



OVERJEWELS

MEDIA KIT



Prodes Italia is a company that for over 10 years has created projects aimed at the international promotion of companies operating in the High Jewelry, Design, Fashion&Jewels and Wine fields. Active all over the world, it works in the following segments: communication, web, events organization, marketing, advertising, publishing. The strategic activities developed by Prodes Italia give life to projects with a strong media impact able to attract and retain a high number of customers to start new growth paths and diversified business opportunities. To date, over 4.000 companies have trusted on the services of Prodes Italia, strong of a pool of over 200.000 users.

‘ In 10 years more than
4000 customers
have relied on
PRODES ITALIA
with over 200,000 users .

‘ *An exclusive community able to establish
strong connections by promoting the
growth of each business.* .

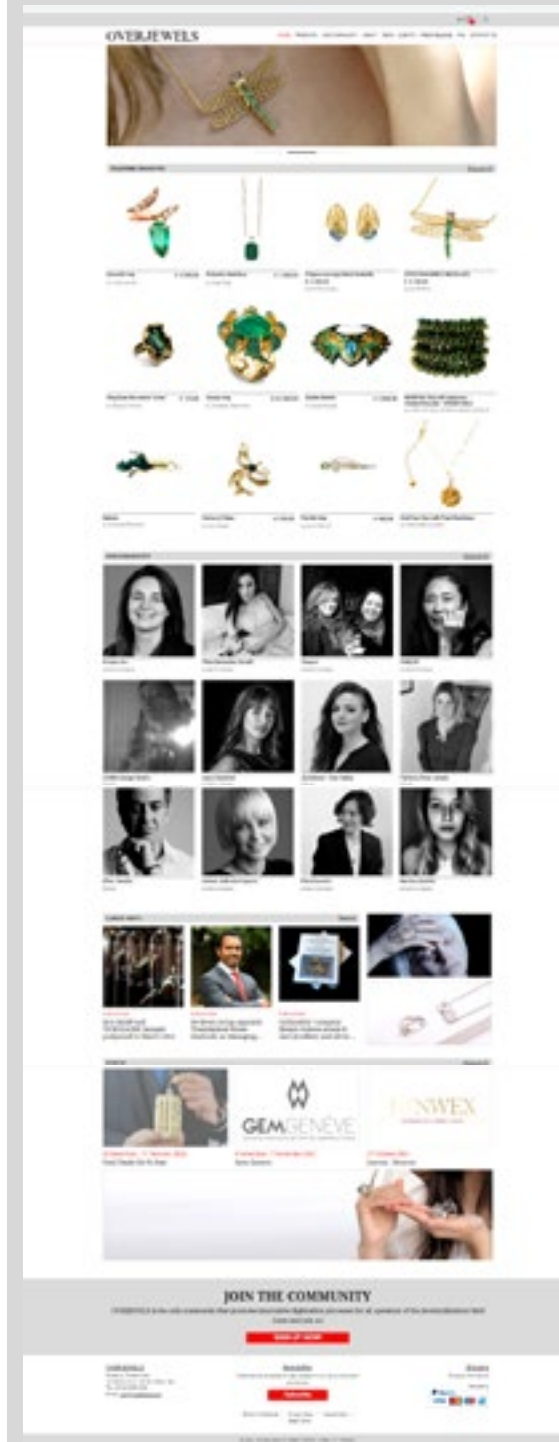
OVERJEWELS

Lit combines the features of an international marketplace with those of a social network entirely dedicated to jewelry. Brands, artists but also photographers, service/product companies, journalists, buyers and lovers can find a space to sell, buy, publish news and events giving visibility to their activity. An exclusive community able to establish strong connections by promoting the growth of its business, starting and consolidating commercial relationships of great value.

Social Commerce

The social commerce platform OVERJEWELS is dedicated to all those companies that want to **grow and transforming** their business through an innovative digitalization process inside the Jewelry and Fashion Accessory field. Designers, artists, brands, companies, manufacturers but also photographers, journalists and buyers will find a **personalised space to sell**, purchase, relate and dialogue with other professionals members of the community. Three different profiles: **operator, showcase and e-commerce** are ways to be connected globally by remaining updated on news and exclusive contents reserved for affiliates.

	OPERATORS PROFILE (school, gallery, service company, professional, press office)	SHOWCASE PROFILE (artist, brand, retailers)	PROFILE E - COMMERCE (artist, brand, retailers)
Personal home page	✓	✓	✓
Events publication	✓	✓	✓
Contest Publication	✓	✓	✓
Consultation of press releases	✓	✓	✓
Purchase jewelry	✓	✓	✓
Messaging	✓	✓	✓
Share on social	✓	✓	✓
Jewelry publication	X	✓	✓
Jewelry sale	X	X	✓



Type Of Profile

The **active networking** generated by OVERJEWELS will ensure the **development of new ideas**, the increase of interesting ideas and stimulating opportunities able to **validate the professional path of each one**. Characteristics that only the dynamic dialogue between even different polyhedral realities can generate.

The insertion modes through which to connect are different and customizable according to the needs and objectives of each user.

Showcase Profile

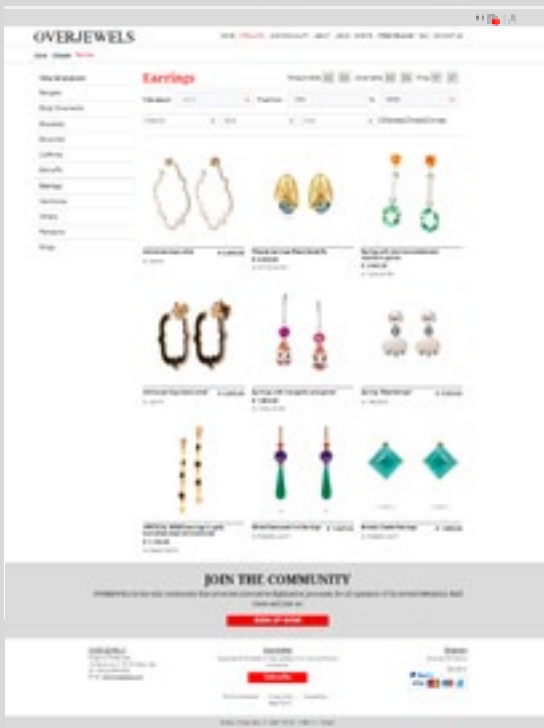
It allows you to present your activity at 360 degree publishing a complete introduction of your professional profile (biography, contacts, profile image). This user can consult and publish news, offer their services, buy and participate in events.

E-Commerce Profile

It guarantees, in addition to the specific services of the showcase profile, the possibility to sell their jewels to all the users. Each profile is managed autonomously by putting the products for sale, organizing the couriers and advertising news and offers.

Operator Profile

Dedicated to all professionals and to the companies that work in the field but do not produce jewelry. Through this profile you can advertise your reality, offer your services, buy, consult and publish news, participate in events and interact with all users.



STATISTICS

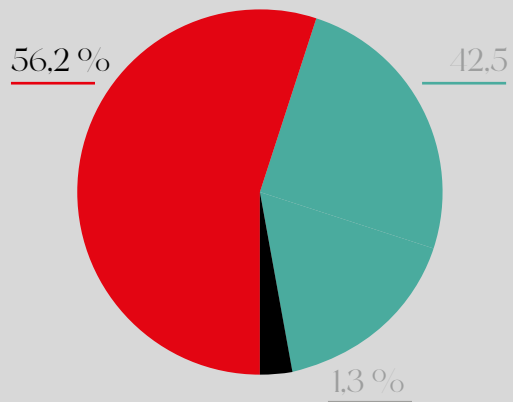
30000 VISITS

360000 VISITED PAGES

SEX

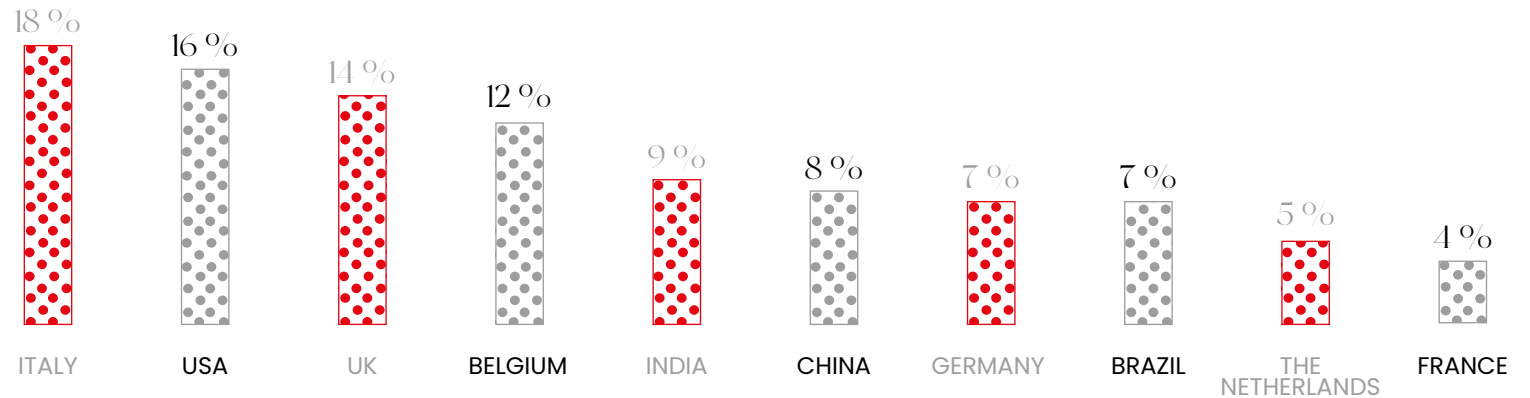


TECHNOLOGIES

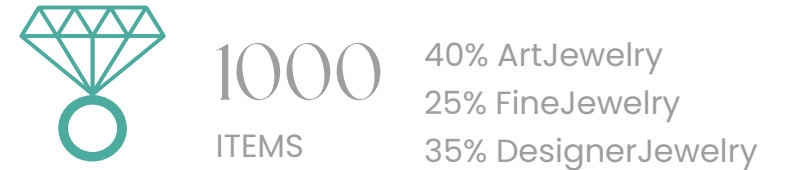


FIGURES 3rd MONTH

TOP 10 COUNTRIES



SUBSCRIBERS



MAIN INTERESTS OF VISITORS

- SHOPPERS
- VALUE SHOPPERS
- LIFESTYLES & HOBBIES
- GREEN LIVING
- ENTHUSIASTS

- MEDIA & ENTERTAINMENT
- BEAUTY & WELLNESS
- BEAUTY MAVENS
- FASHIONISTAS
- TRAVEL BUFFS

Prices

SHOWCASE PROFILE

2 jewels

10 jewels

unlimited jewels

E-COMMERCE PROFILE

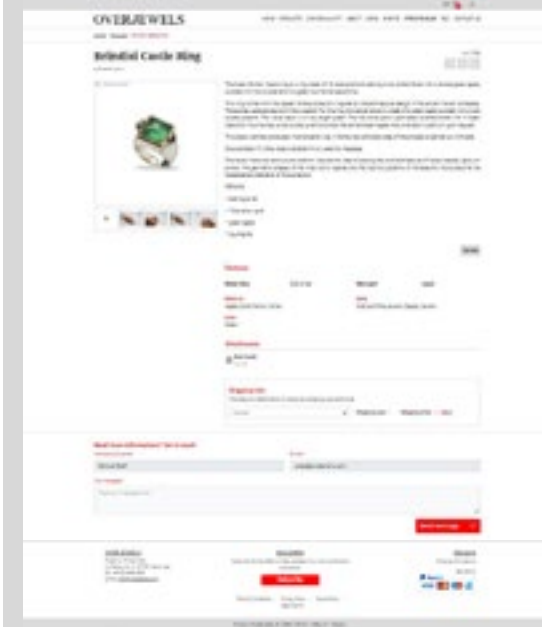
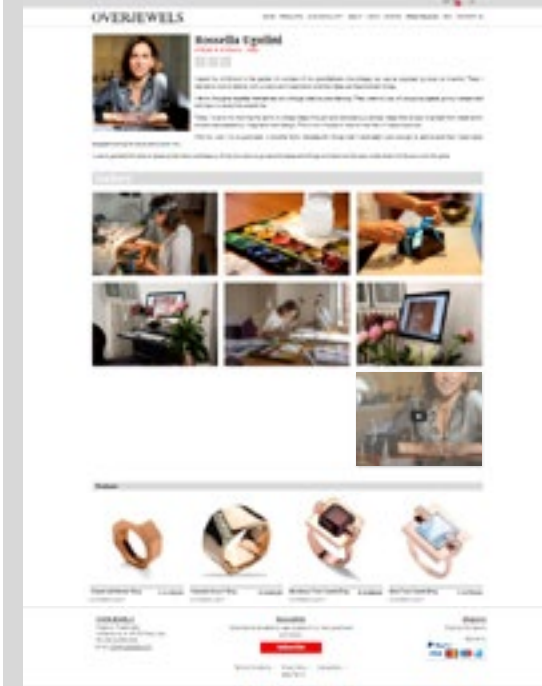
2 jewels

10 jewels

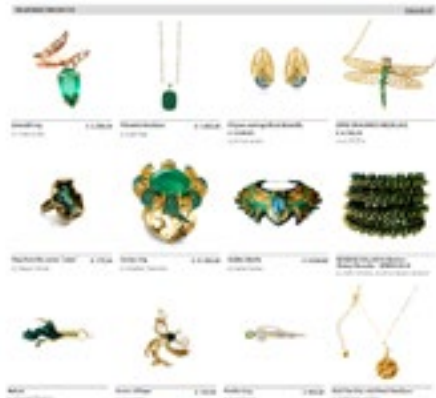
unlimited jewels

* for each purchase made by users, a royalty of 15% on the total transaction will be withheld

OPERATORS PROFILE



Position 1



Position 4

Additional Services

BANNER

Position 1 with slideshow (1297x337,5 px)

Position 2 (665x384 px)

Position 3 (665x384 px)

Position 4 (1296x300 px)

HOMEPAGE PRODUCT POSITIONING

1 product

2 products

3 products

HOMEPAGE PROFILE POSITIONING

Options that allow your product or profile to be present on the website homepage for 15 days.

POSITIONING ALL PRODUCTS

1 product | 1 visualization per day

2 products | 1 visualization per day

3 products | 1 visualization per day

Option that allows you to give your product a more favourable position within the "all products" area.

RELATED PRODUCTS

Option that allows the creation of an area within the product page in which the user views all the other products of the same artist / brand.

ADDITIONAL SERVICES

IMAGE EDITING

TEXT TRANSLATION

Translation from Portuguese - Russian
- Arabic - French - Spanish - Mandarin
Chinese - Italian - German to English

SHOOTING

Shooting of a single jewel with basic photo editing

up to 10
products

more 10
products

jewelry
worn



SILVER

GOLD

PLATINUM

Profile ACTIVATION

PUBLICATION OF:
contacts || biography || profile photo || gallery photos

PUBLICATION of the products

PUBLICATION OF: product's images - description materials - sizes and dimensions variants - stock - product costs shipping costs	✓	PUBLICATION OF: product's images - description materials - sizes and dimensions variants - stock - product costs shipping costs	✓	PUBLICATION OF: product's images - description materials - sizes and dimensions variants - stock - product costs shipping costs	✓
UPDATE /EDIT: product's images - description materials - sizes and dimensions variants - stock - product costs shipping costs	✗	UPDATE /EDIT: product's images - description materials - sizes and dimensions variants - stock - product costs shipping costs	✓	UPDATE /EDIT: product's images - description materials - sizes and dimensions variants - stock - product costs shipping costs	✓
MANAGEMENT: warehouse - shipments	✗	MANAGEMENT: warehouse - shipments	✗	MANAGEMENT: warehouse - shipments	✓

* All the correct material for the realization of the profile must be provided by the user: data and contacts, biography and jewelry descriptions in English, images and material specifications, sizes and variants, shipping costs.

** ** In the Platinum package are included the services of warehouse, of transport documents, tracking, customer support for shipping.

*** YOU CAN CHOOSE TO USE ONLY THE SERVICE MANAGEMENT SHIPMENTS, COSTS ON ESTIMATE

Faq

Are you a jewelry manufacturer?

The ideal solutions for you are the E-commerce Profile and the Showcase Profile. In fact, you will have the opportunity to let users know the process through which your creations come to life and, of course, sell them to an interested and selected audience. You can upload images of your creations or even short demo videos. If you aren't in touch with a qualified and experienced photographer/ videomaker already, you can connect with the one closer to the style of your jewelry looking among the users of OVERJEWELS. The entire platform is configured as an exclusive, authoritative and one of a kind e-commerce.

Are you an Academy/ Training Institution?

The most suitable profile on OVERJEWELS is the Operator Profile. Your precious presence will enrich the entire community with stimulating content. You will be able to inspire and guide the studies of other users such as students, professionals looking for further specialization and all those interested in increasing their knowledge of the jewelry world by enrolling in the courses. It will be possible to describe the goals of each route by specifying the courses available and their purposes. All

students are invited to take part in OVERJEWELS to browse among contests, competitions and initiatives launched on the platform by the most prestigious maison of the jewelry sector.

Are you a retailer?

You can benefit from the OVERJEWELS platform to present your reality. The E-commerce Profile or the Operator Profile are the most suitable solutions. As a jeweler, maison or gallery, you can dedicate yourself to the search of new artists to collaborate with to organize exhibitions, photo shoots, presentations etc. The pieces that you will find on the OVERJEWELS platform will inspire new exhibition concepts able to dialogue with visitors. In addition, you can publish news of competitions, job offers and contests directed to other users of OVERJEWELS; the most useful and accredited method to get in touch and collaborate with talented designers.

Are you a service company?

The Operator Profile is the right one for you. All your products/services will be promoted throughout the OVERJEWELS platform. Artists, companies, producers and many other users will have the opportunity to learn about the uniqueness of your products and your history to enjoy

them. Your presence in the community is essential; many users will be able to contact you as an authoritative supplier. It is not easy to find useful references on the web but through OVERJEWELS every professional is in the right place at the right time.

Are you a photographer/ graphic designer?

What better opportunity to show style known by publishing your works on the Operator Profile of OVERJEWELS? The portfolio or the catalogues you have created, the projects you have curated can be visible to the community by revealing the value to your technical skills. All artists but also showrooms, designers and journalists can get in touch with you to ask you to collaborate in the realization of photo shoots, illustrations, graphics. Your creativity will find space and visibility giving life to advantageous synergies.

You have no time to take care your profile and keep it updated?

You can take advantage of our profile management services. We can take care of creating your page, updating products but also managing shipments and warehouse. You can contact us to request detailed information at any time.



OVERJEWELS

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