





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?

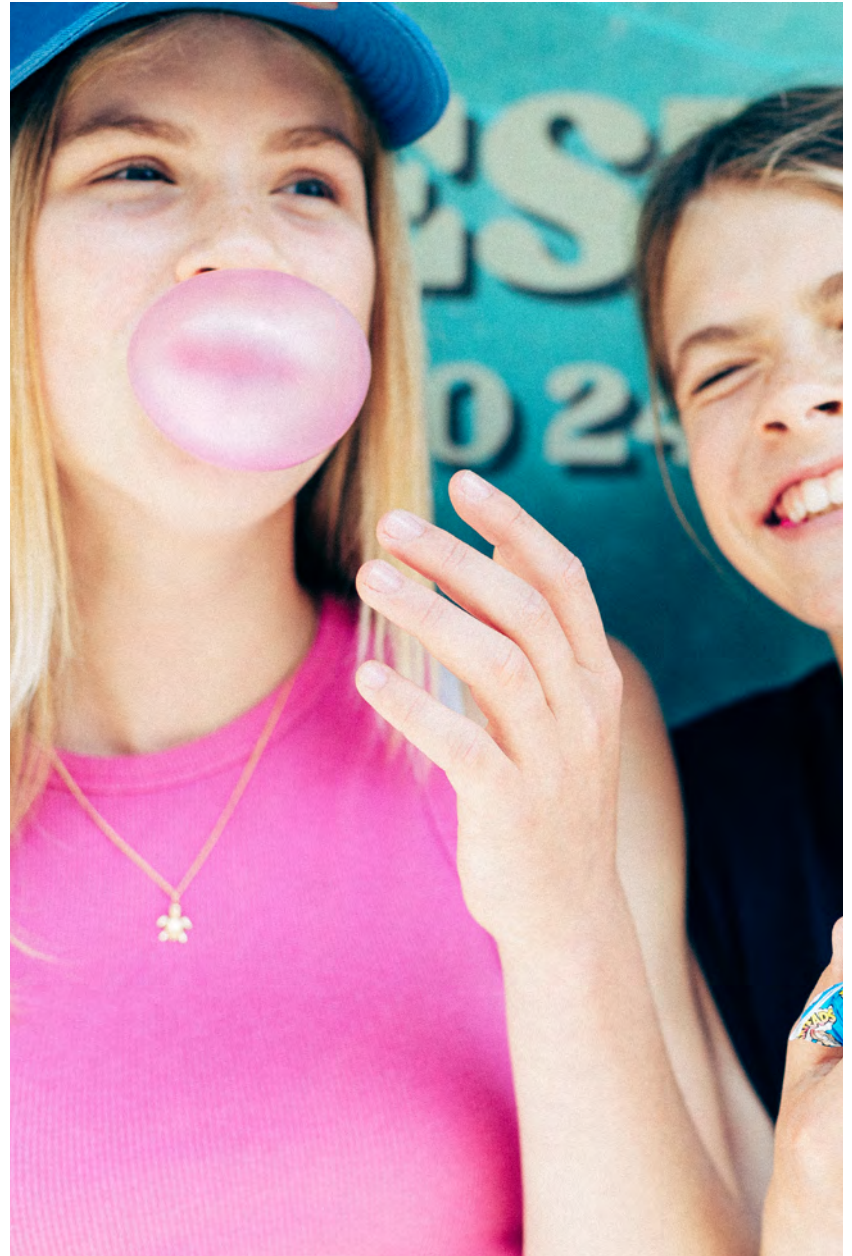
All parts are 18k gold plated and the necklace size is 36-43 cm long

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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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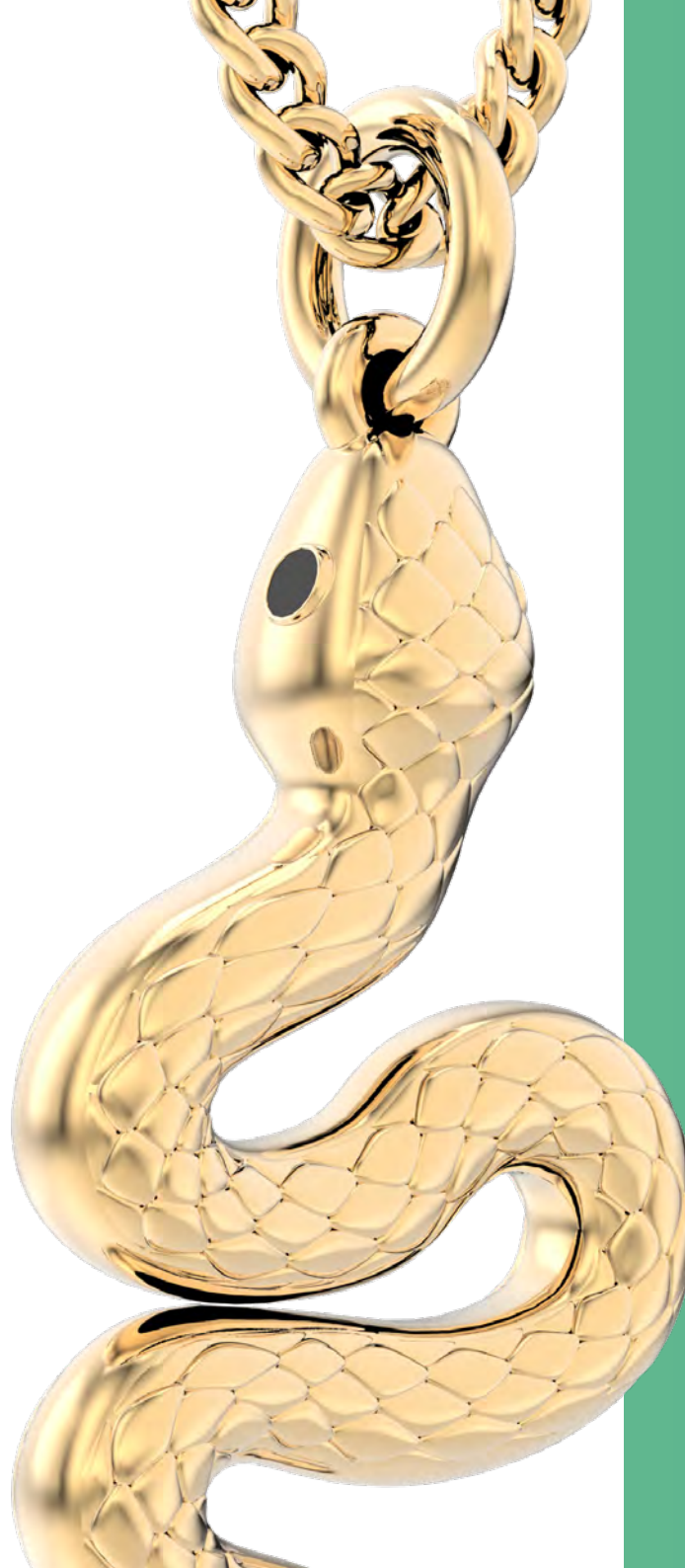


JUNGLE RUMBLE COLLECTION

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

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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 & Phebe!



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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—
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





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
#myhocli



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



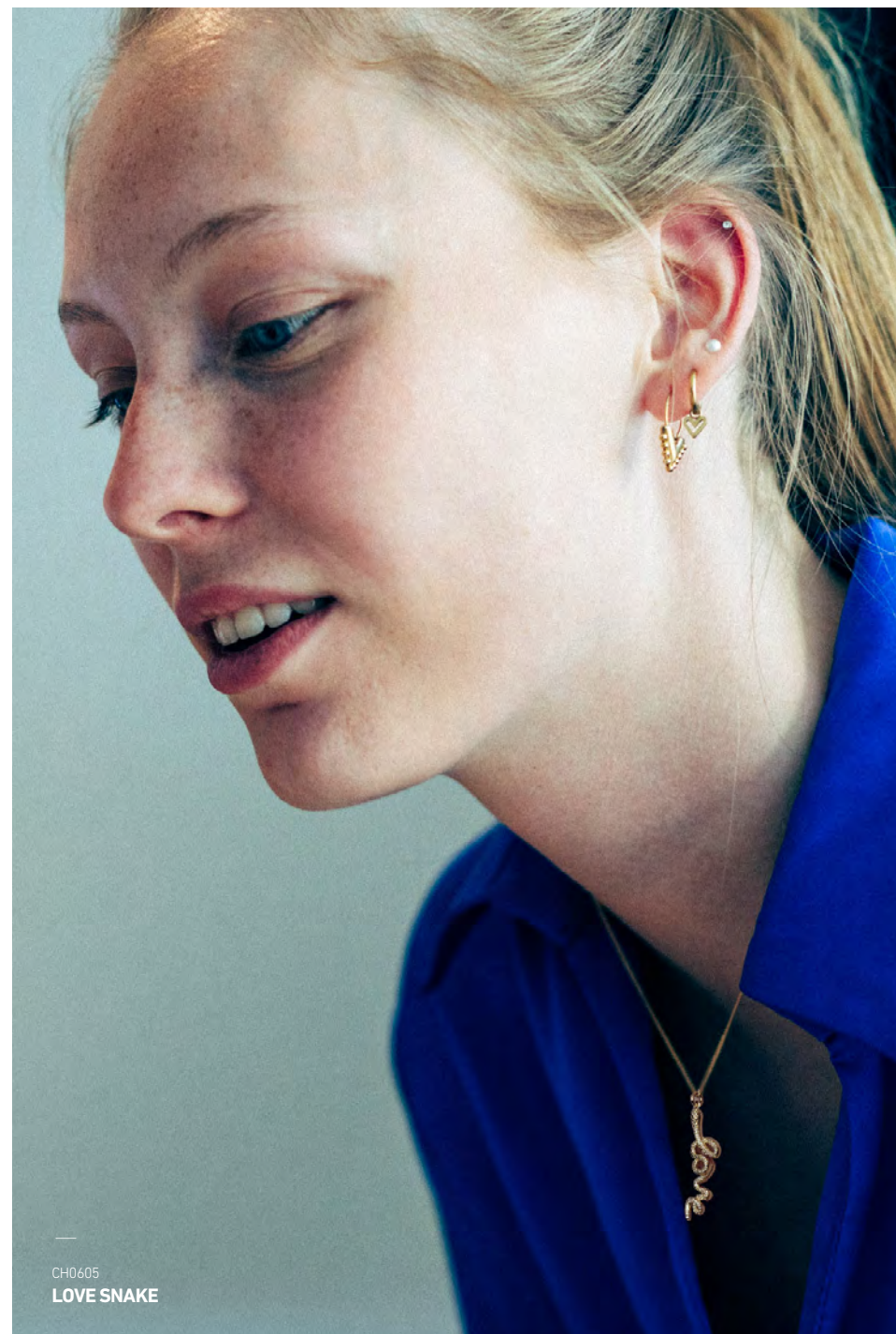
CH0606
LOVE LETTERS
1,36 gr - 1,8 x 0,6 x 0,3 cm



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



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



CH0605
LOVE SNAKE



#MYCHOCLI

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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

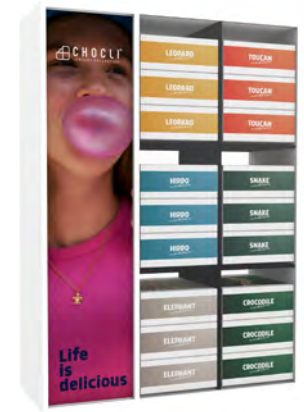
display to show a full collection & hold 3 pieces stock per SKU, and a counter display model for your shop window or glass counter setup.

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.

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.

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.




CHD2
COUNTER DISPLAY

15,5 x 13 x 41 cm



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www.chocli.com

 @mychocli

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