

DENI - Elevator Pitch

Born from the travels of Denise Solay, DENI is a fine jewellery house that weaves culture and craftsmanship into contemporary design. Each piece combines materials and stories from around the world - ancient turquoise, hand-forged Thai silver, Venetian and Dutch glass to name a few - brought together in bold harmony. DENI is jewellery with soul, and a story: a celebration of culture, artistry, and the importance of human craft.



DENI - About

Collected Stories

DENI is the culmination of a lifetime spent in pursuit of beauty, culture, and craftsmanship.

Our namesake, Denise Solay, or simply Deni, was a true nomad - a traveller, collector, and storyteller. For over five decades, she journeyed the world with her husband, Dick, drawn to places where artistry and tradition were still held sacred.

From the Karen Hill Tribe silversmiths of Thailand - whose hand-forged silver is among the purest on Earth - to the glassmakers of Venice and the Netherlands, Deni's curiosity led her to remarkable creators and rare materials. She gathered ancient turquoise, amber, 16th-century glass, and authentic Berber jewellery from North Africa, often visiting the communities themselves to understand the meaning behind each piece.

Deni's gift was her empathy. She didn't simply collect; she sought to understand and connect - with the maker, the culture, the craft.

Each DENI piece carries that spirit. A single piece may bring together elements from a dozen origins, each with its own maker and story - brought into harmony through Deni's discerning eye.

Today, DENI exists to honour her legacy. To share her world - one built on authenticity, artistry, and connection. Every piece is a fragment of her story, crafted for those who see beauty not just in what is made, but in the footprints of how it came to be.



DENI - Unique Selling Points

Legacy

Each piece carries Deni's footprints. The geography, the cultural ties and the stories she gathered. These are compassionately collected, culturally meaningful artefacts.

One-of-One Heirlooms

Unmanufactured and irreplaceable. Each item is an authentic heirloom with its own lived history. Detailed documentation from Deni herself gives us an unmatched archive for rich, emotional storytelling.

Solay Reinterpreted for Today

We honour the past while reflecting the present. Modern branding, imagery, casting and digital design will offer a contemporary lens through which Deni's historical pieces can be experienced.

Elevated, Aspirational Luxury

Our high-end positioning will be reinforced through meticulous customer experience. Refined packaging, personal touches, thoughtful communication and long-term investment in every stage of the customer's journey.

Inclusive

While our core demographic will be women 30+, DENI welcomes all who connect with the story. Styling and diverse casting will ensure the brand feels personal, not prescriptive.

Self-Expression

DENI is more than jewellery, it is a vehicle for identity, emotion and meaning. For those who choose individuality over conformity.

Expertise with Warmth

Our customer service has to be deeply knowledgeable, relationship-focused and extends well beyond the point of purchase. Reflecting the intimacy that jewellery represents.

Commitment to Care

We will offer complimentary repairs on all pieces - a gesture of respect for their age, craftsmanship and cultural importance, and a promise to preserve each heirloom for years to come.

A Living Collection

With immediate access to a vast archive, we can release monthly themed drops that keep the brand fresh, relevant and highly engaging. Our ability to adapt quickly to sales insights is a rare competitive advantage.



DENI - Brand Identity

Mass Appeal -



Serious



Playful

Conventional



Contrarian

Friend



Authority

Mature + Classic



Young + Inovative



DENI - Target Audience

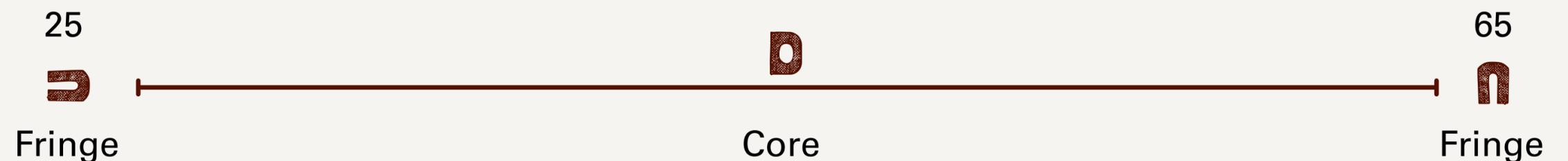
Our primary target audience is women 30+, whose purchasing decisions are guided by substance and story telling, rather than trend cycles. Within this demographic lies a dedicated tier of high-income customers who invest in our most exceptional pieces - Private collectors who appreciate the rarity in our one-off pieces. This segment drives the upper end of our price architecture, seeking jewellery that functions almost as art.

Alongside this sits a more accessible and commercial element of the brand. Thoughtfully curated pieces that retain DENI's authenticity, but at price points that invite a wider audience into the world we're building.

Website's Role -

The website must reflect the dual nature of DENI. A luxury archive environment and a commercial, conversion focused retail environment. Visually, the site should be immersive and editorial, using cinematic photography, cultural context and strong storytelling to appeal to our age 40+, high-income collectors who value rarity and uniqueness. These pages should feel like a gallery. Slow, quiet, intentional, cozy and emotional. Think a "Collector's Room" page. Plenty of space for written and visual storytelling.

In parallel, the site must deliver a seamless commercial experience for our wider audience, age 25+. Clear navigation, filtering, dynamic product presentation. The aim is to create a digital space where aspiration and accessibility work together.



DENI - Website References

Sophie Buhai *****

<https://www.sophiebuhai.com/>

Clean 2x2 Category Pages

Clean Product Pages

Homepage

Imagery layouts

Simuero ***

<https://simuero.com/>

50/50 Product Page

Floating logo

Homepage

Lucy Delius *****

<https://lucydelius.co>

Favourite homepage

Love the big category page headers

Product page layout

Love the big footer

Good playful x elevated x sincere middle ground



Francesca Villa *****

<https://francescavilla.it>

Love homepage

Colour blocks

Movement

Image blocks

Neatly sectioned

Flawless product pages

Marie Lichtenberg ****

<https://marielichtenberg.com/en/>

Visual homepage

Postcard

Movement/Animations

Dark colours

Product page layout

Alighieri***

<https://www.alighieri.com>

Homepage - White space

Secondary photos

Product page tabs - Description, Details etc

Nice storytelling

Brand feel

Kasmira's Moon ***

<https://kasmirasmoon.com>

Loading page style homepage

Playful

Prominence of logo

Sweet Lime Juice **

<https://sweetlimejuice.com>

Like the irregular grid

Blur

Homepage

More fun needed!

DENI - Negative Website References

Stephanie Schneider

<https://www.stephanieschneider.de>

Too stark & cold

Gottlob

<https://gottlobworld.com>

Naive but not in a cool way

stark

Feels like an office furniture website

No emotion

Too masculine

Marco Panconesi

<https://marcopanconesi.com>

Too erratic, intentionally erratic

Don't like the text and image placements

Product pages feel temporary, like pop ups

Stark, not soft enough

Bleue Burnham

<https://www.bleueburnham.com>

Too masculine

Stark

No storytelling

Kiko Kostadinov

<https://kikokostadinov.com>

Too directional

Stark

Don't like the PNG product images

Ece London

<https://ecelondon.com>

Feels too commercial and middle aged

Feels cheap

Really don't like the header & menu

Boring



HEX #541102

HEX #A4D3F6

HEX #3B3428

HEX #000000

HEX #FFFFFF

HEX #F4AEF3

HEX #F6F4F0

DENI - Font

Univers

Univers

Univers

Univers

Univers

Univers

Univers

Univers

1 2 3 4 5 6 7 8 9 £ € \$ @ () / &

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus consectetur varius ante, vitae ornare mauris tincidunt sed. Morbi eget lectus vitae tellus fermentum egestas. Morbi ut lorem in metus volutpat hendrerit auctor vitae arcu. Integer bibendum magna et ipsum dignissim varius. Nam sit amet ornare ligula. Phasellus ligula augue, sagittis a dui et, hendrerit efficitur neque. Sed feugiat aliquet pharetra. Sed et leo non sem egestas laoreet fermentum sed lectus.



DEni

Primary Logo

DENI

DENI

DENI

DENI

DENI

DENI

Primary Logo

Deni

Secondary Logo

DENi

DENi

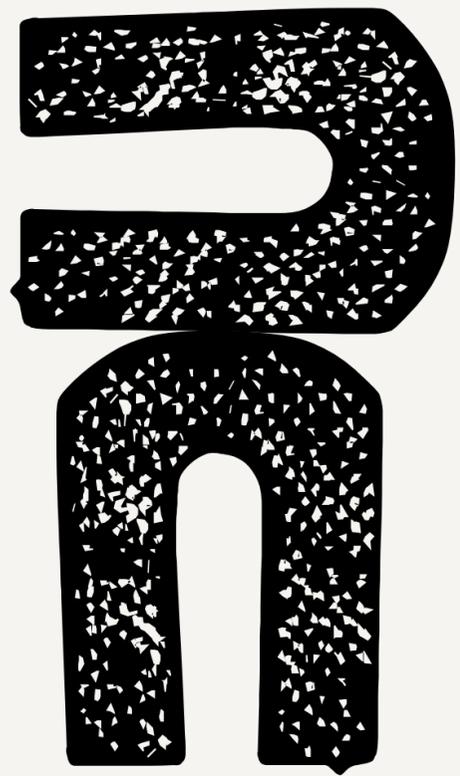
DENi

DENi

DENi

DENi

Secondary Logo



Abbreviated Logo

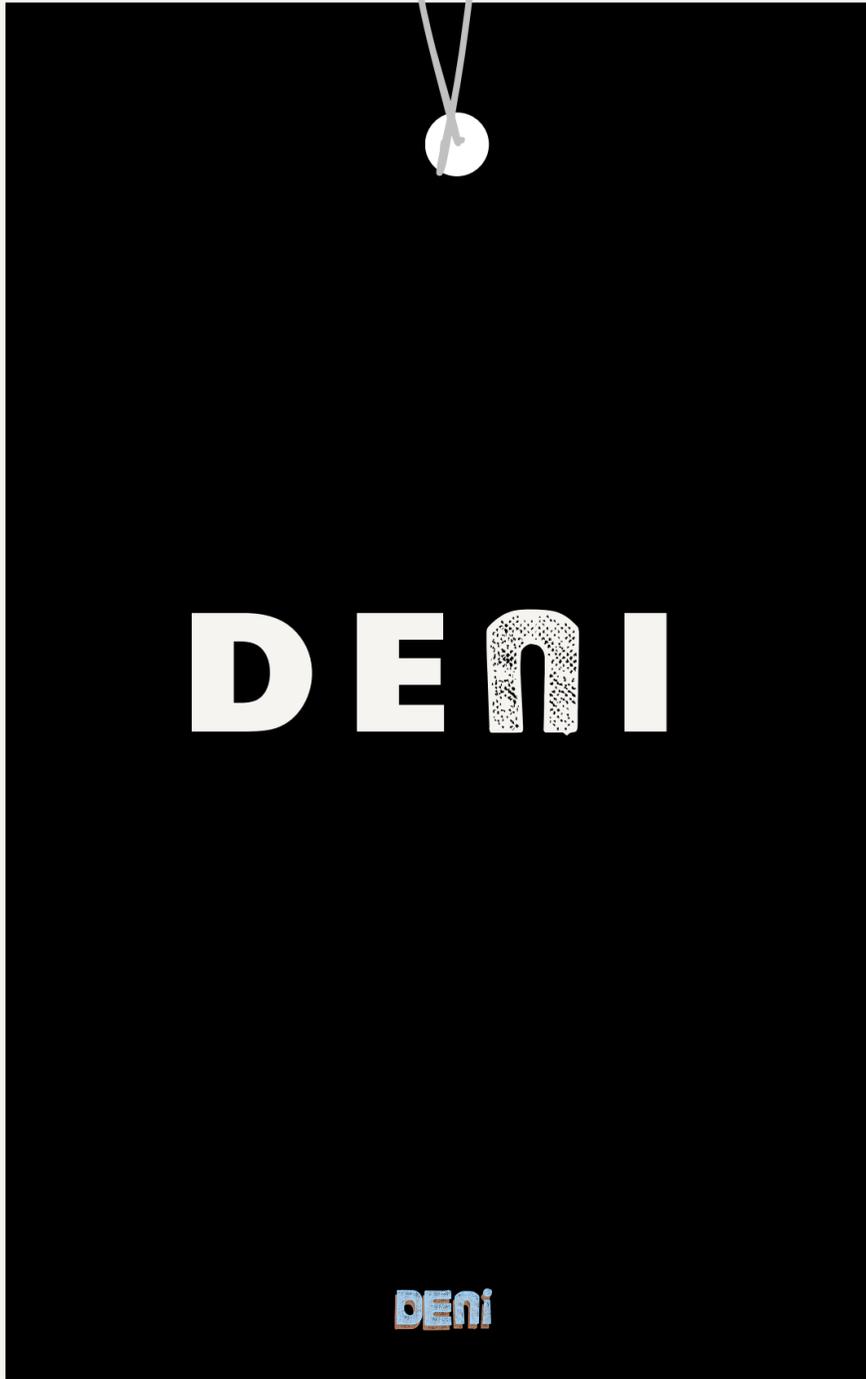


Abbreviated Logo



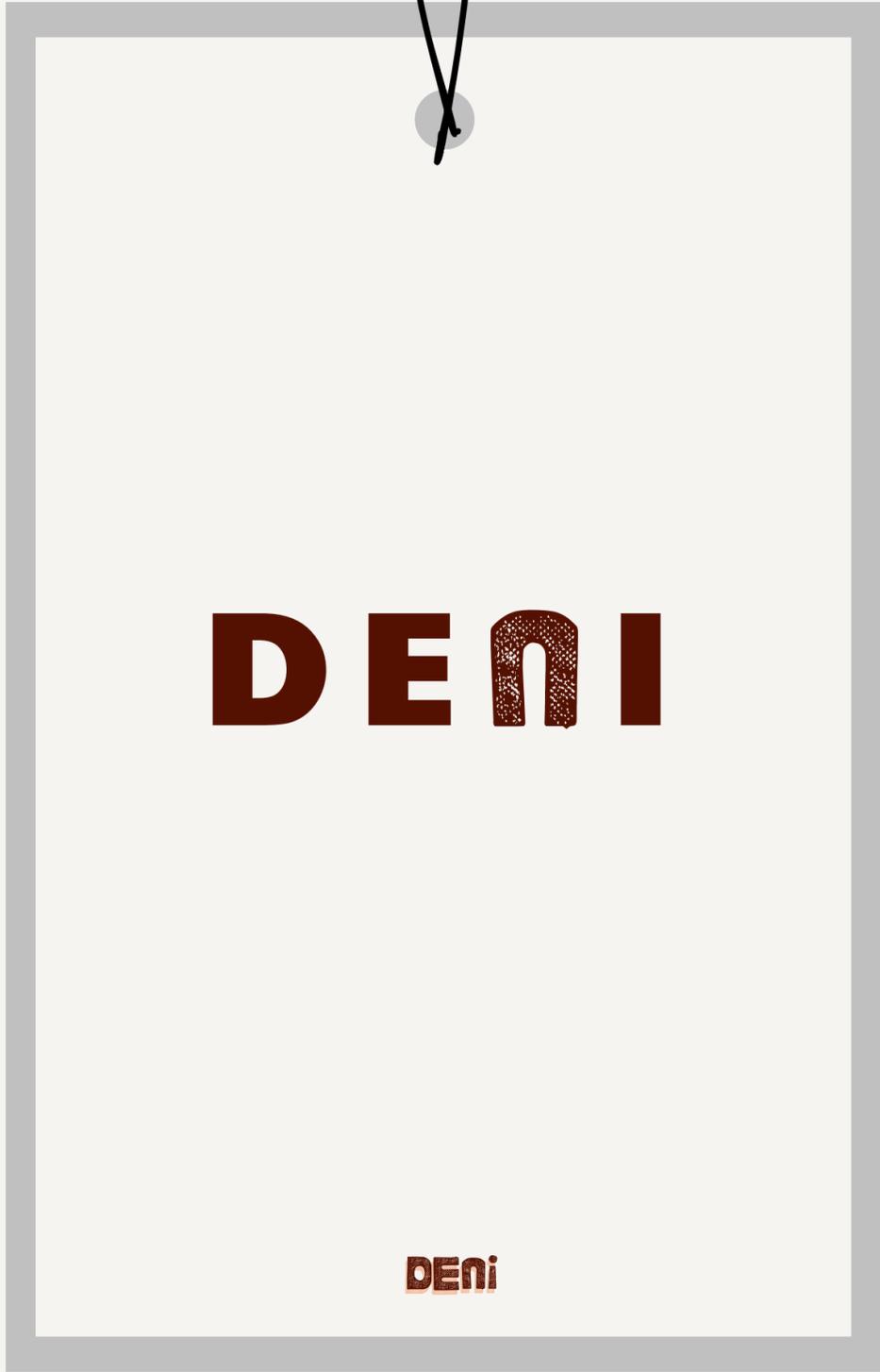
DEni

DEni



DEni

DEni



DEni

DEni



DEni

DEni



DEni

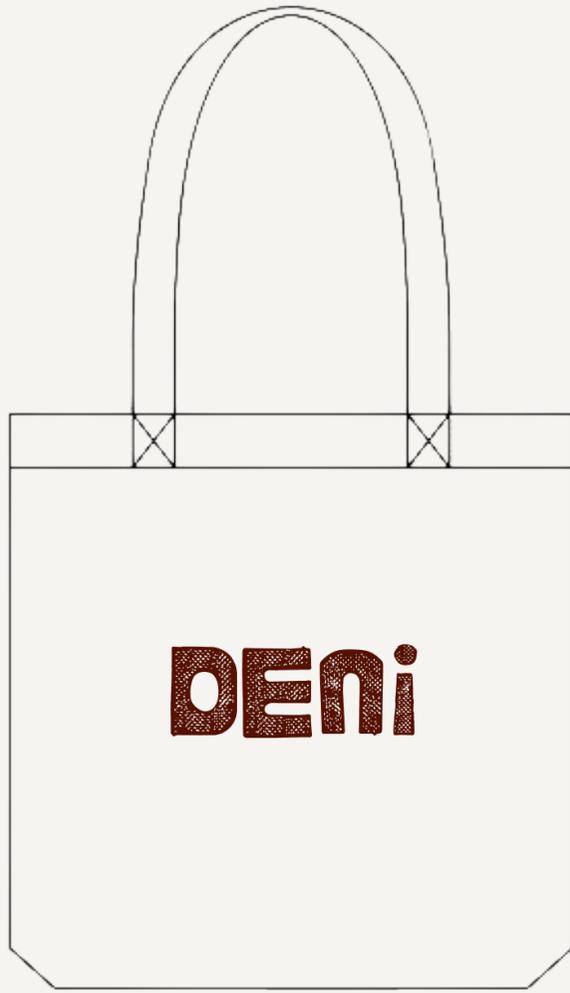
DEni



DEni

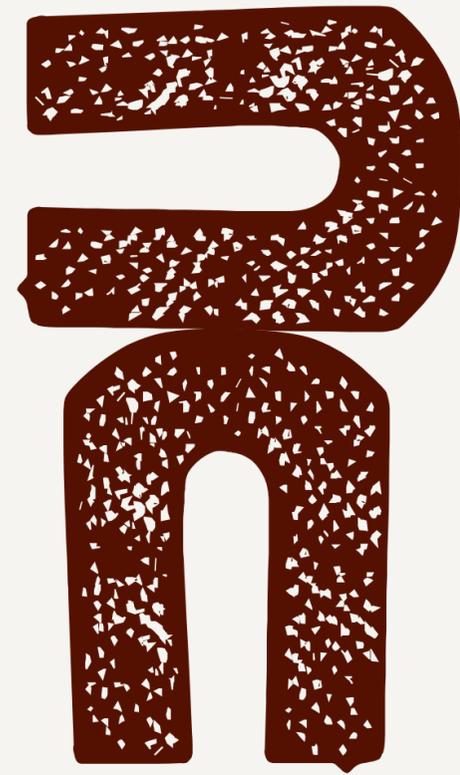
DEni

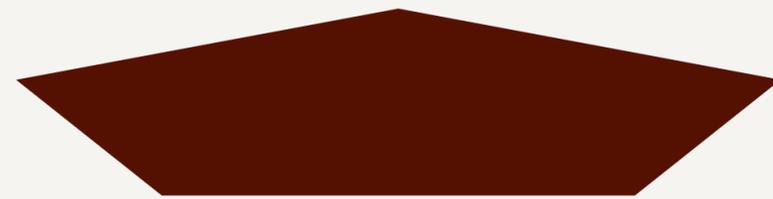
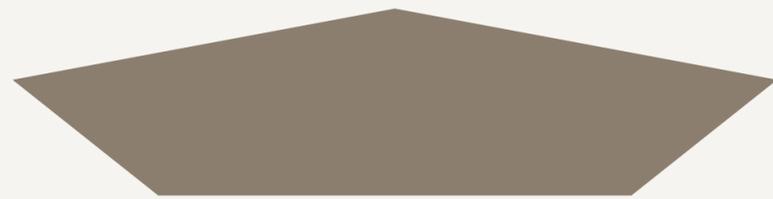


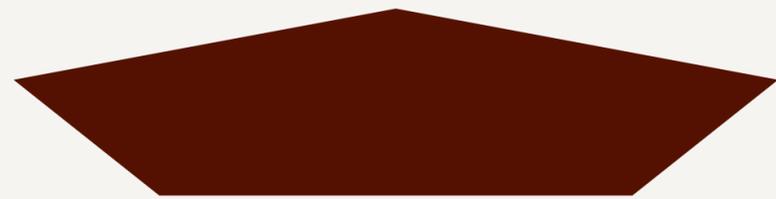


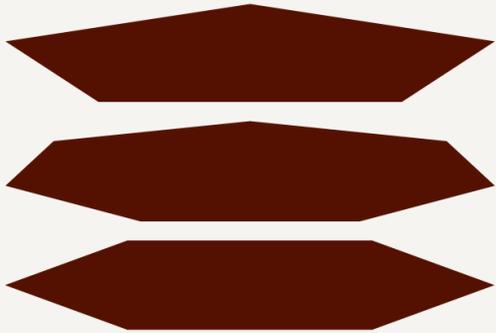




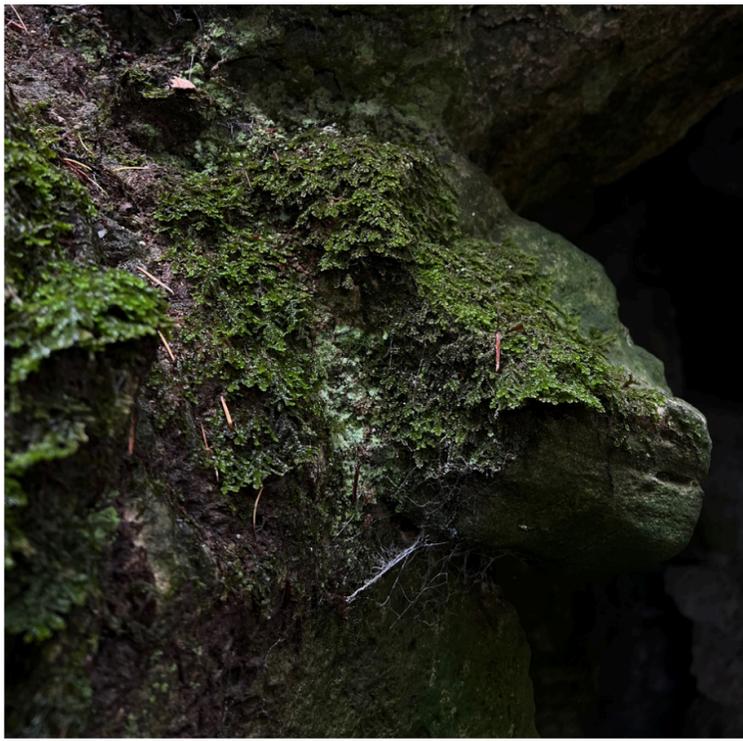
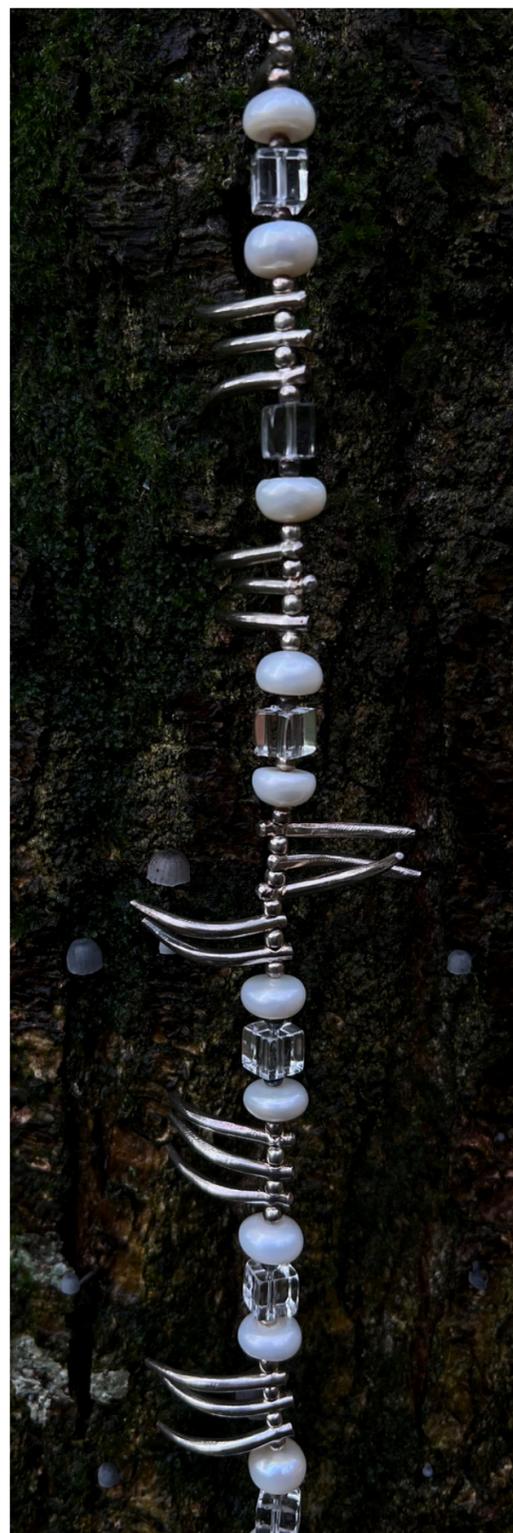
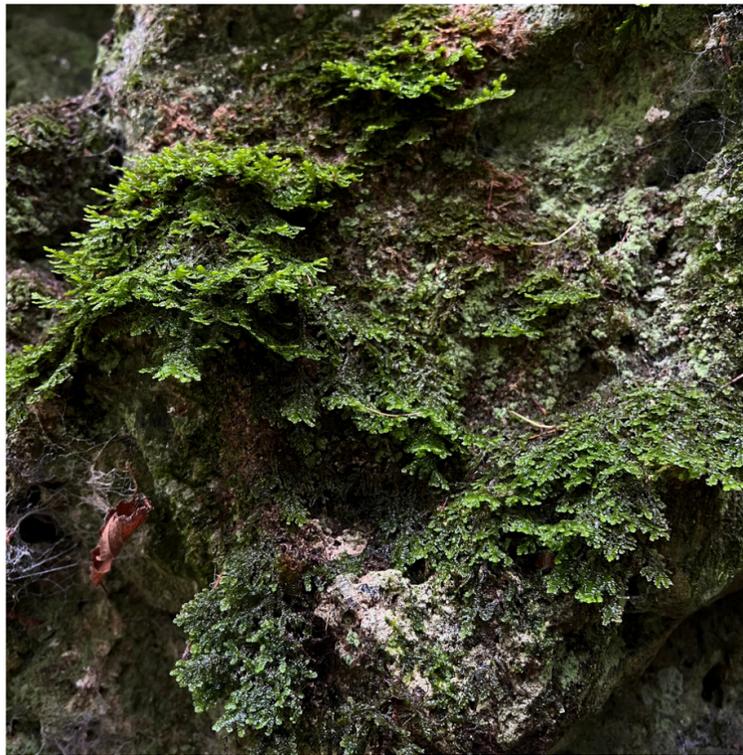


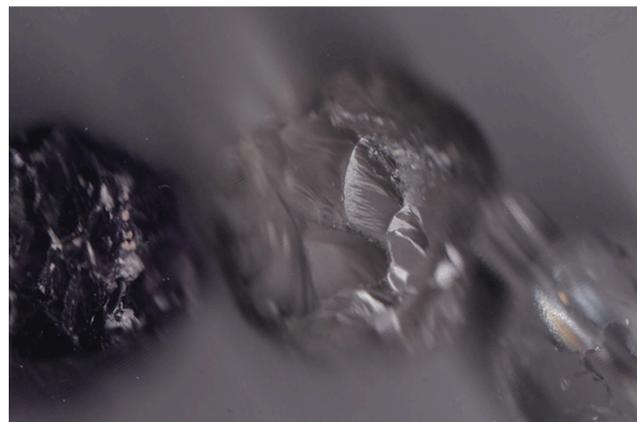
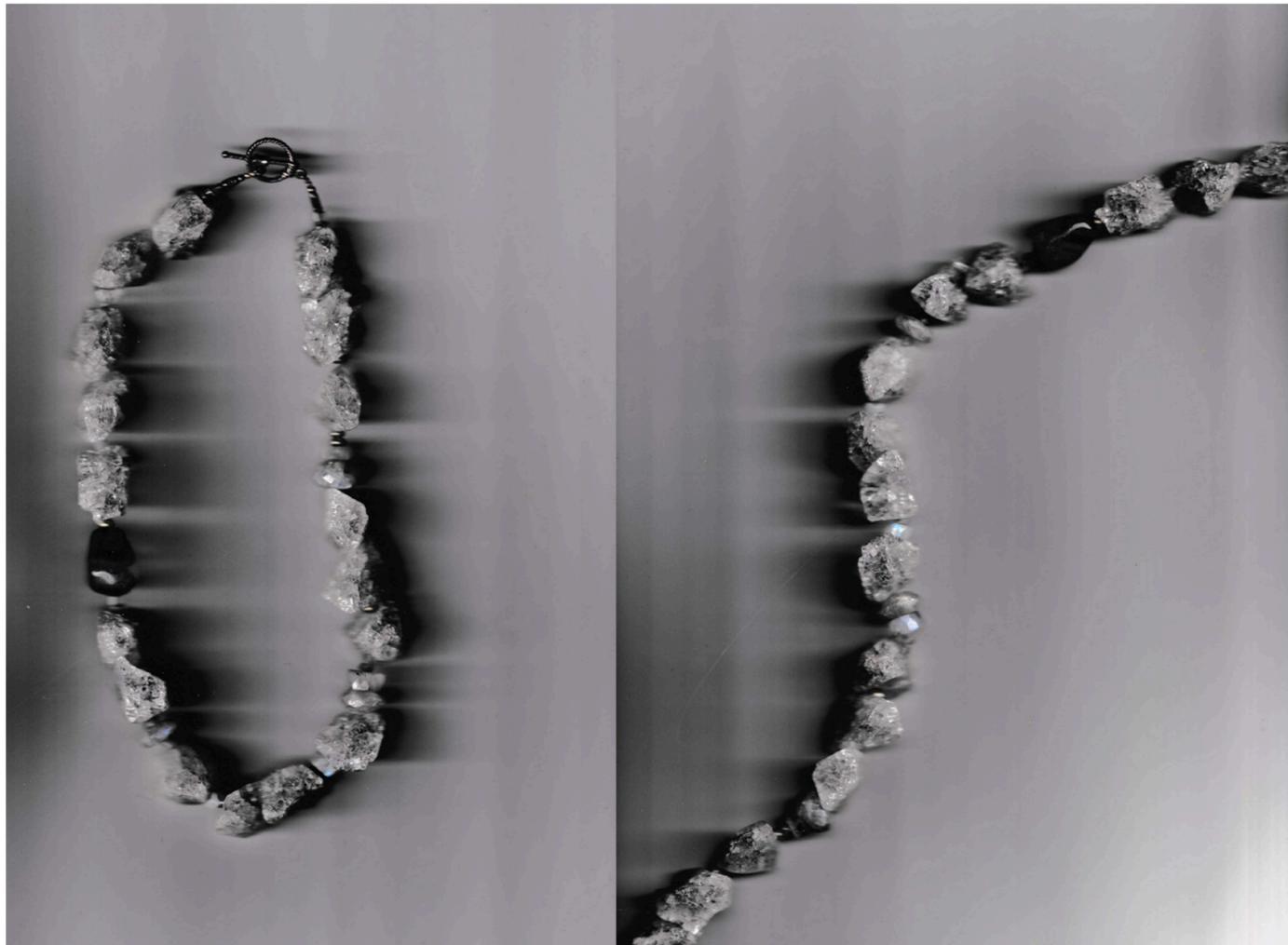






Hamburger Button







DENI



Collector's Room



Silver Necklaces



Shop All



Amber



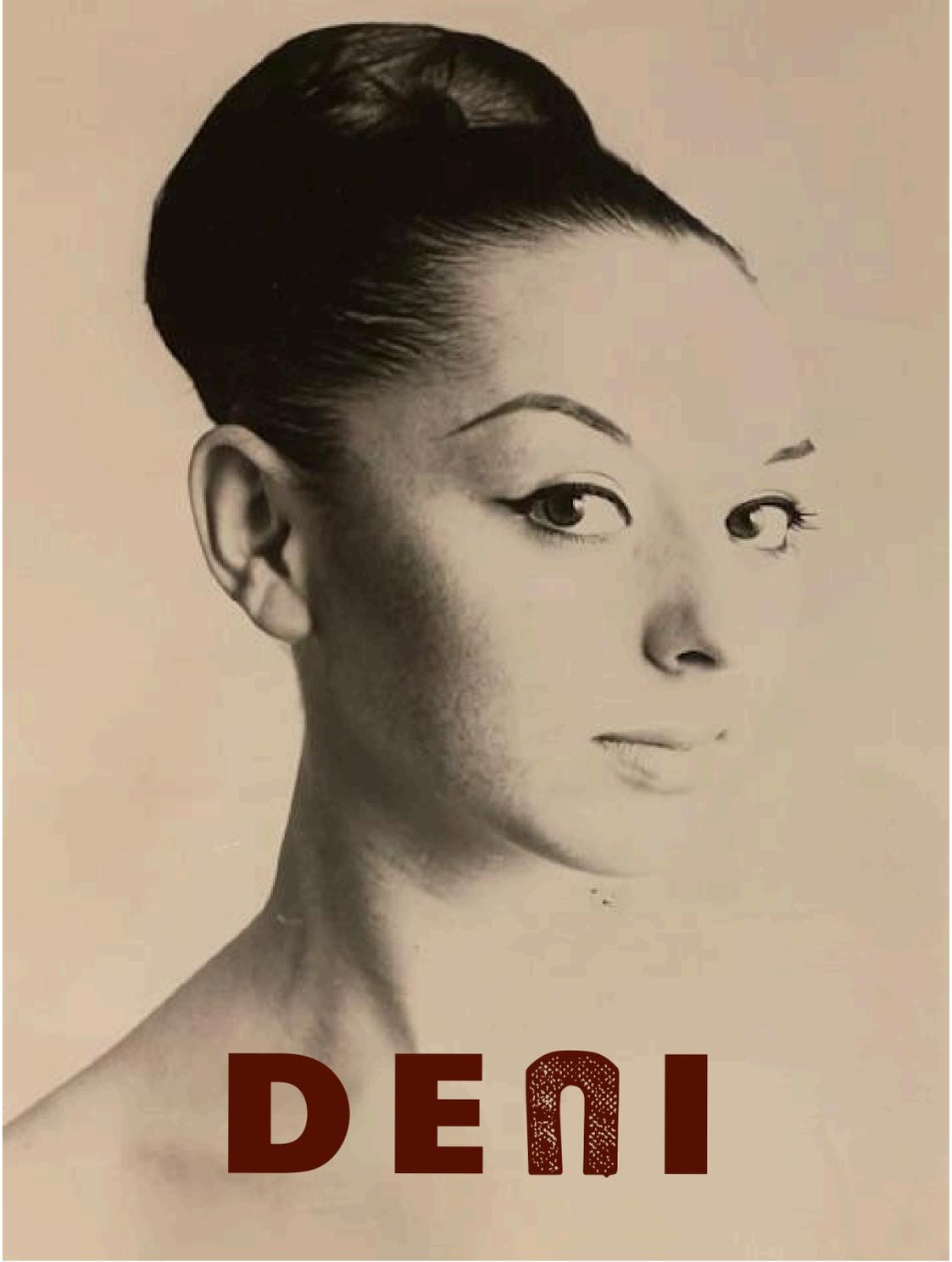
Crystals

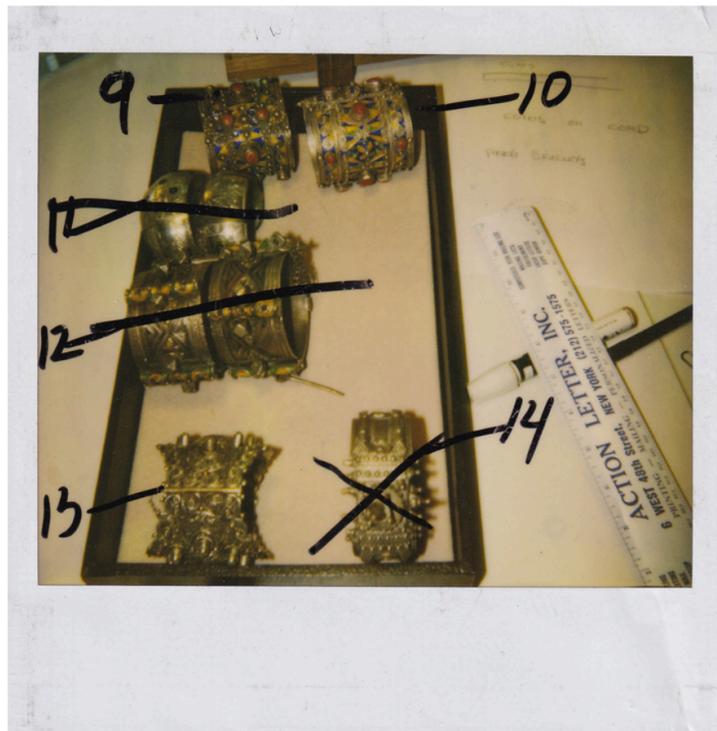






DENI





التازي عبد الفتاح
Tazi Abdelkettah
81 178 Souk El Kébir
Nejjarine MARRAKECH

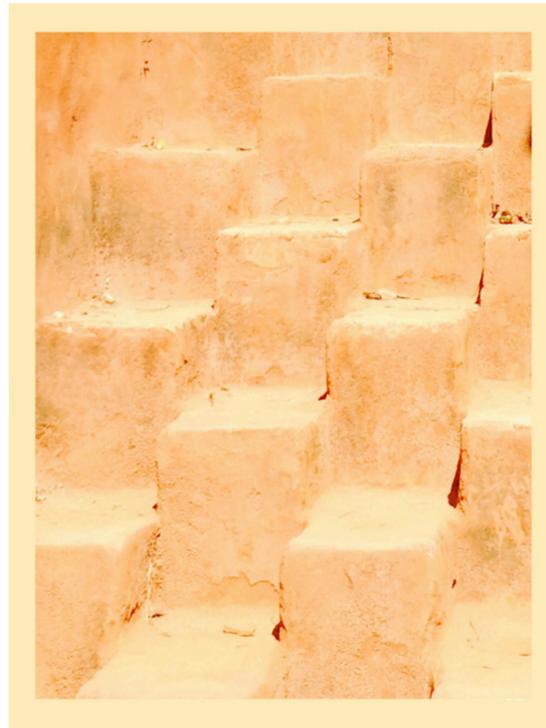
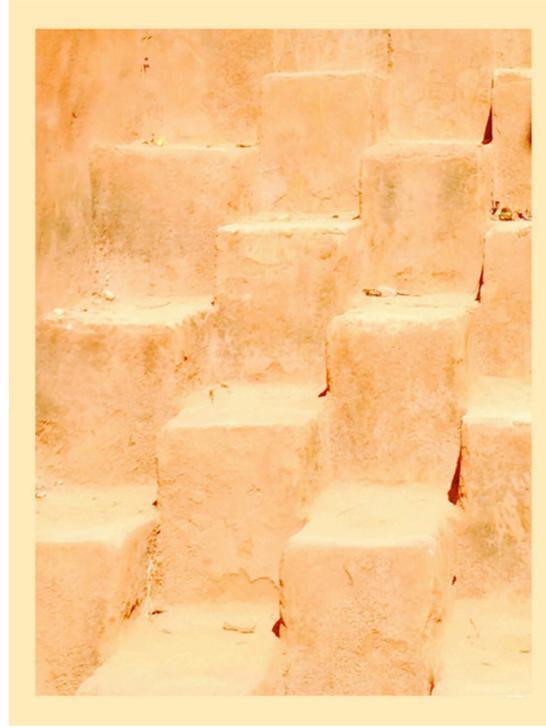
Téléphone : 233-14
B. P. 413

DENI SOLAY
315 WEST 57th ST NEW YORK
N.Y 10019

U.S.A

مستعجلاً
EXPRES





DENI - Next Steps

- E-commerce Imagery - Send to Sandro for shooting & editing.
- Work with Max to refine logos.
- Work with Max to source and design packaging. (Box, postcard, tissue, catalogue, beaded keyring gift)
- Create Instagram, Facebook, Pinterest and TikTok accounts.
- Content strategy for each platform
- Start organising & costing campaign photoshoot & content shoot

