

# BE by ZELAYA

## Product Catalog

**Dubai-designed wearable icons • Gulf-rooted stories**

Not a bracelet. A wearable icon • mood included.

Tagline

***Pick your shape, shift your mood.***

*Small impulse buy. Big meaning.*



# PRODUCT FORMAT

*Pick your shape, shift your mood.*

- Memory-shape silicone, neon & pop palette
- Collect, swap, and stack your shapes
- Light, safe, made for daily life. Recommended age: 6+



Each bracelet comes with **retail-ready box + window + EN/AR + QR icon guide**



# SHAPE GUIDE



## CAMEL

Value: endurance

Mood: steady

*Keep going, keep shining.*

## PALM TREE

Value: vitality

Mood: sunny

*Grow your shade, share your light.*

## FALCON

Value: vision

Mood: focused

*Eyes up, horizon wide.*

## CACTUS

Value: resilience

Mood: tough

*Soft heart, strong skin.*