



The Moggo logo is displayed in white on a blue background. The word "MOGGO" is in a large, bold, sans-serif font, with a registered trademark symbol (®) to its upper right. Below it, the tagline "We just click!" is written in a smaller, lowercase, sans-serif font.



Mogo Catalogue
www.minnettemogo.com.au



Everyone Loves MOGO!



"Taylor Swift, Miley Cyrus and The Jonas Brothers rock the hot new accessory, MOGO Charmbands."



Disney "Shake It Up!" stars, Bella Thorne and Zendaya, show how BFFs wear MOGO!



"MOGO is the next big thing."



Ariel Winter of Modern Family, is spotted customizing a black MOGO Charmband.



Vincent Martella of Phineas and Ferb looks hot wearing his initials on MOGO Charmbands.



Romi Danes of Hannah Montana looks amazing in her stacked up pink and black MOGO Charmbands.



Zachary Gordon of Diary of a Wimpy Kid is giving MOGO to the entire Wimpy cast!

celebritybabyscoop

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ DISHING IT OUT DAILY

Which celeb mommies are stocking up on MOGO charms for their kids? Jennifer Garner, Jessica Alba, and Angelina Jolie are just a few of the A-listers that have started collections for their celeb kids. Taylor Swift, The Jonas Brothers, and Miley Cyrus have also been spotted sporting their hot new MOGO Charmbands.



MOGO, It's So Me!

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

MOGO Magnetic Charms, linkable Charmbands, Sunglasses and Purses, 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 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.



Orange • SUN12-ORA



Green • SUN12-GRE



Pink • SUN12-PIN



The Many Ways to Wear MOGO...

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

MOGO Linkable Charmbands

MOGO Charmbands are fully adjustable and come in several modern colours. Link them together to transform charm-bands 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



CHA11-Bright Blue



CHA11-Bright Green



CHA10-Black



CHA11-Silver



CHA11-Red



CHA11-Neon Pink



CHA11-Purple



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.

NEW ARRIVALS



Pet Pals No. Tin09-PET



Love Letters No. Tin10-LOV



Love 2 Laugh No. Tin12-LAU



Flower Power No. Tin12-FLO



Argyle No. Tin10-ARG



Lucky Charms No. Tin09-LUC



Peace Time No. Tin09-PEA



Baby Cakes No. Tin12-BAB



Miles of Smiles No. Tin10-MIL



Heart to Heart No. Tin09-HEA



Sugar Rush No. Tin10-SUG



Diamond Bling No. Tin11-DIA



I See You No. Tin10-ISY



World Peace No. Tin10-WOR



Forever Friends No. Tin12-FOF



Purple Bling No. Tin11-PUR



Horse Love No. Tin10-HOR



Peace & Love No. Tin10-PAL



Flutter Bugs No. Tin10-FLI



Pink Bling No. Tin11-PIN



Amuletta No. Tin10-AMU



Pocket Pups No. Tin10-POC



Fashionista No. Tin12-FAS



Hello Fruity No. Tin12-HEL



Sweet Shoppe No. Tin12-SWE



Dreamer No. Tin09-DRE



Dance Star No. Tin10-DAN



Southern Bell No. Tin12-STH



Neon Peace No. Tin12-NEO



Cruise Club No. Tin09-CRU



Team MOGO No. Tin10-TEA



J'Dore Paris No. Tin12-JDP



Special Forces No. Tin09-SPE



Text Me No. Tin10-TEX



Soccer Kid No. Tin11-SOC



Monster Mob No. Tin12-MOB



Retro Bots No. Tin09-RET



Groovy Love No. Tin09-GRO



Flip for You No. Tin11-FFY



Groovy Bling No. Tin11-GRO



Best Day Ever No. Tin13-BDE



Rock Star No. Tin13-BDE

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



January
GARNET



February
AMETHYST



March
AQUAMARINE



April
DIAMOND



May
EMERALD



June
PEARL



July
RUBY



August
PERIDOT



September
SAPPHIRE



October
OPAL



November
CITRINE



December
BLUE TOPAZ

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



Heart
Flower

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

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 wonderful 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.

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 for a MOGO® sales agent in your area.

AUSTRALIA AND NEW ZEALAND HEAD OFFICE

Minette Trading Pty Ltd

0403 027 223

sales@minette.com.au

www.minnettemogo.com.au



www.minnettemogo.com.au





HEAD OFFICE
Minette Trading Pty Ltd
Phone: 0403 027 223
sales@minette.com.au

www.minettetemogo.com.au