



WHO DO YOU

Aim to be?



COLLECTION GUIDE & CATALOGUE

WHAT IS **Aim to be?**

BEHIND THE COLLECTION

Aim To Be is jewellery collection with **4 different shapes that represent 4 admirable personalities of women.** We hope this collection serves as a reminder for Indonesian women across all ages that they can achieve anything they aim to be.



DIAMOND QUALITY

All the diamonds used for Aim to Be Collection have been through strict quality control and have the following standards:



Color : F (Colorless)



Clarity : VVS

TAKE THIS QUIZ TO DISCOVER WHO DO YOU

Aim to be?



Kamu tidak mudah
melupakan kesalahan
yang orang lain
lakukan kepadamu

NO

YES



KIND-HEARTED



THE BEST



DIFFERENT



FEARLESS

Kamu tidak suka
menunggu dan lebih
suka mengambil
tindakan pasti

YES

NO



DIFFERENT



FEARLESS

PICK YOUR SYMBOL

Each symbol represents characters based on the personality test you have taken.
Who do you aim to be?



I aim to be
KIND-HEARTED



I aim to be
THE BEST

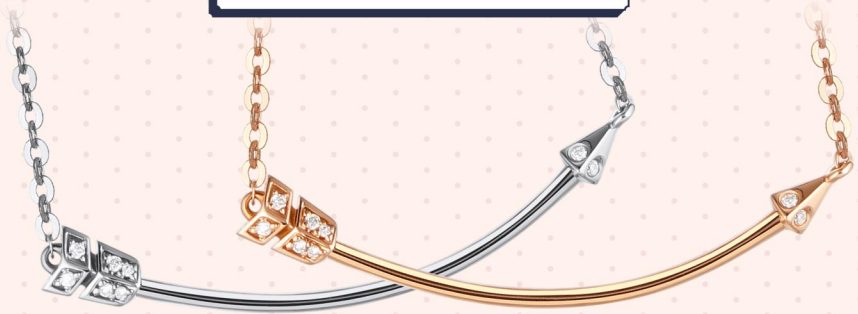


I aim to be
DIFFERENT



I aim to be
FEARLESS

PICK YOUR ARROW



THE ARROW

A mark or sign used to show direction or position.

Arrow in Aim To Be collection represents something that guides you to be whatever you want and an urge to be the real you.

Available in white gold & rose gold

SHAPE PHILOSOPHY



I aim to be
KIND-HEARTED

A **heart** shape is the most common symbol used for love, affection, romance and positive intentions.

I aim to be

THE BEST

The **spade** symbol is a very stylized arrow shape, pointing upwards, the bottom widening into two arcs of a circle and sweeping towards the center to then form a sort of foot.



SHAPE PHILOSOPHY



I aim to be
DIFFERENT

Diamond is a unique rectangular shape, aesthetic in its own way. Like a compass that points to different directions, a woman that represents this personality dares to challenge herself by taking the road less traveled and in the process, discovers her true self.

I aim to be

FEARLESS

Clubs are a symbol of trees as an integral part of our lives with rich history throughout different cultures. Trees are a symbol of courage and power, popular because of their strength and resilience.



I aim to be

everything





STORE LOCATION

JAKARTA

PLAZA INDONESIA | LIPPO MALL PURI | SUMMARECON MALL KELAPA GADING 3 | PLAZA SENAYAN

WEST JAVA

SUMMARECON MALL BEKASI | TRANS STUDIO MALL BANDUNG | SUMMARECON MALL BANDUNG

EAST JAVA

GALAXY MALL 3 SURABAYA | MALL ATOM SURABAYA

NORTH SUMATRA

DELIPARK MALL MEDAN

SOUTH SUMATRA

PALEMBANG ICON MALL

BANTEN

SUMMARECON MALL SERPONG

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