



**CASE STUDY:**

# ONYA EVERYWEAR

## BRAND DEVELOPMENT & TRADESHOW MARKETING

Breaking into the competitive jewelry market requires more than product quality. It demands a compelling brand, strong merchandising, and a clear path to retail distribution. When ONYA Everywear set out to launch a new line of fine crystal jewelry, the brand partnered with evok to rapidly develop a complete identity system and go-to-market strategy ahead of key trade shows. From naming and packaging to sales materials and in-store displays, evok created a cohesive brand experience designed to resonate with retail buyers and stand out in a crowded marketplace.



**INDUSTRY**  
JEWELRY  
CONSUMER PACKAGED GOODS



**AUDIENCE**  
RETAIL PARTNERS



**CATEGORY/TACTICS**  
BRAND DEVELOPMENT  
PACKAGING  
TRADE SHOW MARKETING  
PRINT ADVERTISING  
BRAND COLLATERAL



## Packaging



## IDEAS.

Breaking into the jewelry industry poses immense challenges for new brands, from navigating distribution channels to developing effective merchandising. When the owners of a Lake Mary bead shop approached our agency to launch a new line of fine crystal jewelry and accessories, they wanted to sell through boutiques and department stores. With major trade shows just months away, we had to act quickly to establish the brand identity and develop the marketing assets needed to effectively showcase the products to prospective retail partners. This included naming, packaging, sales materials, in-store displays and more.

Our expertise in consumer-packaged goods and the intricate retail cycles of jewelry positioned us to help overcome the rigors of entering this competitive sector. We leveraged our understanding of the target outlets' expectations to craft a compelling brand narrative and merchandise it for success on shelf and with shoppers.

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Sell Sheets



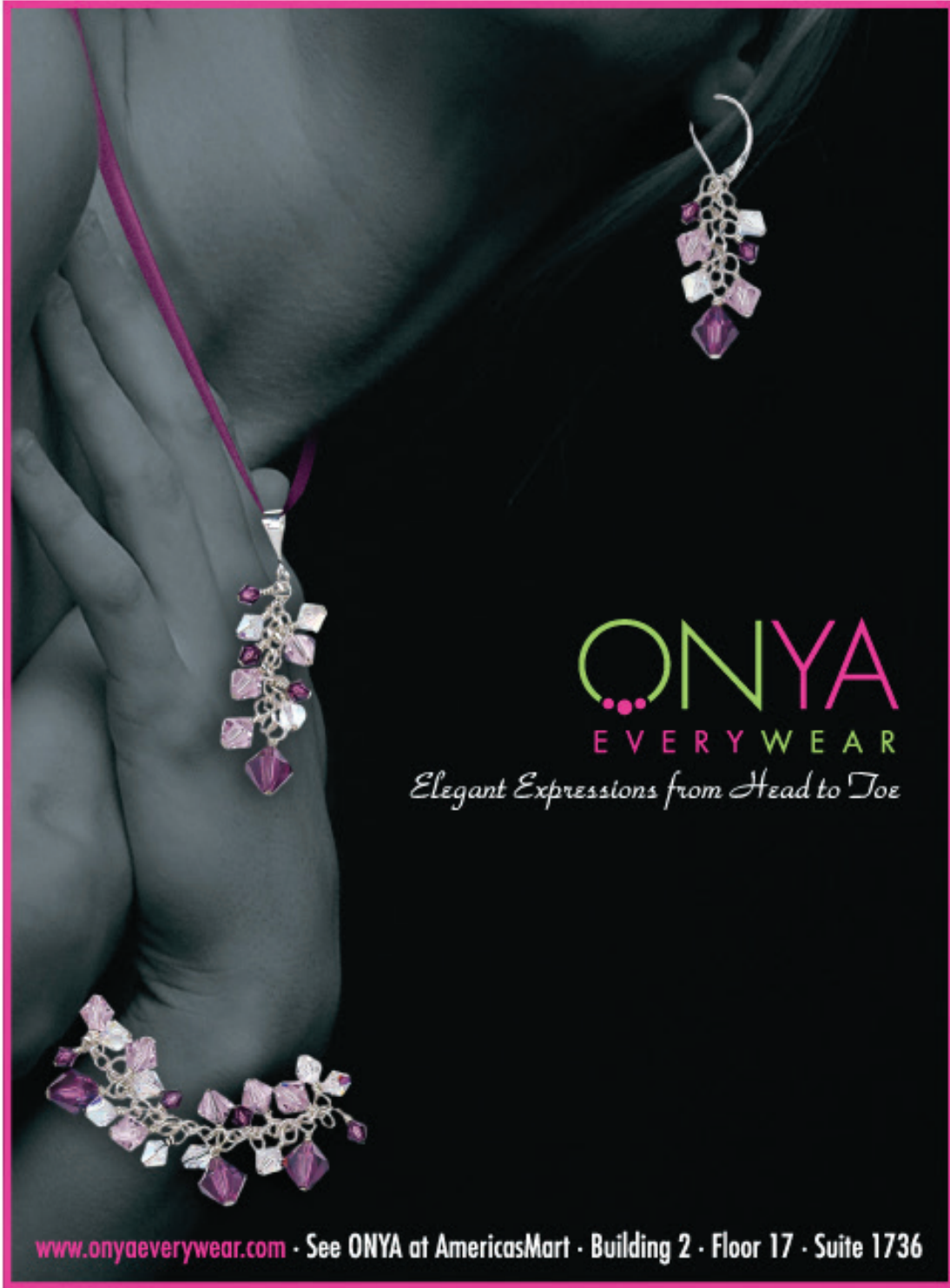
**WORK.**

Brainstorming sessions produced the brand name Onya, derived from “on ‘ya,” tied in with both the playfulness of the brand that emulated the whimsical nature of the jewelry design. Passing a USPTO check, the name was trademarked and quickly went into logo development.

Packaging was designed to convey the desired cache of exclusivity through silver with lime green and pink accents, and consisted of hang tags, earring back cards and soft four-sided boxes. To show the line to optimum advantage in a retail environment, we designed POP consisting of a countertop rotating display stand, stationary display stands and earring display stand.

Print pieces centered on photography of the collection pieces against a white background accompanied by descriptive text. This created a dramatic effect, allowing each piece to visually stand out. A print ad, sell sheets and the splash page for the client’s website carried through this look to establish the design consistency needed for effective branding.

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**ONYA**  
EVERYWEAR  
*Elegant Expressions from Head to Toe*

[www.onyaeverywear.com](http://www.onyaeverywear.com) · See ONYA at AmericasMart · Building 2 · Floor 17 · Suite 1736

Print Ad



## RESULTS.

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Onya was launched at the trade show to an enthusiastic response from attendees—representing a significant achievement for a brand that had begun only a few months earlier with a sample case of handmade jewelry.

### KEY TAKEAWAYS

- Rapid brand development enabled ONYA to move from concept to market-ready in time for major trade show opportunities.
- A distinctive name, visual identity, and packaging system helped communicate both playfulness and perceived value to retail buyers.
- Cohesive merchandising and point-of-purchase displays enhanced product visibility and strengthened in-store presentation.
- Consistent creative across print, digital, and sales materials ensured a unified brand experience across all touchpoints.
- Evok's strategic approach delivered immediate impact, generating strong trade show interest and positioning ONYA for retail success shortly after launch.