



Paradise Sensation

Season: Resort Cruise





Paradise Sensation

Live within a world of
minimalistic luxury.

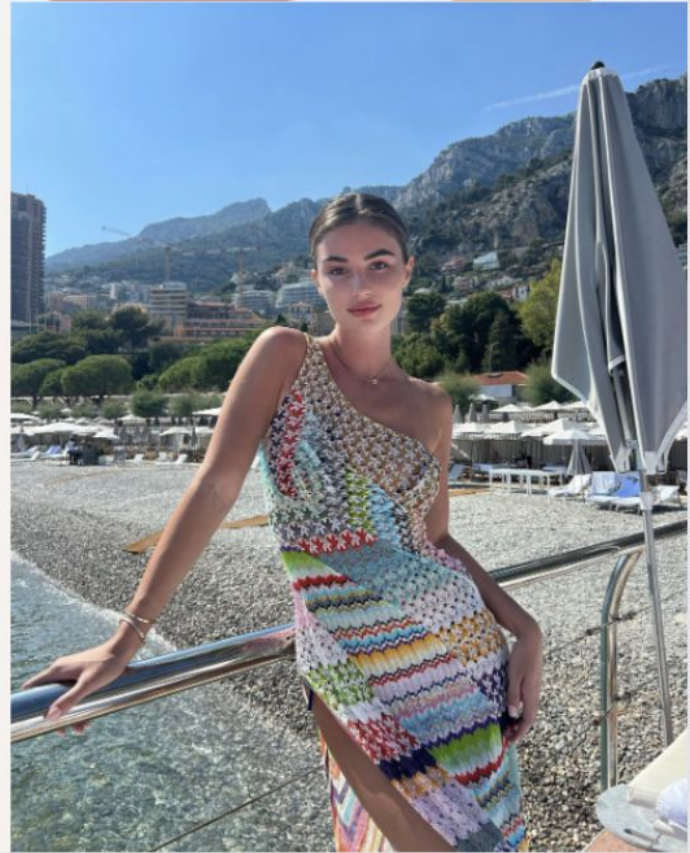
Happy

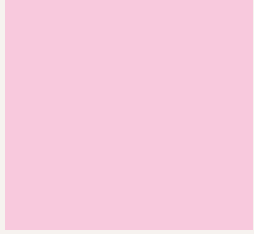
Relaxing

Peaceful



A relaxed, comfortable but elevated vacation wardrobe. Influencer vibe styles that are trendy, clean and feminine.





Bubble Gum



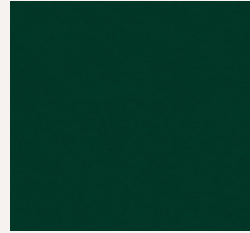
Rich Lavender



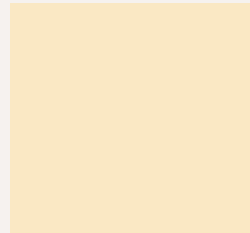
Sunglow



Tuscan Tan



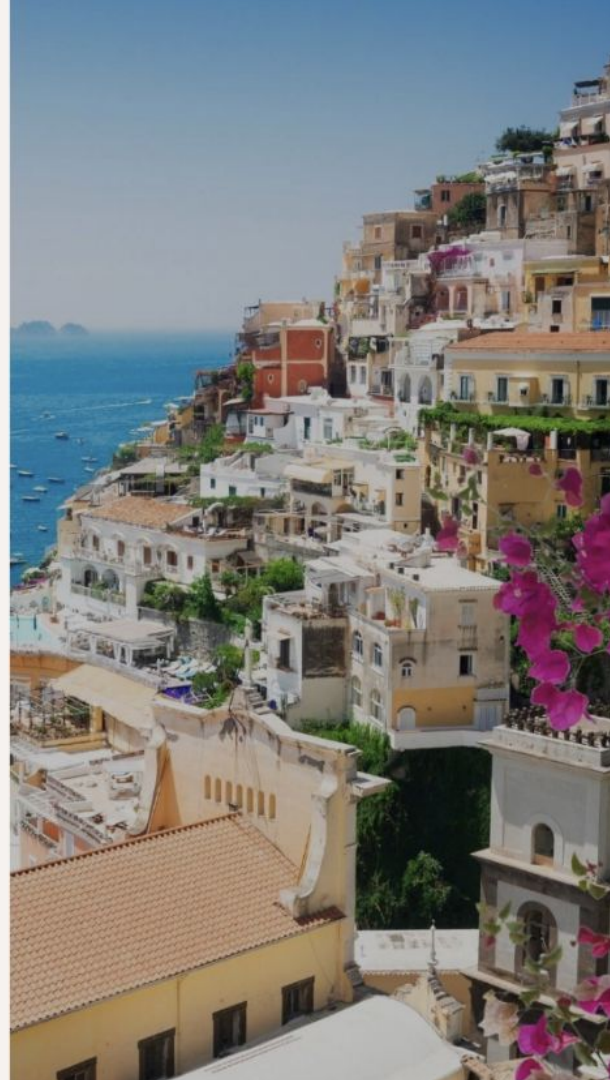
Forest Green



Chardonnay

Color Story

The color palette is rich with elegant and fun hues that enhances self love. Upgrading neutrals with a more feminine twist.



Textiles & Materials



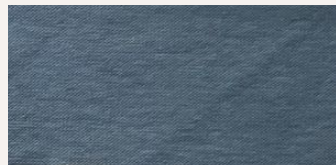
Silk Charmeuse



Leather



Linen and Cotton Blend



Rayon Jersey



Nylon Organza



Polyester Pointelle


Textiles & Materials Story

Set aside your everyday staples for elegance, comfort and breathability. Enjoy the feeling of freeness that brings out your feminine side.

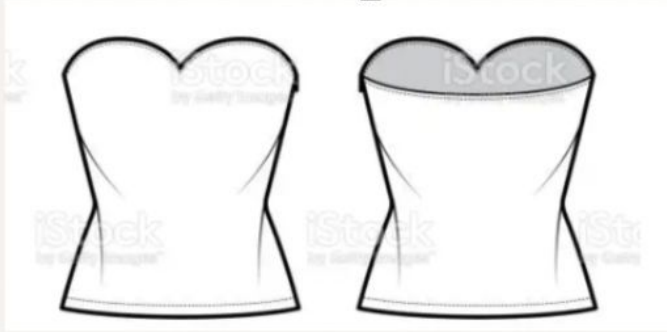


Style Story

Feel good with lightweight, flowy pieces perfect for your tropical paradise vacation. Get ready for a relaxing sunset dinner into the nighttime.



Sweetheart Tube Top



Ombre Frameless Sunglasses



Ultra Mini Skirt



Kitten Heel

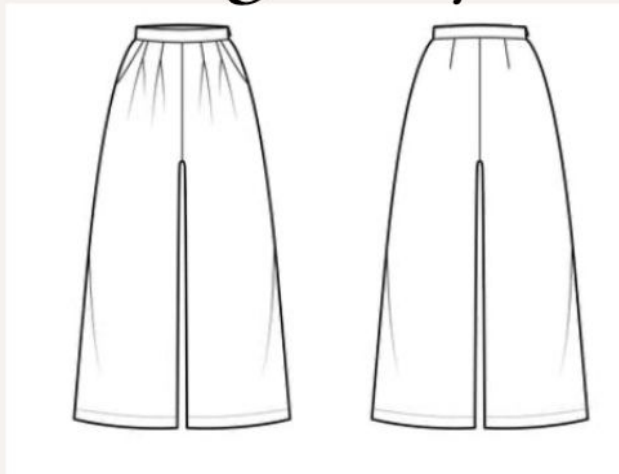


Corset Top



Shoulder Bag

Wide Leg Flowy Pants



Platform Mule Sandal



Buckle Front Bag



Slip Dress



Square Toe Heel



Target Market

Demographic:

- Women
- 22-28
- Employed, upper/middle class
- Single, no children
- Lives in the city

Psychographic:

- Enjoys self care
- Influencer/social media presence
- Fashion forward, keeps up with trends
- Social
- Creative



Potential Clients

H&M

ZARA

PRINCESS POLLY



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