



CULT GAIA

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HISTORY OF BRAND

Cult Gaia was founded is an LA- based brand that was founded in 2012 by Jasmin Larian Hekmat. The brand has grown from designing the coveted Ark Bag that had a waitlist of thousands to a collection that features ready to wear, accessories, footwear, and swim.

Cult Gaia coveted Ark Bag



Founder of Cult Gaia, Jasmin Larian Hekmat



CULTURE OF THE BRAND

Cult Gaia is inspired by femininity, nature and architecture.
Its focus has always been about making things that are conversation
starters, and that are as much object d'art as they are accessory.



Cult Gaia resort 2023





Cult Gaia

Shannon Feather Leather Stiletto Mules

STRUCTURE

Cult Gaia has grown from making and selling accessories to a lifestyle brand that sells everything from ready-to-wear, shoes, accessories, swim, and its most recent launch: sunglasses.

CORE VALUES

We create items that are first, Objet d'Art and secondly, that have utility. Many of the bags we create stand on their own and have a very sculptural quality about them. Our design ethos is to make things stand out and turn heads. Pieces should be perfectly imperfect and need to be nuanced to be beautiful, like nature, no two things are ever the same. Cult Gaia is inspired by nature and women. This is where the brand's name comes from. Great brands are cult-like, uniting like-minded people in their aesthetic ideals. Gaia is the goddess of Mother Earth and the daughter of chaos, the most creative force there is.

MISSION STATEMENT AND OBJECTIVITY

To curate a wardrobe full of magic, one that glows with each accessory.

To create a lifestyle, that's a visual feast, effortlessly.

We believe getting lost in the details is a wonderful place to be found.

To design for the moving eye, because everything is art.

It's essential to curate a soulful wardrobe, full of timeless pieces.

Good design is not over designed.

Beautiful pieces are meant to be passed down.

Perfection is imperfect, as nature dictates.

CORE TARGET MARKET AND EXAMPLES

Female

Ages 24-30 | Single or married | Annual income of \$40,000 - \$49,000 | Lives in metropolitan areas

Cult Gaia core target market has interest in fashion, music and nature. She lives in an urban city but balance her life style by traveling to relaxing destinations. She likes handmade goods from local businesses and is a professional woman that works hard but also values her freedom of expression. She also enjoys life in good company and values her friendships.



L.A. Girls at Cult Gaia's 10th Anniversary Dinner Party

BROAD TARGET MARKET AND EXAMPLES

Female

Ages 18-30 | Single or married | (Ages 18- 24 most likely dependent on their parents) (Ages 25 to 30 make \$40,000 - \$49,000 annually | Lives in metropolitan areas

They are interested in social media and keeping up with trends. They value individualism and being socially accepted and value their friendships.



L.A. Girls at Cult Gaia's 10th Anniversary Dinner Party

Reference

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