

CASE STUDY: GUARDIAN JEWELS



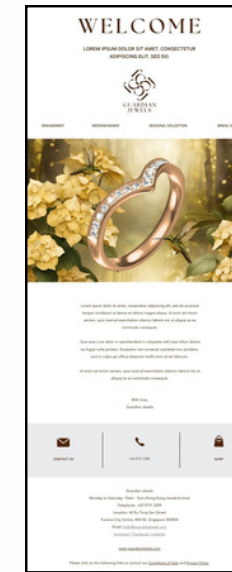
Founded in the 1970s, Guardian Jewels began as a first-generation family business rooted in the wholesale trading of precious metals and gemstones. Over the decades, the brand expanded its expertise and footprint, with the second generation establishing operations in 1997. Today, under the leadership of a visionary third-generation female entrepreneur, Guardian Jewels is undergoing a brand evolution—transforming into a modern B2B and B2C retail-led business that bridges online and offline markets. With deep heritage and a forward-thinking strategy, the brand is poised to expand internationally, starting with Hong Kong, and aims to redefine contemporary luxury while honoring its rich legacy.

Our Approach:

- ✓ Brand Audit – Assessed brand perception, heritage strengths & growth opportunities.
- ✓ Brand Strategy & Transformation – Developed a refreshed positioning and compelling brand narrative.
- ✓ Brand Strategy Development – Crafting a refreshed identity & vision.
- ✓ Website & Digital Experience – Built an integrated online platform for B2B & B2C audiences.
- ✓ Global Expansion Planning – Supporting Phase 2 rollout, beginning with Hong Kong and scaling across Asia.

Upcoming Plans:

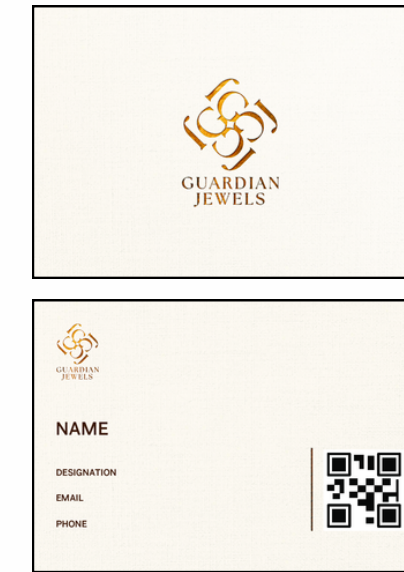
The third generation is strengthening the brand in Hong Kong and Singapore with a vision for global presence—starting with partnerships in Hong Kong and expanding across Asia through digital campaigns and e-commerce.



EDM



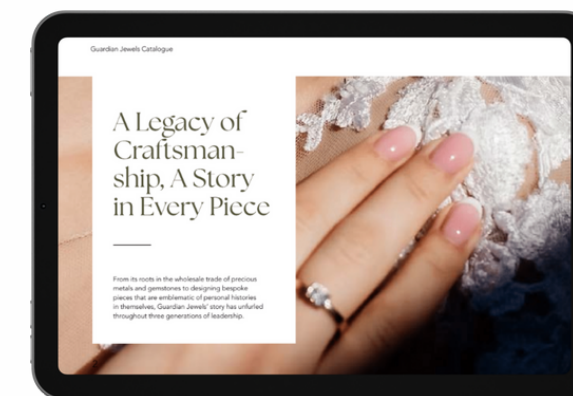
Invitation



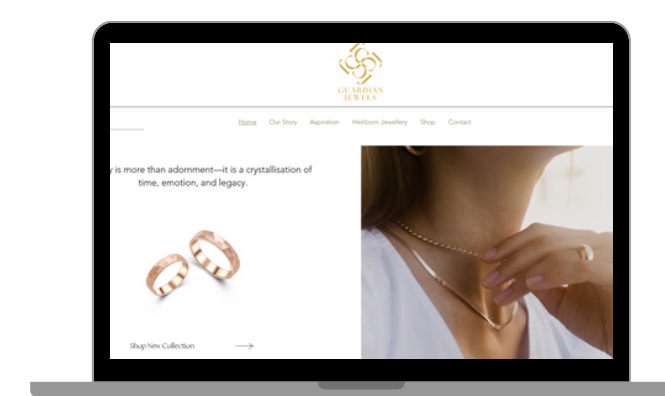
Name Card



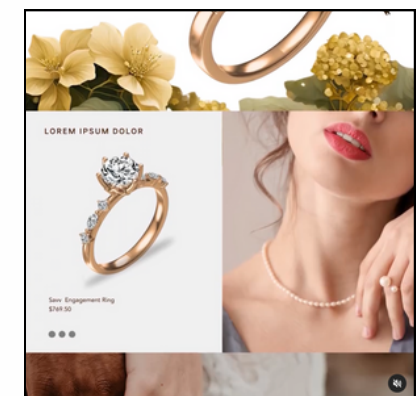
Social Media Posts



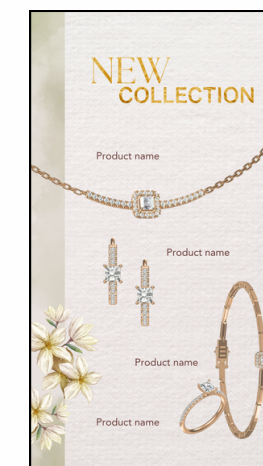
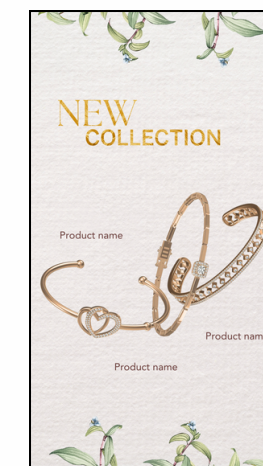
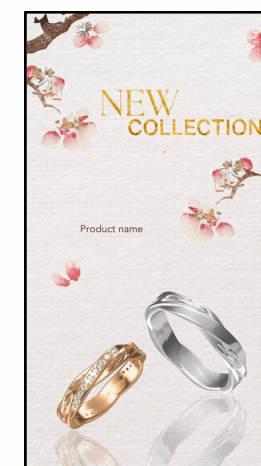
Brochure



Website



Reference



Social Media Stories