



ZELAYA™

BE by ZELAYA

Product Catalog

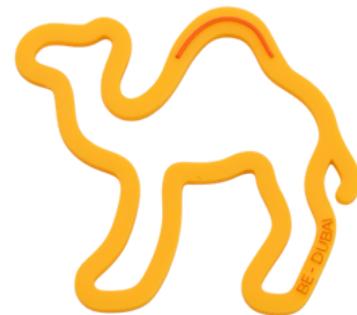
Dubai-designed wearable icons • Gulf-rooted stories

Not a bracelet. A wearable icon • mood included.

Tagline

Pick your shape, shift your mood.

Small impulse buy. Big meaning.





ZELAYA™

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**



ZELAYA™

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.