLLECTION



Leave your troubles behind and let your imagination run free with the Bohemia collection. Live in the moment and let your creativity take over. Choose your wrap and let it inspire you to live life to the full, tick off your bucket list and open your eyes to new horizons.

This collection is available in variations of rhodium flash plating, 14kt gold flash plating and 14kt rose gold flash plating.

### Freedom Amethyst Crystal



CRWB0001SP-A  
INSPIRES INDEPENDENT  
CHOICES



### Passion Coral Resin



CRWB0001GP-F  
ENCOURAGES LOVE  
AND PASSION



### Spirit Moonstone Crystal



CRWB0001SP-B  
ENTICES  
POSITIVE SPIRIT



### Confidence



CRWB0003GP  
HELPS BRING  
CONFIDENCE



### Energy Aquamarine Crystal



CRWB0001SP-C  
ATTRACTS  
GOOD VIBES



### Curiosity Antique Crystal



CRWB0001GP-G  
EMBRACES CURIOSITY  
AND ADVENTURES



### Spontaneity Black Crystal



CRWB0001SP-D  
SYMBOLISES  
NEW EXPERIENCES



### Expression



CRWB0002RG  
EMBRACE YOUR  
UNIQUE QUALITIES



### Charisma Peridot Crystal



CRWB0001SP-E  
CELEBRATES  
PERSONAL QUALITIES



### Originality Turquoise Resin



CRWB0001GP-H  
HELPS UNLOCK  
ORIGINALITY



### Inspiration



CRWB0004SP  
ENCOURAGES YOU TO DISCOVER  
NEW THINGS



# LUNAR COLLECTION



Gemstones have long been linked to the different months of the year and offering unique properties to the wearer, these properties can also be associated with different animals and objects. Wear your birthstone or choose one that inspires you to enhance your life with its qualities.

This collection is available in rhodium flash plating and 14kt gold flash plating featuring semi-precious stones.



Garnet Jade  
January



CRBT2101SP

HELPS TO OVERCOME  
OBSTACLES



Amethyst  
February



CRBT2102GP

OFFERS CALM  
AND PEACE OF MIND



Aquamarine Jade  
March



CRBT2103SP

HELPS YOU REACH YOUR  
FULL POTENTIAL



Diamond Crystal  
April



CRBT2104GP

SIGNIFIES LOVE  
AND DESIRE



Emerald Jade  
May



CRBT2105SP

BRINGS GOOD  
FORTUNE



White Jade  
June



CRBT2106GP

EMBRACES  
EVERLASTING LOVE



Ruby Jade  
July



CRBT2107SP

CHERISHES  
LOVED ONES



Peridot Jade  
August



CRBT2108GP

PROVIDES STRENGTH  
AND PROTECTION



Sapphire Sodalite  
September



CRBT2109SP

BRINGS CALM  
AND HARMONY



Pink Tourmaline Quartz  
October



CRBT2110GP

ENCOURAGES HOPE  
AND BRINGS PEACE



Citrine Jade  
November



CRBT2111SP

EMBRACES CREATIVITY  
AND POSITIVE ENERGY



Turquoise Howlite  
December



CRBT2112GP

BRINGS GOOD LUCK  
AND HAPPINESS



# NATURE COLLECTION



Nature is all around us and without it we wouldn't be able to survive, everything is connected. Every animal, plant and flower contribute to mother nature and hold a special meaning. Each talisman offers guidance, protection, love or luck throughout all of life's journeys. Choose the charm for you and feel connected with nature once again.

This collection is available in rhodium flash plating and 14kt gold flash plating.

Starfish



CRBT2001SP

EMBRACES POSITIVE  
CHANGES



Butterfly



CRBT2002GP

WELCOMES CHANGE  
AND NEW BEGINNINGS



Fern



CRBT2003SP

EMBRACES INDEPENDENCE  
AND CHALLENGES



Hummingbird



CRBT2004GP

ENCOURAGES  
GREAT ACHIEVEMENTS



Peacock Feather



CRBT2005SP

GUIDES YOU  
THROUGH CHANGE



Owl



CRBT2006GP

REPRESENTS HONOUR  
AND TRUTH



Dragonfly



CRBT2007SP

ENCOURAGES  
ADAPTATION TO CHANGE



Koi Fish



CRBT2008GP

BRINGS GOOD FORTUNE  
AND HAPPINESS



Lotus Flower



CRBT2009SP

CELEBRATES CONFIDENCE  
AND VICTORY



Bumble Bee



CRBT2010GP

REPRESENTS SUCCESS  
AND PRODUCTIVITY



Sun



CRBT2012SP

OFFERS GUIDANCE IN  
TIMES OF DARKNESS



Seahorse



CRBT2013GP

OFFERS PROTECTION  
AND GOOD LUCK



[illegible]

This collection is available in rhodium flash plating  
and 14kt rose gold flash plating.



### Love



CRBT1901SP

SYMBOLISES  
UNBREAKABLE BONDS



### Best Friends



CRBT1902RG

REPRESENTS  
LASTING FRIENDSHIP



### Forever Friends



CRBT1903SP

SYMBOLISES  
TRUE FRIENDSHIP



### Sisters



CRBT1904RG

CELEBRATES  
LIFELONG FRIENDSHIP



### Boundless Love



CRBT1905SP

CELEBRATES A LOVE  
LIKE NO OTHER



## A collection of various charms and pendants, including heart-shaped, circular, and rectangular designs, some with text like "Thank You" and "Thinking of You", and others with intricate patterns or symbols.

Celebrate the important people in your life and  
the special bonds you share.

26

### Special Friend



CRBT0703GP

CELEBRATES KINDRED SPIRITS



### Thinking of You



CRBT0715RG

A REMINDER THAT  
YOU ARE LOVED



### Thank You



CRBT0716SP

GIVES THANKS



### Best Friend



CRBT0717SP

CELEBRATES TRUE FRIENDSHIP



### Love



CRBT0718GP

SENDS A MESSAGE OF LOVE



### Mother's Love



CRBT0719RG

CELEBRATES NEW LIFE AND LOVE



### Wife



CRBT0720RG

SIGNIFIES EVERLASTING LOVE



### Mother and Daughter



CRBT0721SP

CHERISHES ETERNAL BONDS



### Good Luck



CRBT0722GP

BRINGS GOOD LUCK



### Family



CRBT0723GP

SIGNIFIES BOUNDLESS LOVE



### You're a Star



CRBT0724RG

APPRECIATES SOMEONE SPECIAL



### Big Sis Little Sis



CRBT0725SP

CELEBRATES SISTERHOOD





# FRIENDS & FAMILY COLLECTION



The Friends & Family collection celebrates the incredible women in your life, focusing on the true happiness that lies in these special, lifelong bonds. These are the people who help create lasting memories to be cherished for the rest of your life. Role models, confidantes and best friends they offer daily inspiration to live life to the full.

This collection is available in rhodium flash plating, 14kt gold flash plating and 14kt rose gold flash plating.



### Mum



CRBT0700SP

REPRESENTS MATERNAL  
BONDS, WISDOM AND LOVE



### Daughter



CRBT0702GP

OFFERS PROTECTION  
AND LOVE



### Friendship



CRBT0704RG

REPRESENTS  
LASTING FRIENDSHIPS



### Goddaughter



CRBT0705RG

REPRESENTS GUIDANCE  
AND TRUTH



### Aunt



CRBT0706SP

REPRESENTS CONNECTION  
AND LIFELONG BONDS



### Grandma



CRBT0708GP

CELEBRATES KINDNESS  
AND SUPPORT



### Sister



CRBT0709GP

REPRESENTS A POWERFUL  
LIFELONG FRIENDSHIP



### Granddaughter



CRBT0710RG

CELEBRATES HAPPY MEMORIES  
AND FAMILY STORIES



### Niece



CRBT0711SP

SYMBOLISES INNOCENCE  
AND FREEDOM



### I Love my Cat



CRBT0712SP

HONOURS YOUR  
FELINE FRIEND



### I Love my Dog



CRBT0713GP

SHOWS ADMIRATION  
FOR YOUR COMPANION



### New Baby



CRBT0714RG

CELEBRATES THIS  
HAPPY ARRIVAL



# IN - STORE DISPLAYS

We offer a range of counter displays for your shop. We can also work with you to create a shop in shop experience within your store, please contact our office for more information.

## SOME OF OUR COUNTER DISPLAYS



CRDSETA3535 | 3 x 3 low  
W350 x D350 x H240 mm



CRDSETB4545 | 4 x 4 high  
W450 x D450 x H410 mm



CRDSETB5535 | 5 x 3 high  
W550 x D450 x H410 mm



CRDSETA5545 | 5 x 4 low  
W550 x D450 x H240 mm



CRDCAB0001 | Tall cabinet  
W600 x D500 x H1800 mm



CRDCAB0003 | Cabinet plain  
W600 x D500 x H1000 mm



CRDCAB0004 | Cabinet glass  
W1200 x D500 x H1000 mm



CRDCAB0002 | Cabinet glass  
W600 x D500 x H1000 mm

Custom posters and banners available - artwork free of charge, printing at cost price.

# SPINNER

## TOWER



CRD0063 | 24 spinner  
W550 x D550 x H1750 mm



We offer both free standing and on counter spinners within our display furniture. The spinners enable retailers to display the product on the meaning card and feature lockable doors, generating high sales from a limited space.

#### SOME OF OUR SPINNERS IN SITU



# SHOP IN SHOP DISPLAY



1.  
CRDWAL0002 | Wall unit with graphic  
W600 x D400 x H2400 mm

2.  
CRDWAL0001 | Wall unit with shelf  
W600 x D400 x H2400 mm

3.  
CRDCAB0002 | Cabinet glass  
W600 x D500 x H1000 mm

4.  
CRDCAB0003 | Cabinet plain  
W600 x D500 x H1000 mm

We offer a shop in shop option where components can be tailored to fit your requirements. Layouts are versatile with many different combinations available. Popular with both retailers and customers, Chrysalis shop in shops are proven to increase sales.

#### SOME OF OUR SHOP IN SHOPS IN SITU





# MERCHANDISE DISPLAY

## EXAMPLES OF MERCHANDISE DISPLAY SET UP



CRDSETB3535 | 3x3 high display set up (W350 x D350 x H350 mm)

On the 3x3 display necklaces and earrings can be displayed on meaning cards on the multi slot (CRD0058)



CRDSETA3535 | 3x3 low display set up (W350 x D350 x H240 mm)





CRDSETA5545 | 5 x 4 low display set up (W550 x D450 x H240 mm)

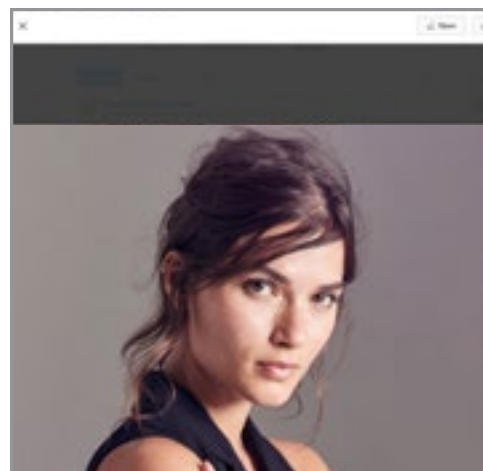
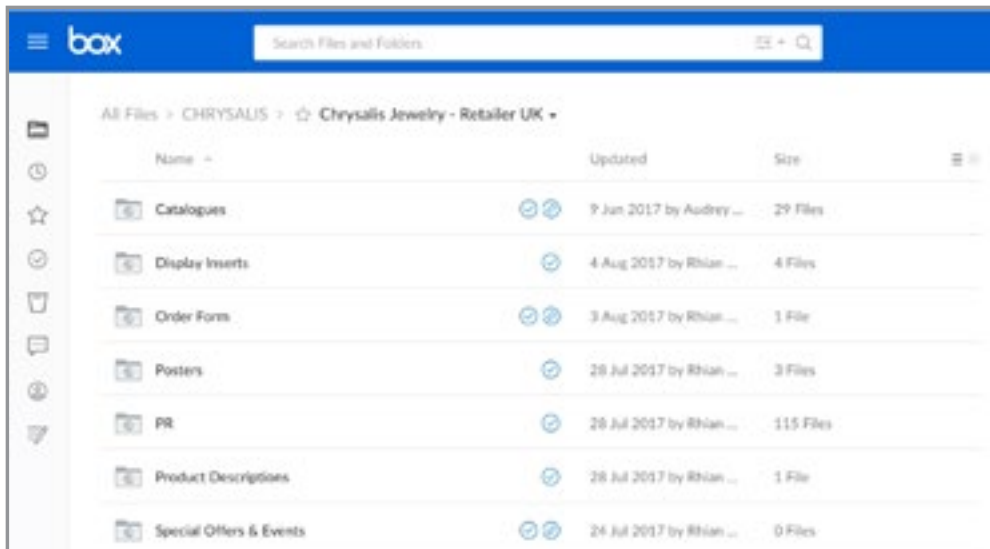


CRDSETB5545 | 5 x 4 high display set up (W550 x D450 x H410 mm)

# MARKETING MATERIAL

We offer our customers access to comprehensive marketing material located in the Box. Updated regularly, you will find everything you need to promote Chrysalis for your store.

- Catalogues
- Campaign images
- Product images
- Facebook campaigns
- In-store POS
- Logos
- Web banners
- Special event marketing images for in-store events









Web: [lovechrysalis.com](http://lovechrysalis.com) | [f](#) [@](#) [t](#) LoveChrysalis

Email: [info@lovechrysalis.com](mailto:info@lovechrysalis.com) | Tel: +44 (0) 1823 698 898