



Pandora: Brand Development and Storytelling

Beyond jewellery, pandora weaves emotion into every piece.





Pandora's Core Identity



The story behind one of the largest jewellery brands in the world

Pandora offers hand-finished, contemporary jewellery that reflects precious personal moments with customisable jewellery, as seen with the charm bracelets.

Pandora uniquely embraces human connection with the self and others by encouraging consumers to celebrate this with their personable love-filled jewellery at an affordable price.

Pandora offers high-quality rings, necklaces, bracelets and earrings for all who value human-finished craftsmanship, self-expression and meaningful jewellery. All of their jewellery is crafted with only recycled gold and silver. Pandora is also committed to the sustainability cause by cutting their greenhouse gas emissions in half by 2030.



Pandora makes *gifting* easy

Pandora makes gifting for a loved one to be a meaningful experience. With jewellery designed to celebrate love, connection and special moments, customers are sure to have an effortless experience.

Since 1982, Pandora has accompanied people along their life journey by helping customers express their feelings through their jewellery. The customisable charm bracelets, contemporary rings, necklaces and elegant earrings all hold a piece of the gifter's intent, turning each piece into a timeless keepsake.

Pandora believes love comes in twos, whether gifting a loved one or treating yourself. Their high-quality, hand-finished jewellery, crafted from 100% recycled gold and silver, ensures that every gift is both beautiful and sustainable.



Pandora Engraved Gift Boxes: A Personal Touch to Meaningful Gifting

Sustainable, Thoughtful, and *Made Just for Them*



Pandora is making gifting even more special with **the launch of engraved gift boxes**, offering a personalized way to present meaningful jewellery. Whether it's a name, date, or heartfelt message, this new feature allows customers **to add a unique touch to every gift.**

Crafted from **100% recycled materials**, these boxes align with Pandora's commitment to sustainability while sweetening the gift. No longer just a plain pink package, the **engraved box becomes a keepsake**, something to treasure alongside the jewellery.

Perfect for birthdays, anniversaries, or self-love moments, **Pandora's engraved gift boxes transform every present into a lasting memory.** Because a gift isn't just about what's inside it's about the love and thought behind it.



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Reflections

From the perspective I built by analyzing Pandora's core identity, mission, vision, and values, I noticed that while Pandora is great at maintaining its 'art of gifting' branding through marketing their jewellery for key personal moments, there is room to further develop its brand story to highlight their sustainability commitment.

At first, I found it repetitive to reinforce the brand messaging, but I realized that repetition is important for consumers to understand and trust the brand. Especially during periods of growth and new products or service launches. I see Pandora as a personable brand, and after researching its recent campaigns, I noticed a trend of collaborating with family-centric celebrities or those whose personal brands emphasize love and connection.

My idea of engraved gift boxes aligns with Pandora's mission to become more sustainable by 2030 and reinforces its core value of offering the perfect gift for every occasion.