

Final Project presentation

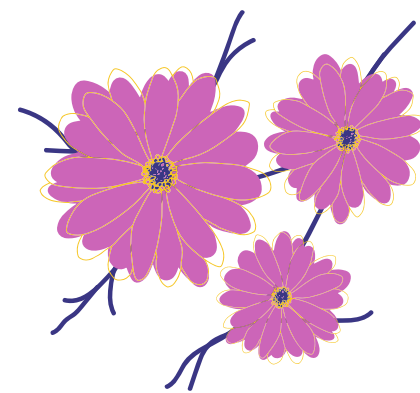
Presented by- Saira Suhail





CONCEPT

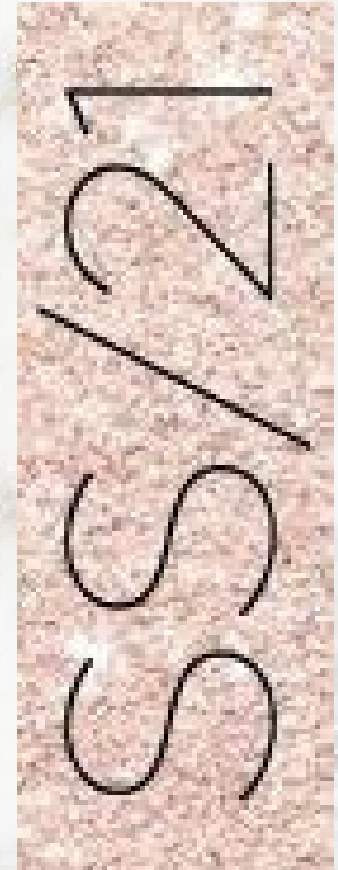
Online retailer who sells premium quality high end luxury fashion goods from Latin American emerging designers that are inspired by a mixture of tropical and beach vibes





MISSION STATEMENT

“Our mission is to give our customers the feeling of belonging of Latin culture with its richness of elegance and make them shine with our products essence. Where every piece is made with utmost care of its quality and love



SUSTAINABILITY BRANDS

1. Prenda Bella (El Salvador)

- Creates elegant and sustainable accessories
- 100% handmade by local artisans
- Beadwork, gold, crystals are used



2. Oli Joya's (Colombia)

- Hand made jewellery from Colombia
- Fine artisans
- Supporting women's community & profits going to charities





PRODUCT DEVELOPMENT

CATEGORIES	%	SIZE
TOPS:	25%	S
DRESSES:	25 %	M
BOTTOMS :	20%	L
ACCESSORIES:	20%	XL
SWIMWEAR:	10%	
TOTAL:	100%	

"Stylish, Cheerful, teasing"



WEBSITE LAYOUT

Get EXTRA 15% OFF sitewide + FREE Shipping using the code **SPRING15**

New In

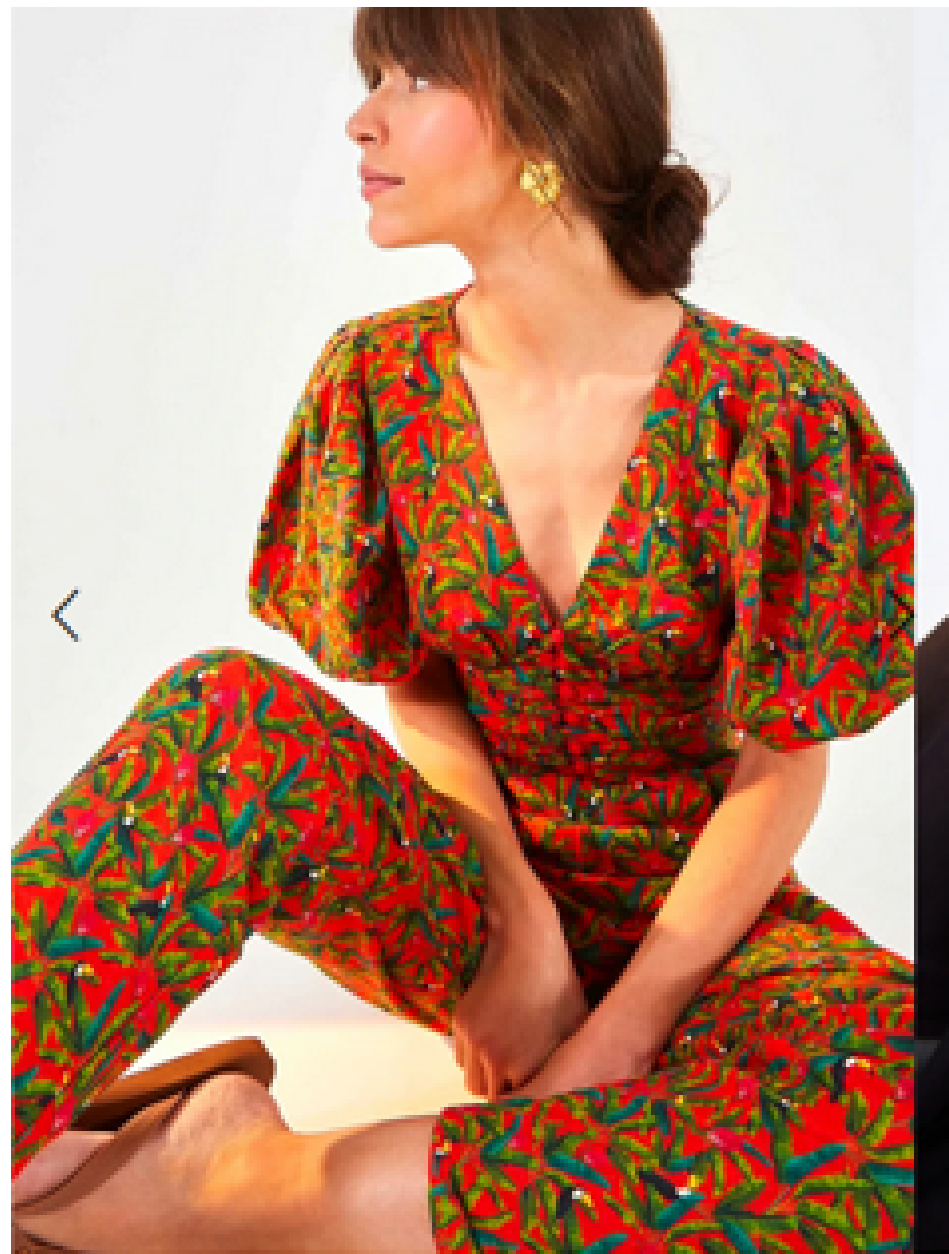
Shop

Best Sellers

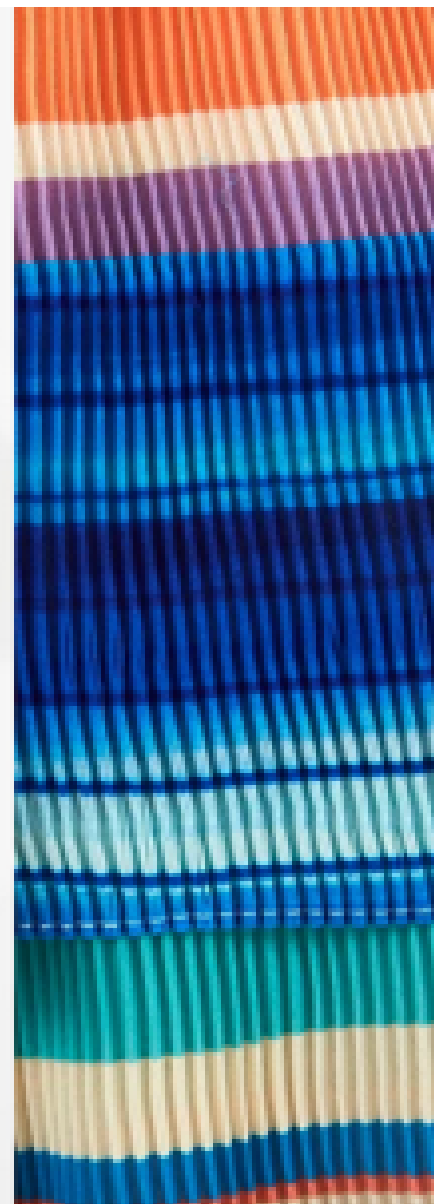
Lookbooks

Sale

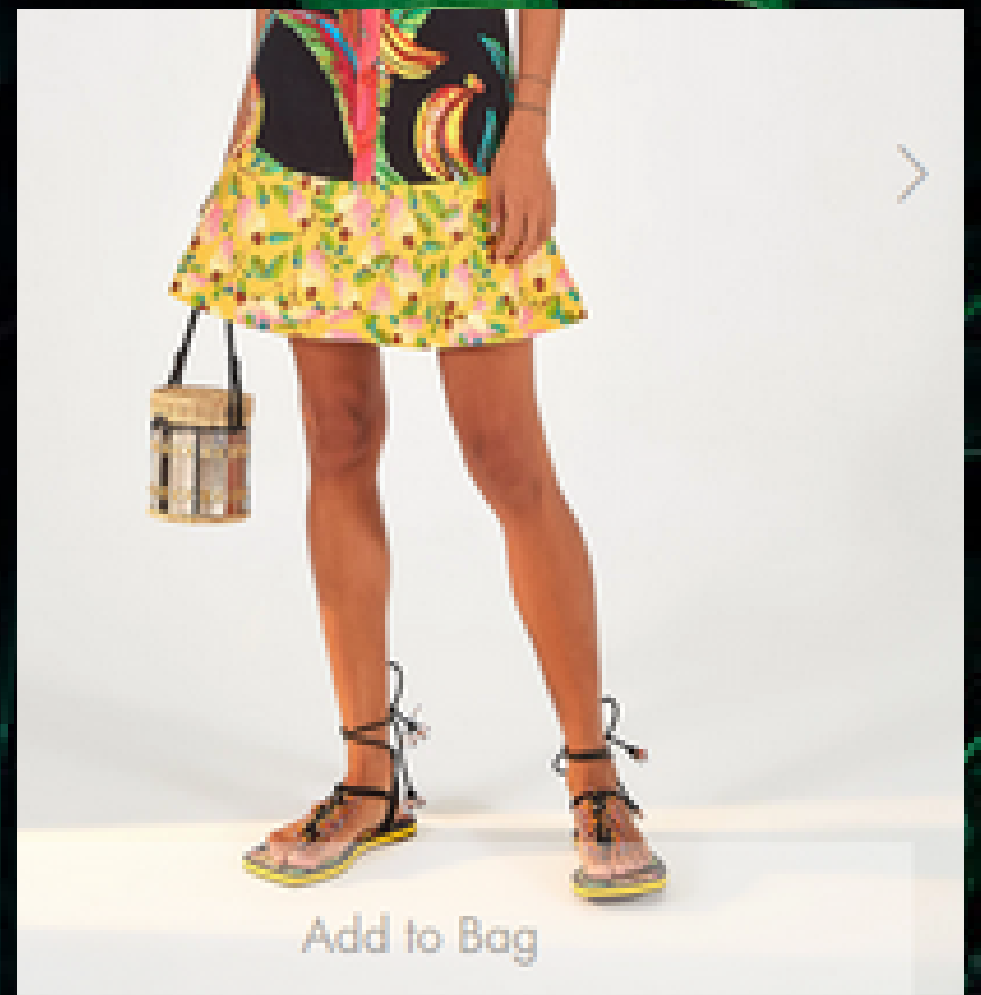
About



Shop our Best Sellers



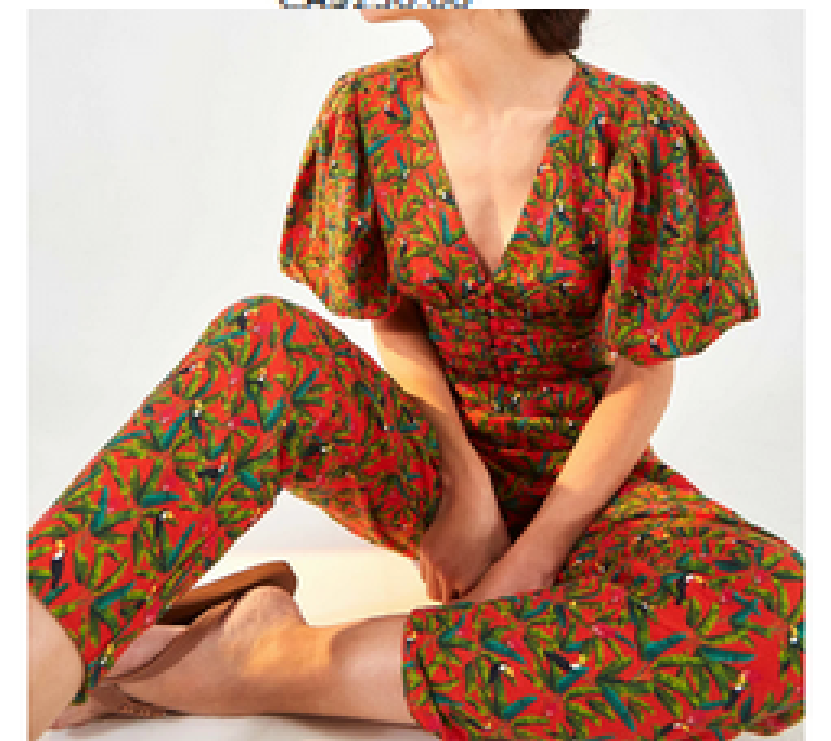
Shop Now



Add to Bag

Farm Mix Mini Dress

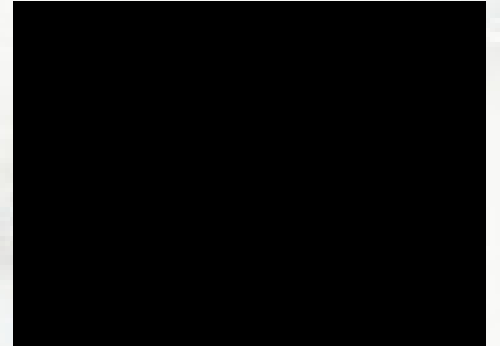
CA\$230.00



Tucano Paradise Open Back Jumpsuit

CA\$305.00

POP UP STORE .



MEGA
50%
SALE



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