



S/S 2017

ELICIA LIM

ACCESSORIES DESIGNER

2017

S/S 2017

SHARDS

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CUSTOMER PROFILE



DEMOGRAPHICS

FEMALE, 20-30 YEARS OLD, URBAN, SINGLE

OCCUPATION: CREATIVE INDUSTRY

ANNUAL INCOME: USD 6,000,000

SHOPPING HABITS:

FAVORITE STORES: FENDI, GIVENCHY,

DOLCE & GABBANA

FAVORITE DESIGNERS/BRANDS: JUDITH LEIBER,

DIOR, VALENTINO

TREND DRIVEN, SHOP ON IMPULSE

WHOLESALE PRICE RANGE:

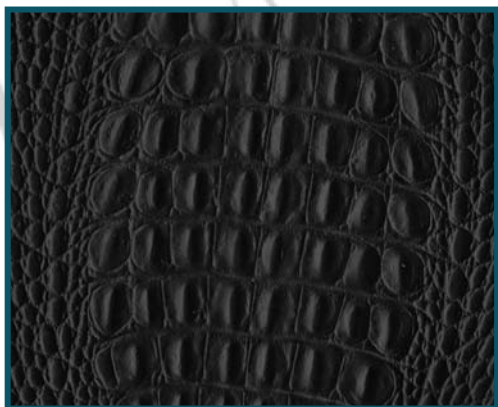
BAG: US\$ 5,000-US\$7,000

FOOTWEAR: US\$ 7,000 - US\$ 8,000

SMALL LEATHER GOODS: US\$ 600 - US\$800

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SWATCHES



Ebony Black



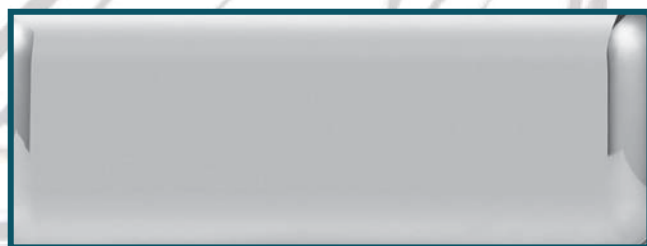
Sky Blue



Grimy Black

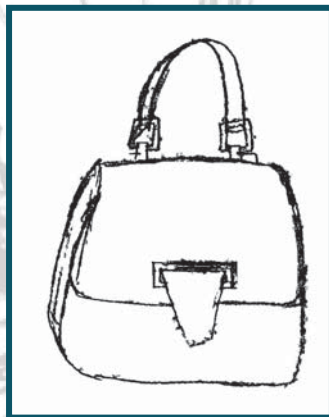
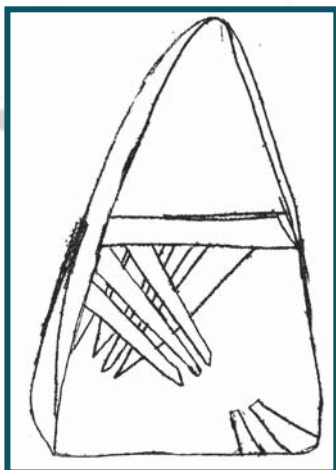
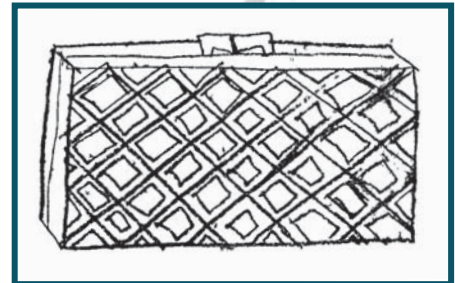
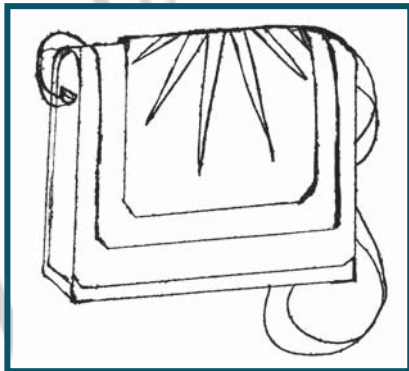


Cold White



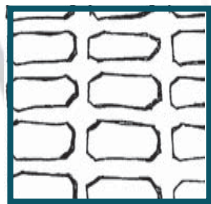
Silver Metal

S/S 2017

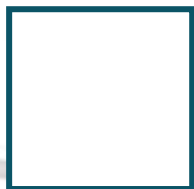


S/S 2017

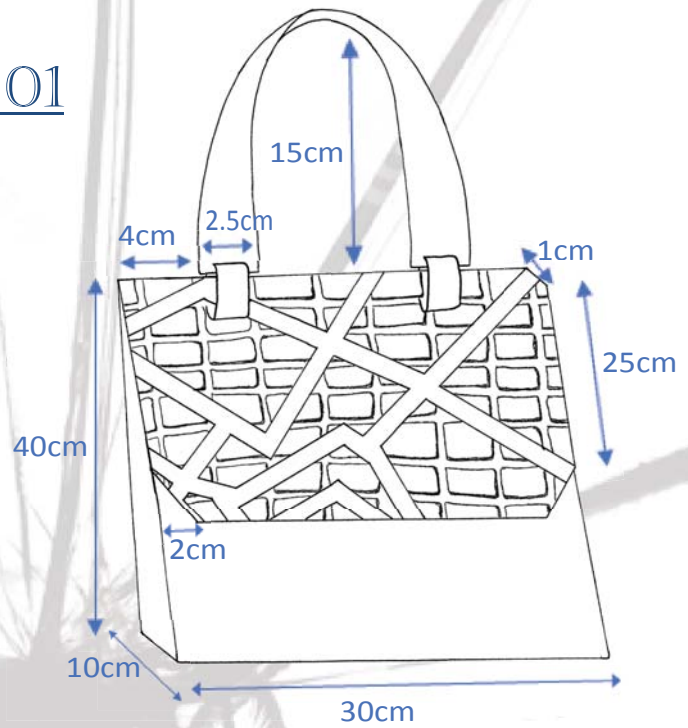
SS17-066-01



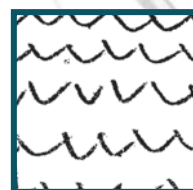
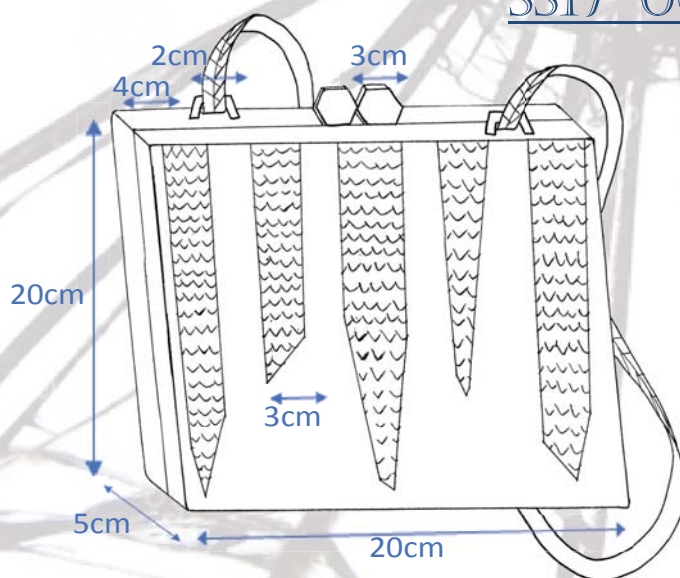
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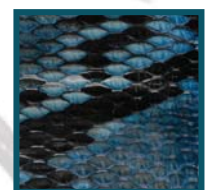
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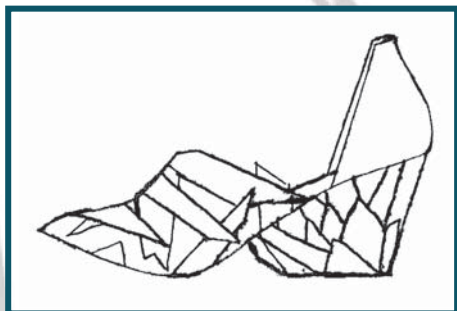
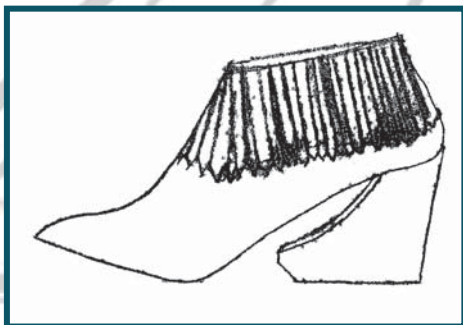
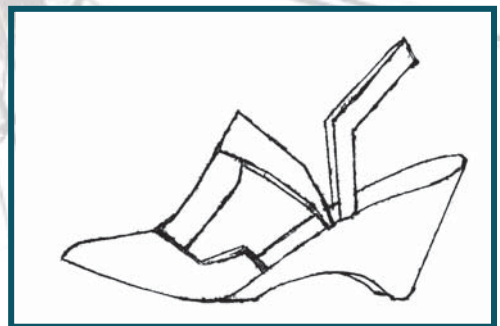
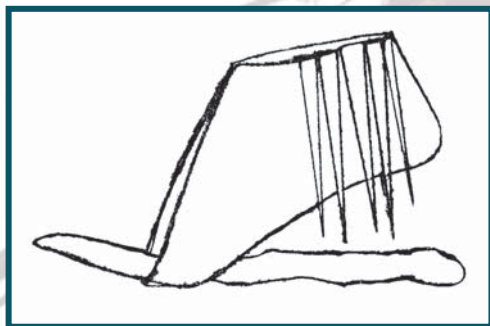
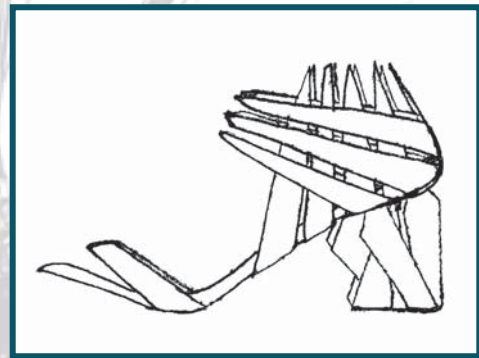
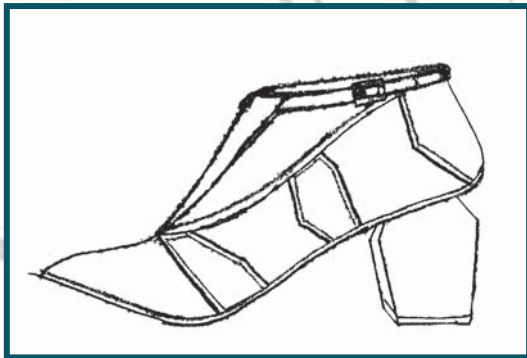
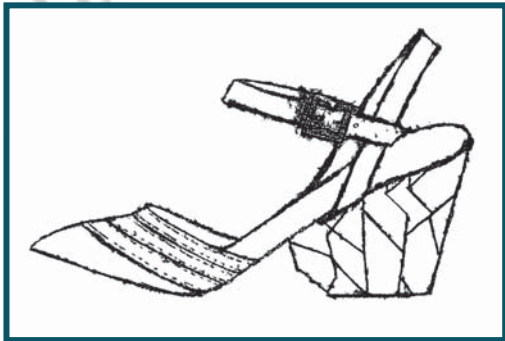
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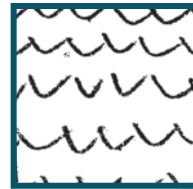
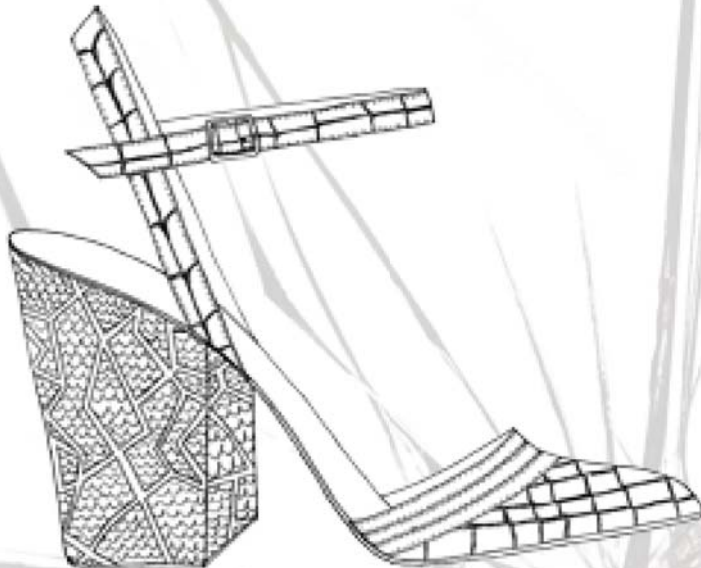


S/S 2017

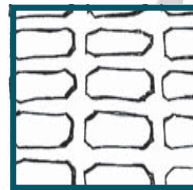


S/S 2017

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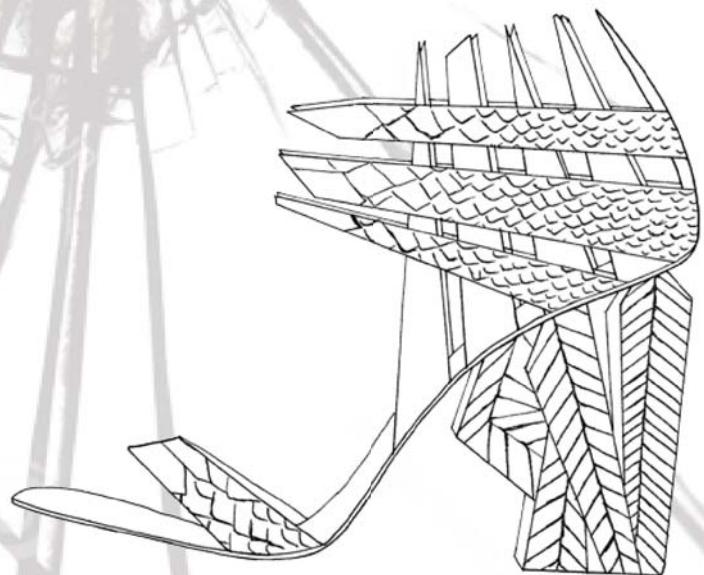
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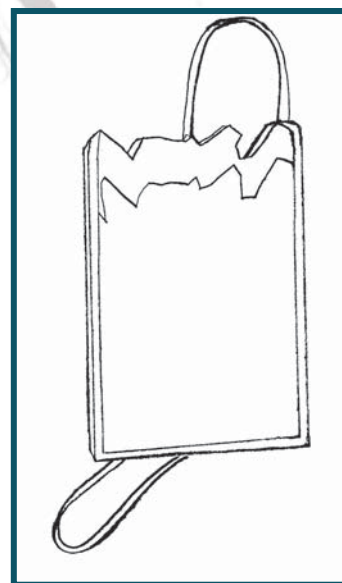
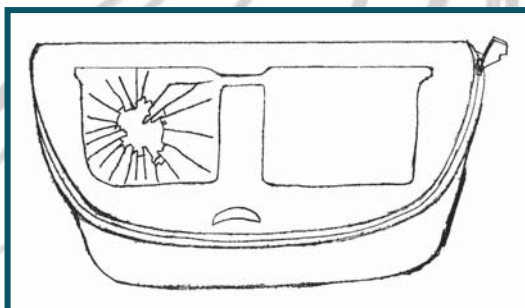
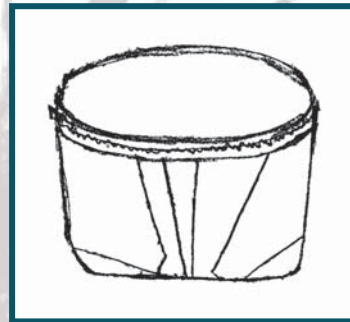
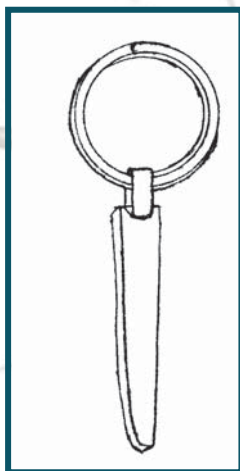
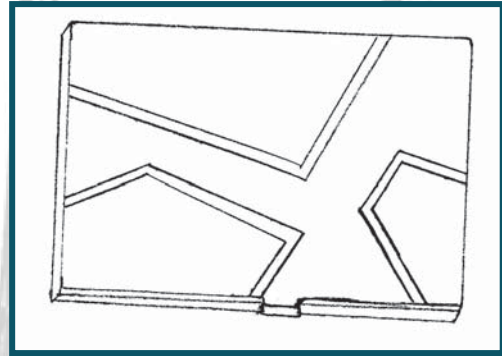
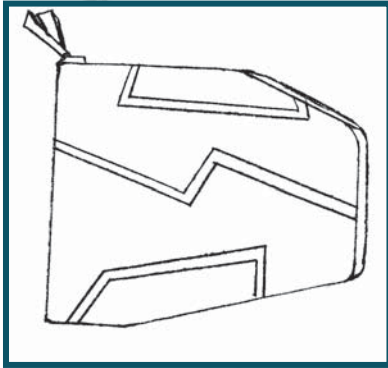
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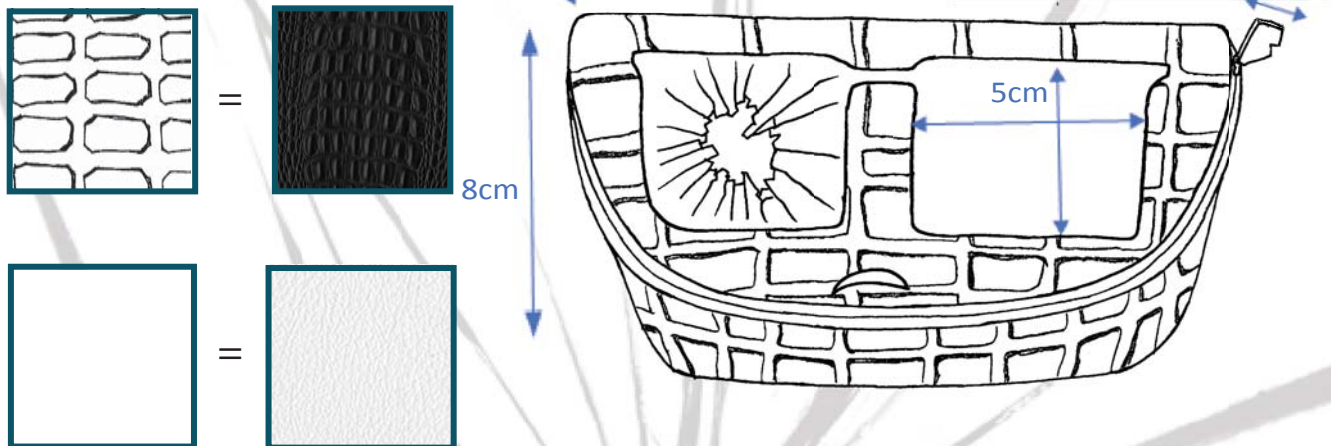


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