



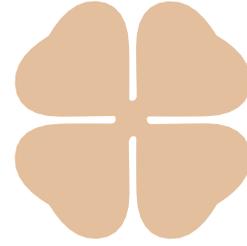
# JUJU BRAND BOOK

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“**REBELLIOUS**  
& *graceful*  
choice of jewelry”





## WHO WE ARE?

JUJU is a luxury brand that designs jewelry for women and men who think out of the box. With its strong, sexy and rebellious style, JUJU has become a trend-setter in the industry and an international brand, stocking its jewelry in many exclusive and reputable stores around the world.

Caner öllü, designer of JUJU, throughout his 25-year New York journey, got engaged in every stage of fine jewelry making, from design to production. Then, he combined his experience with his passion to create his own brand and started JUJU in 2014 with his wife Özlem öllü who had the vision and the marketing background that took the company to the next step.



“JUJU believes in the power of  
*uniqueness*”

# METALS AND STONES

All Juju pieces are manufactured in bronze. They can be manufactured in silver and gold too, should the customer requests so. In such a case, please ask for a quote.

For all Juju pieces with stones, we use high quality cubic zirconia ( cz ) and natural stones.

All Juju pieces with enamel are hand painted with high quality and long-lasting enamel.





# BE UNIQUE

JUJU gives its wholesale customers the flexibility to customize models by choosing their metal/cord/enamel and stone colors.

All JUJU pieces are manufactured and assembled in our own workshop. They are literally handmade, knot by knot, enamel by enamel, by trained and experienced JUJU staff.



# CHOOSING YOUR JUJU

## METAL COLORS



Gold



Silver



Black



Rose Gold

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## STONE COLORS



Pink



Green



White



Red



Navy



Blue



Purple



Black



## ENAMEL COLORS



## CORD COLORS



# WHOLESALE PRICE RANGE

SEGMENT: A, B+

## Plain Bracelets Average:

38 Euros  
(from 8 to 60 Euros)



## Bracelets with Stones Average:

42 Euros  
(from 24 to 64 Euros)



## Bracelets with Enamel Average:

60 Euros  
(from 42 to 78 Euros)



## Necklaces Average:

64 Euros  
(from 36 to 155 Euros)



## Earrings Average:

24 Euros  
(from 8 to 55 Euros)



**Retail Price Global Mark-up: WSP\*2.8**

# WHOLESALE PRICE RANGE

SEGMENT: A, B+

**Anklets Average:**

28-38 Euros



**Rings Average:**

18 Euros  
(from 14 to 38 Euros)



**Locket Average:**

12 Euros  
(from 8 to 24 Euros)



**Charms Average:**

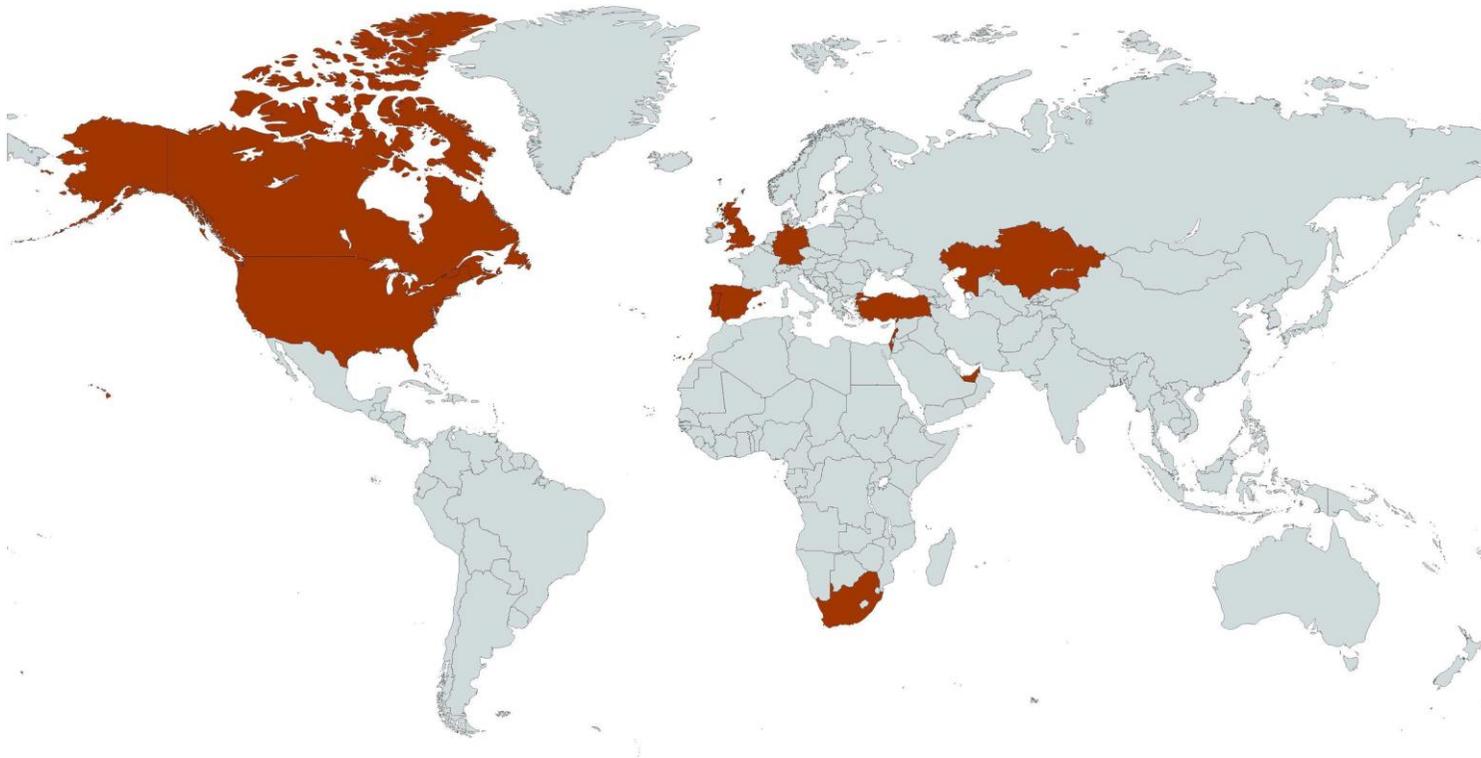
15 Euros  
(from 12 to 24 Euros)



**Retail Price Global Mark-up: WSP\*2.8**

# WHERE DO WE SELL?

JUJU, founded in 2014 in Istanbul, has become an international brand, stocking its jewelry currently in **USA, Kuwait, Germany, Spain, Portugal, Canada, South Africa, UAE, Lebanon, Israel, Kazakhstan and Turkey.** We sell in jewelry houses, lifestyle boutiques, concept and five star hotels as well as internationally renowned department stores such as Harvey Nichols, Galerie Lafayette, Bergdorf Goodman and Beymen.



# JUJU STORES



## JUJU NİŞANTAŞI

Ihlamur Nişantaşı Yolu Sokak, No:20  
Şişli, İstanbul - Turkey  
0090 212 234 35 00



## JUJU BEBEK

Cevdet Paşa Caddesi, No:59  
Beşiktaş, İstanbul - Turkey  
0090 212 263 80 84

# PRESS



Harper's Bazaar



InStyle



Vogue Turkey



ELLE



Elele



Cosmopolitan



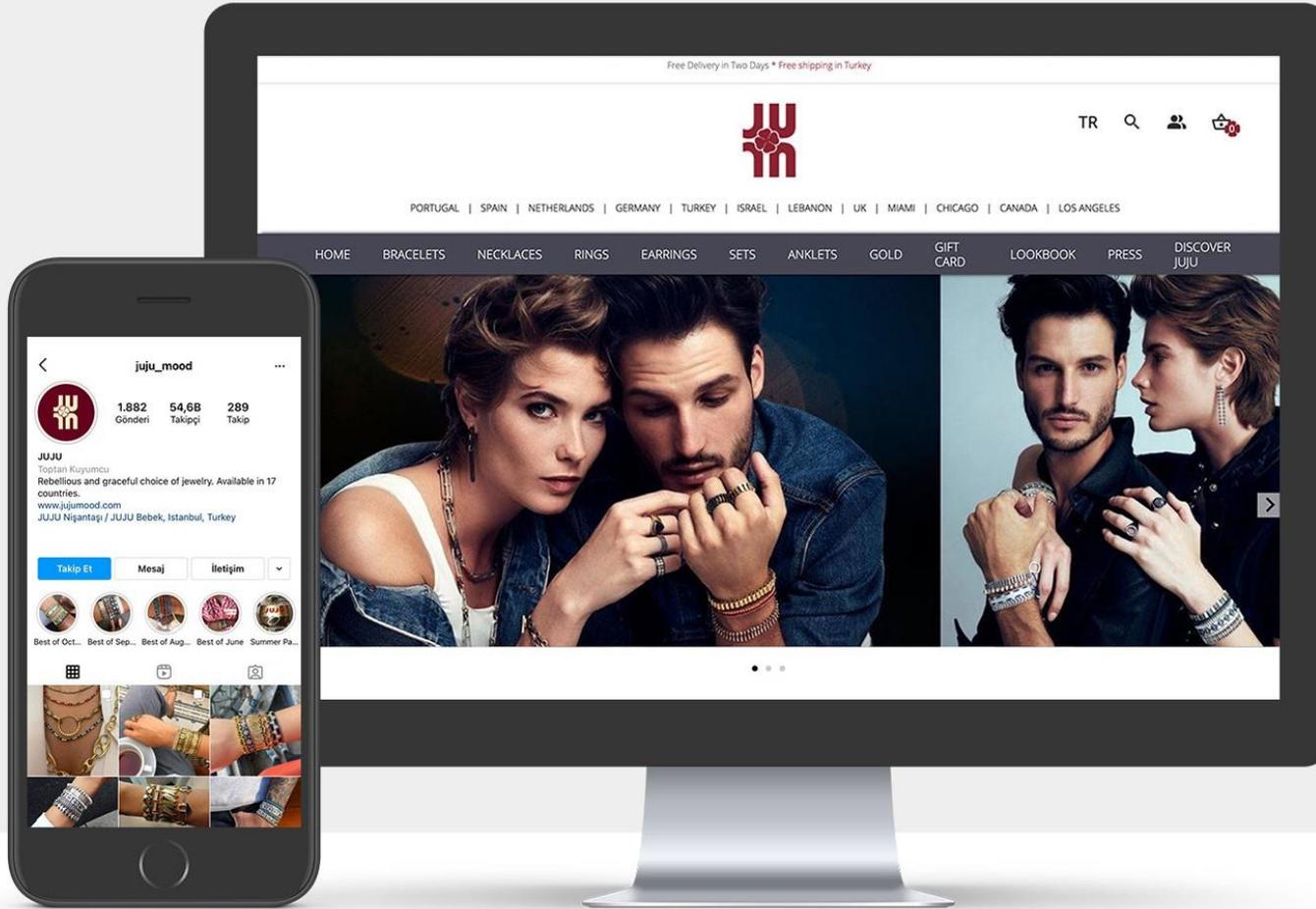
Vogue Germany



Marie Claire



# CONTACT



**ONLINE SHOPPING**

[www.jujumood.com](http://www.jujumood.com)

**INSTAGRAM**

@juju\_mood

**HEAD OFFICE**

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