

R O S E F I E L D

A M S | N Y C



JEWELLERY

Summer 2019 - Dealer Catalogue AUS



AMS | NYC

Based on the founding principles of Amsterdam and New York City, ROSEFIELD watches & jewellery are created for free-spirited individuals. ROSEFIELD makes fashion-forward accessories where classic meets modern. Where Amsterdam meets NYC. Where function meets fashion.

In short, each ROSEFIELD piece is a tribute to the great vibes, the energy and the tolerance for free thinking that is typical for both Amsterdam and New York City.

ROSEFIELD

AMS | NYC



In its story, name and design **ROSEFIELD** captures the common history between Amsterdam & New York. New York City was established as 'New Amsterdam' by the Dutch in 1624, Franklin Roosevelt – whose name translates to 'Rose Field' – was one of two Hudson Valley-born presidents to claim Dutch heritage.

ROSEFIELD watches & jewellery combine Dutch minimalist design with contemporary New York fashion aesthetics. Resulting in a series of contemporary fashion accessories with an offbeat twist.

OUR BRAND PILLARS

Luxurious and fashion-forward
'Inspirational & Aspirational'

Affordable & Accessible
'I want all of them'

SOCIAL MEDIA



1.5m
Followers



418k
Followers

ROSEFIELD is one of the most active brands on social media globally. Partnering with key influencers such as Mimi Elashiry, Elle-May Leckenby, Rachel James & Jasmine Dowling

#Rosefieldmoment

PRICE POINT

All products under
\$100

Price positioning commercially set to align with Rosefield Watches

#Rosefieldjewellery

CRAFTSMANSHIP

ROSEFIELD Jewellery value quality as much as design. Using only high quality materials in all of our products is central to everything we do.

WARRANTY

ROSEFIELD offers a one-year limited warranty after the date of purchase against defects in the materials or manufacturing defects on all of its jewellery products.

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Rosefield Jewellery



The Lois Collection

The Lois collection is designed as a tribute to the classic beauty in all its forms. The basic elements of the Lois are simple and pure with a bold silhouette, ranging from wavy shapes to triple hoops. Layer it as part of an offset daytime look or for a chic evening statement.

Liquid Wave Earring

Earring material: Stainles Steel plated with 18k Gold / Rhodium

Earring dimensions: 3.0×0.1cm

Closure: Butterfly closure



BLWEG-J213 - \$69.00
Gold



BLWES-J212 - \$69.00
Silver



Moon & Star Earring

Earring material: Stainless Steel plated with 18k Gold / Rhodium

Earring dimensions: Star: 1.0×0.9×0.1cm Moon: 1.2×0.1cm

Closure: Butterfly closure



MSSEG-J215 - \$45.00
Gold



MSSSES-J214 - \$45.00
Silver



Multi Star Charm Hoop Earring

Earring material: Stainless Steel plated with 18k Gold / Rhodium
Earring dimensions: 2.0cm
Closure: Butterfly closure



MUSEG-J217 - \$65.00
Gold



MUSES-J216 - \$65.00
Silver



Wave Charm Earring

Earring material: Stainless Steel plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 4×1.5×0.1cm
Closure: Butterfly closure



BWCEG-J221 - \$79.00
Gold



BWCES-J220 - \$79.00
Silver



BWCER-J222 - \$79.00
Rose Gold



Triple Hoop Earring

Earring material: Stainless Steel plated with 18k Gold / Rhodium
Earring dimensions: 3cm
Closure: Butterfly closure



THEG-J219 - \$69.00
Gold



THES-J218 - \$69.00
Silver



Folded Charm Earring

Earring material: Stainless Steel plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 3×1×0.7cm
Closure: Butterfly closure



FCEG-J224 - \$79.00
Gold



FCES-J223 - \$79.00
Silver



FCER-J225 - \$79.00
Rose Gold



Small Double Hoop Earring

Earring material: Stainless Steel plated with 18k Gold / Rhodium

Earring dimensions: 0.4cm

Closure: Butterfly closure



DHEG-J227 - \$65.00
Gold



DHES-J226 - \$65.00
Silver



Moon & Star Bracelet

Bracelet material: Stainless Steel plated with 18k Gold / Rhodium
Bracelet dimensions: Adjustable from 16 - 20.5cm
Closure: Spring lock



MSBG-J234 - \$69.00
Gold



MSBS-J233 - \$69.00
Silver



Multi Star Bracelet

Bracelet material: Stainless Steel plated with 18k Gold / Rhodium
Bracelet dimensions: Adjustable from 16 - 20.5cm
Closure: Spring lock



MUSBR-J229 - \$79.00
Gold



MUSBS-J228 - \$79.00
Silver



Bar Bangle

Bangle material: Stainless Steel plated with 18k Gold / Rhodium / 18k Rose Gold
Bangle dimensions: 5.8cm
Bangle Opening: 3.2cm



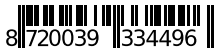
BBBG-J231 - \$79.00
Gold



BBBS-J230 - \$79.00
Silver



BBBR-J232- \$79.00
Rose Gold



Liquid Wave Charm Bracelet

Bracelet material: Stainless Steel plated with 18k Gold / Rhodium
Bracelet dimensions: Adjustable from 16 - 20.5cm
Closure: Spring lock



BLWBG-J236 - \$65.00
Gold



BLWBS-J235 - \$65.00
Silver



Multi Liquid Charm Bracelet

Bracelet material: Stainless Steel plated with 18k Gold / Rhodium
Bracelet dimensions: Adjustable from 16 - 20.5cm
Closure: Spring lock



BMLBG-J238 - \$69.00
Gold



BMLBS-J237 - \$69.00
Silver



Folded Charm Necklace

Necklace material: Stainless Steel plated with 18k Gold / Rhodium / 18k Rose Gold
Necklace length: Adjustable from 45 - 50cm
Closure: Spring lock



BFCNG-J203 - \$79.00
Gold



BFCNS-J202 - \$79.00
Silver



BFCNR-J204 - \$79.00
Rose Gold



Wave Charm Necklace

Necklace material: Stainless Steel plated with 18k Gold / Rhodium / 18k Rose Gold
Necklace length: Adjustable from 45 - 50cm
Closure: Spring lock



BWCNG-J206 - \$79.00
Gold



BWCNS-J205 - \$79.00
Silver



BWCNR-J207 - \$79.00
Rose Gold



Liquid Wave Necklace

Earring material: Stainless Steel plated with 18k Gold / Rhodium
Earring dimensions: Adjustable from 45 - 50cm
Closure: Spring lock



BLWNG-J201 - \$79.00
Gold



BLWNS-J200 - \$79.00
Silver



Moon & Star Necklace

Earring material: Stainless Steel plated with 18k Gold / Rhodium
Earring dimensions: Adjustable from 40 - 44cm
Closure: Spring lock



MSNG-J209 - \$69.00
Gold



MSNS-J208 - \$69.00
Silver



Multi Star & Moon

Neckalce material: Stainless Steel plated with 18k Gold / Rhodium
Necklace length: Adjustable from 45 - 49cm
Closure: Spring lock



MUSNG-J211 - \$79.00
Gold



MUSNS-J210 - \$79.00
Silver



Iggy Collection

Introducing IGGY, a fresh jewellery collection embodying a bold yet classic look. Inspired by the artistic East Village spirit, Iggy represents rock & roll chic. Take your look to the next level: mix, pop and layer your new faves and you're ready to rock.

Double Trouble, Black Stone Stud Earring

Earring material: Brass plated with 18k Gold
Earring dimensions: Adjustable to 4cm
Closure: Butterfly closure



JDTBG-J060 - \$45.00
Gold



Triple Star Stud Earring

Earring material: Brass plated with 18k Gold / Rhodium
Earring dimensions: 1.7cm long
Closure: Pin



JTSSG-J061 - \$65.00
Gold



JTSSS-J062 - \$65.00
Silver



Classic Hoop Earring - Small

Earring material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 3cm diameter
Closure: Butterfly closure



JCHSG-J084 - \$85.00
Gold



JCHSS-J086 - \$85.00
Silver



JCHSR-J085 - \$85.00
Rose Gold



Classic Hoop Earring - Large

Earring material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 4cm diameter
Closure: Butterfly closure



JCHBG-J081 - \$89.00
Gold



JCHBS-J083 - \$89.00
Silver



JCHBR-J082 - \$89.00
Rose Gold



Hoop Bar Earring

Earring material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 4cm diameter
Closure: Butterfly closure



JHBEG-J071 - \$69.00
Gold



JHBES-J073 - \$69.00
Silver



JHBER-J072 - \$69.00
Rose Gold



Bold Hoop Earring

Earring material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 2.9×3.1 cm
Closure: Clip closure



JBHG-J087 - \$89.00
Gold



JBHS-J089 - \$89.00
Silver



JBHR-J088 - \$89.00
Rose Gold

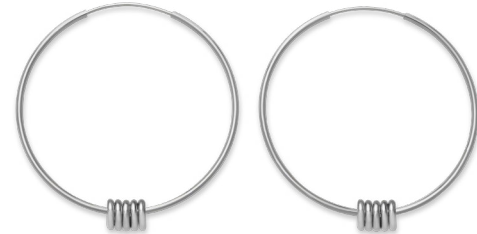


Spring Hoop Earring

Earring material: Brass plated with 18k Gold / Rhodium
Earring dimensions: 4cm diameter
Closure: Hidden closure



JSHLG-J065 - \$79.00
Gold



JSHLS-J068 - \$79.00
Silver

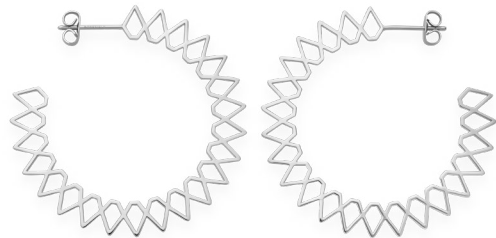


Spike Hoop Earring

Earring material: Brass plated with 18k Gold / Rhodium
Earring dimensions: 4.5cm diameter
Closure: Butterfly Closure



JSPHG-J063 - \$79.00
Gold



JSPHS-J064 - \$79.00
Silver



Twisted Hoop Earring

Earring material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 4cm diameter
Closure: Butterfly closure



JTWHG-J093 - \$89.00
Gold



JTWHS-J095 - \$89.00
Silver



JTWHR-J094 - \$89.00
Rose Gold



Multi Hoop Earring - Small

Earring material: Brass plated with 18k Gold / Rhodium
Earring dimensions: 2cm diameter
Closure: Clip closure



JMHSG-J066 - \$79.00
Gold



JMHSS-J067 - \$79.00
Silver



Textured Hoop Earring

Earring material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Earring dimensions: 2.5×2.8 cm
Closure: Clip closure



JTXHG-J090 - \$89.00
Gold



JTXHS-J092 - \$89.00
Silver



JTXHR-J091 - \$89.00
Rose Gold

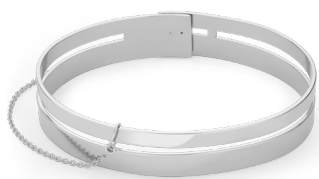


Double Bar Bangle

Bangle material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Bracelet Diameter: Adjustable from 5.9cm - 6.1cm
Closure: Toggle Closure



JPABG-J043 - \$89.00
Gold



JPABS-J045 - \$89.00
Silver



JPABR-J044 - \$89.00
Rose Gold



Twisted Bangle

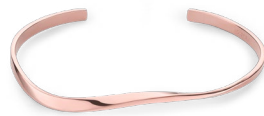
Bangle material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Bracelet Diameter: Adjustable from 4.5cm - 5.5cm



JTWBG-J075 - \$85.00
Gold



JTWBS-J077 - \$85.00
Silver



JTWBR-J076 - \$85.00
Rose Gold



Textured Coin Double Wrap Bracelet/Necklace

Bracelet /necklace material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Bracelet / necklace length: Adjustable from 35cm - 39cm
Closure: Spring lock



JTCWG-J096 - \$89.00
Gold



JTCWS-J098 - \$89.00
Silver



JTCWR-J097 - \$89.00
Rose Gold





Dotted Choker

Necklace material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold

Necklace length: Adjustable from 40cm - 44cm

Closure: Spring lock



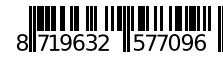
JDCHG-J057 - \$85.00
Gold



JDCHS-J059- \$85.00
Silver



JDCHR-J058 - \$85.00
Rose Gold



Multi Drop Necklace

Necklace material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold

Necklace length: Adjustable from 55cm - 60cm

Closure: Spring lock



JMDNG-J051 - \$89.00
Gold



JMDNS-J053 - \$89.00
Silver



JMDNR-J052 - \$89.00
Rose Gold



Multi Hoop Necklace

Necklace material: Brass plated with 18k Gold / Rhodium

Necklace length: Adjustable from 40cm - 44cm

Closure: Spring lock



JMHNG-J069 - \$79.00
Gold



JMHNS-J070 - \$79.00
Silver



Shaped Drop Necklace

Necklace material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Necklace length: Adjustable from 45cm - 59cm
Closure: Spring lock



JSDNG-J054 - \$85.00
Gold



JSDNS-J056- \$85.00
Silver



JSDNR-J055 - \$85.00
Rose Gold



Textured Coin Necklace

Necklace material: Brass plated with 18k Gold / Rhodium / 18k Rose Gold
Necklace length: Adjustable from 50cm - 54cm
Closure: Spring lock



JTXCG-J078 - \$85.00
Gold



JTXCS-J080 - \$85.00
Silver



JTXCR-J079 - \$85.00
Rose Gold



Jewellery Display



Jewellery Window Display - 60 SKUs DP035

Approx. dimensions:
Backboard: W379×D20×H500mm
Base: W479×D543×H18mm
EAN:8720039330191



Basic Visual Rules:

These are basic merchandising guidelines that will help you create a visually impactful display.


- First group your Rosefield Jewellery by category ie. earrings on the trees & necklaces on angled runners.
- Keep similar styles together in their product stories, even if the colours are different (ie. Textured Coin necklace in gold, silver & rose gold together).
- Try to put silver styles between gold & rose gold styles where possible.
- Display should follow a decending structure, with height created at the back using the trees and bracelet stands, finishing with the flat boxes and runners towards the front.
- Always display the current season’s visuals and remove all old visuals.



EDM Templates

ROSEFIELD
AMS|NYC



WATCHESJEWELRYSTRAPSSUPPORT



Pure.

The Lois collection is designed as a tribute to the classic beauty in all its forms. The basic elements of the Lois are simple and pure with a bold silhouette, ranging from wavy shapes to triple hoops and liquid charms.

DISCOVER NOW

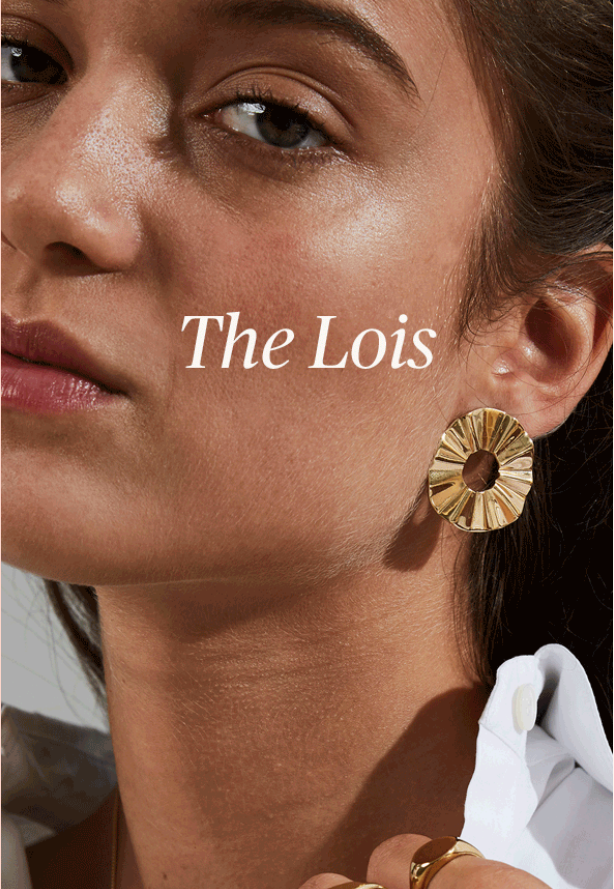


Layer it as part of an offset daytime look or for a chic evening statement.

DISCOVER NOW

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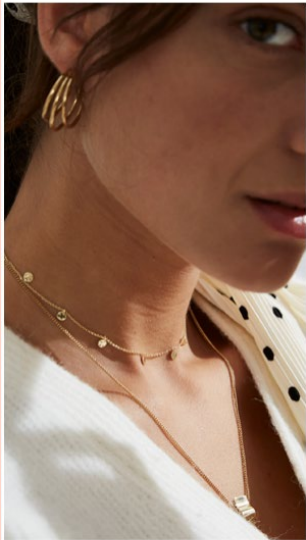
WATCHESJEWELRYSTRAPSSUPPORT



The Lois

The Lois collection is designed as a tribute to the classic beauty in all its forms. The basic elements of the Lois are simple and pure with a bold silhouette, ranging from wavy shapes to triple hoops and liquid charms.

DISCOVER NOW



Layer it as part of an offset daytime look or for a chic evening statement.

DISCOVER NOW

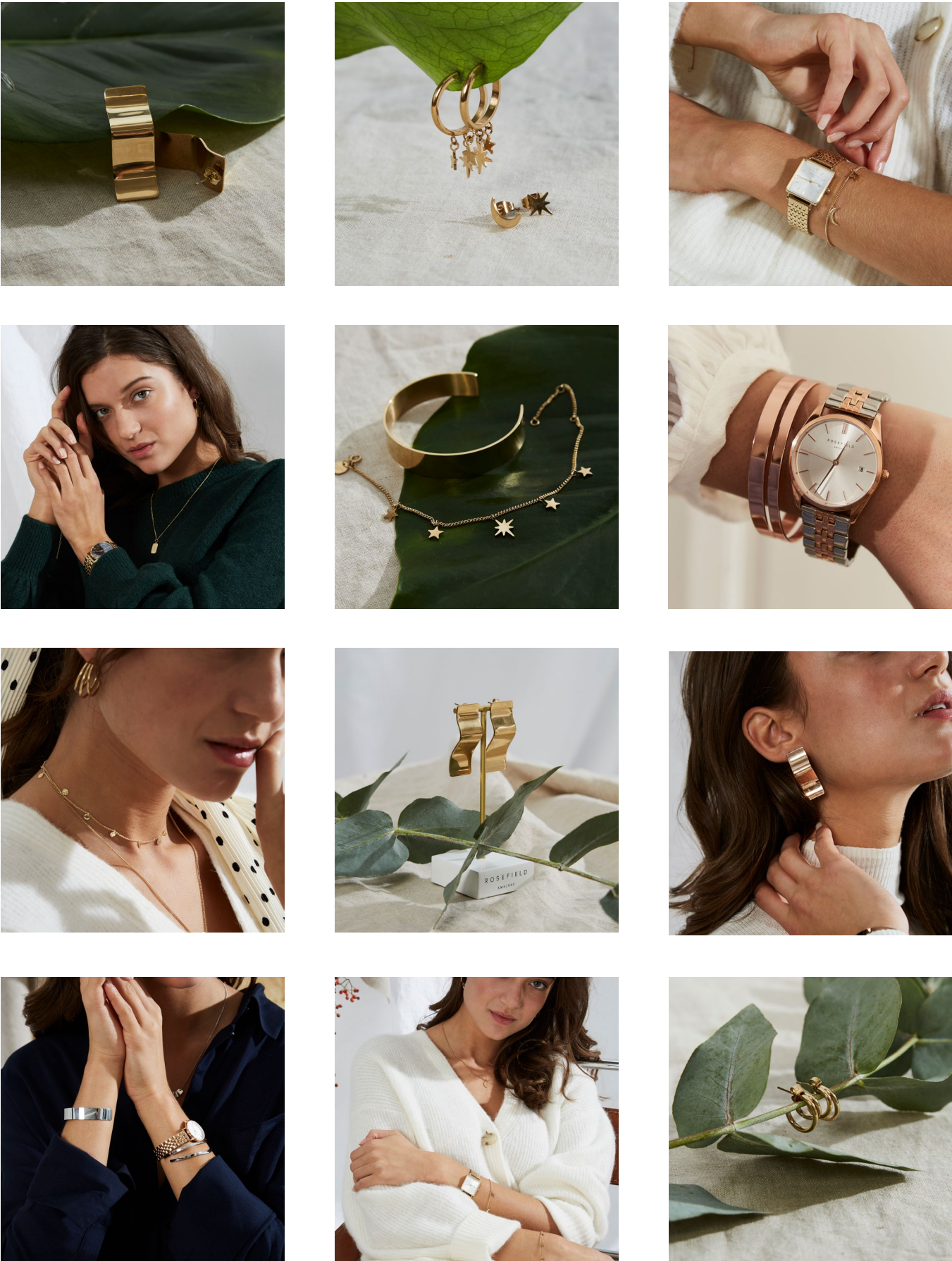
Web Banners

Tailor made digital marketing material can be designed at your request to meet various needs. Such as banners for store websites. Call our Brand team on (02) 8543 4600 or email marketing@designa.com.au to discuss.



Social Media Assets

Rosefield have a vast array of static and animated social media assets available upon request. Call our brand team on (02) 8543 4600 or email marketing@designa.com.au to discuss.



Instore Visuals

Posters

Current season imagery is available for in-store posters and collateral. Call our brand team on (02) 8543 4600 or email marketing@designa.com.au to discuss your needs.



ROSEFIELD

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WARRANTY

Designa Accessories has its own in-house Customer Service Centre to help you & your customers with all enquiries relating to the servicing and repair of all Designa Accessories products. Our Service Centre is manned by professional service consultants in conjunction with our team of qualified watch repairers and technicians. Call the Service Centre on (02) 8543 4600 or email customer.service@designa.com.au

1 YEAR LIMITED WARRANTY

Your ROSEFIELD jewellery is guaranteed for a period of one (1) year from the date of purchase against defects in the materials or manufacturing defects on all of its jewellery products. This does not apply to normal wear and tear or abuse of components and jewellery finish or plating.

Under the Australian Consumer Law, we advise our goods come with guarantees that cannot be excluded under the Australian Consumer Law. You are entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. You are also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure (the "Mandatory Provision").

In the event of a defect within this period, providing the jewellery care and precautions are followed, your ROSEFIELD jewellery will be replaced or repaired with the same or similar style at our discretion. Your replacement will be warranted for the remainder of the period applicable from the original date of purchase.

The following are covered by the ROSEFIELD 1 year limited warranty:

1. Manufacturing defects, i.e. damage not a result of wear and tear incurred in normal use of the product

The following are not covered by the ROSEFIELD 1 year limited warranty:

Loss, damage, breakage, changes in appearance, kinks, or the gradual degradation of all or part of the products due to: normal wear and tear (including tarnishing); accident or mishap; careless handling; improper use; alteration or substitution; use outside our care instructions; improper repair or warranty service performed by someone other than us or our authorised repairers; or theft. Tarnishing occurs naturally and therefore, cleaning is not covered by this warranty against defects. Please refer to care instructions.

For the warranty to be valid, you must have proof of purchase. Any other warranty given by the retailer is entirely their responsibility and terms of the warranty cannot be changed by any person.

Head to www.designaaccessories.com.au for further information, or to download our service & repair form. In the event of a defect, return the jewellery and proof of purchase carefully packed (do not send in original packaging as it will not be returned) and registered to:

Designa Accessories
PO Box 2576 Taren Point
NSW 2229 Australia

