

MAQÉ

Brand book



The story

Don't be fooled by outward appearances: it's what's on the inside that counts.

Passion for the natural, simple things in life has led us to create MAQÉ. The idea was born in Bali but only came to life in Ibiza where the surroundings inspired us to design our ethical high end macramé bracelets. The stones we use in our MAQÉ jewelry are all ethically mined. They have been formed deep inside the earth for thousands of years. Each stone has a unique story to tell, as well as its own intangible, almost mystical, energy. The stone's power is just waiting to be unlocked by whoever chooses to wear it.

We don't care for status symbols. Instead we design statement pieces. Daily and durable wearables, set in recycled gold or platinum and adorned with responsibly mined precious and semi-precious stones.

The understated element of our bracelets is what makes them wearable at all times and in any environment. By not being 'in your face' it is a personal piece which is subtle, timeless, bold yet elegant. Your own hidden gem.





The brand

- Understated luxury
- Ethically mined gemstones
- Provenance of all our materials used is known
- Recycled precious metals
- A new way to wear high end jewelry
- Inspired by ancient uses of stones
- Celebrating the beauty and the story in each stone
- Embracing the artwork in each stone
- We have created our own unique stone cuts
- Choose wisely
- Sustainable packaging
- Pineapple vegan leather small envelop pouch
- Wearable and waterproof

MAQÉ

True North collection

We have designed this collection with precious and semi-precious gemstones that have been known to have energetic powers. Wearing a MAQÉ piece is a little reminder of your own path.

Follow your instincts, your gut feeling, never excuse yourself for being you, for heading towards your personal True North. We believe that only when you listen to your 'true north' intuition, stripped away from culture, society and upbringing you will find your path.

MAQÉ



#DOYOUKNOWTHEWAY



The Protector

May your choices
reflect your hopes,
not your fears.

- Nelson Mandela -



Do not follow where the path may lead. Go instead where there is no path and leave a trail.

- Ralph Waldo Emerson -

A close-up, low-angle shot of a person's right arm and hand. The person is wearing a dark, textured watch with a metal link bracelet. The background is a light-colored, paved surface with a grid pattern, possibly a sidewalk or plaza, which is slightly out of focus. The lighting is bright, suggesting an outdoor setting during the day.

True North, let your inner
guide lead the way

MAQÉ

www.maqethecollection.com