




CHOCLI®



life is
delicious

Who's Chocli?

Chocli is a Belgian jewelry brand that combines towering taste (just look at Belgium's world-class chocolate) with years of experience in 3D design to create a deliciously strong collection that you can certainly identify with.



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**ALL PARTS
ARE 18K GOLD
PLATED, THE
NECKLACE SIZE IS
41-48 CM LONG***

***LITTLE BOSSES COLLECTION HAS A SHORTER CHAIN: 36-43 CM**

CH0502
SKULL



LITTLE BOSSES COLLECTION

A collection of dreamy & fairy animals that trigger your imagination, customized with a shorter chain (adjustable in length). Which little boss will guide you to wonderland?

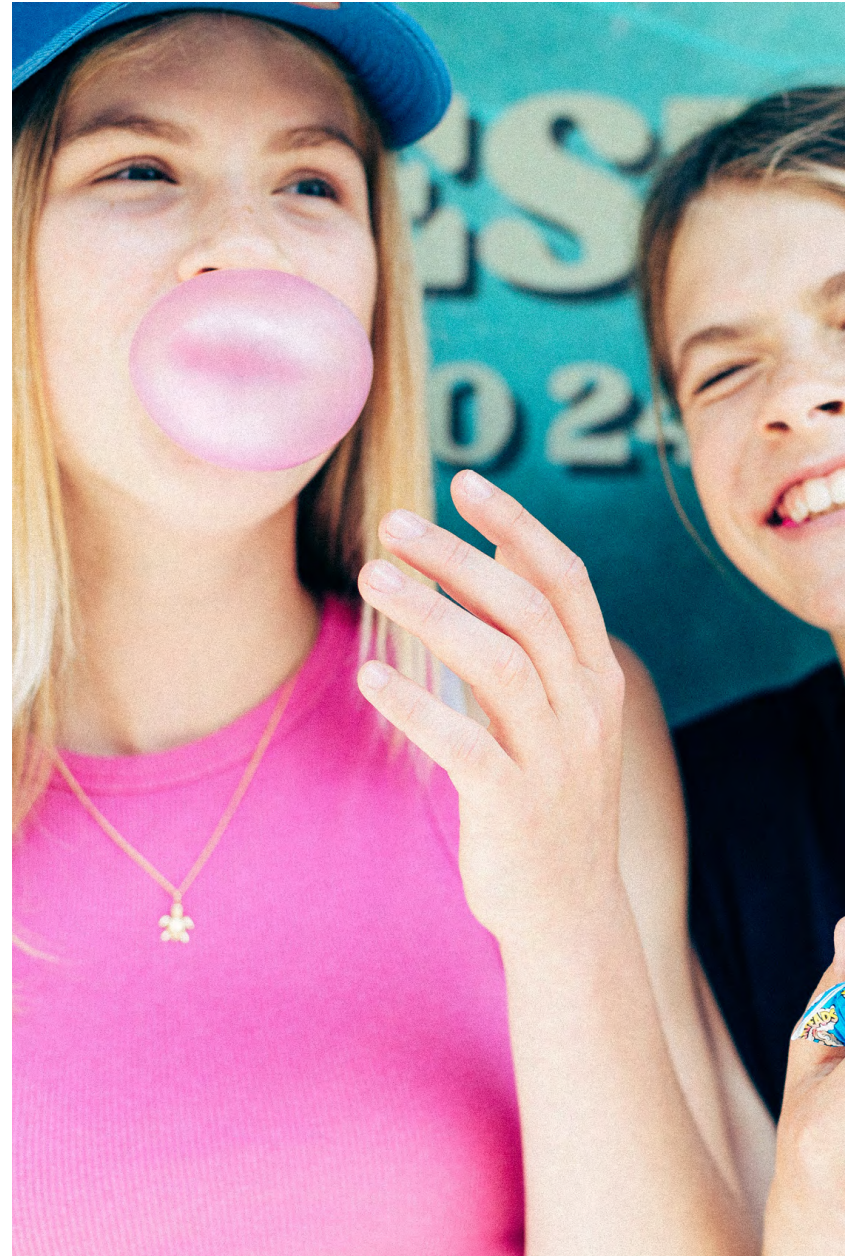
All parts are 18k gold plated and the necklace size is 36-43 cm long

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Little bosses

Attitude is a small thing that makes a big
difference!
A collection for the brave & the dreamers.

#mychocli





CH0102
FALLOW DEER



CH0101
FLYING UNICORN
1,44 gr - 1,1 x 1,3 x 0,4 cm



CH0102
FALLOW DEER
1,7 gr - 1,1 x 1,3 x 0,5 cm



CH0104
FLYING BUNNY
1,87 gr - 1,2 x 1,2 x 0,5 cm



CH0105
DUCK

2,55 gr - 0,9 x 1,1 x 0,7 cm



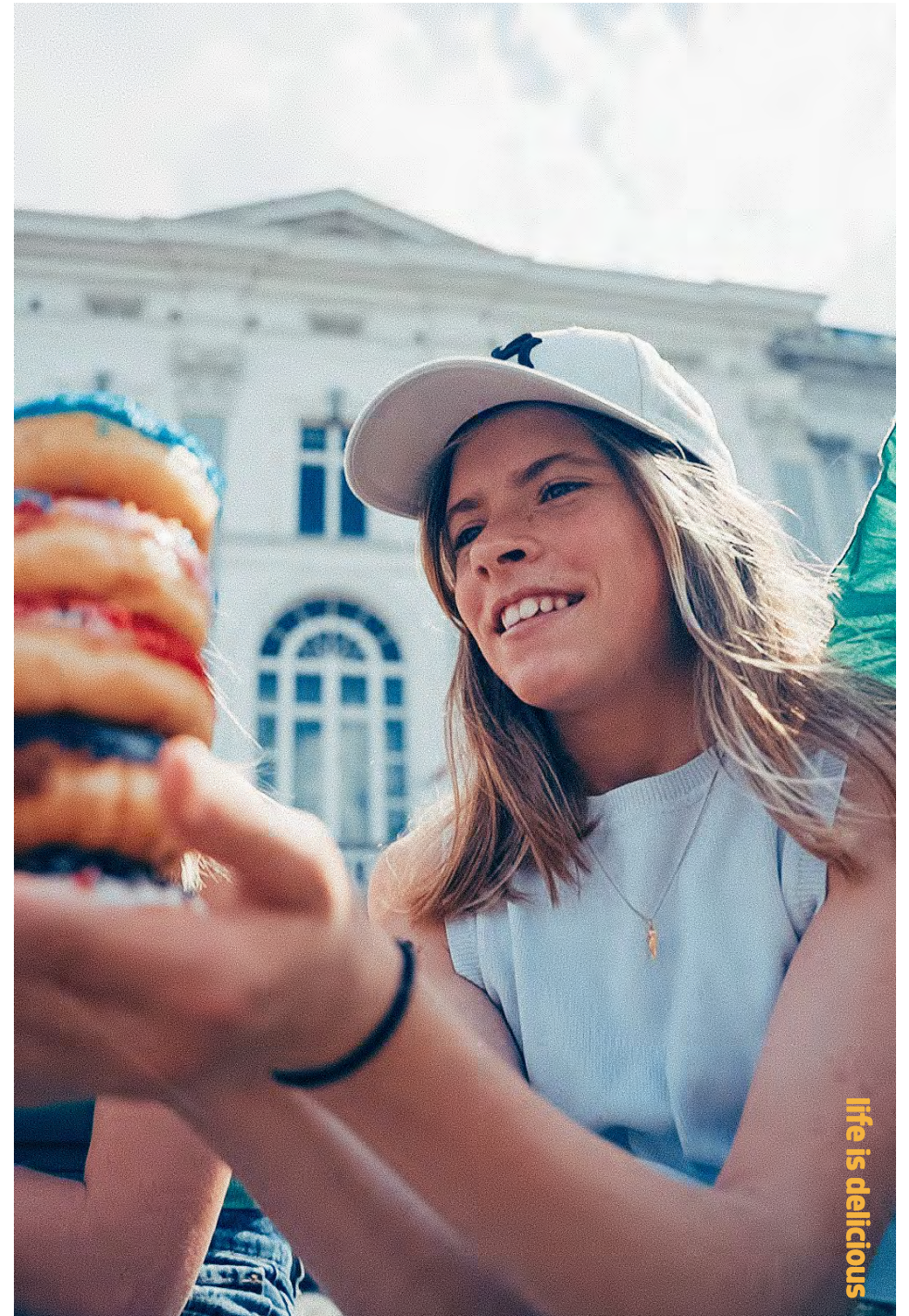
CH0103
HORSE

1,53 gr - 1,1 x 1,5 x 0,4 cm

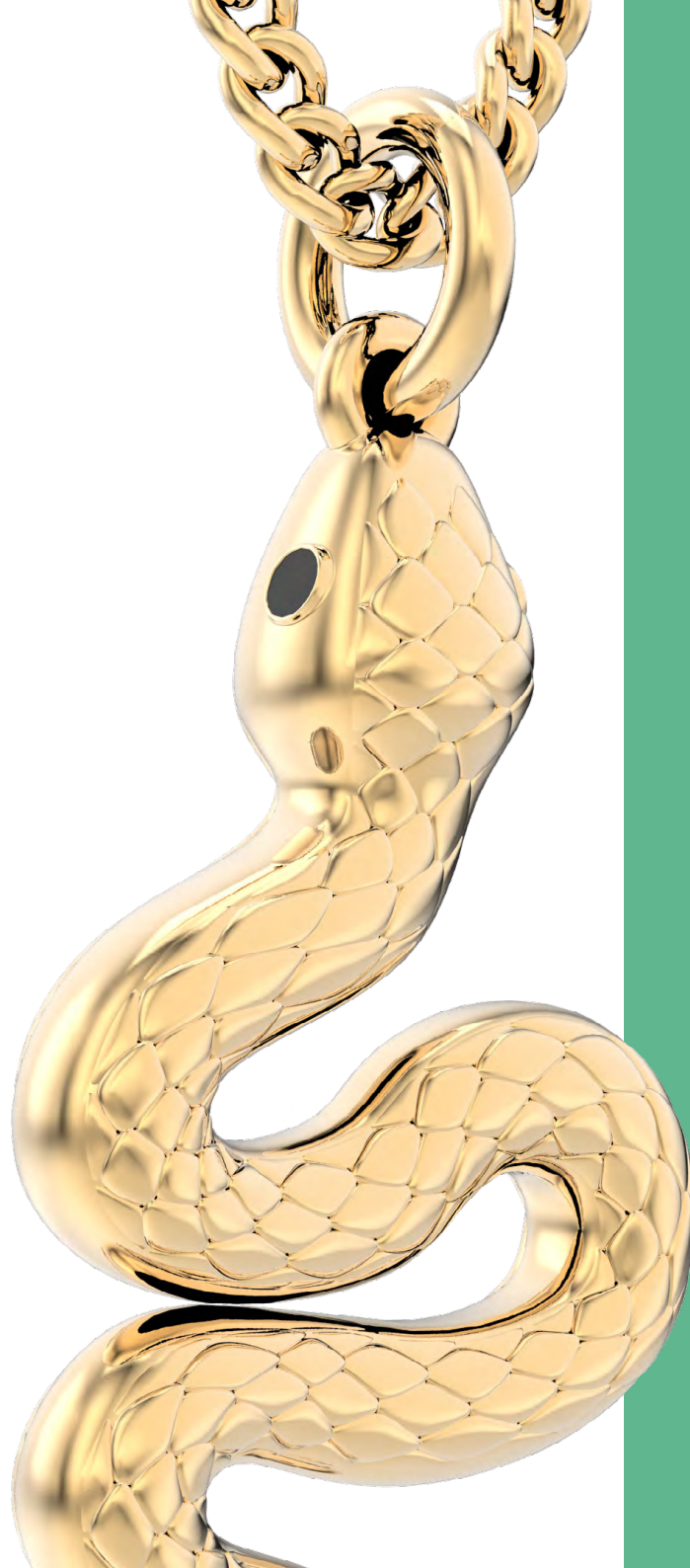


CH0106
CAT

2,04 gr - 0,9 x 1,3 x 0,6 cm



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JUNGLE RUMBLE COLLECTION

Wild about nature? A bunch of highly detailed 3D jungle animals are your companion to accessorize & identify with mother earth's primal force

All parts are 18k gold plated and the necklace size is 41-48 cm long

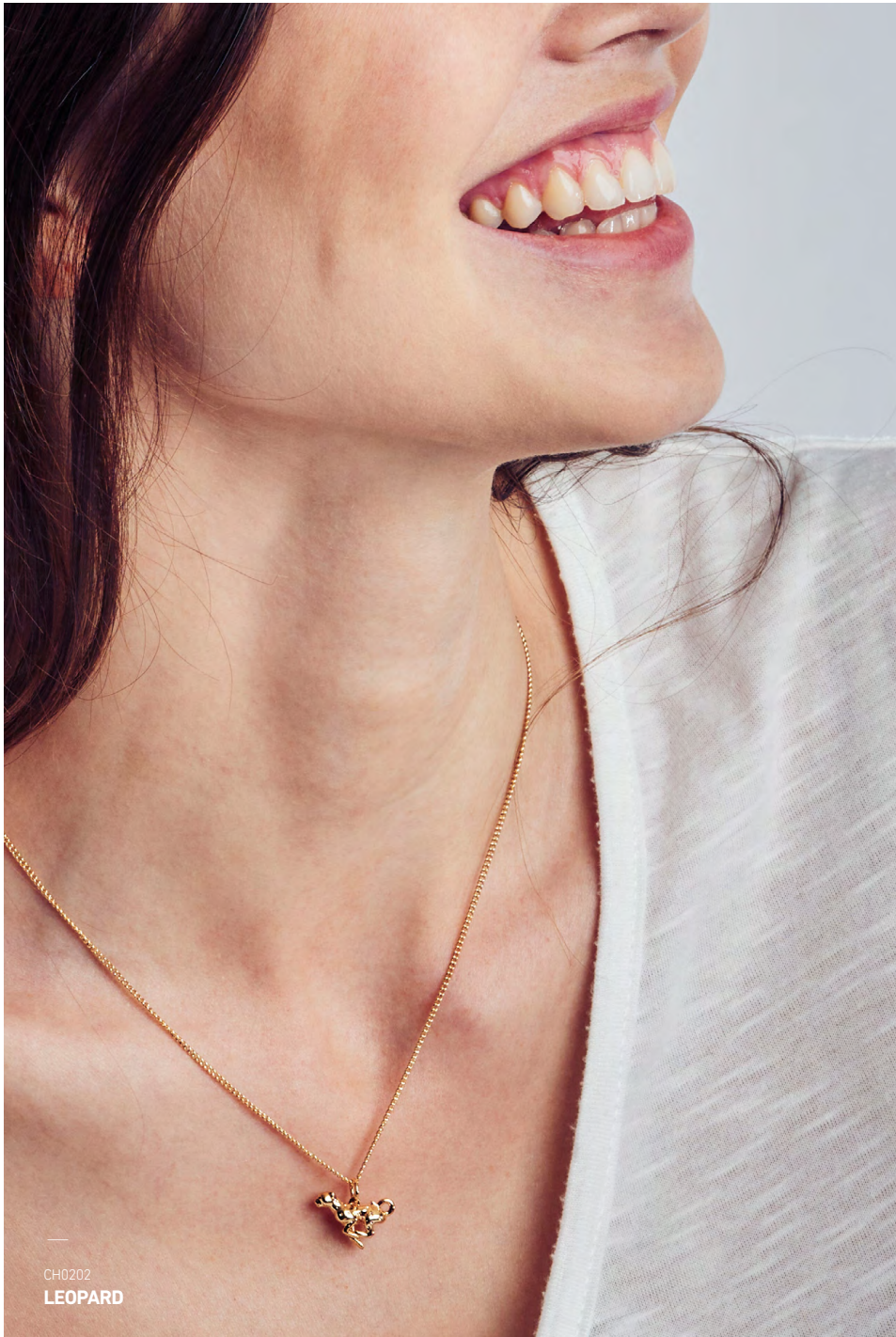
**life is
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Jungle Rumble

Wild at mind, wild at heart!

CH0206
ELEPHANT



CH0202
LEOPARD



CH0201
TOUCAN
1,27 gr - 1,4 x 1,3 x 0,5 cm



CH0202
LEOPARD
1,61 gr - 1,6 x 1,0 x 0,5 cm



CH0204
HIPPO
2,99 gr - 1,5 x 1,2 x 0,6 cm



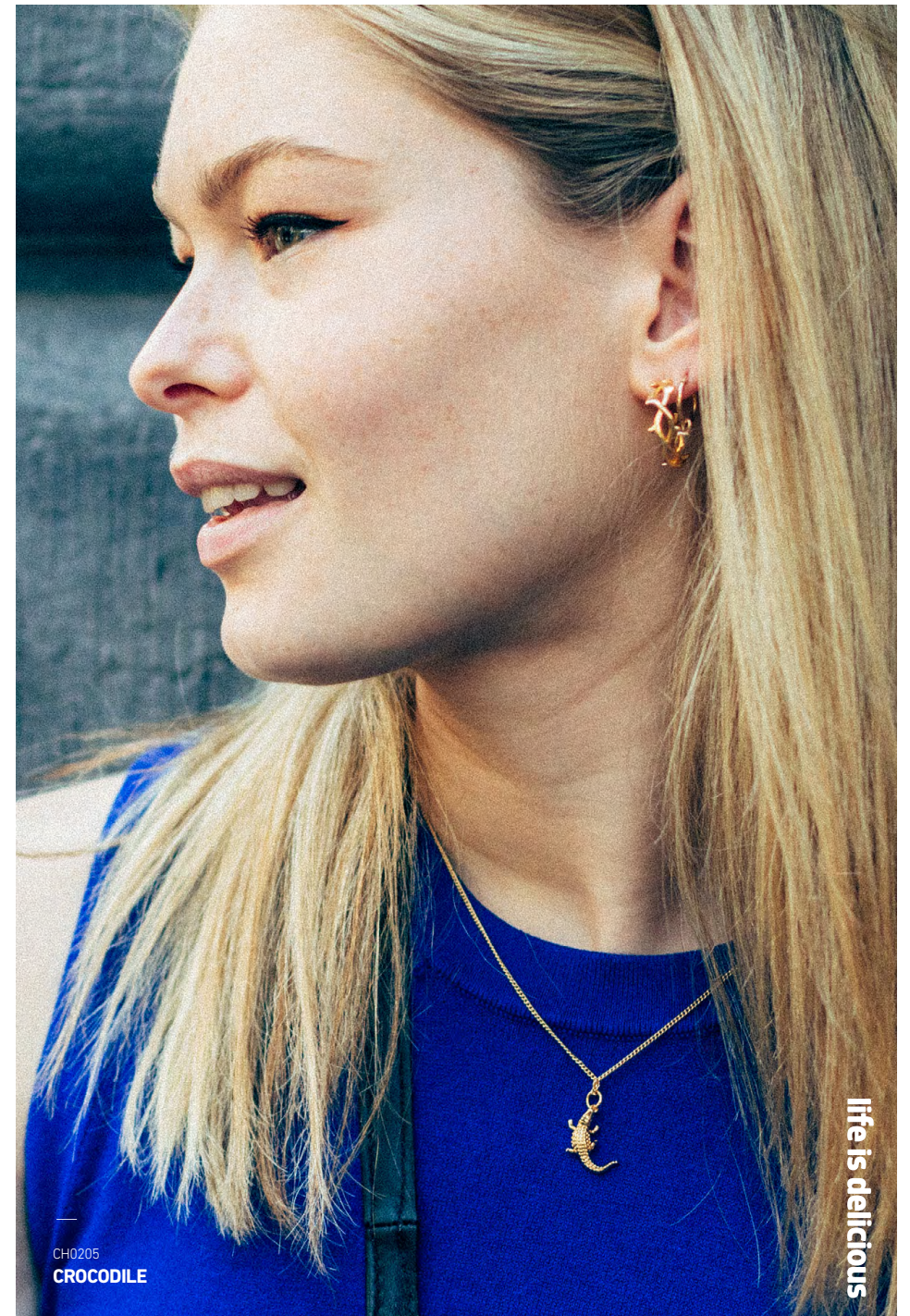
CH0205
CROCODILE
1,02 gr - 1,3 x 1,7 x 0,3 cm



CH0203
SNAKE
1,1 gr - 0,9 x 1,9 x 0,3 cm



CH0206
ELEPHANT
2,21 gr - 1,6 x 1,1 x 0,5 cm



CH0205
CROCODILE

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TINY & SHINY COLLECTION

Elegance is key in this tiny & shiny collection. A mix of 6 cute and graceful small animals to pay tribute to nature's very own shiny jewels

All parts are 18k gold plated and the necklace size is 41-48 cm long

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The chain

The size of the necklace is adjustable per
2 cm by the extension part at the end of
every CHOCLI® necklace
41 - 43 - 45 - 47 - 48 cm

Exception: Little Bosses Collection
36 - 38 - 40 - 42 - 43 cm



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CH0301
HONEY BEE



CH0305
SCARABEE



CH0301
HONEY BEE
1,36 gr - 1,7 x 1,2 x 0,4 cm



CH0305
SCARABEE
1,96 gr - 0,8 x 1,4 x 0,4 cm



CH0304
DRAGONFLY
0,34 gr - 1,5 x 1,1 x 0,2 cm



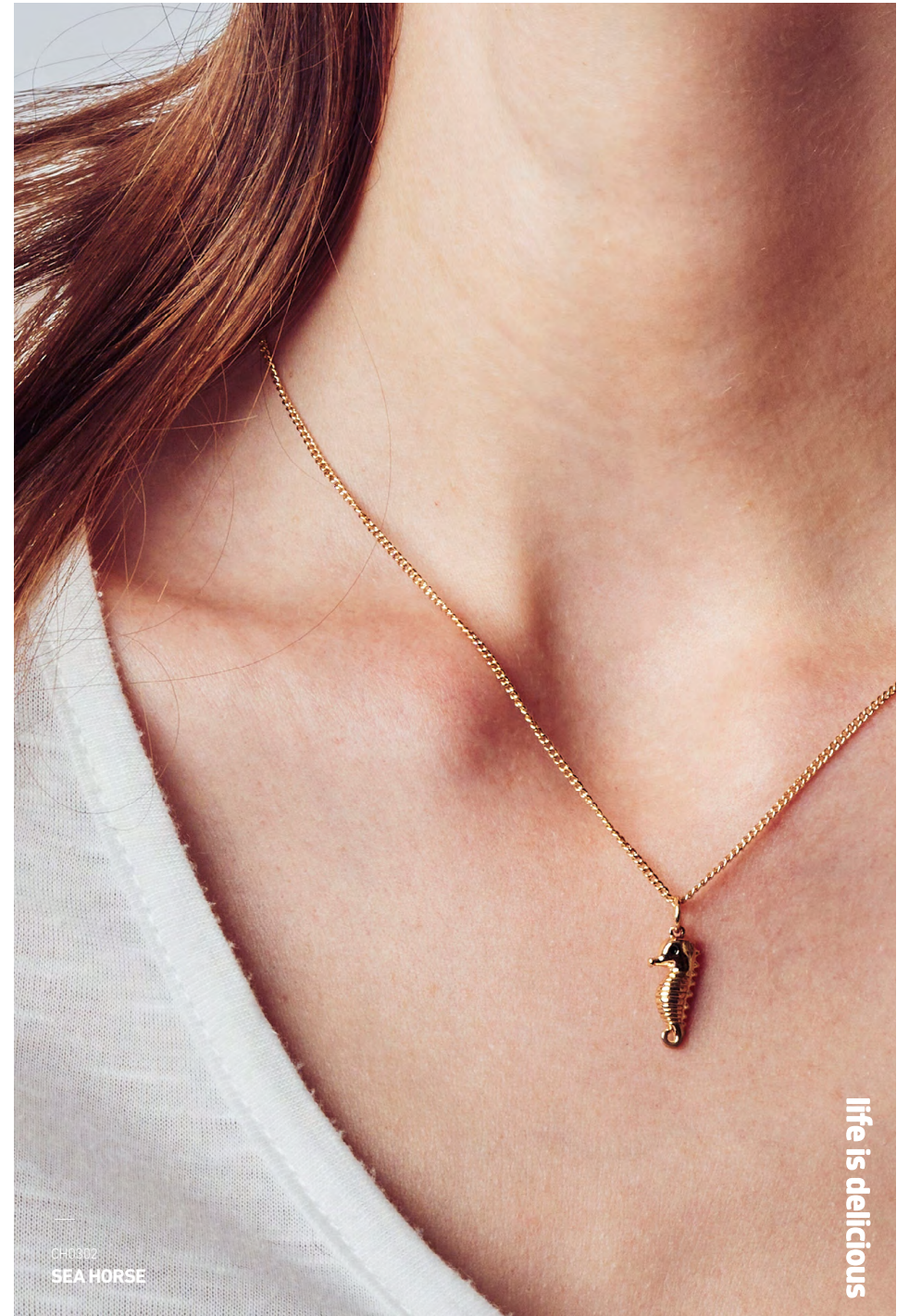
CH0302
SEA HORSE
1,36 gr - 0,7 x 1,6 x 0,4 cm



CH0306
HUMMING BIRD
1,02 gr - 1,2 x 1,6 x 0,4 cm



CH0303
SEA TURTLE
1,53 gr - 1,1 x 1,5 x 0,4 cm



CH0302
SEA HORSE

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FRAMILY

Chocli® is the fresh newborn brand from the people behind "brands by MTM"

A passionate 'framily' with love for design & craftsmanship, triggered by daily interest from the people who surround us.

To reinforce this story in Chocli's brand identity, a part of this Framily participated in Chocli's LIFE IS DELICIOUS shoot in Gent, Belgium.

Meet Zoë, Li, Mare, Linde & Phebel!



WHAT THE FUNKY?! COLLECTION

Time to zone-out for a while, gaze at an infinite universe and escape reality. #nostalgia #myspace #worldoff are just a few tags to describe the What The Funky-collection

All parts are 18k gold plated and the necklace size is 41-48 cm long

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delicious**





—
CH0405
HEADPHONE

**World off
music on**



CH0401
CAMERA



CH0401
CAMERA
2,04 gr - 1,3 x 0,8 x 0,5 cm



CH0402
AUDIO TAPE
1,61 gr - 1,5 x 1,0 x 0,2 cm



CH0404
GAME CONTROLLER
1,61 gr - 1,6 x 0,9 x 0,2 cm



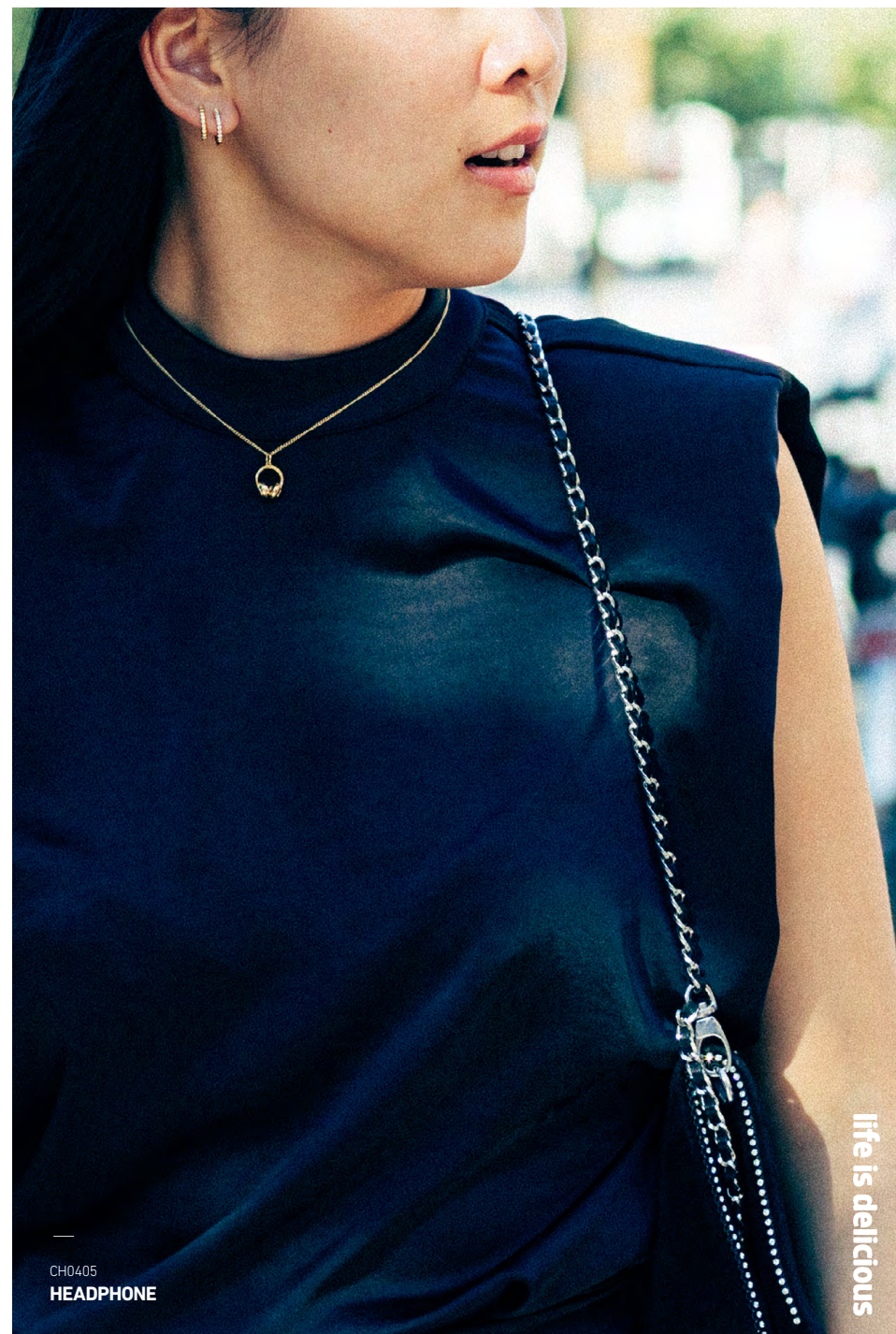
CH0405
HEADPHONE
1,19 gr - 1,2 x 1,4 x 0,6 cm



CH0406
LIGHTNING BOLT
0,91 gr - 0,6 x 1,9 x 0,1 cm



CH0403
SATURN
1,53 gr - 1,2 x 1,2 x 0,7 cm



CH0405
HEADPHONE

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ATTITUDE, DU-UH COLLECTION

BOLD, HEAVY, BAD yet detailed, stylish & clever. It's not the question whether this collection fits you, but whether YOU fit this collection? Naaah, don't think so

All parts are 18k gold plated and the necklace size is 41-48 cm long*

*This collection's chain is heavier & bolder

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believe (in yourself)

CH0505
CROSS





CH0503
HAPPY PILL



CH0501
GUN

2,38 gr - 1,9 x 1,5 x 0,3 cm



CH0502
SKULL

5,27 gr - 0,9 x 1,6 x 1,2 cm



CH0503
HAPPY PILL

4,50 gr - 0,6 x 1,9 x 0,6 cm
0,93 gr - 0,9 x 1,1 x 0,1 cm



CH0504
MAD DOG
5,95 gr - 1,0 x 1,5 x 1,0 cm



CH0506
BITCOIN
1,70 gr - 1,8 x 1,9 x 0,1 cm



CH0505
CROSS
1,53 gr - 1,2 x 1,9 x 0,5 cm



CH0504
MAD DOG

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U & I COLLECTION

Omnipresent yet refreshing. This creative collection features a selection of 3D interpretations for themes such as love, friendship and connectedness.

All parts are 18k gold plated and the necklace size is 41 - 48 cm long

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U&I

A collection to celebrate love & friendship,
no matter for who or what!

#loveislove
#mychocli



—
WE LOVE TO SHOP



CH0602
CONNECTED HEARTS



CH0601
LOVE KEY
0,25 gr - 0,7 x 1,6 x 0,2 cm



CH0602
CONNECTED HEARTS
0,85 gr - 1,9 x 1,1 x 0,3 cm



CH0603
LOVE LOCK
1,36 gr - 0,8 x 1,2 x 0,3 cm



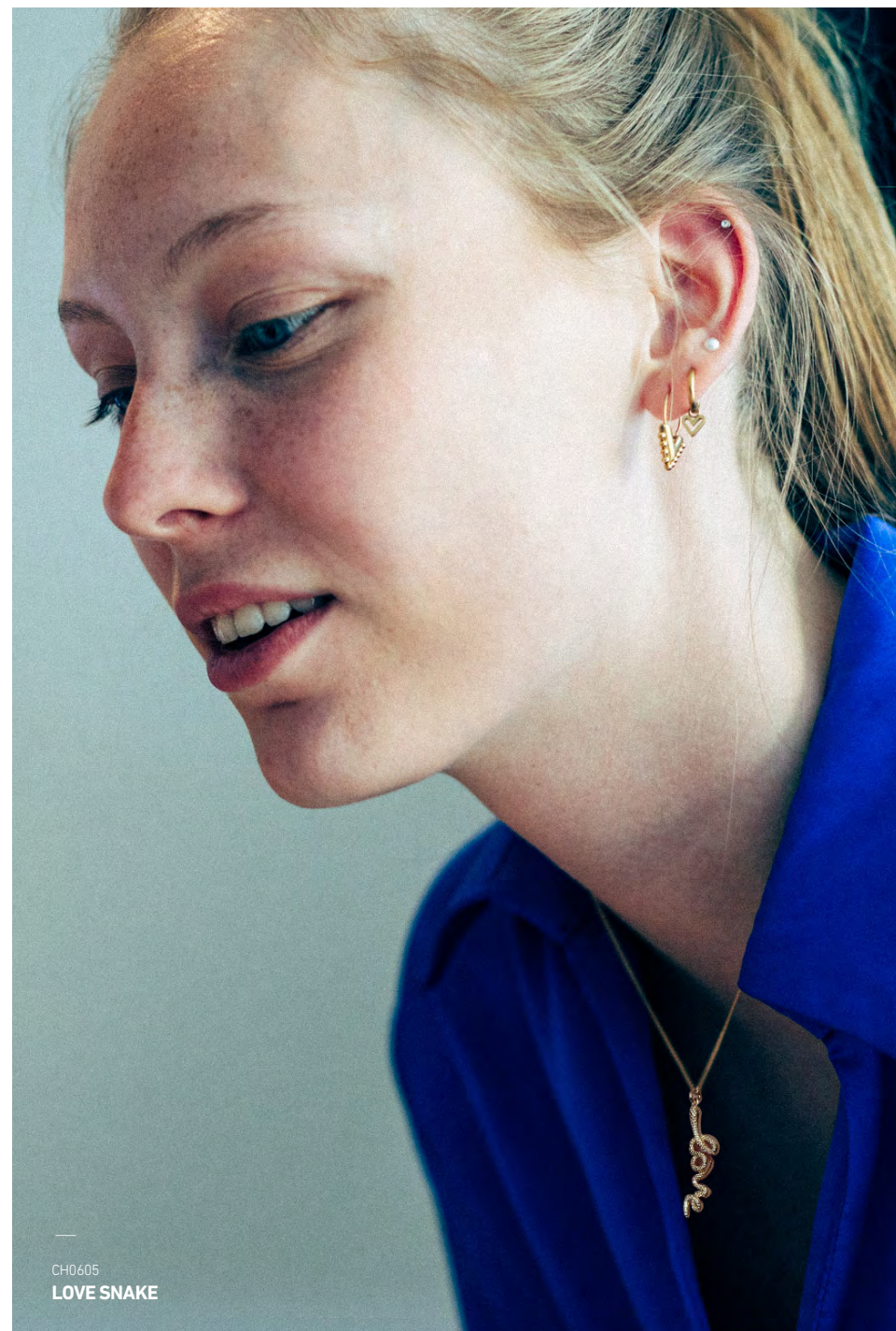
CH0606
LOVE LETTERS
1,36 gr - 1,8 x 0,6 x 0,3 cm



CH0605
LOVE SNAKE
0,51 gr - 1,7 x 0,6 x 0,4 cm



CH0604
INFINITY
0,51 gr - 1,7 x 0,6 x 0,4 cm



CH0605
LOVE SNAKE

THE PACKAGING

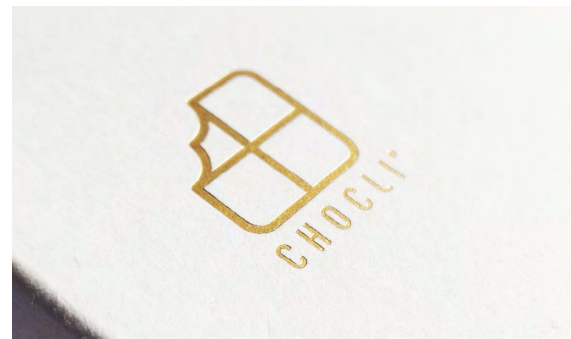
A commercial balance between visibility & luxury.

The layout & structure of the Chocli®-box is a combination of a high-end jewelry gift box & a colorful sleeve with detailed information.

The box for each Chocli® jewelry is an all-white matt heavy paper box with gold foil logo on the front. An outstanding gift-box to give to yourself or your loved ones.

The sleeve is designed to get immediate attention & give a clear overview on the pendant's 3D design and all other necessary features.

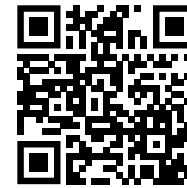
*All of the artwork is printed with Soy-based ink & all parts in this packaging are designed to reduce its volume during shipment with 90% and decrease CO2-impact caused during transport.





**CHD1
ACRYLIC DISPLAY**

10,5 x 27 x 37,5 cm



**POINT
OF
SALE**

FACT:

85% of the jewelry brands are displayed at table height under a glass counter.

FACT:

Impuls sales needs impuls displays, where the consumer has a clear overview of the selection & doesn't need to ask questions to understand.

So Chocli®, what did you do?

We've designed both for you! A commercial & solid impulse display to show a full collection & hold 3 pieces stock per SKU, and a counter display model for your shop window or glass counter setup.



2 functions in 1 display.

Left: Customers take out the products.

Right: Cashier needs to take out the products.

Tell us more about the impulse display!

The CHD1 is an acrylic (white & transparent) display that stands tall on your counter/shop tables/.. On the 1/3th of the front side, it can display 6 models with a tight connection system at the back so they can't be removed without disassembling the display.

At the back-side of the display, a cardboard holder with a creative lay-out empowers the 'LIFE IS DELICIOUS' vibe of the collection & the brand.

The display can be used in both directions depending on the ease of use of the reseller. 1 side of the display has a fully covered transparent acrylic so only the person in charge can take-out the stock.



**CHD2
COUNTER DISPLAY**

15,5 x 13 x 41 cm