

L O U R



Creativity Directed by Desiree
JeanMichel

D E S

"To create, innovate and give a
new look to luxury on a
household level."

Mission statement

Our people

Millennials women who'll be 25-40 in the year 2021

Some college, Bachelors or higher.

Make \$105,300 – \$255,100

Lifestyle blogger, Influencer, business owner and CEO of tech/online blogging companies**



LOUR-DES
FASHION BRAND

Fashion leaders: first to discover and wear new trends, daring
Confident, smart and very aware of global warming and sustainability
Love to look comfortable, sexy and practical.

No Kids/Spouse

Aware of global warming

High mandarinates will work out but will vlog it or blog their journey to cosmetic surgery.

Try to make every social event, cocktails brunch any network event that'll help their brand

Travel 2-4 times every 3 months

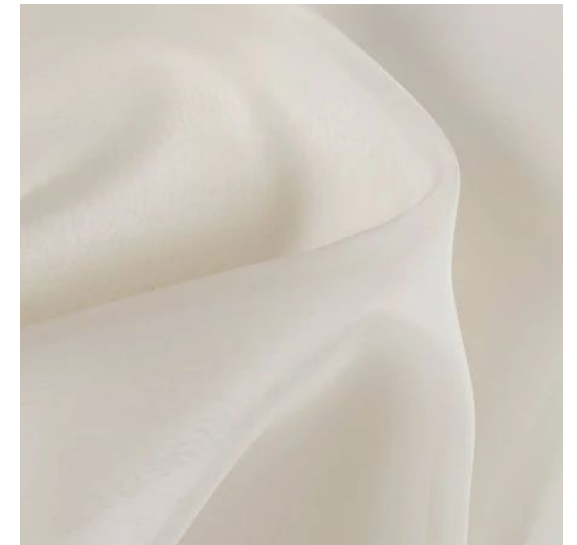


Wrap around the world

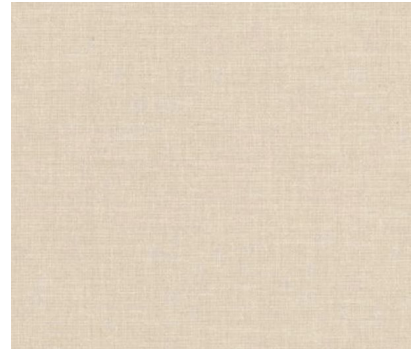
Outfit details:

Lame Nylon liner for belt
Organza Skirt and top

Hue: Oragaze



In a New York Minute



Seal bluez chino mini skirt has denim print material, Herrington. Its 100% thin wool



Flannel back satin top.

Roaring for a cocktail?

Eyelash Fringe
With Diamond fishnet fabric built in for mobility.

