



LIU • JO

Time Collection
Spring Summer 2020

Spring Summer Collection

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CELEBRATE THE SINGULARITY AND THE FEMALE EMPOWERMENT

Enhance every woman's natural beauty, personality and femininity, this is LIU JO's main mission.

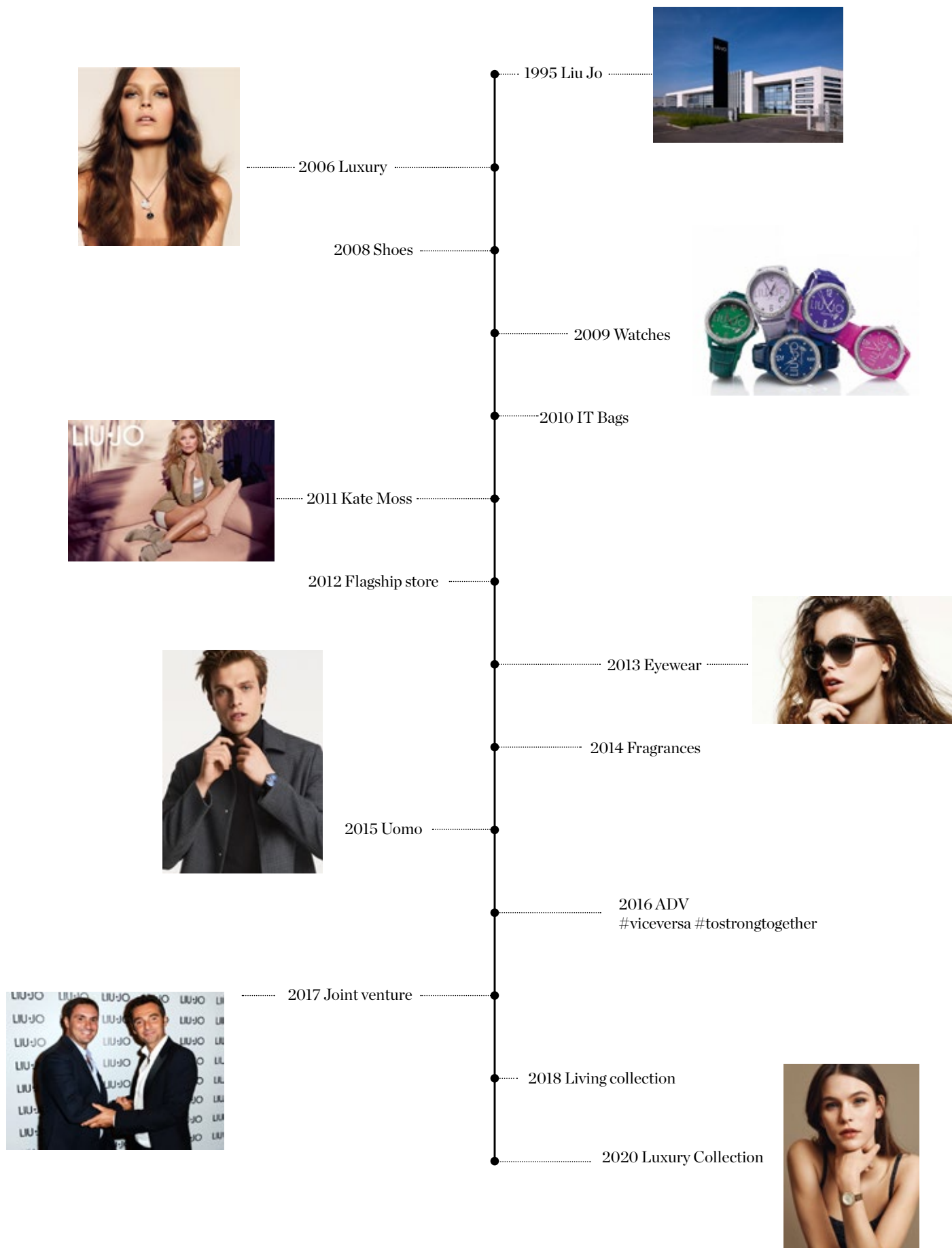
Contemporary creations bear the unmistakable Liu Jo identity given by an unmatched Italian fashion style, sensuality and modern-chic elegance.

Loving Liu Jo, is loving a feminine, glamorous and sparkling style, with desirable products that are functional, charismatic and thought for all occasions. A glam-chic attitude, with a touch of Italian audacity, that makes the Liu Jo women more attractive than ever, from morning to night.

The Luxury line—composed by watches and jewels—flaunts class and exuberance, synthesizing beautiful elements and pop details in a refined design—enhancing once more personality, femininity and natural beauty of women.

BRAND VALUES:

- *Natural Femininity*
- *Italian Style*
- *Glamour*
- *Unique*
- *Sparkling*



Time Collection

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New Campaign

ADV SS 2020



The *protagonist*
of the *Spring
Summer 2020* campaign
is the *CRYSTAL
CHIC*, the new
must-have
in gold version
with silver dial
and white *crystals*
on the bezel.



OUTDOOR





Crystal Chic



TLJ1703

TOTAL SILVER
149,00 €

TLJ1704

D: BLACK
S: SILVER
149,00 €

TLJ1707

D: WARM GREY - ROSE GOLD
S: BICOLOR SILVER - ROSE GOLD
169,00 €

.....
ADV
PRODUCT
.....



TLJ1705

D: SILVER
S: GOLD
169,00 €

TLJ1706

D: SILVER
S: ROSE GOLD
169,00 €

Sophisticated



TLJ1594

TOTAL SILVER
139,00 €



TLJ1598

D: WARM GREY
S: BICOLOR SILVER - ROSE GOLD
149,00 €



TLJ1597

D: SILVER
S: ROSE GOLD
159,00 €

Precious Glam



TLJ1599

TOTAL SILVER
129,00 €



TLJ1600

D: BLACK
S: SILVER
129,00 €



TLJ1603

D: WARM GREY
S: SILVER - ROSE GOLD
139,00 €



TLJ1601

D: SILVER
S: GOLD
149,00 €



TLJ1602

D: SILVER
S: ROSE GOLD
149,00 €



Circle Chain



TLJ1679

TOTAL SILVER
159,00 €



TLJ1680

D: BLACK
S: SILVER
159,00 €



TLJ1681

D: CHAMPAGNE
S: GOLD
179,00 €



TLJ1682

D: WARM GREY
S: ROSE GOLD
179,00 €

Fashion Twist



TLJ1651

D: DARK GREY
S: SILVER
199,00 €



TLJ1652

TOTAL GOLD
219,00 €



TLJ1653

TOTAL ROSE GOLD
219,00 €



TLJ1648

D: DARK GREY
S: SILVER
179,00 €



TLJ1649

TOTAL GOLD
199,00 €



TLJ1650

TOTAL ROSE GOLD
199,00 €

Be Bright



TLJ1538

TOTAL SILVER
129,00 €



TLJ1539

D: BLACK
S: SILVER
129,00 €



TLJ1540

TOTAL GOLD
149,00 €



TLJ1541

TOTAL ROSE GOLD
149,00 €



TLJ1542

D: BLACK
S: ROSE GOLD
149,00 €

Framework



TLJ1385

D: SILVER - ROSE GOLD
S: SILVER
89,00 €



TLJ1386

D: BLACK
S: SILVER
89,00 €



TLJ1389

D: SILVER - ROSE GOLD
S: ROSE GOLD
99,00 €



TLJ1387

D: CHAMPAGNE
S: GOLD
109,00 €



TLJ1388

TOTAL ROSE GOLD
109,00 €

To Be Star



TLJ1708

D: SILVER - ROSE GOLD
S: SILVER
139,00 €



TLJ1709

D: BLACK
S: SILVER
139,00 €



25th
Year Anniversary
Special Edition



TLJ1710

D: SILVER
S: GOLD
159,00 €



TLJ1711

D: SILVER
S: ROSE GOLD
159,00 €



Glamour Globe



TLJ1374

TOTAL SILVER
119,00 €



TLJ1561

D: BLACK
S: SILVER
119,00 €



TLJ1564

D: SILVER - ROSE GOLD
S: SILVER
129,00 €



TLJ1375

D: CHAMPAGNE
S: GOLD
139,00 €



TLJ1376

D: WARM GREY
S: ROSE GOLD
139,00 €



TLJ1565

D: BLACK - ROSE GOLD
S: BLACK
139,00 €



Glamour Globe Maxi



TLJ1411

TOTAL SILVER
139,00 €



TLJ1412

D: BLACK
S: SILVER
139,00 €



TLJ1414

D: SILVER - ROSE GOLD
S: SILVER
149,00 €



TLJ1413

D: CHAMPAGNE
S: GOLD
159,00 €



TLJ1415

D: SILVER
S: ROSE GOLD
159,00 €



TLJ1416

D: BLACK - ROSE GOLD
S: BLACK
159,00 €

Glamour Square



TLJ1554

TOTAL SILVER
119,00 €



TLJ1555

D: BLACK
S: SILVER
119,00 €



TLJ1558

D: SILVER - ROSE GOLD
S: SILVER
129,00 €



TLJ1556

D: CHAMPAGNE
S: GOLD
139,00 €



TLJ1559

D: BLACK - ROSE GOLD
S: BLACK
139,00 €



TLJ1557

D: SILVER
S: ROSE GOLD
139,00 €

Lightful



TLJ1752

TOTAL SILVER
179,00 €



TLJ1753

TOTAL GOLD
199,00 €



TLJ1754

TOTAL ROSE GOLD
199,00 €



Couple Light



TLJ1787

TOTAL SILVER
99,00 €



TLJ1788

D: SILVER - GOLD
S: BICOLOR SILVER - ROSE GOLD
109,00 €



TLJ1789

D: SILVER - ROSE GOLD
S: BICOLOR SILVER - ROSE GOLD
109,00 €



TLJ1790

D: SILVER - RAINBOW
S: GOLD
119,00 €



TLJ1791

D: BLACK - RAINBOW
S: ROSE GOLD
119,00 €



TLJ1792

D: BLACK AND WHITE GRADIENT
S: GOLD
119,00 €



TLJ1793

D: PINK AND WHITE GRADIENT
S: ROSE GOLD
119,00 €



Rainfall



TLJ1613

TOTAL SILVER
119,00 €



TLJ1614

D: BLACK
S: SILVER
119,00 €



TLJ1616

D: PINK
S: SILVER
119,00 €



TLJ1615

D: BLUE
S: SILVER
119,00 €



TLJ1617

D: SILVER
S: GOLD
139,00 €



TLJ1618

D: SILVER
S: ROSE GOLD
139,00 €

Ownstyle



TLJ1609

TOTAL SILVER
139,00 €



TLJ1610

D: BLACK
S: SILVER
139,00 €



TLJ1611

D: SILVER
S: ROSE GOLD
159,00 €



TLJ1612

D: BLACK
S: ROSE GOLD
159,00 €

Appeal



TLJ1782

TOTAL SILVER
119,00 €



TLJ1783

D: PINK
S: SILVER
119,00 €



TLJ1786

D: SILVER ROSE GOLD
S: BICOLOR SILVER - ROSE GOLD
129,00 €



TLJ1784

D: SILVER
S: GOLD
139,00 €



TLJ1785

D: SILVER
S: ROSE GOLD
139,00 €

Layered



TLJ1567

TOTAL SILVER
169,00 €



TLJ1568

D: BLACK
S: SILVER
169,00 €



TLJ1571

D: WARM GREY
S: BICOLOR SILVER - ROSE GOLD
179,00 €



TLJ1569

D: SILVER
S: GOLD
189,00 €



TLJ1570

D: SILVER
S: ROSE GOLD
189,00 €

Dancing



TLJ1002
TOTAL SILVER
199,00 €



TLJ1219
D: BLACK
S: SILVER
199,00 €



TLJ1118
D: SILVER - ROSE GOLD
S: BICOLOR SILVER - ROSE GOLD
209,00 €



TLJ1620
D: SILVER
S: GOLD
219,00 €



TLJ1619
D: SILVER
S: ROSE GOLD
219,00 €



TLJ1621
D: WARM GREY
S: ROSE GOLD
219,00 €



TLJ1622
D: BLACK - ROSE GOLD
S: BLACK
219,00 €

Mini Dancing



TLJ1623

TOTAL SILVER
149,00 €



TLJ1624

D: BLACK
S: SILVER
149,00 €



TLJ1625

D: SILVER - ROSE GOLD
S: BICOLOR SILVER - ROSE GOLD
159,00 €



TLJ1627

D: SILVER
S: GOLD
169,00 €



TLJ1626

D: SILVER
S: ROSE GOLD
169,00 €



TLJ1628

D: WARM GREY
S: ROSE GOLD
169,00 €



TLJ1629

D: BLACK - ROSE GOLD
S: BLACK
169,00 €



Mini Dancing Unique



TLJ1683

TOTAL SILVER
149,00 €

TLJ1684

D: BLACK
S: SILVER
149,00 €

TLJ1685

D: SILVER
S: GOLD
169,00 €

TLJ1686

D: SILVER
S: ROSE GOLD
169,00 €

Dancing Slim



TLJ1341

TOTAL SILVER
139,00 €



TLJ1342

D: BLACK
S: SILVER
139,00 €



TLJ1343

D: BLUE
S: SILVER
139,00 €



TLJ1344

D: PINK
S: SILVER
139,00 €



TLJ1448

D: SILVER - ROSE GOLD
S: SILVER
149,00 €

MAGNET FASTENING



TLJ1346

D: CHAMPAGNE
S: GOLD
159,00 €



TLJ1347

D: SILVER
S: GOLD
159,00 €



TLJ1348

TOTAL ROSE GOLD
159,00 €



TLJ1349

D: BLACK
S: ROSE GOLD
159,00 €

Mini Dancing Slim



TLJ1687

TOTAL SILVER
119,00 €



TLJ1688

D: BLACK
S: SILVER
119,00 €



TLJ1689

D: PINK
S: SILVER
119,00 €



TLJ1690

D: BLUE
S: SILVER
119,00 €



TLJ1695

D: SILVER - ROSE GOLD
S: SILVER
129,00 €



TLJ1691

D: CHAMPAGNE
S: GOLD
139,00 €



TLJ1692

D: SILVER
S: GOLD
139,00 €



TLJ1693

TOTAL ROSE GOLD
139,00 €



TLJ1694

D: BLACK
S: ROSE GOLD
139,00 €

Visual Materials

PREMIUM DISPLAY

E281
Premium Display

E390A
Left side image

E390B
Right side image

Group reference
for colour

Creates attention
on exposed product



Lateral Base
W 19,5 x D 39 x H 40 cm

Central Base
W 39 x D 39 x H 40 cm

Lateral Base
W 19,5 x D 39 x H 40 cm

Group reference for colour

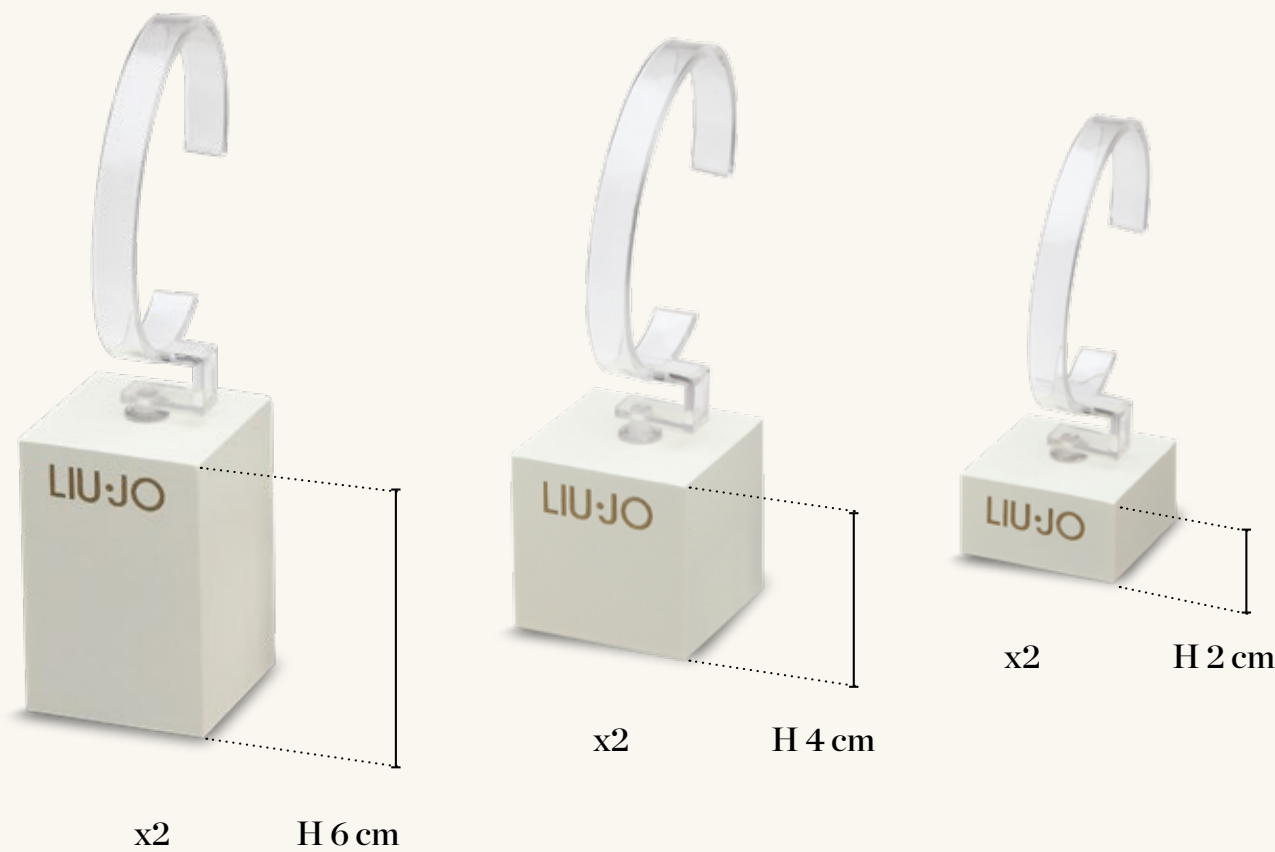
Collection in ADV
on first row

Grouping strengthens and increases
choice in window shopping

Centered attention of watches
in ADV image

TOTAL: W 78 x D 39 x H 40 cm

EXPOSING MATERIALS



E170 - Kit composed by n° 6 watch holders



E219 - Display Pillow

POS MATERIALS



E063 - Watch tray

PACKAGING

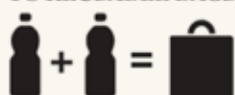


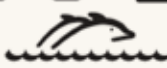
P139 - Packaging for watches
B 9,5 x D 9,5 x H 7,5 cm

SHOPPER



FROM PLASTIC BOTTLES
TO REUSABLE BAGS




KEEP THE OCEANS CLEAN
FROM PLASTIC WASTE

Less impact same style

Liu Jo supports the sustainability of
our planet, introducing the first
shopper made of recycled material.

P106 - Shopper
B 32 x D 10 x H 20 cm

Customer Service
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