JEWELRY DESIGNER
ELENA PARI

THE BRAND DIAGNOSTIC

Maison Aurelle

EXTRACT

EXTRACT FROM A SAMPLE REPORT
Fictional brand, created to show the format. Competitor and market data are real and sourced.

ELENA PARI · JEWELRY BRAND STRATEGIST & AI DESIGNER

00

CONTENTS

What a brand receives with The Brand Diagnostic.

This extract shows some chapters of a sample report. The chapters marked as reserved are part of the full report, which includes 12 to 15 pages of analysis and a 60 minute call.

01	Executive summary	IN THIS EXTRACT
02	The market in brief	IN THIS EXTRACT
03	Your market segment	IN THE FULL REPORT
04	Competitive benchmark	IN THIS EXTRACT
05	Competitors on Instagram and online	IN THE FULL REPORT
06	Collection and signature	IN THIS EXTRACT
07	The collection piece by piece	IN THE FULL REPORT
08	Pricing and online trust	IN THIS EXTRACT
09	Gap analysis and SWOT	IN THE FULL REPORT
10	Instagram review	IN THE FULL REPORT
11	Website and purchase journey	IN THE FULL REPORT
12	Five priorities, 90 days	IN THIS EXTRACT
13	Why this cannot be automated	IN THIS EXTRACT
14	Next step	IN THIS EXTRACT

01 EXECUTIVE SUMMARY

Beautiful pieces, no signature yet.

Maison Aurelle has what many young brands are still looking for: a real atelier in Florence, 18k recycled gold, natural pearls and a loyal circle of clients. The quality is evident when the pieces are seen in person.

The problem is that the brand does not yet look like one brand. Its 42 pieces speak five different aesthetic languages, from Etruscan granulation to minimal geometry. A client who discovers Aurelle online sees a beautiful assortment, but cannot tell what makes it unmistakably Aurelle.

In a market where high gold prices push consumers to choose fewer, more meaningful pieces, a brand without a recognisable signature is compared on price. A brand with one is chosen.

THREE KEY FINDINGS

1. The signature already exists in the collection: a small knot clasp that appears on six pieces. It has never been named or communicated.
2. The price ladder has a gap between €1,200 and €1,800, exactly where a returning client would make her second purchase.
3. The online store describes materials well but does not show scale, weight or how a piece sits when worn. Trust is lost precisely at the moment of choice.

01 EXECUTIVE SUMMARY

OVERALL READING

Area	Score
Signature	2 / 5
Collection coherence	2 / 5
Pricing architecture	3 / 5
Imagery	4 / 5
Online trust	3 / 5

> Aurelle does not need a new identity. It needs to choose, and to make that choice visible.

02

THE MARKET IN BRIEF

Fewer grams, more meaning.

Gold jewelry is changing how people buy. In the third quarter of 2026 global gold jewelry consumption fell 17% year on year to 313 tonnes, the weakest third quarter in the World Gold Council series since 2000. Yet the value of that demand rose 2% to US$43 billion, with consumers choosing lighter and lower carat pieces.[1]

Europe moved differently. The value of European demand reached a third quarter record of US$1.5 billion, with Italy up 13%.[1] The gold price averaged US$4,262 per ounce over the quarter, 23% higher than a year earlier.[2]

Third quarter 2026	Figure
Global gold jewelry consumption, volume	−17%
Global gold jewelry consumption, value	+2%
Demand in Italy, value	+13%
Average gold price	US$4,262/oz

WHAT IT MEANS FOR AURELLE

When every gram costs more, clients buy fewer pieces and ask more of each one. They want to know why this piece, from this brand, is worth keeping. That answer is not the material. It is design, authorship and a signature they can recognise across a room.

1. World Gold Council, Gold Demand Trends Q3 2026, Jewellery: gold.org/goldhub/research/gold-demand-trends/gold-demand-trends-q3-2026/jewellery
2. World Gold Council, Gold Demand Trends Q3 2026: gold.org/goldhub/research/gold-demand-trends/gold-demand-trends-q3-2026

03 YOUR MARKET SEGMENT

RESERVED FOR THE FULL REPORT

Where your price band is really moving, in your market.

- Demand and prices in your segment
- Client behaviour by price band
- What changes for your assortment

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04 COMPETITIVE BENCHMARK

Every competitor has an icon. Aurelle does not, yet.

Atelier VM · Milan

POSITIONING	"Jewellery from Atelier VM materializes the intangible gifts of life"[3]
MATERIALS	RJC ethical gold, 18kt and 9kt, made in Italy[3]
PRICES	From €40 charms to €2,800; median about €305[4]
STRENGTH	L'Essenziale, the bracelet welded in store, turns the icon into a ritual with aftercare[5]

Lesson for Aurelle. A signature is strongest when it becomes an experience. The knot can be closed by hand in the atelier.

Sophie Bille Brahe · Copenhagen

POSITIONING	Classical motifs through a Scandinavian minimalist lens, "pearls as the moon"[6]
MATERIALS	Recycled gold, freshwater pearls, certified B Corp[7]
PRICES	Petite Croissant Japonais €340, Peggy €3,200, Croissant de Lune €4,240[8]
STRENGTH	Icons declined at every price point; earrings sold singly to lower the entry price[8]

Lesson for Aurelle. Build Nodo variants at each level of the ladder, starting with the missing middle.

Mizuki · New York

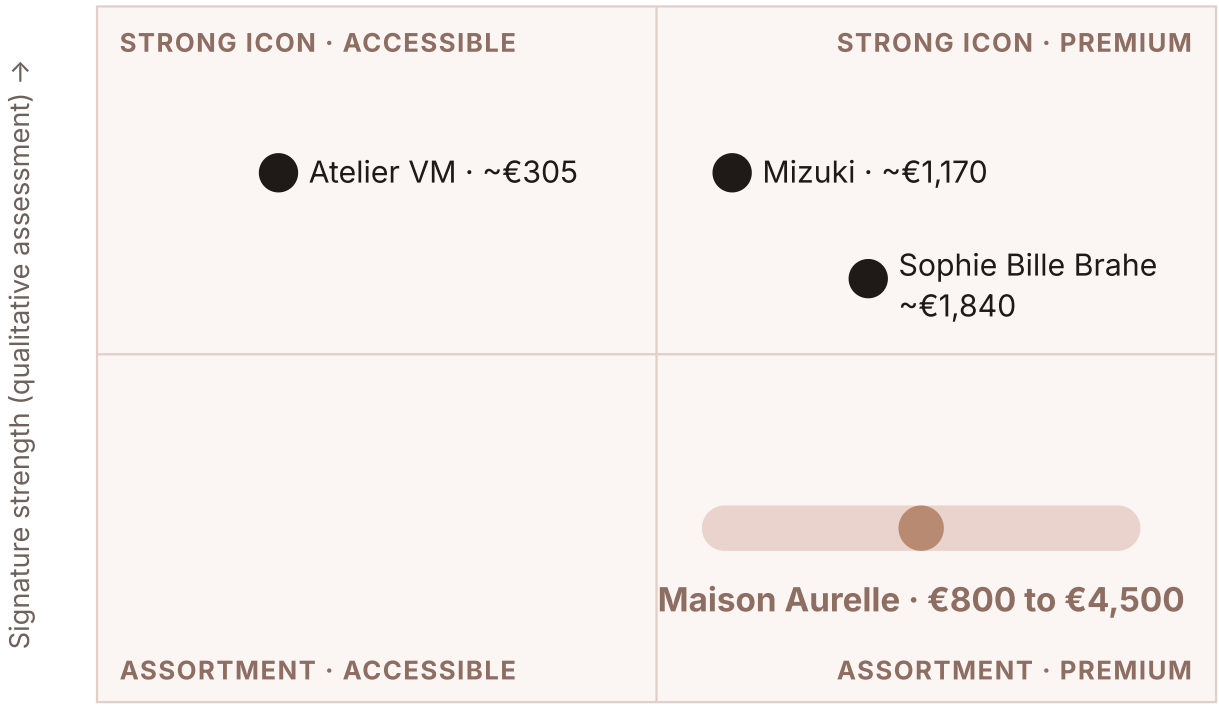
POSITIONING	Japanese minimalism and New York energy, pieces "designed to be layered and stacked"[9]
MATERIALS	14kt core, 18kt for Privé; Akoya, freshwater, Tahitian and South Sea pearls[9]
PRICES	Studs $110, Sea of Beauty earring $1,250; median about $1,260[10]
STRENGTH	A pearl education guide and a stackable system make the choice easy[11]

Lesson for Aurelle. Natural pearls are rare and none of the three claims them. Explain and document them, and they become proof of value.

Sources 3 to 11 in the bibliography. Prices taken from official websites on 23 November 2026.

04 COMPETITIVE BENCHMARK

POSITIONING MAP



Brand	Typical price	Signature
Atelier VM	about €305[4]	Strong: L'Essenziale
Mizuki	about $1,260[10]	Strong: Sea of Beauty
Sophie Bille Brahe	about DKK 13,500[8]	Strong: Croissant de Lune, Peggy
Maison Aurelle	€800 to €4,500	Weak: not yet defined

> Aurelle sits at the same price level as Sophie Bille Brahe and Mizuki, but it is the only brand on the map without an icon. It has two advantages none of them claims: natural pearls and Florentine handwork. The space is open, but it can be occupied only with one clear signature.

Euro conversions use the rates shown on each brand's website. Signature strength is a qualitative assessment.

05

COMPETITORS ON INSTAGRAM AND ONLINE

RESERVED FOR THE FULL REPORT

How your competitors build desire and trust online.

- Instagram profile analysis
- Homepage, product pages and purchase journey
- What to adopt and what to avoid

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06

COLLECTION AND SIGNATURE

Your signature is already in the collection.

Today the 42 pieces fall into five aesthetic families: Etruscan granulation, baroque pearls, minimal geometry, botanical motifs and chain styles. Each family is well made. Together they dilute the brand.

The most distinctive element is not a family but a detail: the knot clasp, a small hand finished closure that appears on six pieces. It is tactile, recognisable and rooted in Florentine goldsmith tradition. It can become a system.

RECOMMENDATION

Reduce the collection to two lines built around the knot:

1. **Nodo**, the everyday line: pearls and fine chains closed by a visible knot.
2. **Nodo Alto**, the statement line: sculptural pieces where the knot becomes the main form.

Keep the best sellers from other families as a separate archive edit, and stop developing new pieces outside the two lines for the next twelve months.

06 COLLECTION AND SIGNATURE

THE SIGNATURE IN FOUR PIECES



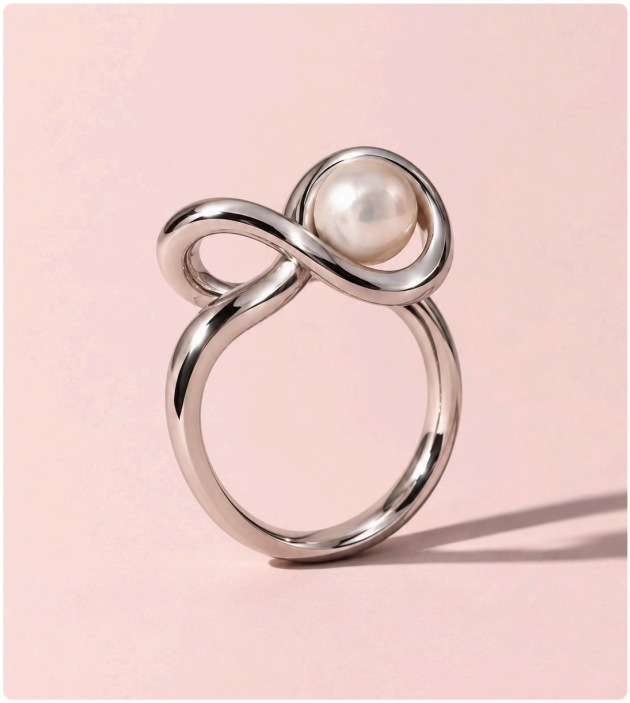
Nodo necklace · 18k white gold, natural pearl in the knot



Nodo earrings · sculptural knot and natural drop pearl



Nodo bangle · the two ends close in the knot



Nodo Alto ring · the band ties itself around the pearl

AI concept images created for this sample report. They do not represent existing products.

07

THE COLLECTION PIECE BY PIECE

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Every reference reviewed one by one, with photos of your real pieces.

- Which pieces to keep, develop or stop
- Coherence with the signature
- The role of each piece in the price ladder

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08 PRICING AND ONLINE TRUST

The missing middle.

Level	Today	Role
Entry	€800 to €1,100	First purchase, gifts
Core	**No pieces between €1,200 and €1,800**	Second purchase, brand loyalty
Statement	€1,900 to €4,500	Milestone pieces

The client who buys a first pair of earrings at €900 has nowhere to go next except a jump to almost €2,000. The Nodo line should fill this space with four to six core pieces.

PRODUCT PAGE CHECKLIST

Element	Status
Gold karat and origin	Present
Pearl type and size	Present
Scale on the body (worn image, dimensions in mm)	**Missing**
Weight of gold	**Missing**
Craft story of the piece	Generic
Shipping, returns and care	Hidden in footer

> Expected outcome: fewer doubts at the moment of choice and a clearer path from first to second purchase.

09 GAP ANALYSIS AND SWOT

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The distance between how the brand sees itself and how the market sees it.

- Positioning, offer and experience gaps
- Strengths, weaknesses, opportunities and threats
- The levers with the most impact



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10 INSTAGRAM REVIEW

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Your profile read the way a new client reads it.

- Bio, highlights and pinned posts
- Formats and content that build recognition
- Concrete examples of what to change



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11 WEBSITE AND PURCHASE JOURNEY

RESERVED FOR THE FULL REPORT

From first click to checkout: where trust is lost.

- Homepage and navigation
- Product pages and proof of trust
- Checkout, shipping and returns

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12

FIVE PRIORITIES, 90 DAYS

What to do first, and what to stop.

Month one	**1. Name and define the knot as the brand signature.** Expected outcome: a clear answer to the question "what makes this Aurelle". **2. Stop new development outside the two lines.** Expected outcome: budget and time focused where recognition is built.
Month two	**3. Design four to six Nodo core pieces between €1,200 and €1,800.** Expected outcome: a natural second purchase. **4. Rebuild product pages with scale, weight and worn images.** Expected outcome: higher confidence online.
Month three	**5. Relaunch the homepage and Instagram around the knot, one message only.** Expected outcome: a brand that is recognised before it is explained.

13

WHY THIS CANNOT BE AUTOMATED

AI can describe a brand. It cannot judge one.

I use AI every day in my work, to explore concepts, test directions and visualise collections before production. That is exactly why I know where it stops.

It sees only what is public.
An AI tool reads your website and your posts. It does not know your margins, your best sellers, what your stockists ask for, or what your workshop can realistically produce. In a real Diagnostic, a large part of the insight comes from your internal documents and from conversations with your team. A diagnosis without that context is a description, not a strategy.

It averages the market.
AI is trained to give the most probable answer. For a jewelry brand, the most probable answer is the one every competitor receives. Distinction comes from seeing what is unusual and worth protecting, not from what is typical.

It cannot read a jewel.
Proportion, weight, finish, how a clasp closes, how a piece sits on the skin. These decide whether a detail can become a signature, and they need the eye of someone who has designed and produced fine jewelry.

It cannot choose.
A list of twenty good ideas is easy. Deciding which five matter now, and which to stop, means weighing budget, timing and risk for your brand. That judgment, and the responsibility for it, stays human.

It does not know the trade.
Fairs, manufacturers, buyers, pricing habits by market. This knowledge comes from years inside the industry, not from a prompt.

> AI makes my work faster. Your brand deserves the decisions to be made by a person.

14

NEXT STEP

From diagnosis to direction.

The Diagnostic tells you where your brand stands and what to do first. The Brand Clarity Ritual builds the direction: signature concept, design codes and the roadmap to bring them to market.

This was an extract. The full report includes 12 to 15 pages of analysis, the reserved chapters and a 60 minute call in which I present the findings to you.

If you continue within 60 days, the full Diagnostic fee is credited toward your pathway.

THE BRAND DIAGNOSTIC

€1,450 + VAT · 10 working days

Written report and 60 minute call, with the five priorities for the next 90 days

REQUEST YOUR DIAGNOSTIC

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15

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