

OFFICIAL CORPORATE BRAND SPEECH IOCO

1 - STYLING

IOCO Femme Collections concept is everything about women.

Women's enjoy and take pride to be beautiful, special and become the centre of attentions. A woman also knows her dignity is valuable in every aspects of her life. With class and taste, she knows what she wants for her self. Women's who embraces her natural figure and knows that in comparison to all the excessive simplicities is her way for elegance and beauty. From this concept, IOCO Femme Collection always provides unique feminine design and silhouettes that have different tactile stimulations. The manipulation of silhouette used to control the experience of the body when women is wearing the garment, as well as manipulating the viewers' perceptions of women's unique figure.

IOCO Femme style is about the art of dressing up in a fashionable stylish way through unique simplicity and sometimes layering. The cuts are usually quite loose for stylish comforts and asymmetrical with simple combination of pattern draping for a sway and a touch of romance. The pieces are often finished with a touch of detail, which are attractively catchy yet eloquent. IOCO Femme collection, has demonstrated expertise and understanding of the fabric, volume and delicate craftsmanship to the garment.

IOCO Femme clothes are universal in her designs and material use, and its suitable to be worn in City or in a Resort Island in Summer time.

A QUOTE FROM THE DESIGNER –

"She walks with her head held up high, she is naturally beautiful, and she prefer to embraces all nature of life with elegance"

2 - BRAND POSITIONING



IOCO Femme is the eldest and flagship brand of the Group.

Market Segment

IOCO Femme belongs to a ready to wear collections.

Target Market

Women:

IOCO targets women over 30 years old who want be stylishly elegant and original, but still enjoy comforts and premium designs for everyday occasions. The brand aims to produce high quality products with unique designs for all type of women.

3 - PRODUCT INFORMATION

Price Range

From Rp. 400,000 – Rp. 1,000,000,-

Sizes available from XS – XXL (Eur.)

Collection in Store

New Collection arrival is every Quarterly.

4 - WHERE TO BUY

Products available in all of the six stores of HOUSE of IOCO in Bali.

www.house-of-ioco.com

Address of shops + website.