

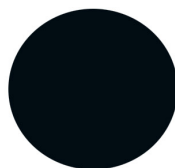
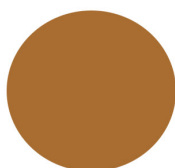
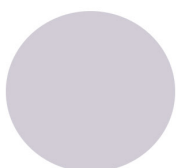
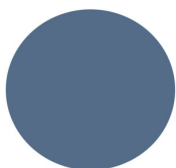
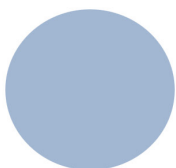
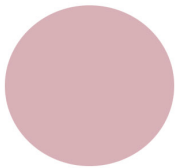
Fashion Designer: Cindy Vang
Fashion Merchandiser: Quan Lam

Creative Statement:

This collection curated towards the ambitious, independent yet confident women who always stay in step with style and are not afraid to be unique.

Brand statement:

The goal for our brands is to build a strong emotional bond with the clients to inspire and connect with them to put their best selves forward every day. Our clients are the reason and inspiration for everything we do.



TARGET MARKET

Female

Age: 20-45 years old

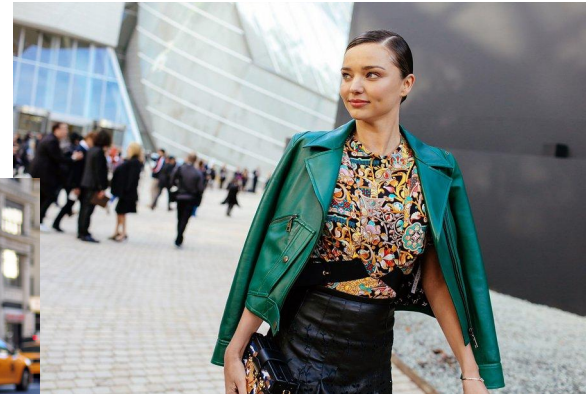
Single

Income: \$75k+/year

Professional

Travel a lot for work

Fashion conscious/trend-followers who have a taste for life's more expensive pleasures.



Budget:

Overall collection cost \$200 plus the \$150 from
Michael Levines
(Fabric, notions, thread..)

**Not including model fees