



MOUREE Fall Winter Collection 2019

Introduction



To have such a great style you must find yourself within. Style is a way to say who you are without having to speak and that's where Mouree's comes in.

About Us

What we do is provide luxury modest fashion wear. What is modest fashion? It refers to looking stylish while remaining fairly covered. For others modest fashion is a personal choice that simply means wearing more traditional styles.



Core Values

- Our core values are not to advocate modesty but advocating choice.
- Delivering quality products, being innovative and feeling elegant are MOUREE's main key factors.
- Modest fashion is open to interpretation and can be beautiful while being either eclectic or edgy.
- Modest fashion is the new chic. Our approach is to combine elegance and classicism with audacity and modernity to pave new avenues in the fashion world.

Products



We sell products that include casual dresses, shirts, Kaftans, skirts, trousers, outwears and head coverings. Our styles include maxi dresses, flowing dresses, Dior-inspired flare skirts, Outwears, long sleeves under short sleeves, scarves, tunics and palazzo pants.

Target Market

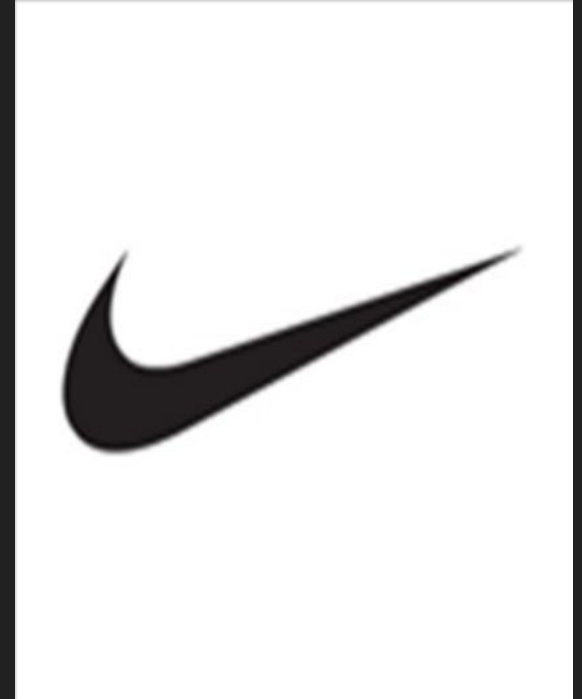
- Our target marketers are millennial who are up to date with today's fashion.
- These women are between the ages of 22-35 years old.
- They will have a bachelor's degree and have incomes between 60k-100k and up.
- Muslim consumer spending on clothing is expected to reach \$368 billion by 2021 which would be a 51% increase from 2015.
- We are targeting Muslim communities as well women from all ethnicities.

Psychographics & Lifestyle

- Our consumers are aware of new trends and active on social media.
- Their lifestyle would consist going out for brunch, dinners and social events.
- They enjoy reading popular fashion magazines like Vogue, Glamour and IN style magazine.
- While modest fashion has often been associated with religious observance, it is gaining more attention among nonreligious consumers as well.
- There are a lot of non-Muslim women who are drawn to this aesthetic. It's a style that resonates with them.



Competitors



Fast fashion retailers and designers are taking notice of this market's potential and joining the modest mix. We will be facing competition from global brands. Nike introduced its Pro Hijab line for Muslim female athletes and Hana Tajima Collection with a line of hijabs

Nike



Nike Is now selling its first ever performance hijab for Muslim female athletes. On its U.S. shopping website Nike says the Nike Pro Hijab is made with lightweight, breathable fabric that wicks away sweat and stays tucked in during any workout. The hijab sells for \$35 and is available in black in sizes from extra-small to large.

Hana Tajima

- Hana Tajima collaboration with the Uniqlo started three years ago when she designed its first hijab with and the capsule has grown to include dresses, separates and daywear.
- It's accessible with prices ranging from \$5.90 for headband covering to \$59.90 for outerwear.
- Not only is Tajima's clothing about as comfortable as it gets but it doesn't skimp on style either.



Output

- We plan to give the the collection a luxurious look. We will cater to both petites and plus sizes because everyone who has different shapes and sizes should have the advantage of being able to find an outfit easily.
- Our price point would be from \$200- \$500 due to its pristine quality and fabrics.
- We will provide more options than ever for dressing modestly through our social media. This allows more women to identify with modest fashion and find creative ways of wearing it
- Also it will help societies create an atmosphere that is more tolerant and accepting of different cultural expressions.

Merchandising & Assortment Planning

Dyer Long Sleeve Asymmetric Chiffon Dress

\$445.00

SIZE : XS- XL

This pretty antique-rose design is made from featherweight silk-twill with voluminous sleeves and flared cuffs.

- *Fits true to size*
- *Relaxed-fitting through the frame, tapers towards the waist*
- *100% silk*
- *Dry clean*
- *Country of origin: Italy*
- *Model is 180cm tall and a size S*



Tie Waist Linen Wrap Dress

\$380.00

SIZE : XS- XL

This linen wrap dress embodies the thinking, rendered in a soft oyster hue, a colour that will go with everything, It's cut to a sophisticated wrap silhouette and tempered with a self-tie belt at your narrowest part.

- *Fits true to size*
- *Hemline falls above ankles, full length sleeves, wrap around front with lapel collar*
- *Relaxed silhouette*
- *100% linen, Handwash*
- *Country of origin: Italy*
- *Model is 180cm tall and a size S*



Button-Up Flared Sleeve Cotton Poplin Kaftan

\$400.00

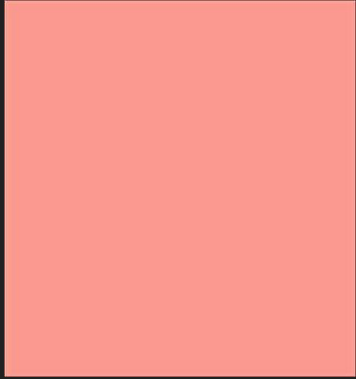
SIZE : XS- XL

Wear it to a day-event with embellished flats and add a hat for a more directional charm.

- *Fits true to size*
- *Long, flared sleeves*
- *30% polyester, 40% cotton, 30% viscose*
- *Dry clean*
- *Country of origin: Greece*
- *Model is 180cm tall and a size S*



Color Palette



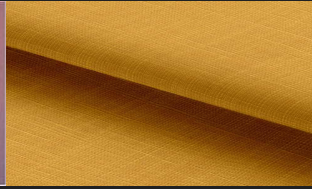
Oyster hue



Charcoal grey



Beige Rose



Sunshine Yellow



Off White

Star color

Salmon Pink

We love pinks and when are pastel shades not a good idea? Whether you incorporate it by wearing a pastel hijab or pastel shoes, trust us this simple and elegant color scheme is always a #look.

New- Era Marketing

Social media platforms allow individuals who dress modestly to share styles, experiences and views. Influencer marketing is hot due to its fastest growing, cost effective channel.

MOUREE will be partnering up with influencers who understands our brand and products to help our consumers feel connected and confident in their choices.

Dina Tokio



she has made modest wear transition to mainstream attention working on collaborations and features with the likes of Liberty, YouTube and international issues of Vogue. Her instagram consists of 1.3M followers.

If you dabble in the idea of modest fashion but aren't driven by religion to fully cover up or cover your hair then Bashir is your go to girl. Her instagram @desertmannequin contains 67k Followers. She's a Style Contributor at @manrepeller and Co-Creative Director at @nduoofficial.



Because our approach is that modesty can be defined in many ways. However If you want to wear a mini skirt and it makes you feel good to show your legs then you should do that. If you want to cover, equally do that as well.

It is your choice on how you want to dress and how you want to present yourself.

There are no rules when it comes to fashion. So make the world your runway!