



Mogo Catalogue  
[www.minnettemogo.com.au](http://www.minnettemogo.com.au)





# The MOGO Story



It all started with rescue animals. I grew up on a horse ranch and my Dad was always rescuing horses from the "auction" house and bringing them home.

The actual idea for MOGO came from my work with rescue horses on a farm in Woodinville, Washington. I was trying to fix horse blankets and had an idea that I could use magnets to replace the worn out velcro. That idea didn't work out so well, BUT... it did lead to the idea of magnets as charms for a new and different modern charm bracelet!

The name MOGO is in memory of my childhood pony who was rescued and given to me by my father when I was 9 years old. In recognition of my first pony MOGO and all the wonder-ful animals in the world.

Our MOGO tagline, "We just click!", is all about the connections MOGO creates. Friends who just click with each other. Mums and Grandmas who just click with their Tweens. Even Tweens who just click with animals. And of course, the charms themselves which "just click" to the charmbands.

MOGO says thank you to all the cute kids and animals in the world, you've given us every great idea we've ever had! We hope you love MOGO.

*Paige Clark*

Founder, MOGO Design, Inc.



# MOGO, It's So Me!

Sweet today...  
Sassy tomorrow...  
There's MOGO for every mood!

MOGO Magnetic Charms, linkable Charmbands, Sunglasses, Purses and Necklaces let you change your look to match your mood. MOGO Charms come in hundreds of different designs and contain super strong magnets that click onto the full range of MOGO accessories. Whether you're feeling sassy, happy, silly or sporty, create a look with MOGO that always says, "IT'S SO ME!"





## MOGO Necklaces

OMG - the cutest heart and flower necklaces.

Cute alone and even cuter when customised with MOGO magnetic charms; nothing says new and cute like these MOGO necklaces. (Charms sold separately).



**Heart  
NEC14-HRT-01**

**Flower  
NEC14-FLO-02**

## MOGO Shades

NEON, NEON, NEON

MOGO Neon Shades are the perfect tween accessory featuring retro styling and hot neon colours. Each pair of sunglasses will hold 2 MOGO Charms – ready for instant personalisation (Charms sold separately). Shades are UV400 and comply with the Australian and New Zealand standards AS/NZS 1067.



**Green • SUN12-GRE**

**Orange • SUN12-ORA**

**Pink • SUN12-PIN**

## MOGO Purses



**Stella Cross-Body** A take anywhere cross body cutie featuring a long adjustable strap and stylish Key Chain Charm.

Available in 2 colours: Soft Silver and Neon Pink. Each Stella holds up to 5 MOGO charms for super stylin' customisation (Charms sold separately).

Size: 16.5cm x 14cm



**Neon Pink Stella • BAG12-PNP**



**Silver Stella • BAG12-PSI**

**Izza Wristlet** The classic wristlet with slip through wristband.

Available in 2 colours: Soft Silver and Neon Pink. Each Izza holds up to 4 Charms (Charms sold separately). Perfect for mobile phones, ID cards and cashola! Size: 15.9cm x 10.2cm



**Silver Izza • BAG12-WSI**



**Neon Pink Izza • BAG12-WNP**

# The Many Ways to Wear MOGO...





# MOGO Linkable Charmbands

MOGO Charmbands are fully adjustable and come in several modern colours. Link them together to transform charmbands into headbands, anklets, belts and more!



## HERE'S HOW IT WORKS:

- 1 Pull the elastic loop through the ring.
- 2 Place the elastic loop over any rivet to get the size you want.



CHA11-Bright Orange



CHA14-Teal



CHA11-Bright Green



CHA10-Black



CHA11-Silver



CHA11-Red



CHA11-Neon Pink



CHA14-Violet



# MOGO Charm Collections

MOGO has designed over 40 unique Charm Collections. MOGO Charm Collections are sold with 3 themed charms in magnetic, reusable gift boxes which make the perfect gift.(original collections remain in blue tins).

 Pet Pals No. Tin09-PET	 Love Letters No. Tin10-LOV	 Love 2 Laugh No. Tin12-LAU
 Argyle No. Tin10-ARG	 Lucky Charms No. Tin09-LUC	 Peace Time No. Tin09-PEA
 Miles of Smiles No. Tin10-MIL	 Heart to Heart No. Tin09-HEA	 Sugar Rush No. Tin10-SUG
 I See You No. Tin10-ISY	 World Peace No. Tin10-WOR	 Forever Friends No. Tin12-FOF
 Horse Love No. Tin10-HOR	 Peace & Love No. Tin10-PAL	 Flutter Bugs No. Tin10-FLI
 Amuletta No. Tin10-AMU	 Pocket Pups No. Tin10-POC	 Fashionista No. Tin12-FAS
 Sweet Shoppe No. Tin12-SWE	 Dreamer No. Tin09-DRE	 Team MOGO No. Tin10-TEA
 Neon Peace No. Tin12-NEO	 Cruise Club No. Tin09-CRU	 Soccer Kid No. Tin11-SOC
 Special Forces No. Tin09-SPE	 Text Me No. Tin10-TEX	 Flip for You No. Tin11-FFY
 Retro Bots No. Tin09-RET	 Groovy Love No. Tin09-GRO	 Rock Star No. Tin13-BDE
 Best Day Ever No. Tin13-BDE	 Groovy Bling No. Tin11-GRO	 Monster Mob No. Tin12-MOB
 J'Dore Paris No. Tin12-JDP	 Southern Bell No. Tin12-STH	 Hello Fruity No. Tin12-HEL
 Diamond Bling No. Tin11-DIA	 Purple Bling No. Tin11-PUR	 Pink Bling No. Tin11-PIN
 Flower Power No. Tin12-FLO	 Baby Cakes No. Tin12-BAB	

## NEW ARRIVALS in pink tins



 Love to Dance No. Tin14-LVO-07	 Best Friends Forever No. Tin14-BES-02
 Funky Flowers No. Tin14-FUN-04	 Hello Puppies No. Tin14-HLO-06



# MOGO Birthstones or Bling!



These twelve fun charms can be used as Birthstones or your favourite Bling to make your MOGO Charmbands sparkle! Birthstones may be ordered individually, or as a set of twelve.

**Birthstone Prepack**  
Includes 12 Birthstones,  
1 of each month



# MOGO Single Alphabet Charms

MOGO Alphabet Charms make it easy to personalise MOGO Charmbands with initials, names or inspiring words. Letters are available in both pink and unisex packs. Letters and the Heart Flower can also be ordered individually.

## PINK LETTERS



## UNISEX LETTERS



# MOGO Displays and Prepacks



MOGO offers a prepack of best sellers to help stores get started. The Prepacks come with a complimentary MOGO display stand. It is a white lacquered steel spinner with two bracelet bars to hang MOGO Charmbands and plenty of room to conveniently display MOGO Collection Tins and MOGO Singles. We will also model a range to suit your store if that is your preferred option.

**POP10-AUS-A MOGO Prepack A**  
Includes: FREE Spinner Display  
20 Charmbands PLUS 1 FREE  
51 Alphabet Charms  
15 Best Selling Tin Collections  
10 Free Heart Flower Charms

# MOGO Merchandising and Marketing



All prepacks come with 10 FREE heart flower charms to be given away with each band and or tin collection sold. We also provide “Point of Sale” material to support this promotion and a bundle of MOGO information cards and postcards. We also send out another 10 FREE heart flower charms with every re-order over \$200.



Charmband Card



MOGO Post Card



Heart Flower Card

# Become a MOGO® Retailer

For information on carrying MOGO® in Australia or New Zealand please contact our MOGO® Sydney Head Office or refer to our website [www.minnettemogo.com.au](http://www.minnettemogo.com.au) for a MOGO® sales agent in your area.

## AUSTRALIA AND NEW ZEALAND HEAD OFFICE

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