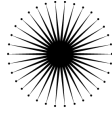




PINK POWDER

COPYWRITING PORTFOLIO

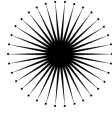




PINK POWDER

COMPANY PROFILE





PINK POWDER

The Designer

Vasso grew up rummaging through stones. Her father kept a marble factory since the 60s, where in the 80s, he decided to add an accessory line; he made ornaments from marble and onyx for home accessories and jewellery boxes that he would later wholesale throughout Greece. Her mother, a shop owner herself, would also sell some of them in her own retail shop in Athens, where Vasso would frequently help her out.

With a background in business administration and international marketing, Vasso worked in advertising in Athens and London, before going on to establish her own brand Pink Powder. If it was a certain part about her job that fascinated her, this was working closely with the creative team to come up with exciting concepts and ideas. During her career, she travelled throughout the world, met people from different industries, and was exposed to different challenges and cultures. It was these enriching experiences which shaped her personality and creative background, and played an essential role in developing the brand's cosmopolitan DNA.

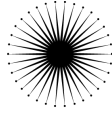
When she is not working on her brand, Vasso enjoys travelling, attending art and design shows and exhibitions, and spending time with her two young daughters, Christina and Fedra, in London, where her family currently resides, overlooking the river.

Driven by a love for travel and a passion for sourcing premium, one-of-a-kind materials from around the world, Vasso came up with the idea to create jewellery that feels like a souvenir from a holiday. Along with her original sense of style and design edge, she founded Pink Powder in 2004, aspiring to offer handmade jewellery in vibrant colour combinations.

Every Pink Powder piece depicts Vasso's "journey of inspiration" and her love for exploring beautiful places and bringing back unexpected treasures. These attributes give the jewellery an individual and authentic character, making one feel they have just discovered their own treasure.

Pink Powder jewellery expresses Vasso's timeless passion for style and relentless search on colour aesthetics. As a seasoned global traveller, Vasso has a tuned sense of what women want from their wardrobe and, particularly, their jewellery: imaginative, beautifully designed, accessible and timeless pieces, destined to make every woman look and feel her best.





PINK POWDER

The Name

Inspired by the beauty and strength of flowers, Vasso decided to name the company “Pink Powder” after the most flamboyant variety of the powderpuff tree, the Surinam, and its evergreen flowers with the long slender stamens and electrifying pink ends. The pink powder puff never stops flowering even in the darkest days of winter, and it is renowned for its strength and striking appearance. The impact of its bright colours and the gentle moving of its stamens when caressed by the wind are echoed in the distinctive palettes, movement and positive attitude Pink Powder jewelry is known for.

The Inspiration

The collections are inspired by our vision of the Pink Powder woman, a modern, sophisticated woman with refined taste who seeks to express her individuality through handmade jewellery; a keen traveller, she is always looking forward to break out of her daily routine embarking on faraway journeys. Our pieces celebrate her spirit of adventure, her sense for discovery of hidden gems around the world, and need to make an impact through her personality.

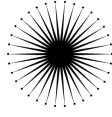
The Company

Pink Powder is the ultimate lifestyle brand in fashion jewellery which celebrates all the things that make life special through unique handcrafted pieces. Our collections are all about exploring life’s treasures and enjoying invigorating experiences, that go beyond accessories, through colour.

Pink Powder designs are handmade using the finest craftsmanship possible in our workshops in London and Athens (or Europe). The company sources high-quality materials to bring a luxurious feel to the products.

From the first creation in 2004, which became a best seller in boutiques in the United Kingdom, to the latest collection, Pink Powder is setting a new pace in colour aesthetics, redefining jewellery from a mere fashion accessory to an indispensable must-have item in a woman’s wardrobe. Today the brand’s success is based in the personality and unmistakable style of Vasso’s designs combined with the fine craftsmanship of our skilled team. The collections are exhibited in trade shows in Paris, London and the United States twice a year, and the brand is distributed in more than 40 countries in over 500 luxury boutiques, department stores, and gift shops in hotels, resorts and spas.

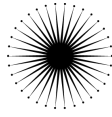




PINK POWDER

COMPANY PROFILE





PINK POWDER

LAB10: Adorn your wrist with this elegant charm bracelet to bring in good fortune and luck. Entirely handcrafted with gold-dipped chain and purple agate beads, this delicate bracelet is finished with a gold-plated wishbone charm.

LAB11: Handcrafted with purple agate and a gold-plated infinity charm, this bracelet is set to become an everyday style staple. Stack it with other bracelets for an ultra-vibrant colourful look.

LAB12: Handcrafted with purple agate and a gold-plated cross charm, this bracelet is set to become an everyday style staple. Stack it with other bracelets for an ultra-vibrant colourful look.

LAB13: Handcrafted with purple agate and a gold-plated knot charm, this bracelet is set to become an everyday style staple. Stack it with other bracelets for an ultra-vibrant colourful look.

LAR8: Handcrafted with tiny carnelian and purple agate beads held together with gold-dipped chain, this necklace is finished with a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary. Wear it for an instant update to your everyday looks.

LAR9: Ideal for a layered look, this delicate necklace is handcrafted with thin gold-dipped chain adorned with tiny amethyst beads. Finished with a peach agate drop, a gold-plated feather charm and a purple suede mini tassel.

LAR10: Handcrafted with gold-dipped chain and tiny purple agate beads, this delicate necklace is finished with a gold-plated wishbone charm. Wear it every day to attract good fortune and luck.

LAR11: An ideal combination of purple and orange, this necklace is handcrafted with gold-dipped chain accented with tiny amethyst beads and gold-plated flower charms. Finished with a beautiful carnelian nugget.

LAR12: Make a statement with an elegant necklace that quietly whispers “style.” Handcrafted with tiny amethyst beads, it is finished with gold-plated knot charms and green agate beads.

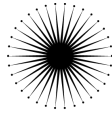
LAR13: Minimal with an edge, this necklace is handcrafted with gold-dipped chain and accented with eye-catching with purple agate beads and a shiny gold-plated shark tooth charm.

LAR14: This delicate necklace is handcrafted with gold-dipped chain accented with tiny amethyst beads. It is finished with an amazonite drop and a contrasting purple suede mini tassel. Wear it solo or stacked for a layered look.

LAR15: Soft purple meets bright green in a delicate necklace handcrafted with tiny amethyst beads, accented with two green agate beads and an agate drop. Finished with a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary.

LBE8: Handcrafted with gold-dipped chain and blue agate beads, this pair of earrings celebrates the perfect combination of blue and gold combined. Finished with a gold-plated wishbone charm. Wear it to compliment your everyday looks.





PINK POWDER

LBKR27: Handcrafted with gold-dipped chain and shiny black agate beads, this necklace is will lend an instant update to your casual looks. Finished with a gold-plated wishbone charm.

LBKR28: Keep away the misfortune and bad luck with this one-of-a-kind evil-eye necklace; handcrafted with black agate and black onyx beads, it is finished with a gold-plated evil-eye charm and a black agate bead. Stack it with other necklaces from the same collection for a layered look.

LBKR30: An ode to black, this necklace is handcrafted with gold-dipped chain interspersed with black agate beads. Finished with a gold-plated flower charm that sits on top of tiny glimmering black agate beads.

LBKR32: Handcrafted with gold-dipped chain and black agate beads, this necklace is finished with a beautiful tiger-eye stone and a gold-plated leaf charm. Can be worn solo or layered for a more elaborate look.

LBKR33: Handcrafted with tiny moonstone and black agate beads, this necklace is finished with grey and black agate beads, a black agate drop and a beautiful labradorite stone that create a striking “chandelier” effect. Layer it with other necklaces from the same collection for an ultra-dramatic look.

LBR24: The perfect combination of edgy and chic, this necklace is handcrafted with gold-dipped chain and blue agate beads and finished with a gold-plated shark tooth charm. Layer it with other necklaces from the same collection for an ultra-dramatic look.

LBR25: Handcrafted with a gold-dipped chain interspersed with bright blue agate beads, this necklace is finished with a gold-plated wishbone charm. Wear it every day to attract good fortune and luck.

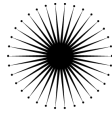
LBS32: Make a statement with this long-beaded necklace. Handcrafted with grey and blue agate beads, and finished with a gold-plated nugget and an eye-catching metallic blue agate stone.

LCB5: Brighten up your days with this beautiful bracelet that wraps around your wrist twice. Handcrafted with carnelian and purple agate beads and adorned with two gold-plated flower charms that sit on top of tiny carnelian, ruby red and purple agate beads.

LCB6: This beautiful bracelet is handcrafted with carnelian and purple agate beads, accented with two purple agate drops. Finished with a unique gold-plated pink powder flower charm that sits in the middle and marks the 10-year Pink Powder anniversary.

LCB7: Adorn your wrist with this elegant bracelet. Handcrafted with carnelian and purple agate beads, it is finished with a contrasting turquoise suede tassel.





PINK POWDER

LCR22: Make a statement with this bright-coloured multi-layer necklace. Handcrafted with tiny carnelian and amethyst beads, it is complimented by small carnelian and purple agate beads, a gold-plated shark tooth charm, a purple agate drop and a turquoise suede tassel.

LGPS11: Bright pink and pale grey team to create this elegant necklace. Handcrafted with grey and pink agate, accented with gold-plated nuggets. Wear it long or layered for maximum impact.

LGS53: Its eccentric design makes this necklace a mere statement piece. Handcrafted with gold-dipped chain, chrysocolla, turquoise howlite and purple agate beads accented with a gold-plated infinity charm and a contrasting purple suede tassel.

LGTE6: No cocktail look is complete without a spectacular pair of earrings. Handcrafted with tiny labradorite beads and green turquoise agate beads and a drop held by a gold-plated knot charm, these earrings are sure to capture everybody's attention.

LGTE7: Glam up your looks with this ethereal pair of earrings. Handcrafted with a gold-plated knot charm, tiny labradorite beads and a green turquoise agate drop.

LNR26: A rare agate stone trapped in a gold-plated cage suspended from a gold-dipped chain makes this necklace truly unique. Wear it day and night to highlight your looks.

LNRG1: An intriguing design, this square ring is handcrafted with gold-plated silver and is finished with a rare sea pearl that sits on the centre. Wear it to compliment your evening looks.

LNT4: This necklace is a worthy addition to your summer wardrobe. Grey agate beads and a white-enamelled branch charm strung from a length-adjustable beige cord team to create this piece.

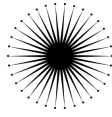
LPER18: This delicate necklace is handcrafted with tiny labradorite beads and a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary. Stack it with other necklaces from the same collection for a layered look

LPER19: Handcrafted with tiny labradorite beads held together by a blue panda agate bead, this necklace is finished with a gold-plated wishbone charm. Wear it everyday solo or layered to attract good fortune and luck.

LPER20: Add a touch of sophistication to your everyday outfits with this necklace. Handcrafted with gold-dipped chain, tiny labradorite beads and finished with a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary.

LWE2: A lightweight pair of earrings ideal to take you from day to night, these earrings are handcrafted with translucent labradorite stones and a pearl bead.





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LWR39: Add a touch of sophistication to your everyday looks with this long tassel necklace. Handcrafted with a gold-dipped chain, tiny turquoise and pearl beads, it features turquoise hand-woven crochet work that gives this necklace a more casual flair. Finished with a beige silk tassel.

LWR45: Handcrafted with tiny pearl beads, this delicate necklace is finished with a carnelian bead and a peach agate drop. Layer it with other necklaces from the same collection for a more elaborate look.

LWR51: This necklace is handcrafted with tiny pearl beads and is finished with a rare sea pearl and a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary. Layer it with shorter necklaces for a more dramatic look.

LWR58: This necklace is handcrafted with a gold-dipped chain interspersed with eye-catching with pearl beads and a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary. Stack it with other necklaces from the same collection for a layered look.

LWR60: Perfect for everyday wear, this necklace is handcrafted with a gold-dipped chain interspersed with tiny pearl beads. Finished with a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary

PB17: Made of fine-silk threads, this delicate bright-pink macrame bracelet is complimented by a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary. Wear it solo or stack it with other bracelets from our collection in endless colour combinations.

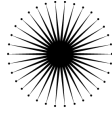
TRB51: A signature from our Tribal Collection, this bracelet is handcrafted with moonstone and turquoise howlite beads, and spear-like green howlite held together by beige, turquoise and green hand-woven crochet work. The length is adjustable to ensure the perfect fit.

TRB52: A summer staple, this bright-coloured bracelet is handcrafted with vivid blue agate beads held together by beige and pink hand-woven crochet work. The length is adjustable to ensure the perfect fit.

TRB53: Handcrafted with translucent grey agate beads held together by grey and white hand-woven crochet work, this bracelet is perfect for everyday wear. Finished with a unique gold-plated pink powder flower charm that marks the 10-year Pink Powder anniversary. The length is adjustable to ensure the perfect fit.

TRB54: A constant reminder of summer and the crystal-clear blue waters of the sea, this bracelet is handcrafted with blue agate and turquoise howlite beads, and beige and pink hand-woven crochet work. The length is adjustable to ensure the perfect fit.





PINK POWDER

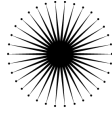
TRB55: Handcrafted with translucent grey agate beads held together by grey and white hand-woven crochet work, this bracelet is perfect for everyday wear. Finished with a shimmering gold-plated feather charm. The length is adjustable to ensure the perfect fit.

TRB56: Set to become a summer staple, this bracelet is handcrafted with yellow agate and turquoise howlite beads held together by a bright purple hand woven crochet work. Finished with a turquoise howlite drop and a gold-plated infinity charm.

TRN62: Make a statement with this one-of-a-kind crochet necklace. Handcrafted with yellow agate and turquoise howlite beads held together by beige and purple hand-woven crochet, it is finished with purple agate drops and turquoise suede mini tassels. It features a length-adjustable cord for a perfect fit.

TRN64: A must-have summer accessory, this necklace is handcrafted with yellow agate and turquoise howlite beads intricately held together by purple hand-woven crochet work. Finished with a yellow agate bead and a turquoise howlite drop.

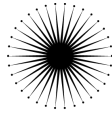




PINK POWDER

BANNER TEXTS





PINK POWDER

Green-Enchanted Forest: From emerald to lime, a variety of hues teams with neutral shades and popping pastels in powerful colour combinations.

Green Turquoise-Ocean Voyage: Brilliant green turquoise is paired with soft and vivid shades alongside components inspired by the magnificent world under the sea.

Blue-Serene Heaven: Emotional monochromes of a range of blue shades are favoured by smoky greys, metallic silvers, bold pastels and warm earth colours.

Turquoise-Vast Horizon: Radiant turquoise, the signature summer colour, is paired with contrasting tones and pretty pastels that are hard to miss.

Petrol-Glooming Dusk: The dim light and reflections of the early evening are revealed in a palette that teams cloudy and silvery shades.

Orange-Flamboyant Firecracker: Garish and subtle colours become fiery orange's ideal match in eye-catching, chromatic collages and dramatic optical effects.

Yellow-Glorious Sunshine: Bright yellow stars in a dynamic play of colours next to bold pastels, creating an exciting colour mix and is injected into the most subtle colour palette to instantly illuminate it.

Pink-Lavishing Flamingo: Pale pinks, whites, lavenders embark on a sentimental journey of nostalgia setting vague memories in motion.

Grey Pink-Dainty Wine: Glossy, candy colours are transformed into their chic, dramatic version in a theme celebrates the union between playful pink and austere grey.

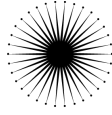
Amethyst-Majestic Mien: The colour range is made up of simple, subtle colours that cannot overshadow a rich purple colour.

Natural-Wild Nature: Natural, earth colours evoke a vivid image of the undisturbed wilderness in a colour palette that is all about harmony and balance.

Pop-Bird of Paradise: Bird of paradise's striking colors emerge while performing its breath-taking dance which reveals all signature colors for the Pop collection.

Pom-Tropical Butterfly: Easy to spot and greatly admired, the vibrant colours of a tropical butterfly adorn soft pom poms, the key feature of this collection.





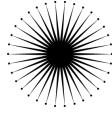
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Tribal-Caribbean Waves: Howlite spike beads, neon fringes and handmade crochets become the centre of the attention in a collection inspired by the idyllic environment of Carribean.

Diamonds-Scintillating Glimmer: Black spinel, silver chains, and bold-coloured stones enhance diamonds' immense charm in a collection that celebrates their utter brilliance and unparalleled beauty.

Silver-Silver Mist: Grey hematite gleams evoking a sky streaked with a flash of lightning that suddenly appears glittering in a theme defined by silvery greys and shimmering silvers.

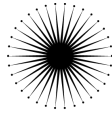




PINK POWDER

COLOUR PROPERTIES





PINK POWDER

Colour plays a vital role in creating a particular mood or state of mind. It possesses a profound soothing influence thanks to which it can have a significant effect on transforming one's feelings and emotions.

Yellow: The colour of sunshine, yellow is as optimistic and happy as it is visually stimulating. Uplifting and luminous, it is a hue that brings fresh hope alongside promises of a bright future. Its lively hue stimulates enlightenment and advances creativity; it is closely associated to spontaneous expression and development of inspirational ideas. It spreads cheerfulness and fun and generates feverish excitement.

Red: Red's deep tone is genuinely uplifting for the spirits. Its rich hue power is powerfully exhilarating; it motivates one to leap right into action. It inspires one to be optimistic, spontaneous and impulsive. This vibrant colour evokes feelings of pure love and kindness. A blissfully warm colour, it symbolises intimate passion and abiding love.

Orange: A power colour, orange promotes a spirit of adventure and conveys boundless enthusiasm. Its radiant colour is inevitably associated with the glowing warmth of the sun. Stimulating like no other, it instantly sparks spontaneity and courage. Its positive energy urges one to take action and move towards their goals. The brilliant colour it emits inspires high confidence and guarantees doses of fun.

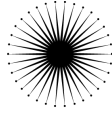
Black: Conservative to some, seductive to others, black signifies authority and power. It signifies the fear and excitement of the unknown. It evokes a mysterious emptiness ready to reveal a fascinating world at one time and conceal it at another. Its dark hue holds an air of mystery, providing a sense of endless possibilities and ample opportunities. Black is a color for extremes, everything and nothing.

White: Pure and innocent, white is the colour of perfection. A hue that encourages self-reflection, it stands for wholeness and completion, awakening the mind and soul. A mere angelic colour, it encourages new beginnings and helps embrace novelty. Its magical hue enhances mental clarity and helps overcome obstacles. A pale hue associated with peace and hope, white celebrates cleanliness and neutrality.

Purple: Purple activates imagination and dreams, and the need for a mental escape from reality. This graceful colour inspires unconditional, selfless love and deep sensitivity. It promotes creative pursuits and provides inspiration and originality in intellectual works. A royal hue, it is often associated with nobility and elite. It promotes harmony of mind and emotions, and contributes to peace of mind.

Blue: A dark yet vibrant hue, blue reveals its healing and protective qualities. It signifies complete harmony and infinity, characteristics of the intangible sky. It symbolises trustworthiness, reliability and understanding. Blue also stands for vision and strength of purpose for striving for goals. It represents a dire need to be protected and nurtured, a need to find peace and tranquility in life.





PINK POWDER

Green: A powerful shade, green is the colour of great generosity of spirit and heart, a colour inspiring hope and positive vibes, harmony and balance in all ways. The brightest tints of green and their energetic nature have a refreshing effect on a gloomy mood. A prevailing colour during spring, it symbolises the wish for rebirth and growth, abundance and fruitfulness, qualities provided kindly by Mother Nature.

Pink: Pink symbolises sweetness and innocence. Celebrating the very many feminine qualities, it is an utterly romantic hue. Signifying grace and gentleness, its colour evokes a sweet, nostalgic flavour of girlhood and youthfulness. Its delicate shade stimulates great creativity and productivity, and brings one in contact with their feelings.

Brown: A neutral shade that evokes feelings of stability and support, brown stands for security and trustiness. Its warm hue infuses one with feelings of calmness and comfort. Brown creates an environment that feels like a safe haven, where you feel protected and safe. A signature earthy tone, it leaves one with a feeling of relaxation. It is stylish and classy yet maintains a strong connection with earth.

Grey: A neutral shade, grey is the color of compromise – sitting between black and white. Subdued and quiet, grey is solid and stable, and creates a sense of calm and relief from the outside world; its soothing hue enlightens, and provides solution to those in difficult situations. The strength it provides makes grey a color that encourages intellect and wisdom.

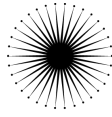




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STONE PROPERTIES





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Agate: Known for its striking colours, agate is actually a variety of banded chalcedony and can be found in various types around the world. It was first discovered along – and then named after – the Achates river by Theophrastus, a Greek philosopher and naturalist. It is regarded as the stone of strength; it provides the one who wears it with courage and emotional strength, and allays fears.

Amazonite: Amazonite takes its name from the Amazon River, and it is believed to have adorned the shields of the Amazons, a notorious ancient nation of female warriors. Its colour ranges from vivid green to soft turquoise, and can be translucent to opaque. It is called the “hope stone” because it inspires self-confidence and undying hope.

Amethyst: Amethyst is a variety of crystalline quartz and occurs in hues from pale violet to deep purple. In ancient Greece, it was considered an antidote against drunkenness, which is the actual meaning of its name; “amethystos” is translated as “not drunken.” Amethyst repels negative energy, and is a great meditative stone. It enhances spiritual balance and inner peace.

Aquamarine: Aquamarine, a bluish variety of beryl, is the stone of sailors, as it was believed that it protected them on water. Like the crystal waters of the sea, aquamarine evokes their tranquility and clarity. It is soothing and cleansing, and its light blue-green shade brings the wearer serenity and calm.

Black Onyx: Black onyx is the most famous variety of onyx. The myth of the origin of onyx says that it was created after Venus’ nails sank to the river bottom, next to where she was resting, and were then morphed into onyx. It has long been used in jewellery, and particularly cameo jewellery. It is considered the anniversary gemstone for the 10th year of marriage.

Green Onyx: In ancient times, green onyx was believed to be an integral part of magical rituals. It was used as an amulet against evil demons, and has since been regarded as a powerful protector against dark magic. It is believed that people who wear green onyx can improve their confidence, as it promotes wise decision-making.

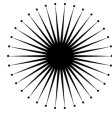
Black Spinel: Black spinel, a stone among the most durable, is one of the rarest varieties of spinel. The stone is associated with love and devotion to the significant other. Spinel is believed to encourage passion and help re-establish love relationships. It is also thought to relieve sadness.

Rose Quartz: Rose quartz is typically gentle pink; the stronger the color, the more valuable it was considered. Rose quartz is a stone of the heart and is called the “love stone.” It is a symbol of unconditional love. Rose quartz is used to balance emotions and ease anxiety.

Blue Quartz: This variety of quartz is very uncommon in nature. Blue quartz is a soothing stone and brings harmony and order to the wearer.

Smoky Quartz: Smoky Quartz was known as a “stone of power” and is the national gem of Scotland. It became a fundamental part of the Highlander apparel as an adornment or in the form of jewelry, shoulder brooches and kilt pins, and used to decorate the handles of weaponry. It is a stone which brings abundance, prosperity and good luck.





PINK POWDER

Carnelian: Carnelian is a variety of chalcedony. Its history goes way back in time, when ancient warriors wore it around their neck to provide them with courage and strength to deal with their enemies. It was once considered exclusively a gemstone of the noble class. Its glassy hue inspires one motivation and courage, and leaves one with a feeling of happiness.

Chalcedony: Chalcedony is a member of the quartz family, known as the “speaker’s stone.” It is said that Cicero, the great Roman orator, used to wear one around his neck. Chalcedony was also sacred among the Native American Indians, who used it in their ceremonial activities. It is the perfect gemstone which restores balance and energy. **Blue Chalcedony:** Blue chalcedony is a spiritual stone that is calming and peaceful. It is a stone of trust and harmony, channelling a gentle energy which is beyond inspiring. It is said to restore balance between mind, body and soul and battles hostility and anger. **Pink Chalcedony:** Pink chalcedony emits a unique vibe which evokes one feelings of serenity and lost innocence. It is believed to arouse curiosity, and the desire to learn and explore new things and places.

Chrysocolla: Chrysocolla has an original colour which ranges from light green to deep blue. It was considered a healing stone among Native American Indian cultures, while ancient Egyptians had named it the “wise stone,” because it provided clarity of mind during negotiations. Chrysocolla is a stone of communication. It inspires self-expression and effective communication.

Chrysoprase: Frequently called the stone of Venus, chrysoprase is the rarest and most valuable variation of chalcedony. It is said that this pale green gemstone was favoured by Alexander the Great, and used to adorn his girdle. After losing it, Alexander III didn't win another battle. Chrysoprase is believed to bring good fortune and all kinds of success.

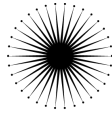
Citrine: Citrine is a member of the quartz family ranging in color from pale to honey yellow. It is called “the stone of success” because it is said to promote success, and bring prosperity and abundance. Citrine has been considered a stone of the mind, and is the perfect gemstone to use when meditating or to stimulate one’s imagination.

Coral: Found in a variety of colours, coral carries a bit of magic found only in the abyssal depths of the ocean. In ancient Greece, red and pink coral amulets symbolised happiness and immortality, believing to dispel misfortune and illness. Particularly, pinkish shades of coral can help restoring harmony of the heart.

Diamond: The king of gems, diamond is the most durable and valuable of them all. Since the ancient times, it has been known as a “stone of invincibility,” granting courage and fortitude to anyone who wears it. Rare and beautiful, diamonds are a symbol of innocence, eternal love and fidelity.

Garnet: Garnet can be found all over the world in a great range of colours, though its most common variety is the red one. Apart from its protective powers, garnet is also known for its healing properties, and was greatly treasured by ancient Greek and Roman civilizations. Garnet symbolises passion and courage, and is considered to be the stone of health and life force.





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Iolite: Iolite's violet-blue colour is purely dreamy; it is often referred to as "water sapphire." It is known as the Vikings' stone because it was used as a compass to guide them through their journeys. Iolite is indicated for meditation and travel. It enhances self-discovery and stimulates the willingness to explore lost parts of the inner self.

Jade: Jade has been around for thousands of years and has always been associated with matters of the heart. It is used to attract love, and in China it is considered a powerful symbol used to attract love when carved into a butterfly. It has also been linked to the noble class, as a gemstone of power and royalty. **Blue Jade:** Blue jade brings peace and calm to the mind, enhancing self-reflection and meditation. It is commonly thought to promote visions and dreams. It provides people with inner serenity and patience to work towards their goals. **Yellow Jade:** Yellow jade's warm colour brings a sudden rush of joy and happiness. It has a multitude of spiritual symbolism. It is considered the gemstone of emotional stability and balance, and it brings luck, wisdom and protection to someone's life.

Jasper: Known as the "Supreme Nurturer," jasper is a gemstone of stability, which makes one feel secure and balanced. Its protective qualities make it a popular talisman used also in protection magic. In some Native American cultures, jasper is traditionally used for rain making. **Brown Jasper:** Brown jasper colour ranges from chocolate brown to ivory. Its colour suggests that is deeply connected to the Earth, hence it promotes strong environmental awareness. It brings the wearer stability and balance, dissolving feelings of fear.

Labradorite: Considered the most powerful protector of the mineral kingdom, labradorite is captivating thanks to its unique colour, which changes constantly according to the angle of light refraction; its main colour is silver gray, but it radiates flashes of gold, green and blue even. It is an excellent gemstone for awakening one's inner spirit, and heighten their intuition.

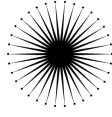
Lapis Lazuli: Lapis, the gemstone known for its intense blue colour, has been treasured for over 6,500 years, and has been used by ancient Mesopotamians, Greeks and Romans. In Egypt, it was regarded a symbol of Truth. Today, lapis is considered a universal symbol of wisdom and a stone of communication. It provides the wearer with truthfulness and mental clarity.

Malachite: Malachite's rich green color is closely associated with nature and its breathtaking beauty – flowers, trees, leaves and plants. During the Middle Ages, it was believed to offer protection against the "Evil Eye." Its refreshing energy is healing and soothing at the same time, bringing harmony and emotional balance to the wearer's life.

Moonstone: Moonstone is associated with the moon, and, in various legends, moonstones were either pieces of the moon itself or tears of the Moon goddess crying from a broken heart. Known as the "traveler's stone," it is however a great gift among lovers believed to spark passion for one another and help them reconcile after a fight.

Pearl: Pearls are the oldest known gem and they were once considered the most valuable. Unlike the rest of gemstones, pearl is formed naturally from living shelled mollusks. They have also been called "teardrops of the moon." Pearls signify purity, honesty and wisdom, and they are said to offer protection, particularly for children.





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Peridot: Peridot was believed to be a gift from Mother Nature by ancient civilizations. One of the rarest gemstones, peridot is found solely in green color. It is also known as the “poor man’s emerald,” because it is usually confused with the precious stone of the same colour. Peridot is a stone of compassion, love, warmth and openness, and has a strong refreshing quality.

Pyrite: According to its name, pyrite is “a stone which strikes fire.” Pyrite is closely connected to the element of fire and symbolises its warmth and boundless energy. It was used excessively in jewelry during the Victorian Era in England. It is a stone of intellect; it enhances memory, logic, analysis and creativity.

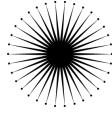
Rhodolite: Rhodolite is a variety of Pyrope Garnet. Its name means “rose stone” in Greek, with its color ranging from rose pink to violet purple. It is known as the stone of inspiration, assisting one in finding their inner gifts and abilities. It helps one reach abundance and prosperity, and encourages emotional healing and compassion.

Rutile: Sometimes called “Angel Hair,” rutile is used to provide stability and heal relationships both familial and romantic. It is considered the crystal of inner truth and promotes self-realization and self-discovery, revealing one its purpose and destiny. Rutile enhances one’s intuition and strengthens their aura.

Tiger Eye: Tiger eye, as its name hints, bears the defining characteristics of a tiger: focus, determination and patient. Hence, wearing this gemstone can provide the wearer with these qualities. Tiger eye has always been regarded as a stone of protection; Roman soldiers used to wear it during battles. It enhances self-confidence and brings good luck and prosperity.

Turquoise: Turquoise is the oldest gemstone in human history. It is known as a stone of protection, a powerful talisman of kings and warriors. Its unique greenish blue shade is refreshing to the eye. It has always been regarded as a symbol of wisdom, and nobility. Turquoise brings peace and good fortune to the owner, dispelling negative energy.

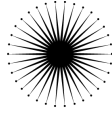




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AW15/16 COLLECTION NEWSLETTER





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Cypress Creek: A colour scheme inspired by the picture of a still and quiet creek; golden leaves emerge among wild grass and bare trees surrounding a quaint pond.

African Queen: As the sun rises over pyramidal mounds, scattered hues of burnt orange wash over them – from mahogany to maize, every hue in this theme is reminiscent of the vast African deserts.

Silver Panda: The eternally chic black-and-white combination gets a quirky update thanks to gleaming, silver gray hematite beads; three timeless hues coexist harmoniously in the most stylish theme.

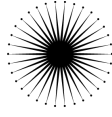
Adventurous Pastels: In this theme, bold brights reminiscent of spring blooming flowers, are paired with neutral winter tones in combinations guaranteed to keep you happy during dull winter days.

Glassy Amaranth: Inspired by the flower's showy tassels, this collection celebrates amaranth's characteristic colour; a translucent purplish red adorns delicate chains, semi-precious gemstones and statement tassels.

Milky Moonlight: A handpicked variety of semi-precious stones emphasise on the astonishing beauty of pearls in numerous styles, making every piece timelessly elegant.

WINTRY YARNS: Introducing a necklace collection inspired by jet-set destinations around the world highlighted by cozy wool tassels.





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SPRING/SUMMER 2016 NEWSLETTER





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Inspiration

Striking faraway landscapes sculpted by nature are a mere feast for the eyes and imagination. It is these landscapes which stimulate the spirit of adventure and sense for discovery of hidden gems around the world of the Pink Powder woman, a keen traveller always looking forward to break out of her daily routine embarking on faraway journeys. Exotic, jet-set destinations around the world and all the things that make them popular have spurred the creation of mini jewellery collections ideally suited to swim- and resort wear either while unwinding under the hot sun in the morning, exploring the town in the afternoon or enjoying cocktails by the pool at night.

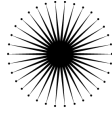
The Spring/Summer 2016 collection celebrates the addition of a new product range; a brand new beach accessories line becomes the perfect fit to our colourful jewellery offering a complete resort wear collection.

This season's vibrant hues spring directly from the summer palette; sea blue and turquoise, fresh green and dreamy white as well as flirtatious pink are equally balanced and adorn carefully handpicked semi-precious stones. Raw materials become lighter: premium fabrics are hand-stitched by local Greek artisans into intricate embroideries and crochets, and used in our signature tassels; bespoke components are handcrafted by skilled goldsmiths exclusively for us.

Pink Powder was born after an oriental-looking, ever-green flower with numerous flamboyant, long slender stamens. It is known for its beauty and strength, qualities reflected in the authentic and individual character of our creations, which make one feel like they have discovered their own treasure.

Since its launch in 2004, the company's Greek-born creative director Vasso Kalogeropoulou has been designing collections synonymous with style and colour aesthetics while embracing traditional craftsmanship and sustainable development, catering to modern women with sophisticated lifestyle. Our collections have a growing presence in both British and international fashion publications and celebrities' base, and are distributed in 40 countries in 400 points of sell, notably Fenwick, Le Bon Marche, Anthropologie, Fortnum & Mason, Mandarin Oriental and Rosewood hotels.

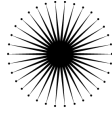




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“Rainbow” COLLECTION NEWSLETTER





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PINK POWDER “RAINBOW” COLLECTION

Introducing a collection inspired by the vibrant colours of the rainbow

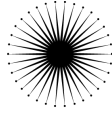
Rainbow-coloured necklaces are the best antidote to the rainy-day blues!

The power of the contrasting colours appearing in the spectrum is merely mesmerising. Never blending one with another, each colour is full with vital energy that radiates light and brightness.

The new Pink Powder “Rainbow” collection includes a variety of statement necklaces colour combinations that are hard to ignore. Short or long, multi-layer or single strand, they are perfect for accessorising stylish, seasonless looks both during the gloomy days of winter and the sunny days of early spring.

Discover the collection at pinkpowder.com.

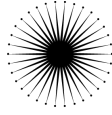




PINK POWDER

“Surf’s Up” COLLECTION NEWSLETTER





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PINK POWDER “SURF’S UP” CAPSULE COLLECTION

Introducing our new capsule collection inspired by colorful surfboards

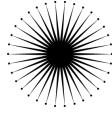
Riding the Waves

Spirits revived by the glorious weather, skin kissed by the sun, hair washed by the sea water; summer is undeniably the most coveted season of the year. Nothing suggests summer like a colorful surfboard!

For the Resort '15 Collection, enamelled surfboards unexpectedly adorned with an evil-eye graphic are incorporated into our colourful jewellery; this is all you need to properly accessorise for the sunshine days.

Discover the collection at pinkpowder.com.

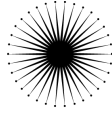




PINK POWDER

“Evil Eye” COLLECTION NEWSLETTER





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PINK POWDER “EVIL EYE” CAPSULE COLLECTION

Introducing our new “evil-eye” collection

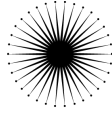
Bring in the Good Vibes

Cast away any misfortune and bad luck with a unique evil-eye piece of jewellery! An ancient remedy, the evil-eye is incorporated into jewellery to protect anyone who is wearing it from jealousy and sheer malice.

Inspired by the age-old tradition and long history that has, particularly in Greece, we have created an extensive collection that features short and long necklaces, and crochet bracelets in a variety of hues that are ideal for an everyday wear.

Discover the collection at pinkpowder.com.

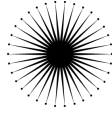




PINK POWDER

“Gouri” COLLECTION NEWSLETTER





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PINK POWDER “GOURI” CAPSULE COLLECTION

Introducing a good luck charm following in an age-old Greek tradition

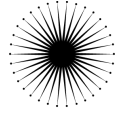
Cheers to a colourful new year!

According to a deep-rooted Greek tradition, the most meaningful gift you can give your loved ones on New Year’s Eve is a gouri. A typically small object – often a piece of jewellery – a gouri is actually a good luck charm believed to attract good fortune and that one wears all year round.

This year bring some colour to your life with a delicate Pink Powder gouri necklace. Handcrafted with silk thread, it features a mini gold-plated ball of string and a suspended solid silver “15” number.

Discover the colourful collection on pinkpowder.com.





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Thank you!

