

美国独特服装系列





该品牌是一个独立的、以设计为导向的时尚品牌，以其建筑式的轮廓、极简奢华的美学和专门的小众客户群而闻名。

在过去的十年中，该公司通过独特的品牌声音、一致的创意和密切的客户关系培养了一批忠实的追随者，并通过独家展厅体验和数字商务的混合模式得到了加强。

该品牌采用精致、刻意限量的系列策略，在艺术、时尚和功能的交汇点上开展业务，为那些重视永恒设计而非潮流时尚的客户提供高级衣橱解决方案。

要点

设计 DNA：精准剪裁、简约设计，注重提升穿着舒适度

忠诚客户：重复购买行为以及与核心、高保留率客户群的长期关系

工作室访问：独特的零售模式，提供精心策划的预约式购物体验

数字业务：完全自主经营的电子商务渠道，利润丰厚，管理成本低

赢得媒体：独立媒体和地区媒体的正面报道

分段

- 女装主打：长裤、上衣、外套和场合单品
- 无季节限制的核心款式和限量版产品
- 与品牌精神相关的配饰和生活方式产品
- 不定期的样品销售活动和胶囊系列

市场定位

该品牌与 Rachel Comey、Zero + Maria Cornejo 和精品店品牌 The Row 等品牌同属高端独立时装领域，具有很强的竞争力。

它吸引的是眼光独到、注重风格的受众，他们重视个性、工艺和有目的的设计。

TARGET PRICE

\$ 0

BUSINESS TYPE

时尚零售商

ESTABLISHED

2011

COUNTRY

美国

BUSINESS ID

L#20251011

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