

# 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, silver 925 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
- Unique MAQÉ stone cuts
- Inspired by the ancient mystical use of gemstones
- Wearable and waterproof fine jewelry
- Provenance of all materials is known
- Sustainable packaging
- Pineapple vegan leather pouch

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



MAQÉ



The Protector  
15mm - silver - safari blend



The prodigy  
10mm - silver - jungle nights blend



The Protector  
15mm - platinum black




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 arm and hand. The person is wearing a dark, textured watch with a metal link bracelet. The hand is resting on a light-colored, paved surface, possibly a sidewalk or plaza. Long, soft shadows of the person and the watch are cast across the pavement, suggesting a low sun position. The background is slightly blurred, showing more of the paved area and some distant structures.

True North, let your inner  
guide lead the way

MAQÉ

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