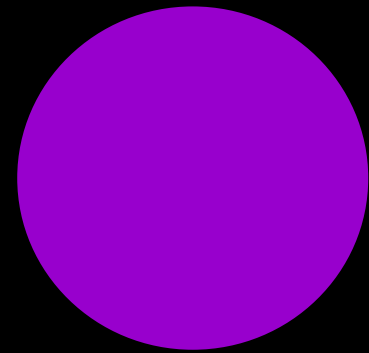


ARO.

WEAR A NARRATIVE



ARO



WEAR A NARRATIVE



Freepik AI

“A Silent Movement”

Worn quietly, Felt Strongly

WHAT IS ARO?

ARO IS A STARTUP WHOSE SOLE GOAL IS TO RAISE MONEY FOR CHARITIES/CAUSES USING A NUANCED APPROACH, WHERE IMPACT IS MADE THROUGH THOUGHTFUL ACTION AND PRESENCE.

HOW?

RATHER THAN LOUD STATEMENTS, ARO UTILIZES THE RING. THE RING IS A SIMPLE DAY TO DAY WEAR THAT PROVIDES EASE AND COMFORT FOR THE WEARER, ALLOWING THEM TO CARRY THEIR SUPPORT WHEREVER THEY GO.

GOAL

ARO'S MAIN GOAL IS TO ALLOW PEOPLE TO WEAR THEIR SUPPORT IT SUGGESTS A QUIET, NUANCED APPROACH TO INFLUENCE, WHERE THE IMPACT IS MADE THROUGH THOUGHTFUL ACTIONS, TONE, AND PRESENCE RATHER THAN LOUD OR AGGRESSIVE METHODS.

"RATHER THAN RELYING ON LOUD STATEMENTS, ARO UTILIZES THE RING AS A SUBTLE YET POWERFUL SYMBOL. THIS SIMPLE, EVERYDAY PIECE OFFERS BOTH COMFORT AND EASE, ALLOWING THE WEARER TO CARRY THEIR SUPPORT DISCREETLY WHEREVER THEY GO. THE RING IS A QUIET STATEMENT—NOT AGGRESSIVE OR ATTENTION-GRABBING—BUT A PERSONAL REMINDER OF THE CHANGES YOU'RE MAKING, WITHOUT NEEDING TO BROADCAST IT TO THE WORLD."

WHY?

1. PROVIDES A SAFE SPACE FOR INDIVIDUALS TO EXPLORE THEIR OWN THOUGHTS AND FEELINGS ABOUT A CAUSE WITHOUT PRESSURE OR FEAR OF JUDGMENT.
2. A NUANCED APPROACH ALLOWS THE PERSON TO ENGAGE AT THEIR OWN PACE AND COMFORT LEVEL, FOSTERING GENUINE GROWTH AND UNDERSTANDING, WITHOUT THE SENSE OF BEING OVERWHELMED OR THREATENED. ENCOURAGING FUTURE INVOLVEMENT.
3. LOUD/AGGRESSIVE SUPPORT: OFTEN CREATES AN ENVIRONMENT WHERE PEOPLE FEEL COERCED OR AFRAID TO SPEAK UP, NO ONE SHOULD BE AFRAID TO SHOW THEIR SUPPORT TOWARDS THEIR BELIEFS, OR CAUSES.

ARO IS A RING DESIGNED TO TELL A NARRATIVE. A STORY TO
INSPIRE CHANGE. DESIGNED BY ARTISTS WHETHER LOCAL OR WELL
KNOWN, WHO HAVE SOMETHING TO SAY, A CHANGE THEY WANT TO
SEE MADE.

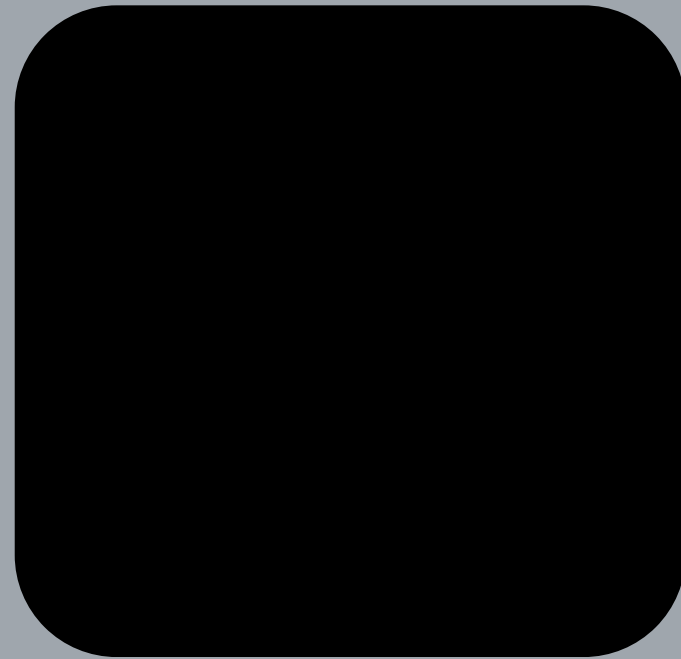
COLOUR PALETTE



PURPLE

HEX: #9800CD

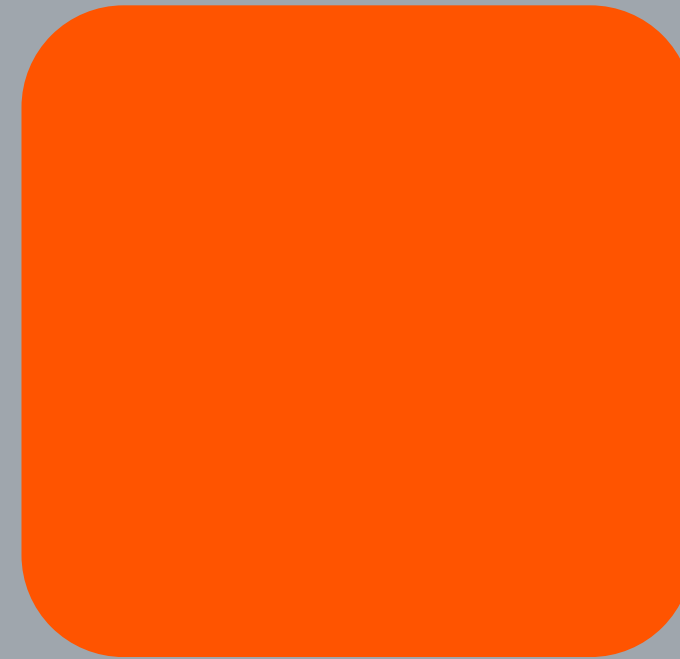
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BLACK

HEX: #000000

RGB (0, 0, 0)

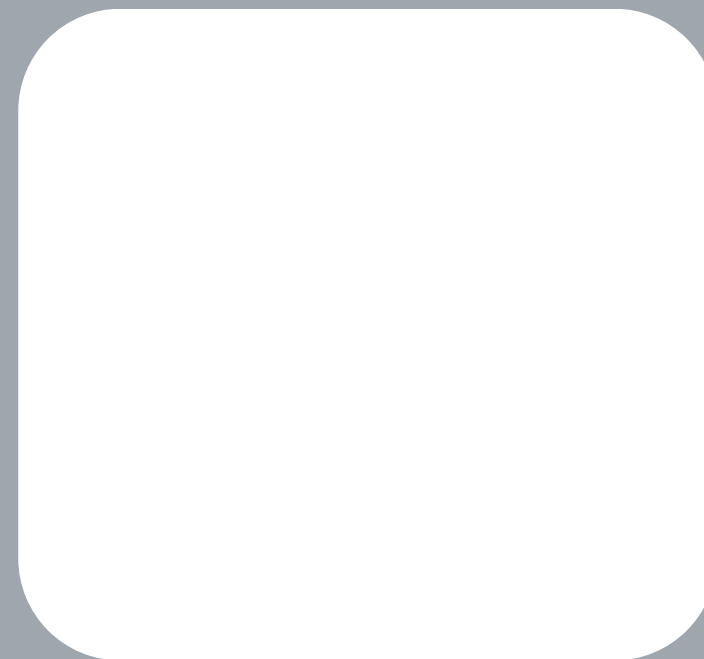


ORANGE

HEX: #FF5400

RGB (255, 84, 0)

SUPPLEMENTARY

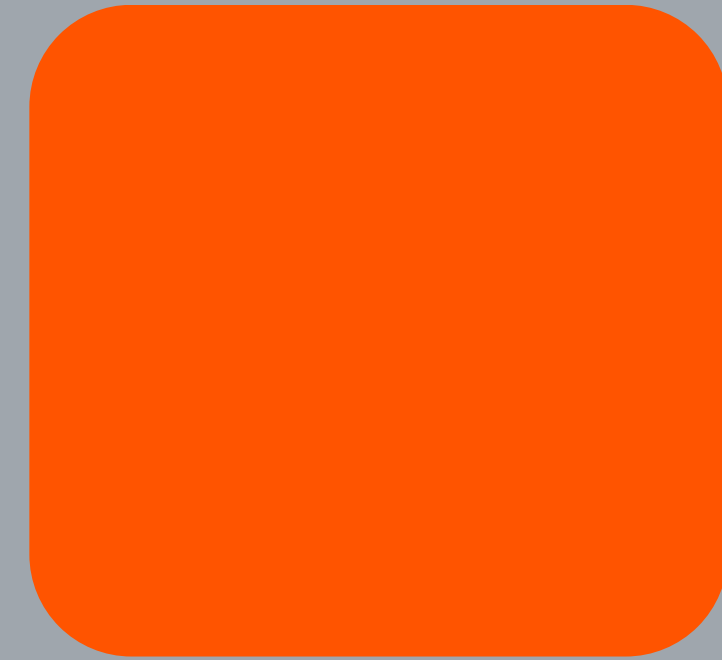


WHY?



PURPLE

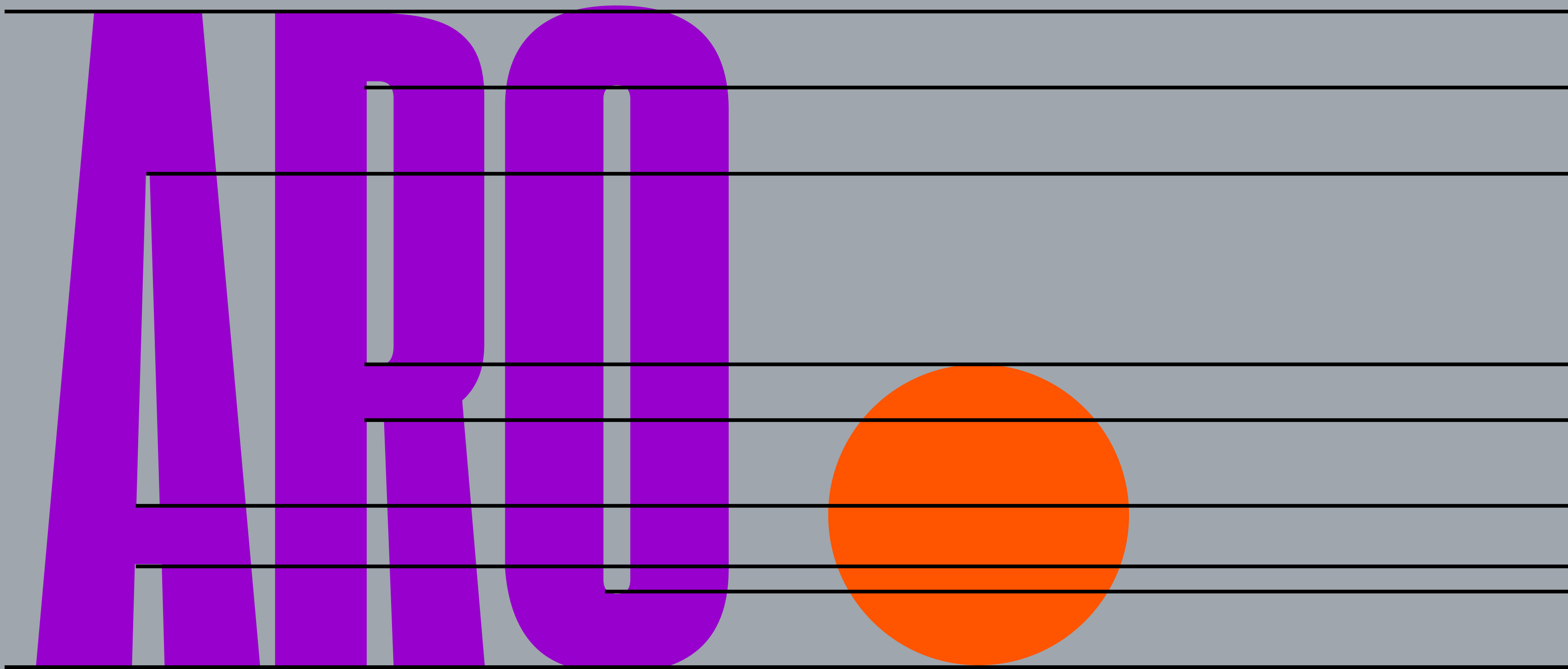
PURPLE SHOWS A REFLECTION OF WISDOM, DIGNITY AND MOST IMPORTANTLY CREATIVITY. SHOWCASING ARO'S ATTENTION AND RESPECT FOR CREATIVITY AND IT'S INFLUENCE



ORANGE

ORANGE SHOWS A REFLECTION OF CHANGE AS IT IS ASSOCIATED WITH MOVEMENT BECAUSE OF ITS CONNECTION TO THE CHANGING SEASONS. ALIGNING WITH ARO'S CONCERN TOWARDS THE NEED FOR CHANGE.

DIMENSIONS



TYPOGRAPHY

Two fonts have been chosen to provide a uniform and recognizable look for BANDLY communications and products: Extenda Variable and ITC Benguiat

PRIMARY :

Extenda 10 pica

Extenda 15 Nano

Extenda 20 Nano

Extenda 30 Deca

Extenda 40 Hecto

Extenda 50 Mega

Extenda 60 Giga

Extenda 80 Giga

Extenda 90 Exa

Extenda 100 Yota

SECONDARY :

ITC Benguiat

ITC Benguiat

ITC Benguiat

VALUES

STYLE

TRUTH

EXPRESSION

COMMUNICATION

VISION



**Designs that fit inside
the natural shape of a
ring to allow comfort
and increase
convenience**

VISION

No design that extremely alters the regular circular surface/shape of a ring. Increases discomfort and inconvenient



ARTISTS/DESIGNS

ART DESIGNS ON OUR RINGS WILL COME FROM LOCAL & GLOBAL ARTIST WITH A PASSION FOR THE RESPECTIVE PROBLEM SPACE THAT SPECIFIC RING AIMS TO ADDRESS VIA A COLLABORATION. COMMUNITY MEMBERS MAY ALSO SUBMIT DESIGNS AND POLLS WILL BE HELD IN ORDER TO DETERMINE THE CHOSEN PIECE.

COMPETITIVE LANDSCAPE

Quality Perception

ARO

Pandora
Tiffany & CO

KUURTH CO.

paraíso

CRAFTD

\$50

\$100

\$5

ELUZO

Blush & Bar

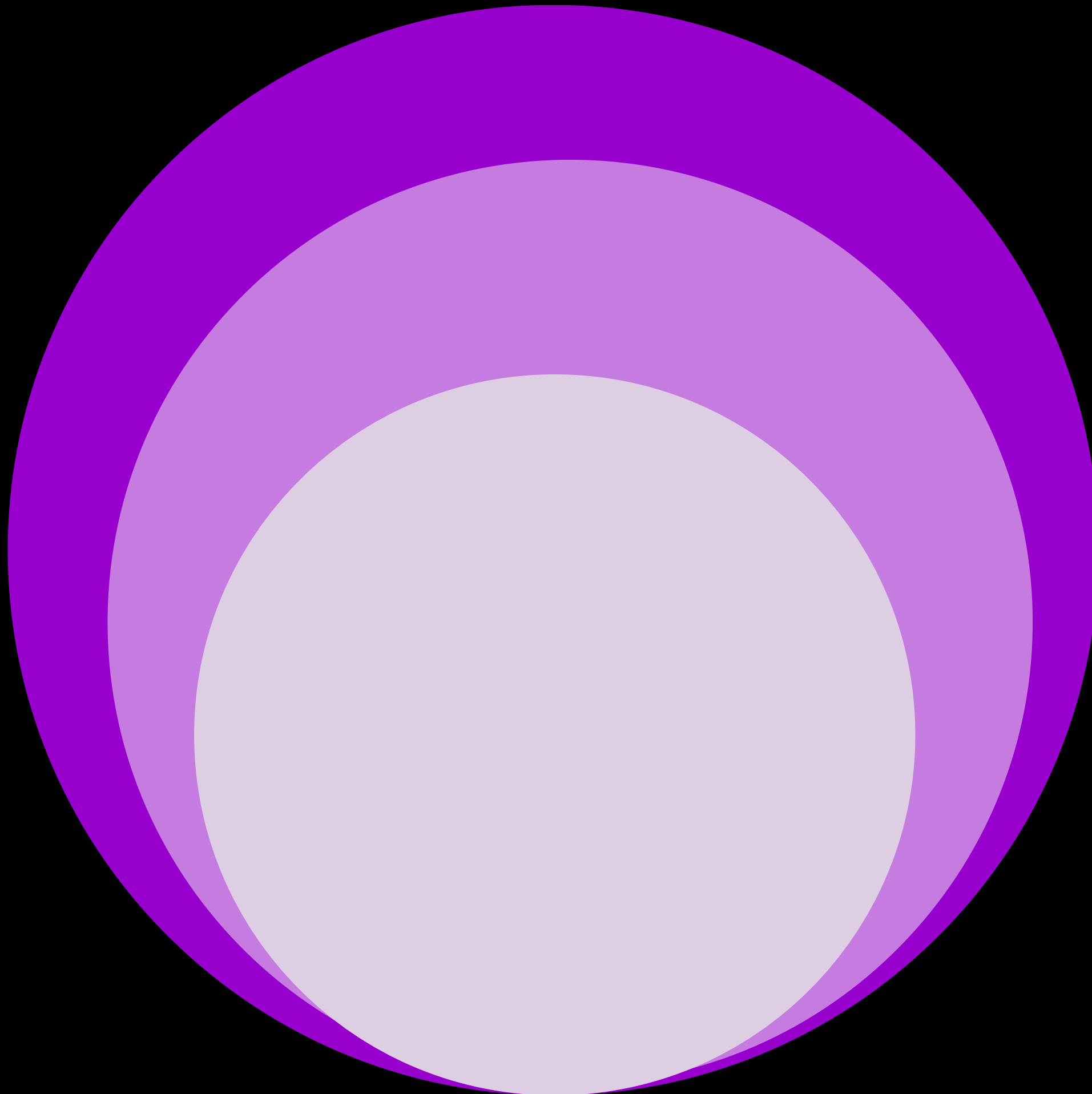
Price Range



TAM

SAM

SOM



Ring Market
25.5M

Band Rings
10.65M

2% Value
212,000