

MIDAS

STYLE GUIDE II
2023

things we
LOVE

MIDAS

Our company's all-inclusive values embody every piece of jewelry we design. At MIDAS we seek to create an everlasting look to match consumers' everlasting needs for their own personalized style. Our fine gold chains and fashion pieces exude elegance. MIDAS aims to satisfy minimalists and maximalists alike with our various styles and selections. We hope these collections become your customers' must-have pieces they can't live without. There's magic in MIDAS that we can't wait to share.

will you mix OR MATCH?

Find the key to your lock within our push lock collection. Build a one-of-a-kind look with a bold gold chain then add your spin onto it with push locks for a vintage look.

Every piece is unique, how you wear it says it all.



A. Diamond Carabiner Screw Lock TM023548-14Y | Asymmetrical Diamond Carabiner Screw Lock TM023781-14Y | Asymmetrical Diamond Carabiner Push Lock TM023783-14Y | Modern Mariner Diamond Accent Carabiner TM023782-14Y B. Enamel Butterfly Necklace MF040589-14Y_18 | 3+1 Chain With Diamond Lock Necklace MF040905-14Y_18 | 50/50 Paper Clip Split Chain MF039680-14Y_18 | Octagon Turq Screw Lock Carabiner TM023784-14Y | Paper Clip Chain MF036701-14Y_30 | Mama Ring TM022990-14Y | Double Beaded Ring TM022992-14Y | Turq Enamel Ring MF035604-14Y | Curb With Turq Enamel And Diamond Bracelet MF039602-14Y_7.50 | 50/50 Rolo Paper Clip Bracelet MF037943-14Y_7.50 | Paper Clip Bracelet MZ010181-14Y_7.75 | Puffy Hoops TM022340-14Y | Chain Earring With Cuff MF037036-14Y



strike GOLD

It's Not Fleeting. It's Timeless and It's Gold.

Capture a lust-worthy look bound to make heads turn wearing our gold chains your way. Herringbone, Valentino, Round box or Paper Clip make for everyday wear. Dress them up or down at different lengths to accent any outfit on any occasion.

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A.



A. Textured Forzentina Necklace MZ000959-14Y_18 | Rope Chain With Dog Tag Necklace MF035460-14Y_20 | Rolo Station D/C Bead Necklace MF038432-14YB_36 Graduated Rope Necklace MF035209-14Y_18 | Rolo Station D/C Bead Necklace MF038552-14YB_36 | Large Disco Bead Bracelet TM020601-14Y_7.25 | Disco Bead Station Bracelet MF038438-14Y_7.25 | Curb Chain Signet Ring MF035423-14Y Square Signet Ring MF038126-14Y | B. Paper Clip Chain MF032852-18Y_20 Miami Cuban Chain | MZ009616-18Y_24 | Rounded Box Chain MZ010398-18Y_20 Franco Chain MZ001301-18Y_22

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styled by YOU

Take a personalized approach with our TYPE X MIDAS Collection. Don't sleep on our fun bubble font nameplated necklaces. Or get sentimental wearing your significant others initial around your neck.

A.

A. Bubble Letter Personalization Necklace MF999413-14Y_18 | Turq Enamel Heart Necklace MF040227-14Y_18 | Spike Key Enamel Necklace MF040586-14Y_22 | Turq Enamel Ring MF035604-14Y | Heart Signet Ring TM023457-14Y | Mrs Ring TM022891-14Y | Smile Diamond Ring TM023365-14Y | Thin Wire Ring MF034323-14Y | Emerald Ring MF035256-14Y | Baguette Ring MF034186-14Y | Chunky Squared Off Paper Clip Bracelet With Diamond Lock MF040925-14Y_7.75 | Knife Edge Oval Link With Fancy Pear Lock Bracelet MF040929-14Y_8 | Round Chain With Mariner Push Lock Bracelet MF041580-14Y_7.50

B.



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C.

B. Sideways Block Initial "M" on DC Cable MF999972-14Y_18 | Sideways Block Initial "B" on DC Cable MF999972-14Y_18
C. Lowercase Bubble Letter Nameplate Necklace MF999412-14Y | Gothic Nameplate Necklace MF999717-14Y
D. Diamond S MF999491-14Y

D.



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A.

The innate desire to express yourself in a colorful way. A hint of gold matched with that candy coated color is eye catching. Nothing says “she is the moment” like a stack of enamel pieces.



B.

A. White Enamel Station Chain Necklace MF038981-14Y_18 | Light Pink Enamel Station Chain Necklace MF040509-14Y_18 | Neon Pink Enamel Station Chain Necklace MF040537-14Y_18 | Red Enamel Station Chain Necklace MF040517-14Y_18 Neon Yellow Enamel Station Chain Necklace MF040539-14Y_18 | Light Turquoise Enamel Station Chain Necklace MF038980-14Y_18 Cobalt Blue Enamel Station Chain Necklace MF039856-14Y_18 | Black Enamel Station Chain Necklace MF040533-14Y_18 B. Neon Pink Enamel Station Chain Bracelet MF040537-14Y_7.50 | Neon Pink Enamel Bar Bracelet MF040713-14Y_7.25 | Open Diamond Paper Clip Ring TM023745-14Y

color ROMANCE

BY MIDAS



C.

C. Seven Diamond Chevron Gold Band TM023363-14Y | Thin Gold Band TM023015-14Y | Diamond Smile Gold Band TM023365-14Y | Spritz Diamond Gold Band TM023361-14Y | Black Enamel Gold Band TM022902-14Y | Thick Gold Band TM023016-14Y | Turquoise Enamel Gold Band TM022903-14Y | Tapered Center Diamond Band TM023364-14Y White Enamel Gold Band TM022904-14Y | Winged Diamond Chevron Gold Band TM023362-14Y



A.

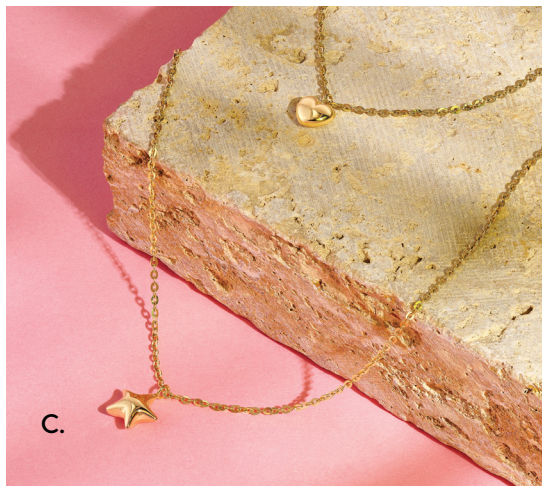
all dressed up IN LOVE

Let our Love Always Collection be your new love language when you're dazzled in our links.

A. Diamond Puff Mariner Rolo Chain Necklace MF040647-14Y_18 | Faux Carabiner Heart Rolo Chain Necklace MF040591-14Y_18 B. Love Diamond Bead Bracelet MF040733-14Y_7.50 | Circle Charm Bead Bracelet MF040645-14Y_7.50 Heart Charm Bead Bracelet MF040646-14Y_7.50 C. Puff Heart On Brill Chain MF040656-14Y_15 | Puff Star On Brill Chain MF040654-14Y_15 D. Star Diamond Stud TM023155-14Y | Star Fluted Thick Hoop TM023536-14Y | D. Open Ring On Rolo Chain MF036270-14Y_18 | Faux Heart Carabiner On Rolo Chain MF040591-14Y_18 | Split Rolo Chain MF037790-14Y_20 Diamond Carabiner TM023548-14Y | Rolo Chain MZ011770-14Y_30 | Hex Pendant MF999649-14Y | Oval Pendant MF999665-14Y | Octagon Dog Tag Pendant MF999646-14Y | Diamond Circle On Curb Chain Bracelet MF041086-14Y_7.50 Square Signet Ring MF038126-14Y | Wide Signet Ring TM022073-14Y



B.



C.



D.

The advertisement features a vibrant pink background with a large, wavy, gold-colored snake chain necklace and a matching bracelet. Two gold-colored square rings are positioned on a dark blue, textured, curved surface that resembles a water droplet or a piece of jewelry. The text 'shimmer in SOLID GOLD' is written in a mix of script and bold sans-serif fonts. A paragraph of descriptive text is located to the right of the rings, and a list of product names and codes is at the bottom right.

shimmer in SOLID GOLD

Slither in gold this season. Introducing our new oval snake chains. Turn your investment into an approach because we can't take our eyes off these pieces. Glisten in the sun while wearing the next best thing.

Oval Snake Chain Necklace MZ001680-14Y_18 | Snake Chain Necklace MF023700-14Y_22 | Square 3 Diamond Ring TM023661-14Y_7 | Square Ring TM023655-14Y_7
Oval Snake Chain Bracelet MZ001680-14Y_7.50

SPARKING *memories*

The bracelets you simply can't take off—and won't want to. Spool chains represent permanence and simplicity. Now you and your loved one can always be linked at the wrist. It's the friendship bracelet you'll never lose. "Spark" your bracelet for an everlasting memory.

A.

B.

C.

A. Hartly Chain MZ009734-14Y_999 | B. Lulu Chain MZ009124-14Y_999 | C. Mia Chain MZ009740-14Y_999
Reign Chain MZ009617-14Y_999 | Jolie Chain MZ004363-14Y_999 | Spool Chain is sold in prepackaged bundles of 100, 250, 500, 750 & 1000 inches.

A.



every memory
BEGINS WITH A SPARK

1. PICK YOUR CHAIN

Choose your favorite chain from Paper Clip to Valentino. Or choose them all!

2. FIND YOUR FIT

Measure your wrist for a perfect fit! Now you and a friend are ready for step 3.

3. SPARK IT

“Spark” your bracelet for an everlasting memory.

B.



There's permanent love & permanent jewelry.
 Everlasting gifts to give or to get. Call to order
 endless amounts of our various spool chain.

A. Mia Chain MZ009740-14Y_999 | **B. Georgia Chain** MZ007023-14Y_999 | **C. Stevie Chain** MF032852-14Y_999 | Spool Chain is sold in prepackaged bundles of 100, 250, 500, 750 & 1000 inches.

C.



D.



get STACKING

Life is about celebrations—stack a new chain or anklet for every milestone.

A. Figaro Chain 200 Gauge MZ002990-10Y_22 | Rounded Box Chain 120 Gauge MZ009138-10Y_20 | D/C Rope Chain TM002514-10Y_22 B. Diamond Palm Tree Pendant Necklace MF041141-14Y_18 | Fluted Diamond Frame Key Pendant On Paper Clip Necklace MF040886-14Y_20 | Diamond Moon & Star Necklace MF035079-14Y_18 C. Split Ribbed Ring TM023772-14Y_7 | Heart Croissant Ring TM023779-14Y_7 | Twist Ribbed Ring TM023777-14Y_7 | Cigar Band Ring TM023771-14Y_7 D. Beaded Cuff MF036198-14Y | Mini Puff Bamboo Hoop TM023773-14Y | Puff Heart On Fish Wire MF040904-14Y | Serpentine Chain Necklace MZ002117-14Y_16 | Serpentine Chain Necklace MZ002102-14Y_18 | Miami Cuban Chain Necklace MZ009818-10Y_20 | Puff Heart Necklace MF040701-14Y_18 | Flat Top Signet MF038730-14Y | Square Ring TM023655-14Y | Square Ring With Diamonds TM023661-14Y | Wide Band Ring TM023016-14Y | Thin Wire Ring MF034323-14Y | Puff Heart Paper Clip Bracelet MF041711-14Y_7.5 | D/C Snake Bracelet MZ012042-14Y_7.50 | Xoxo Bracelet TM020641-14Y_7.50 | Serpentine Chain Bracelet MZ002117-14Y_7.50





A.

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the perfect GIFT

Like faith, something that lasts. It's the gift that keeps on shining. Gift your loved ones something special they'll never want to take off. The perfect gift never goes out of style.



B.

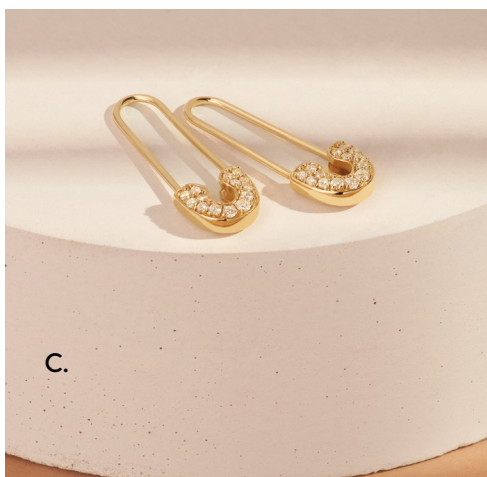
A. Triple Cross Necklace MF038790-14Y_18 | Twist Cross Heart Necklace MF040277-14Y_18 | Rope Cross Bracelet MF035418-14Y_7.25 | Curb Cross Bracelet MF035419-14Y_7.25 | Cross Front To Back Chain Earring MF023969-14Y Beaded Front To Back Chain Earring MF035865-14Y | Diamond Cross Ring MF021191-14Y | B. Hammered Cross Station Necklace MF039889-14Y_18



LOCKS *and* LINKS

Elude the ordinary when you wear our fine gold chains. Our Locks & Links collection is a best-seller and will serve as the foundation for your design.

A. Mariner Chain MZ005413-14Y_20 | Oval Paper Clip Chain MZ010825-14Y_20 | Puff Mariner Chain MF011050-14Y_20
Curb Chain MZ003755-14Y_22 | B. Boxy Chunky Paper Clip Bracelet With Diamond Lock MF040925-14Y_7.75 | Rounded Link
With Mariner Bracelet Accent Push Lock MF041580-14Y_7.50 | Designer Dot Mariner Paper Clip Bracelet MF040176-14Y_7.5
C. Diamond Safety Pin Earring TM023786-14Y | D. Double Paper Clip Earrings MF037476-14Y | Rolo Bracelet MZ01177014Y_7.50
Rolo Bracelet MZ011771-14Y_7.50 | 5+1 Chain Bracelet MF040117-14Y_7.50 | Designer Dot Mariner Paper Clip Chain Bracelet
MF040176-14Y_7.50 Medallion On Rolo Chain Bracelet | MF035260-14Y_7.25 | Double Beaded Ring TM022992-14Y | Spiral
Bypass Ring TM023079-14Y | Chain Ring MF032539-14Y | Emerald Ring MF035256-14Y | Baguette Ring MF034186-14Y
Diamond Puff Mariner On Rolo Chain Necklace MF040647-14Y_18 | 5+1 Chain Necklace MF039483-14Y_20 | Rolo Split Chain
MF037790-14Y_20 | Rolo Chain Necklace MZ011770-14Y_30



all in the DETAILS



A.

Paperclips weren't just meant to be used; they were meant to be styled. Pair our paper clip chains and earrings with a dainty motif resting on your neck. These universal styles are guaranteed to grab the right kind of attention.



B.

A. Oval Snake Chain MZ001680-14Y_18 | Maxi Cut Out Butterfly Necklace MF040896-14Y_18 | 50/50 Rolo Split Chain MF040064-14Y_20 | Diamond Screw Lock Carabiner TM023548-14Y | 3+1 Chain MF039378-14Y_30 | Open Diamond Paper Clip Ring TM023745-14Y | Open Paper Clip Ring MF040707-14Y | Square Signet Ring MF038126-14Y | Snake Head Tip Spiral Bypass Ring TM023762-14Y | Diamond Zig Zag Ring TM023650-14Y | Round Cuff MF037114-14Y | Modern Classic Hoop TM023533-14Y | Paper Clip Mini Hoop TM023210-14Y | Round Cuff MF037114-14Y B. Open Paper Clip Ring MF040707-14Y_7 Open Diamond Paper Clip Ring TM023745-14Y_7 C. Emerald Ring MF035256-14Y | Turq Enamel Ring MF035604-14Y | Cigar Band Ring TM023771-14Y | Ribbed Bypass Ring TM023777-14Y 4 Diamond Ring MF035569-14Y | Open Chevron Ring TM023772-14Y | Stackable Band TM023015-14Y | Diamond V Ring TM023362-14Y | Curb Bracelet With ID Bar MF035412-14Y_7.25 Diamond And Enamel Curb Bracelet MF039602-14Y_7.50 | Paper Clip Bracelet With ID Bar MF037710-14Y_7.50 | Diamond Love Beaded Bracelet MF040733-14Y_7.50 | Beaded Bracelet MZ000175-14Y_7.50 | Curb Chain With Diamond Necklace MF035742-14Y_18 | Paper Clip With Diamond Element Necklace MF037761-14Y_18 | Paper Clip Lariat Necklace With Diamond Element MF037675-14Y_20 | Beaded Chain Earring With Cuff MF037037-14Y | Band Hoop TM023414-14Y | Cuff MF037115-14Y



C.

pick your FAVORITE

Midas means more. More lengths, styles, colors and sizes of your choice. Big or small. Knife-edge or braided—huggies are versatile to say the least. These solid gold pieces can be simple but ever evolving when styled with an enamel chain.



A.



B.

A. Cobalt Enamel Station Chain MF039856-14Y_18 | Light Turq Enamel Station Chain MF038980-14Y_18 | Neon Yellow Enamel Station Chain MF040539-14Y_18 | Oval Paper Clip Chain MF036299-14Y_20 | Curb Chain MZ009648-14Y_22 | D/C Paper Clip Chain MZ010823-14Y_24 | Long And Lovely Disco Ball Necklace MF038433-14Y_36 | Diamond Smile Ring TM023365-14Y | Diamond V Ring TM023362-14Y \$867 | Turquoise Enamel Ring TM022903-14Y | Diamond Band Ring TM023361-14Y | Diamond V Ring TM023362-14Y | Light Turq Enamel Station Chain MF038980-14Y_7.50 | Cobalt Enamel Station Chain MF039856-14Y_7.50 | Disco Bead Bracelet MF037868-14Y_7.50 | White Enamel Station Chain MF038981-14Y_7.50 | Disco Bead Bracelet MF037868-14Y_7.50 | Light Turq Enamel Chain Front To Back Earring MF039768-14Y | Front To Back Diamond Chain Earring MF038763-14Y | B. Double Ribbed Square Mini Hoop TM023718-14Y | East To West Ribbed Mini Hoop TM023776-14Y | Flat Square Mini Hoop TM023675-14Y | Rounded Hex Mini Hoop TM023233-14Y | C. Puff Mariner Chain MF014695-14Y_18 | Rolo Chain MZ011771-14Y_20 | Light Miami Cuban MZ009768-14Y



C.

for the love of GOLD

The telltale jewelry that accentuates your style for everyone, everywhere. Grab a chain of your choice. Then, hand pick a medallion or pendant to represent you or the ones you love. Make your look imposingly deep and meaningful. Or just add a push lock.



A.



B.

A. Cigar Band Ring TM023771-14Y | 4 Diamond Ring MF035569-14Y
Shell Ring TM023778-14Y | Croissant Ring TM023250-14Y | Braid
Snake Bracelet MF024977-14Y_7.25 | San Marco Bracelet TM023455-
14Y_7.25 | Xoxo Bracelet TM020641-14Y_7.50 | Engravable Heart
Charm MF999652-14Y | Engravable Dog Tag Charm MF999664-14Y
Engravable Hex Charm MF999663-14Y | Engravable Spiky Circle Charm
MF999648-14Y | Shell Stud Earrings TM023070-14Y | Flat Wedding
Band Hoop TM023508-10Y | 50/50 Paper Clip And Rolo Necklace
MF037943-14Y_20 | 3+1 Chain Necklace MF039378-14Y_20
Rolo Chain Necklace MZ011770-14Y_20 | Puffy Cuban Chain
MZ009768-14Y_24 B. Diamond Strip Padlock Push Lock
TM023309-14Y | 50/50 Rolo Split Chain MF040064-14Y_20

Our Customer Service Team is waiting to
guide the next step of your Midas Journey:
Contact us today at 201.244.1150