

MADE IN NEW YORK

The Little Icons™ Collections

Signified by a feminine sensibility and optimistic charm, Alex Woo's Little Icon™ collections reinvent familiar symbols from the world around us in fresh and expressive designs. The charming pendants can be mixed, matched, and layered with other icon collections for a truly personal expression.





#### About the Designer

Born and raised in New York City, Alex Woo embodies the spirit and passion of a true New Yorker. With a workshop located in the heart of Rockefeller Center and an eponymous collection of jewelry, Alex has since become one of the most recognized jewelers among a new generation of designers.

From winning the grand prize at the Women's Jewelry Association's national design competition, to being awarded one of the most prestigious accolades in the industry by experts from the JCK Design Center, her distinctive design sensibilities began at an early age and continues throughout her career.

### About the Brand

#### Classic Originality. Quality Craftsmanship. Made in New York.

Alex Woo designs are fashionably fresh and contemporary, yet never eclipsed by the trend of the moment. With a signature style and edge that is unmistakable, many of the pieces can be worn everyday, day or night, and make a powerful statement of individuality.

As a favorite among fashion editors, stylists, trendsetters, and celebrities, the jewelry you now hold is part of a long tradition of quality craftsmanship, handcrafted artistry, and careful finishing, all lovingly made in New York. Alex Woo creates jewelry that reflects life through design that is both personal and timeless.

### What's Your Icon?™



You can learn what's in a person's heart by the stories they share - who they are, what they've done, where they've been. And often, storytelling is akin to jewelry design because it captivates an audience and bares the soul. With jewelry that reflects life through design, the Little Icon Collections follow and celebrate your own special moments on life's journey.

From Little Letters to the Little Luck Elephant, a universal symbol for luck and good fortune - each design holds an infinite number of meanings. String the pieces together, your story begins here at Alex Woo...



The ABC's of Alex Woo

#### A is for American-made

• Each piece is made with 100% Eco Friendly Precious Metals from American refineries and imported conflict-free diamonds, then hand finished in our own workshop located in the heart of Rockefeller Center.

#### B is for believing in our pieces

- Each piece comes standard in Sterling Silver, Solid 14kt Yellow Gold, and 14kt White Gold with Diamonds; we can take special orders for other variations but they are custom order final sale.
- Each Little Icon™ is solid, not hollow or plated. Like a little sculpture, each Little Icon™ is three dimensional and able to stand on its own.
- Solid pieces are matte finished and hand stamped with metal type for authenticity. Diamond pieces are all high polished, pavé set and hand signed.
- Our signature shiny bevel can be found on the right side of each Little Icon.™
- All Little Icons<sup>™</sup> come with a 16" diamond cut ball chain that runs through the piece 18" and 20" chains are also available, as well as 2" extenders in Sterling Silver. Our chains all have a lobster clasp added for security and ease of use. We string all of our Little Icons<sup>™</sup> so that the clasp is on the right side and easiest to put on yourself.
- All Mini Additions™ can be put on cord bracelets, made into studs, rings or put on a chain.
- All pieces come with a signature booklet. MLB and charity pieces come with the appropriate MLB and charity cards.



#### C is for customer style and care

- Layering pieces and mixing metals allow you to share your story in one look.
- All pieces are fine jewelry and need to be cared for in specific ways; we recommend not sleeping in, showering in or wearing jewelry to the gym.

#### How We Woo

Everyone has their own unique style and our Little Icons<sup>™</sup> and Mini Additions<sup>™</sup> allow you to fully express yourself through your jewelry. Whether you *#putaminionit*, layer multiple *#littleicons*, or cluster your favorite Mini Additions<sup>™</sup>, there are infinite ways to show *#howwewoo*.



Little Icon<sup>TM</sup> and Mini Addition<sup>TM</sup> Pairing



Little Icons<sup>TM</sup> Layered Together



Mini Additions<sup>™</sup> Cluster





When it comes to bridal gift-giving, a personal touch can create a lasting impression.

With a wide selection of pendants, Alex Woo offers a unique and thoughtful way to establish a special connection.







 Sterling Silver
 \$98

 14kt Yellow Gold
 \$678

 Diamond
 \$898

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



As a shining celebration of individuality, the Little Letters are an innovative take on the classic initial pendant.







Little Letter F



Little Letter J NLETTERJ



Little Letter O



NLETTERT





Custom Little Double Letter NLETTER2



Little Letter B



Little Letter G



Little Letter K NLETTERK



Little Letter P



Little Letter U NLETTERU



Little Letter Y



Custom Little Triple Letter NLETTER3



Little Letter C







Little Letter L NLETTERL



Little Letter Q



Little Letter V



Little Letter Z



Custom Little Quadruple Letter NLETTER4



Little Letter D

Little Letter I

NLETTER

Little Letter M

NLETTERM

Little Letter R

NLETTERR

Little Letter W

NLETTERW

Little Letter &

NLETTER&





Little Letter N NLETTERN



Little Letter S



Little Letter X



Little Letter ? NLETTER?



Custom Little Letter & Number NLETNUM



Sterling Silver \$98 - 198 14kt Yellow Gold \$678 - 1,498 Diamond \$898 - 2,498 \*Prices subject to change.

Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



Everyone has a special number - count the ways to represent who you are with this collection designed to reflect precious moments in our lives.



Little Number 1 NLNN1 Little Big Number 1 NBN1



Little Number 4 NLNN4 Little Big Number 4 NBN4



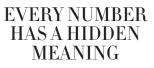
Little Number 2 NLNN2 Little Big Number 2 NBN2



Little Number 5 NLNN5 Little Big Number 5 NBN5



Little Number 3 NLNN3 Little Big Number 3 NBN3





Little Number 7 NLNN7 Little Big Number 7 NBN7





Little Number 8 NLNN8 Little Big Number 8 NBN8



Little Number 6

NLNN6

Little Big Number 6

NBN6

Little Number 9 NLNN9 Little Big Number 9 NBN9



Little Number 0 NLNNO

Little Big Number 0 NBNO



Custom Double Little Number NLNDD



Custom Triple Little Number NLNDD



Custom Quadruple Little Number NLNDD



## Path Numerology

Reasons You Can Wear a Little Number: · Number of children or grandchildren · Lucky Number · Anniversary Date · Birthday · Milestone · Sports Number · Life Path Number				
Find out your Life Path Number and wear it proudly as it represents your place in the world. So, what's your number?				
	How to Determine Your Numerolog Ex: Dec = 12 (12th month) = 1+2 = 3 Day 04 = 0+4= 4 Year 1966 = 1+9+6+ Total = 29= 2+9	6 = 22 29		
2. 3. 4.	Take your birth month and add each number together to get the sum (1+2) Add the sum of the day you were born by separating (0+4) Add the sum of the year you we're born (1+9+6+6) Add the sum of the month, day, and year Take that number, separate the double digit and add together			



#### Numerology Meanings:

You tend to shine as you radiate with a dynamic and efficient energy. Your best qualities show through difficult times are you value courage and effort. Those around you can sense that you are a strong individual with your own sense of style that many adore.



People see you as someone who is soft, warm, gentle and a safe harbor. This positive personality draws people to you and a favorite among friends. Those around you can sense your gentle and attentive nature as well as the passion beneath your surface.



You are uplifting, inspiring, and charming and a fun person to be around. Your wit and sparkling personality make you the life of any party and are extroverted and optimistic. You appreciate fine clothing and jewelry, and enjoy dressing up a bit. You also like glamour and romance!



You radiate reliability and consistency. People trust you and feel secure with your judgment. You are seen as a cornerstone of a business and are relied upon to do your work efficiently and expertly. You have strength and respectability and present yourself as someone who values correctness, control, and precision. All of this stems from the fact that your most prized characteristic is your work.



You are a stimulating person. You brighten social gatherings with your fresh and original ideas. Your conversation tends to be sprinkled with novelty and wit and have a quick tongue and charisma. You love your freedom and you see this life as an ongoing adventure. You inspire those around you with your upbeat and optimistic attitude.



You do everything in your power to keep the harmony and are even willing to sacrifice your personal desires for the good of others. You are romantic, faithful, very protective and artistic. You love music, flowers and gardening.



You have the makings of an intellectual and an aristocrat. There have been periods in your life when you had little concern for your clothing or fashion, while at other times you are very aware of your clothing and use it to make a specific impression. You appear dignified no matter how you dress. But a well-groomed seven with a touch of dash definitely has an advantage. You seem mysterious and different. People see you as serious and studious and you are highly independent and self-sufficient.



You have an impressive personality and can influence and even intimidate through sheer force. You have natural authority with competence and enthusiasm that attracts people. You radiate confidence and people can sense that you are generous.



Many actors, dancers, and other performers have this personality Number. You are elegant, graceful, charismatic and many admire you. You have the kind of stature that pulls people to you. Conversely, you have a great compassion for humanity and want to dedicate yourself to improving the lot of others.



In the eyes of most people, you are perceived as gentle; a safe harbor. People are drawn to you because, among other reasons, you radiate warmth. You are very patient and understanding, and a wonderful listener and make others feel important and loved.



You are a family person. You love the intimacy, consistency, and the security a family provides. You are a good provider and protector. Whether you know it or not, you possess great power within your being. People trust you and feel secure with your judgment. You have strength and respectability.



You were born under the most powerful and potentially most successful of all path numbers. It offers you the extremes of life's possibilities. You are good at business and politics. You naturally understand large institutions and have the ability to think and act on an international scale.

## The Little Animals Index



Little Teddy (Boy/Girl) Little Baby



Little Dachshund Little Animals



Little Ducky (Boy/Girl) Little Baby



Little Giraffe Little Animals



Little Koala Little Animals



Little Monkey Little Signs (Animal)



Little Piggy Bank (Boy/Girl) Little Baby



Little Rooster



Little Snake Little Signs (Animal)



Little Scorpion Little Signs (Animal) Little Signs (Zodiac)



Little Starfish Little Seasons



Little Beagle Little Animals

Little Bee

Little Seasons

Little Dog

Little Signs (Animal)

Little Eagle

Little Activist

Little Hedgehog

Little Signs (Animal)

Little Labrador Puppy

Little Animals

Little Mouse

Little Signs (Animal)

Little (Flying) Pig

Little Signs (Animal)



Little Dolphin Little Cities



Little Elephant Little Luck



Little Hippo Little Animals



Little Ladybug Little Luck



Little Octopus Little Animals



Little Polar Bear Little Animals



Little Scottie Little Animals



Little Animals



Little Bull Little Signs (Zodiac)



Little Donkey Little Activist



Little Elephant (3 star) Little Activist



Little Horse Little Animals



Little Lion Little Signs (Zodiac)



Little Owl Little Seasons



Little Poodle Little Animals



Little Sea Goat Little Signs (Zodiac)



Little Tiger Little Signs (Animal)



Little Butterfly Little Princess



Little Dove Little Activist



Little Fishes Little French Bulldog Little Animals Little Signs (Zodiac)



Little Hummingbird Little Animals



Little (Royal) Lion Little Cities



Little Ox Little Signs (Animal)



Little Pug Little Animals



Little Seahorse Little Seasons



Little Unicorn Little Princess



Little Luck

Little Signs (Animal)

Little Kangaroo

Little Cities

Little Love Birds

Little Animals

Little Panda

Little Cities

Little Rabbit

Little Sea Turtle

Little Seasons

Little Animals

Little Crab Little Signs (Zodiac)



Little Dragonfly Little Princess



Little Frog Little Animals



Little Kitten Little Animals



Little Love Monkey Little Activist



Little Penguin Little Seasons



Little Ram Little Signs (Animal) Little Signs (Zodiac)



Little Sheep Little Signs (Animal)



Little Whale Little Activist



Inspired by the diverse wildlife all around the globe, each animal signifies an inner strength that sets it apart from the rest - which animal does your spirit lie with?







Little Animals Pug NANIMPU



Little Animals Beagle NANIMBE



Little Animals Yorkie NANIMYO





Little Animals Labrador Puppy NANIMLA





Little Animals Scottie



Little Animals Kitten NANIMKI





Little Animals Polar Bear NANIMPB



Little Animals Hummingbird NANIMHU



Little Animals Swan NANIMSW

RE RE

Little Animals Hedgehog NANIMHE



Little Animals Frog



Little Animals French Bulldog

NANIMFB

Little Animals Lovebirds



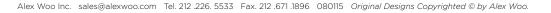
ittle Animals Hippo. NANIMHI



Little Animals Koala NANIMKB



Little Animals Octopu





 Sterling Silver
 \$148 - 158

 14kt Yellow Gold
 \$578 - 848

 Diamond
 \$738 - 998

 \*Prices subject to change.

Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



The stars have aligned with Alex's modern interpretation of each sign to capture your individuality and the qualities that make you unique.



Little Signs Sea Goat ( Capricorn ) December 22 to January 19 NSIGNCP

Ambitious and diligent, the Capricorn is very determined and hard-working. Motivated to put their best foot forward, the sky is the limit when it comes to a Capricorn!

🧡 Most Compatible with: Taurus, Virgo



Little Signs Water Drop ( Aquarius ) January 20 to February 18 NSIGNAQ

Those born under the sign of Aquarius believe in freedom, independence and originality. Seen as visionaries, they love to think about how they can make things better.

Yost Compatible with: Gemini, Libra



Little Signs Fishes ( Pisces ) February 19 to March 20 NSIGNPI ( sold as a set )

Dreamy and sensitive, the affectionate Pisces are very intuitive, easygoing and extremely understanding. With a strong and vibrant presence, others enjoy their company.

🤎 Most Compatible with: Cancer, Scorpio



March 21 to April 19 NSIGNAR

Strong and determined, the Little Ram is an animal that thrives under pressure. The first of the zodiac signs, they often lead the way for others with their magnetic personalities, bringing excitement into other's lives.

🤎 Most Compatible with: Leo, Sagittarius





Strong-willed and resilient, Taureans have the strength and stamina in life that others tend to envy. As one of the most creative signs, they thoroughly enjoy making things and are very hands on, while surrounding themselves with the best of the best.

🤎 Most Compatible with: Virgo, Capricorn



Little Signs Twin Stars ( Gemini ) May 21 to June 21 NSIGNGE ( sold as a set )

Those born under this magical sign are often creative with a wildly inventive imagination. With an outgoing personality, the Gemini adapts well to life's circumstances, making them great people to know.

🤎 Most Compatible with: Libra, Aquarius



Little Signs Crab ( Cancer ) June 22 to July 22 NSIGNCR

The Crab is an endearing creature that is extremely self protective, and values its independence and privacy. Those that are born under this sign are greatly attuned to those around them.

♥ Most Compatible with: Scorpio, Pisces



Little Signs Lion ( Leo ) July 23 to August 22 NSIGNLE

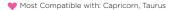
Courageous and fierce, the Lion is a vivacious and majestic animal that is as much feared as it is respected. With strong virtues such as pride and soveriegnty, Leos are extremely creative and outgoing, so many people are drawn to their charming personality.

🤎 Most Compatible with: Sagittarius, Aries



Little Signs Lily ( Virgo ) August 23 to September 22 NSIGNVI

Sweet and graceful, the Lily is a dainty flower that signifies beauty and innocence. This is a sign that represents qualities such as purity and wisdom. The Virgo is often gentle and delicate, preferring to take a step back and analyzing before moving ahead.





Little Signs Balancing Scales ( Libra ) September 23 to October 22 NSIGNLB ( sold as a set )

Balancing scales symbolize the weighing of values and principles. A Libran will lead a pack when it comes to keeping things level. With a sparkling personality and great style, they aren't apt to be alone for long!

🤎 Most Compatible with: Aquarius, Gemini



Little Signs Scorpion ( Scorpio ) October 23 to November 21 NSIGNSC

Passionate and daring, those born under this sign are magnetic with powerful capabilities. A Scorpion is crafty and has a unique, keen perceptiveness, which enables it to see things clearer than others.

♥ Most Compatible with: Pisces, Cancer



Little Signs Arrow ( Sagittarius ) November 22 to December 21 NSIGNSA

With a desire for direction and a pursuit of adventure, those born under the sign of Sagittarius are always looking to go on a quest. A Sagittarius welcomes change with open arms as their optimistic outlook and positive character attract good fortune.

🤎 Most Compatible with: Aries, Leo

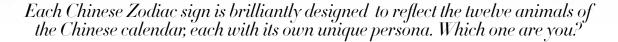


 Sterling Silver
 \$148

 14kt Yellow Gold
 \$748 - 958

 Diamond
 \$928 - 1,178

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale. Little Signs Monkey with Mini Letter M and Little Signs Horse





Little Signs Sheep Years: 1943, 1955, 1967, 1979 1991, 2003, 2015 NSIGNSH

Those born during the Year of the Sheep are elegant, charming, and fond of nature. This darling sign is a creative thinker and loves to be left alone in their thoughts. With their sweet personality, they have many admirers.

🤎 Most Compatible with: Pig, Rabbit

Little Signs Flying Pig

Years: 1947, 1959, 1971, 1983 1995, 2007, 2019

NSIGNEP

Those born under the Chinese Zodiac sign of

the Pig tend to be very well-mannered perfectionists who enjoy the finer things in

life. Always seeking knowledge, the Pig is

intelligent and always enjoys a good book!

Most Compatible with: Rabbit, Sheep



Little Signs Monkey Years: 1944, 1956, 1968, 1980 1992, 2004, 2016 NSIGNMY

Those born under the year of the Monkey have those around them going bananas! Thriving on fun with their energetic and upbeat personalities, it's no surprise they're extremely popular.

🤎 Most Compatible with: Mouse, Dragon



Little Signs Rooster Years: 1945, 1957, 1969, 1981 1993, 2005, 2017 NSIGNRO

The Rooster shines brightest when he is the center of attention by crowing from the highest rooftops. The great traits of a rooster are endless, from resilient and zealous to courageous and hard-working!

🤎 Most Compatible with: Mouse, Dragon

Little Signs Ox

Years: 1937, 1949, 1961, 1973 1985, 1997, 2009

**NSIGNOX** 

The powerful Ox keeps his eve on the prize as

a goal-oriented leader. Persistence is key to

his success and as a reliable, protective and

🤎 Most Compatible with: Snake, Rooster

strong companion, the Ox is a keeper!



Little Signs Dog Years: 1946, 1958, 1970, 1982 1994, 2006, 2018 NSIGNDO

Those born during the year of the Dog tend to possess the best traits of human nature. Loyal, honest, and an inspiration to those around them, dogs are always ready to protect their family and friends.

🤎 Most Compatible with: Tiger, Horse



Little Signs Tiger Years: 1938, 1950, 1962, 1974 1986, 1998, 2010 NSIGNTI

Roaring and ready to pounce at any time, those born during the Year of the Tiger are known to be courageous and ambitious. Although he roars loud and fierce, he is warm-hearted and lifts the spirits of others.

Most Compatible with: Horse, Dog



Little Signs Rabbit Years: 1939, 1951, 1963, 1975 1987, 1999, 2011 NSIGNRA

Those born under the Chinese Zodiac sign of the Rabbit will hop into your life and stay for years to come. Compassionate and sincere, they truly enjoy being home and surrounded by their loved ones.

🤎 Most Compatible with: Sheep, Pig



Little Signs Mouse Years: 1936, 1948, 1960, 1972 1984, 1996, 2008 NSIGNME

You won't hear a peep from this little guy as they are quick-witted, clever, and charming. The motivated Mouse is most loyal to those who are considered part of its pack and welcomes challenges with open arms.

Most Compatible with: Dragon, Monkey



Little Signs Dragon Years: 1940, 1952, 1964, 1976 1988, 2000, 2012 NSIGNDR

With a fiery personality, those born under the year of the Dragon are magnets for attention. Their enthusiasm and positive energy shines in an explosive way while their pride and self-confidence are contagious.

🤎 Most Compatible with: Monkey, Mouse



Little Signs Snake Years: 1941, 1953, 1965, 1977 1989, 2001, 2013 NSIGNSN

Those born under the year of the Snake are slivering beauties rich in wisdom. With the ability to move about with ease, these Snakes are seen as charming and popular, as well as an intellectual and a philosopher.

Most Compatible with: Rooster, Ox



Little Signs Horse Years: 1942, 1954, 1966, 1978 1990, 2002, 2014 NSIGNHO

Roaming free and traveling the world is what Horses love to do. A symbol of beauty and grace, they will always lead the race with distinguished and independent personalities.

🤎 Most Compatible with: Dog, Tiger



Sterling Silver \$128 - 158 14kt Yellow Gold \$648 - 878 Diamond \$758 - 1,098 \*Prices subject to change.

Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.

Embrace the unpredictable with one of these lucky charms, each with its own special way of protecting you.



Little Luck Rainbow Heart NLUCKRA



Little Luck "Wulu" Gourd NLUCKWU





Little Luck Lucky Cat NLUCKCA



Little Luck Elephant, Little Luck Ladybug, & Little Luck Key with Mini Heart

Little Luck Ladybug NLUCKLA \* Special Edition Rose Gold with or without diamonds











Little Luck Horseshoe NLUCKHS



Little Luck Endless Love Knot

NLUCKKN



Sterling Silver \$98 - 248 14kt Yellow Gold \$528 - 1,798 Diamond \$648 - 2,498

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



We're taking this style from the stage to the streets by blending the best in fashion with music so you can channel your inner rocker.





Little Rock Star Devil NROCKDE

Little Rock Star Skull NROCKSK







NNOTES2 Little Big Single Note 2 NBNOTES2

Little Rock Star Lightning Bolt NROCKI B



Little Double Note 1 NNOTED1 Little Big Double Note 1 NBNOTED1



Little Rock Star Cross NROCKCF



Little Double Note 2 NNOTED2 Little Big Double Note 2 NBNOTED2



Sterling Silver \$98 - 248 14kt Yellow Gold \$398 - 1.698 Diamond \$548 - 2.598

Diamond pieces are approx H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.





## Bring the excitement and thrill of Las Vegas right to your neck.



Little Vegas Pineapple NVEGAPIN \* Special Edition Yellow Gold with Diamonds

Little Vegas Spade Earrings

EVEGASSF



Little Vegas Cherries NVEGACHN



Little Vegas Spade NVEGASPN Little Big Vegas Spade

Little Vegas Heart Earrings

EVEGASHT





NVEGAHTN Little Big Vegas Heart NBVEGASHT



Little Vegas Diamond Earrings EVEGASDI



Little Big Vegas Diamond

NBVEGASDI



Little Vegas Club NVEGACLN Little Big Vegas Club NBVEGASCL



Little Vegas Club Earrings EVEGASCL



\*Prices subject to change.

Little Single Note 1 NNOTES1 Little Big Single Note 1 NBNOTES1

Little Single Note 2









 Sterling Silver
 \$128 - 248

 14kt Yellow Gold
 \$598 - 1,678

 Diamond
 \$758 - 2,298

 \*Prices subject to change.

Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



The importance of expressing your spirituality is undeniable, and so is expressing your personal style.



Little Faith Infinity Sign NFAITHIN



Little Faith Buddha NFAITHBU



Little Faith Wing NFAITHWI



Little Faith Om NFAITHOM

SEE LIFE WITH YOUR *HEART* 



Little Faith Evil Eye NFAITHEE



Little Faith Chai NFAITHCH



Little Faith Hamsa Hand NFAITHHA



Little Faith Star of David NSTDAVID



Little Faith Fleur De Lis NFAITHFL





Little Faith Crescent Moon NFAITHMO

Little Big Faith Crescent Moon NBFAITHMO



Little Faith Solid Cross

Little Big Faith Solid Cross I NBFAITHCR



Little Faith Sunburst Star NFAITHST

Little Big Faith Sunburst Star NBFAITHST



Little Faith Lotus Blossom NFAITHLO

Little Big Faith Lotus Blossom NBFAITHLO



Little Chinese Character "Double Happiness" NFAITHCHDH



Little Chinese Character "Love" NFAITHCHLO



Little Chinese Character "Luck" NFAITHCHLU





As each month comes and goes, so do the special characteristics that make each season unique. Embody the essence of your favorite season all year round with these little treasures.



Little Seasons Sunflower NSEASSF \*Special Edition Yellow Gold with Diamonds



Little Seasons Bee NSEASBE



Little Seasons Magnolia NSEASMA



Little Seasons Kite NSEASKI



Little Seasons Daisy NSEASDA



Little Seasons Sea Turtle NSEASTU



Little Seasons Starfish NSEASST



Little Seasons Anchor NSEASAN



Little Seasons Seahorse NSEASSE



Little Seasons Shell NSHELL



Little Seasons Sun NSEASSU



Little Seasons Owl





NSEASPU

\*

Little Seasons Acorn NSEASAC



Little Seasons Penguin NPENGUIN



Little Seasons Snowflake NSEASSN



Little Seasons Daisy Earrings ESEASDA



Little Seasons Snowflake Earrings ESEASSN



 Sterling Silver
 \$128 - 158

 14kt Yellow Gold
 \$598 - 978

 Diamond
 \$728 - 1,118

 \*Prices subject to change.
 \*

Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



Take a tour around the world. We've taken our favorite cities across the globe and brought them to life.



Little Cities Drama Masks ( New York City, London ) NCITIDM \*sold as a set



Little Cities Apple ( New York City ) NAPPL F



Little Cities Pretzel ( Philadelphia, New York City ) NPRETZEL



Little Cities Cowboy Boot (Houston, Dallas) NBOOT



Little Cities Palm Tree ( Miami, Hawaii, California ) NCITIPT



Little Cities LOVE ( New York City, Philadelphia ) NCITILO



Little Cities Eiffel Tower ( Paris ) NCITIET



Little Cities Bean ( Boston, Chicago ) NBEAN



Little Cities Cloud ( Chicago ) NCITICL







Little Cities Peach ( Atlanta ) NPEACH



Little Cities Cherry Blossom (Washington DC, Tokyo) NCITICB



Little Cities Kangaroo ( Sydney ) NKANGARO



Little Cities Dolphin ( Miami ) NDOLPHIN





Little Cities Panda (Beijing) NPANDA







Little Cities Royal Lion ( London, Scotland ) NRYLION



Sterling Silver \$148 - 248 14kt Yellow Gold \$648 - 1,798 Diamond \$798 - 2,598 Platinum \$1,898

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



Little Activist Peace Dove, Little Activist Heart Globe with Mini Peace Sign, & Little Activist Paw

Channel your inner Madeleine Albright, who famously wore jewelry pins to communicate a message during her diplomatic tenure, and proudly stand up for what you believe in.



Little Activist Love Monkey NACTIVLM \*Benefits Conservation International \*Inspired by Disneynature's "Monkey Kingdom" Film



Little Activist Donkey NACTIVDK NACTIVDK3 (3 star Diamond)



= hh

\*Limited Edition Platinum with Yellow Diamonds \*Benefits HaagenDazs\* loves Honeybees program



Little Activist Peace Dove NFAITHDO

Little Big Activist Peace Dove NBFAITHDO



Little Activist Eagle NACTIVEA NACTIVEA3 (3 star Diamond)





Little Activist Heart Globe NHEARTGLOBE





Little Activist Whale NWHALE



Little Activist Elephant NACTIVEL NACTIVEL3 (3 star Diamond)





NFAITHPE



Sterling Silver \$178 - 198 14kt Yellow Gold \$678 - 1,158 Diamond \$958 - 1,398

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



In collaboration with Major League Baseball<sup>™</sup>, Alex has designed a collection inspired by the great American pastime capturing the heart and spirit of every city and fan.



Little New York Yankees NMLBNYY



Little Cleveland Indians NMLBCLI



Little Minnesota Twins NMLBMNT



Little Toronto Blue Jays NMLBTOB



Little Milwaukee Brewers NMLBMIB





Little Boston Red Sox NMLBBOR



Little Cleveland C NMLBCC



Little Kansas City Royals NMLBKCR



Little New York Mets NMLBNYM



Little San Diego Padres NMLBSDP



Little Miami Marlins NMLBMIM



Little Cincinnati Reds NMLBCIR



Little Chicago White Sox NMLBCHW



Little Detroit Tigers NMLBDET



Little Texas Rangers NMLBTXR



Little Chicago Cubs NMLBCHC



Little St. Louis Cardinals NMLBSLC



Little Arizona Diamondbacks NMLBAZD



Little Philadelphia Phillies NMLBPHP



Little Seattle Mariners NMLBSEM



Little Angels NMLBLAA



Little Baltimore Orioles NMLBBAO



Little Oakland Athletics NMLBOAA



Little Los Angeles Dodgers NMLBLAD



Little St. Louis STL NMLBSTL



Little Colorado Rockies NMLBCOR







Little San Francisco Giants NMLBSFG



Little Houston Astros NMLBHOA





Little Tampa Bay Rays NMLBTBR



Little Atlanta Braves NMLBATB



Little Pittsburgh Pirates NMLBPIP



Little Washington Nationals NMLBWAN



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 Sterling Silver
 \$168

 14kt Yellow Gold
 \$798 - 998

 Diamond
 \$978 - 1,198

 \*Prices subject to change.
 Diamond pieces are approx.

 H color, SI clarity, with 0.04 - 0.12
 carats in total diamond weight.

 Collection shown to scale.
 Collection shown to scale.

Inspired by the finest educational institutions, Alex Woo's exceptional



Little Collegiate Cornell NCOLLCOR



Little Collegiate Brown NCOLLBRO



craftsmanship lends itself to classic, collegiate designs that never go out of style.



Little Collegiate Brown & Little Collegiate Yale with Mini Graduation Cap

Little Collegiate Harvard NCOLLHAR







Little Collegiate Yale NCOLLYAL



Little Collegiate Stanford NCOLLSTA





Little Collegiate Dartmouth NCOLLDAR

THE *FUTURE* BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR *DREAMS* 



 Sterling Silver
 \$148 - 158

 14kt Yellow Gold
 \$498 - 798

 Diamond
 \$748 - 1,148

 \*Prices subject to change.

Diamond pieces are approx. H color, SI clarity, with 0.04 - 0.12 carats in total diamond weight. Collection shown to scale.



This romantic collection evokes fantasies of a land far, far away where every girl is a princess.



33

Little Baby Boy Ducky NBABYDU



Little Baby Boy Piggy Bank NBABYPI





Little Baby Girl Plggy Bank NBABYPB



Ittle Baby Boy Tedd NBABYTE



Little Baby Moon Cloud NBABYMC



Little Baby Girl Teddy NBABYTB



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00 MADE IN NEW YORK

## The Little Words<sup>™</sup> Collections

Words have a profound and lasting effect in our lives. Dream, love, wish - whatever it is, say it with big meaning.



Little Words Double BFF Stars NWORDSTBF ( sold as a set )



Little Words BFF Star NWORDSTBF1 ( single )



Little Words Double Sis Hearts NWORDHTSI ( sold as a set )



Little Words Double Mom Hearts NWORDHTMO ( sold as a set )

"NOTHING IS IMPOSSIBLE. THE WORD ITSELF SAYS *TM POSSIBLE!"* - Audrey Hepburn



Little Words Sis Heart NWORDHTSI1 ( single )



Little Words Mom Heart NWORDHTMO1 ( single )



Little Words Luck Horseshoe NWORDHSLU



Little Words Love Heart NWORDHTLO



Little Words Taken Arrow NWORDARTA



Little Words Wish Star NWORDSTWI



Little Words Dream Cloud

A PICTURE MAY HAVE A THOUSAND WORDS, BUT A WORD CAN HAVE A THOUSAND *MEANINGS* 



Little Words Hope Dove NWORDDOHO



Little Words Shalom Hamsa NWORDHASH



Little Words Mrs Rings NWORDRIMR



Little Words Infinite Love



Little Words Infinite Faith NWORDINFA



Little Words Infinite Faith Bracelet BWORDINFA Little Words Infinite Love Bracelet BWORDINLO



00 NEW YORK

## The Mini Additions™ Collections

Alex Woo has developed an innovative collection, the Mini Additions<sup>™</sup>, which is designed to complement her celebrated Little Icons<sup>™</sup> or be worn individually.

Raising the level of personalization that can be achieved with every collection, the Mini Additions™ are not only fun and fashionable, but they enable women to further express their own personal style.





Sterling Silver \$48 - 58 \$148 - 168 14kt Yellow Gold \$198 Diamond

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.008 - 0.01 carats in total diamond weight. Collection shown to scale.

## THE BEST THINGS IN LIFE COME IN SMALL PACKAGES

Mini Crown

NMINICR

Mini Wishbone

NMINIWB

Mini Star of David

NMINISD

Mini Bee

NMINIBE

Mini Palm Tree

NMINIPT

Mini Ice Cream Cone

NMINIIC

Mini Spoon

NMINISP

Mini Pumpkin NMINIPU

Mini Volleyball

NMINIVB



Mini Heart NMINIHT \*Special Edition Rose Gold



Mini Bow NMINIBW



(back) (front) Mini Dice NMINIDI \*Double-sided



Mini Fleur de Lis NMINIFD



Mini Flower NMINIFL



Mini Smiley Face NMINISF



Mini Cupcake NMINICU



Mini Pacifier NMINIPC



front ) (back) Mini Trackfoot NMINITE \*Double-sided



Mini Kiss NMINIKI



Mini Paw NMINIPA



Mini Star NMINIST



Mini Evil Eye NMINIEE



Mini Ladybug NMINIBL



Mini Flip Flop NMINIFF



Mini Pretzel NMINIPR



Mini Teddy NMINITE



Mini Football NMINIFB



Mini Golf Ball NMINIGB



Mini Diamond Ring NMINIDR



Mini Doabone NMINIDB



Mini Moon NMINIMO



Mini Hamsa Hand NMINIHH



Mini Butterfly NMINIBU



Mini Cowboy Boot NMINICB



Mini Apple NMINIAP



Mini Footprint NMINIFP \*Double-sided



Mini Baseball NMINIBS



Mini Snowflake NMINISW



Mini Clover NMINICL



Mini Lightning Bolt NMINILB



Mini Peace Sign NMINIPE



Mini Anchor NMINIAR



Mini Heart Sunglasses NMINIHG



Mini Banana NMINIBA



Mini Button NMINIBN



Mini Soccer Ball NMINISB



Mini Bell NMINIBEL

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(front) (back) Mini Wing NMINIWI \*Double-sided



Mini Lotus NMINILO



Mini Sea Turtle NMINITU



Mini Cocktail



Mini Pineapple NMINIPN



Mini Single Note NMINISN



Mini Basketball NMINIBK



Mini Graduation Cap NMINIGC \*Benefits Breast Cancer Research



Mini Horseshoe

NMINIHS

Mini Cross

NMINICR

Mini Owl

NMINIOW

Mini Sand Dollar

NMINISA

Mini Teapot

NMINITE

U

Mini Fork

NMINIFO

Mini Skull

NMINISK

Mini Tennis Ball

NMINITB

Mini Ribbon

NMINIRB

# mini moments bracelet |

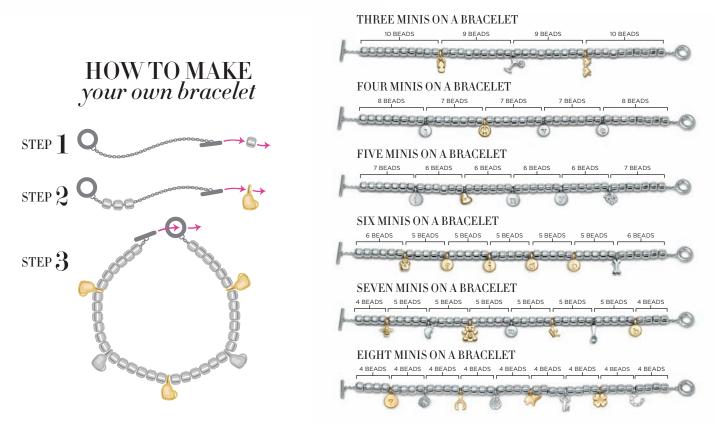
**Sterling Silver** Starting at \$78 \*Prices subject to change. Minis not included.





We're all about telling your story and celebrating life's collection of special moments.

Explore your past, present, and future as you mix and match our whimsical collection of minis to design your own unique Mini Moments bracelet.





Sterling Silver	\$78 - 88
14kt Yellow Gold	\$358 - 378
Diamond	\$418

\*Prices subject to change. Diamond pieces are approximately H color, SI clarity, with 0.008 - 0.01 carats in total diamond weight.

### ALTHOUGH WE LOVE SPARKLE & GLITZ, SOMETIMES LESS IS BEST!



Cord Color Options:				
🔜 Black	🧱 Blue 🛛 🞆 Brown	🧱 Dark Green 🛛 🞆 Gray 🔛 Lavender		
🧱 Light Green	📙 Neon Green 📗	🛛 Neon Pink 🔛 Purple 📕 Red 🔛 Yellow		

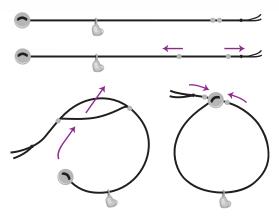
THE MINI STUD EARRINGS & CHARM RINGS CREATE A FUN, UNIQUE LOOK FOR PERFECT EVERYDAY STYLE. 
 Sterling Silver
 \$118 - 148

 14kt Yellow Gold
 \$348 - 368

 Diamond
 \$448

\*Prices subject to change. Diamond pieces are approx. H color, SI clarity, with 0.008 - 0.01 carats in total diamond weight. Collection shown to scale.

## how to put on a MINI CORD BRACELET



MINI earrings & rings



Mini Stud Earrings EMINI \*All mini styles are available as stud earrings Mini Charm Ring RMINI \*All mini styles are available on charm rings Band: 1/8 inch and Dangle: 1/2 inch

CHAINS

Sterling Silver\$10 - 5014kt Yellow Gold\$80 - 430\*Prices subject to change.

### WHEN IT COMES TO A BEAUTIFUL PENDANT, ALEX WOO'S DIAMOND CUT BALL CHAIN ACTS AS THE FROSTING ON THE CAKE.



Single Disco Chain in Sterling Silver Available in 16 inch, 18 inch, and 20 inch

1.2 MM BALL for Mini Pendants 1.5 MM BALL for Single, Double, & Triple Pendants



Single Disco Chain in 14kt Yellow/White Gold Available in 16 inch, 18 inch, and 20 inch

> 1 MM BALL for Single Pendants 1.2 MM BALL for Double Pendants 1.5 MM Ball for Triple Pendants



2 inch Chain Extenders Available by Special Order

1.2 MM BALL in Sterling Silver 1.5 MM BALL in Sterling Silver 1 MM BALL in 14kt Yellow/White Gold



Sterling Silver \$48 14kt Yellow Gold \$148 Diamond \$198

\*Prices subject to change. Diamond pieces are approximately H color, SI clarity, with 0.008 - 0.01 carats in total diamond weight. Collection shown to scale.



Spell it out in a charming way while keeping your s-t-y-l-e classic!





Mini Letter F NMINILF











Mini Letter G NMINILG



Mini Letter Q NMINILQ

















Mini Letter R NMINILR







Mini Letter D NMINILD





















NMINILO



Mini Letter Y NMINILY







 Sterling Silver
 \$48

 14kt Yellow Gold
 \$148

 Diamond
 \$198

\*Prices subject to change. Diamond pieces are approximately H color, SI clarity, with 0.008 - 0.01 carats in total diamond weight. Collection shown to scale.



Whether it's an anniversary, a lucky number, or a milestone, count the ways to represent who you are.







Sterling Silver\$4814kt Yellow Gold\$148Diamond\$198

\*Prices subject to change. Diamond pieces are approximately H color, SI clarity, with 0.008 - 0.01 carats in total diamond weight. Collection shown to scale.

## THE BONDS MADE IN A GREEK COMMUNITY LAST A LIFETIME.



Mini Greek Alpha NMINIALP



Mini Greek Eta NMINIETA



Mini Greek Nu NMININU



Mini Greek Tau NMINITAU





Mini Greek Theta NMINITHE



Mini Greek Xi



Mini Greek Upsilon NMINIUPS



Mini Greek Gamma NMINIGAM



Mini Greek Iota NMINIIOT



Mini Greek Omicron



Mini Greek Phi NMINIPHI



Mini Greek Delta NMINIDEL



Mini Greek Kappa



Mini Greek Pi NMINIPI



Mini Greek Chi

SUGGESTED COMBOS



Mini Greek Epsilon



Mini Greek Lambda NMINILAM



Mini Greek Rho NMINIRHO



Mini Greek Psi NMINIPSI



Mini Greek Zeta NMINIZET



Mini Greek Mu NMINIMU



Mini Greek Sigma



Mini Greek Omega NMINIOME



Chi Omega Symbols: Owl Nickname: Chi O



Alpha Delta Pi Symbols: Lion & Diamond Nickname: ADPi



Delta Delta Delta Symbols: Dolphin Nickname: Tri-Delt



Kappa Delta Symbols: Teddy Bear Nickname: KD



Kappa Kappa Gamma Symbols: Fleur de Lis & Key Nickname: Kappa, KKG



Zeta Tau Alpha Symbols: Crown Nickname: Zeta



Pi Beta Phi Symbols: Arrow Nickname: Pi Phi



Delta Zeta Symbols: Turtle Nickname: DZ



Delta Gamma Symbols: Anchor Nickname: DG



Alpha Phi Symbols: Phi Bear Nickname: APhi



Alpha Omicron Pi Symbols: Panda Bear Nickname: AOPi



Kappa Alpha Theta Symbols: Twin Stars Nickname: Theta

## LITTLE ICON<sup>TM</sup> pairings



Little Activist Paw layered with Little Activist Bone



Little Animals Frog

paired with Mini Crown

Little Vegas Spade layered with Little Number 7



Little Luck Key paired with Mini Heart



Little Cities Palm Tree layered with Little MLB Los Angeles Dodgers



Little Number 7 paired with Mini Dice



Little Cities Cowboy Boot layered with Little Princess Star



Little Luck Wishbone paired with Mini Star



Little Seasons Penguin layered with Little Seasons Snowflake



Little Signs Dog paired with Mini Paw

## MINI ADDITION<sup>™</sup> combo sets



# CHARITABLE DESIGNS

Sterling Silver<br/>14kt Yellow Gold<br/>Platinum\$128 - 158<br/>\$598 - 978<br/>\$1,898\*Prices subject to change.<br/>Collection not shown to scale.

## LIVE. LOVE. BE INVOLVED.

Alex Woo is committed to helping others achieve their goals and contributing to the wider community by making a difference with each design.

