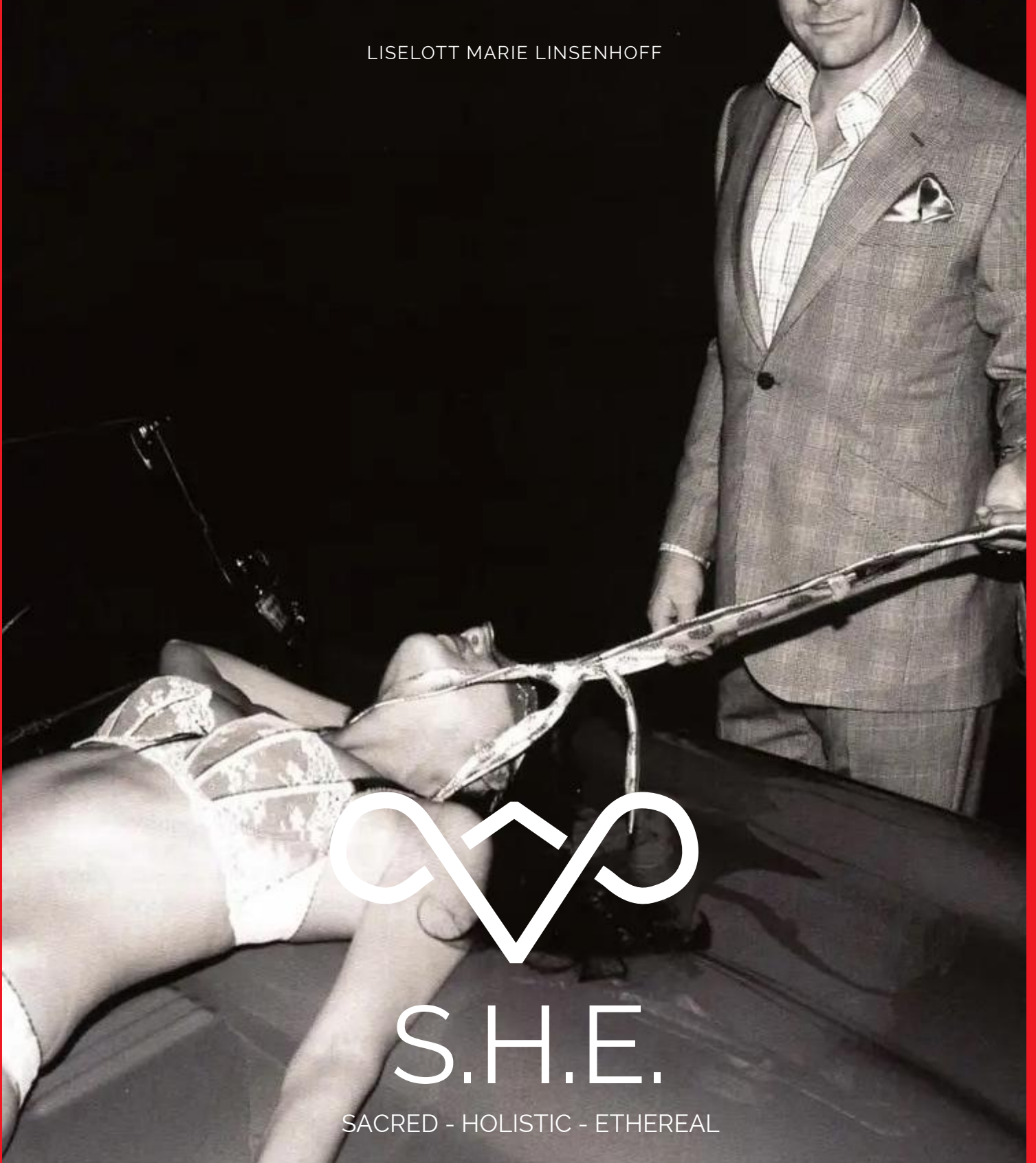


PRESSBOOK

LISELOTT MARIE LINSENHOFF



S.H.E.

SACRED - HOLISTIC - ETHEREAL

HER SILENCE

**NEVER EVER MISTAKE
HER SILENCE FOR
WEAKNESS.**

**REMEMBER THAT
SOMETIMES THE AIR
STILLS,
BEFORE THE ONSET OF
A HURRICANE**

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GIVING A CRITIC
TO FASHION, THE
UNHEARD.



S.H.E.

SACRED - HOLISTIC - ETHEREAL

STUDIO BY DESIGN FOREST

AL VOICE BACK E VOICE OF THE

PHILOSOPHY

FEMINISTIC, CONCEPTUAL, PROVOCATIVE, SCANDALOUS, DETERMINING

S.H.E.'S KEY BELIEF IS TO CREATE CLOTHES, WHICH IMPACT GOES ABOVE JUST DRESSING. FABRICATING WEARABLE STATEMENTS AND FORMING A COMMUNITY BASED ON THE SAME VALUES, IS WHAT WE ARE EMPHASIZING.

POLITICAL MESSAGES AND FEMINISTIC BELIEFS ARE OUR CORE IDENTITY, BUT THE EXPERIMENTATION WITH NEW AND SUSTAINABLE MATERIALS IS AN IMPORTANT CHARACTERISTIC TOO. WE DEDICATE OUR TECHNICAL RESEARCH TO CHANGE THE PRINCIPLE OF LUXURY IN THE FASHION INDUSTRY, ON BEHALF OF THE ENVIRONMENT, BY SHOWING THE DIFFERENT FACES OF INNOVATION AND SUSTAINABILITY. WE BELIEVE, THAT, INNOVATIVE SOLUTIONS ARE AS LUXURIOUS AND SPECIAL AS ANY "BLOOD DIAMOND". OUR HIGH MORALS ARE VERIFIABLE FOR EACH OF OUR CLIENTS, BY SCANNING THE QR CODES ON OUR GARMENTS TAGS, TO GUARANTEE TOTAL TRANSPARENCY.

VISUALLY OUR DESIGNS ARE BOLD, BIG, AND EXTRAVAGANT, WE CREATE FASHION TO BE SEEN.

AUTUMN-WINTER
2023

**PREMIERING
COLLECTION**

BEHIND CLOSED DOORS

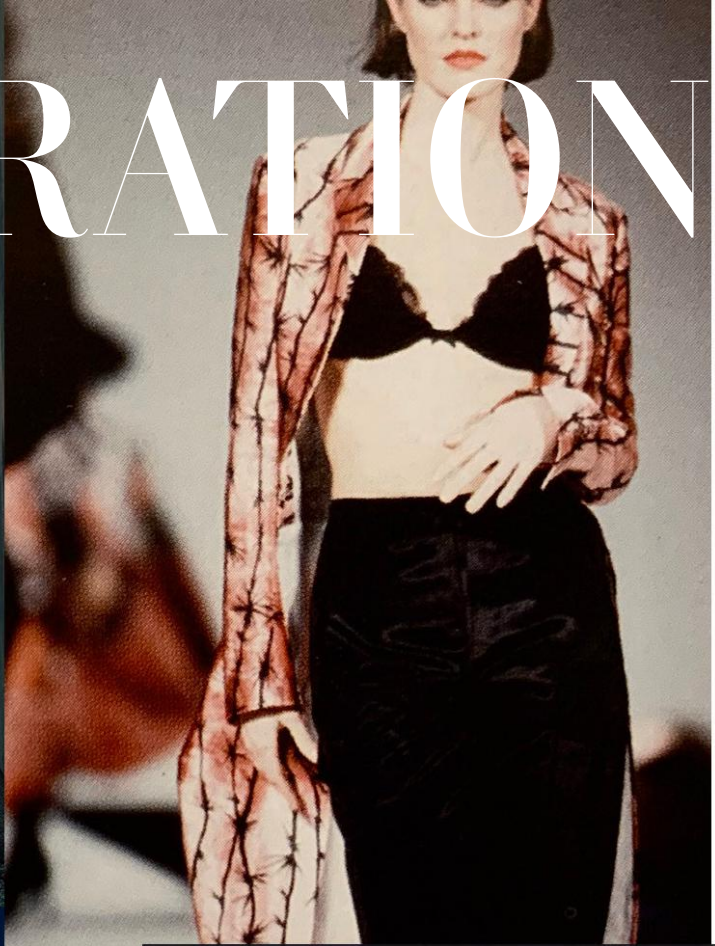
19.04.2022

PROVEN CIRCUMSTANCES OF THE ADMITTED OFFENCE

A.T. caused minor injury to a member of his family, namely: on February 16, 2023, at about 21:20, in the courtyard of a house located in (data not available), Kaunas, while under the influence of alcohol, which influenced the commission of the crime, a verbal conflict with a member of his family - cohabitant J. D., gim. (details are not available) - during the time, intentionally, with a glass bottle, he hit her in the head at least once, hitting her left hand, with which she repulsed the blow, and as a result of the blow crashed, shards of glass hit her in her left arm and left cheek, thereby beating J. D., inflicted on her a cut wound in her left hand, a pink spot on her left cheek, which caused a slight impairment of her health

BEHIND CLOSED DOORS IS THE PREMIERING COLLECTION OF FORMER PERFORMANCE DESIGNER LISELOTT MARIE LINSEHOFF. SPREADING FEMINISTIC MESSAGES WAS A CONSISTENT PART OF HER ARTISTIC IDEOLOGY AND CAREER. WITH HER FRESHLY FOUNDED COMPANY S.H.E., LINSEHOFF WANTS TO GIVE A CRITICAL VOICE BACK TO FASHION. THE FIRST COLLECTION IS PORTRAYING DOMESTIC VIOLENCE, IT IS BASED ON THE REAL CASE QUOTED ABOVE. INTIMATE PARTNER VIOLENCE IS A COMMON THEME WHICH HAPPENS ALL ACROSS THE GLOBE, BUT IT IS STILL NOT A PROBLEM THAT IS ADRESSED ENOUGHED IN OUR SOCIETY. FURTHERMORE VIOLENCE AGAINST WOMEN AND THEIR OBJECTIFICATION IS EVEN NORMALIZED BY THE MEDIA AND MUSIC INDUSTRY. THE FOLLOWING COLLECTION SHOWS THE BREACKOUT POINT, MANY PEOPLE SUFFER FOR YEARS UNDER VIOLENCE WITHOUT FINDING THEIR INNER STRENGTH TO FREE THEMSELVES AND THEIR FAMILIES.

INSPIRATION



RECAPTURE CONTROL

BREAKOUT



DISCOVER INNER STRENGTH



INSPIRATION

Roos wears red cotton dress
by Comme des Garçons



STRONG FRAGILITY



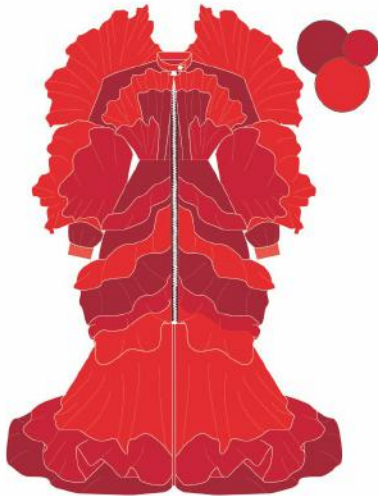
TEXTURE OF BLOOD



BEHIND CLO

AUTUMN - W

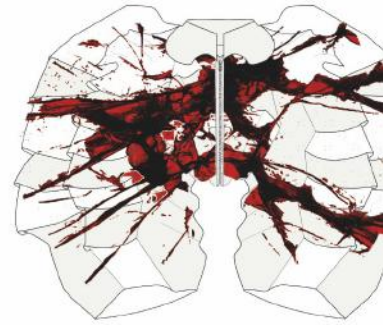
OUTERWEAR



BLOOD COAT



BLOOD BOMBER

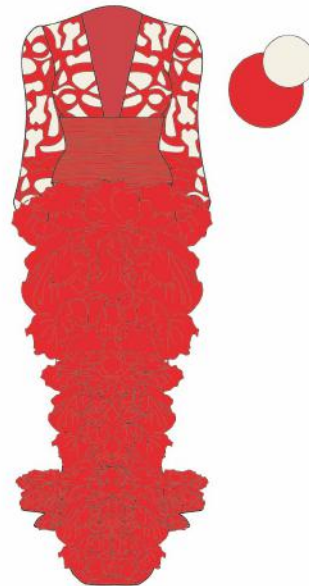


SPLASH BOMBER

DRESSES



IRREPRESSIBLE DRESS



VEINS DRESS



LIFEBLO

PLASMA RED



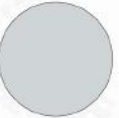
SURVIVOR RED



CLARET RED



PTSD GREY



PERIOD RED



CRUOR RED



ENDURING BLACK

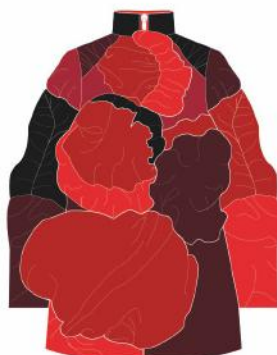
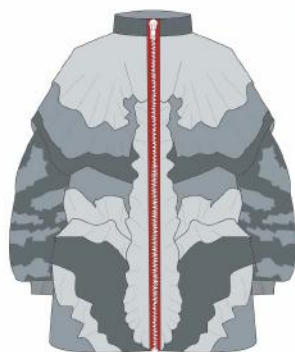


BATTERED GREY



USED DOORS

WINTER 2023



FRACTURE PARKA

BRUISE PARKA

FELONIOUS PARKA



BLOOD DRESS

BRUISE DRESS

FELONIOUS DRESS

SECRETIVE GREY



BRUISED GREY



RESILIENT WHITE



RENEWED CREME



POWERFUL SAND



ESCAPED BEIGE



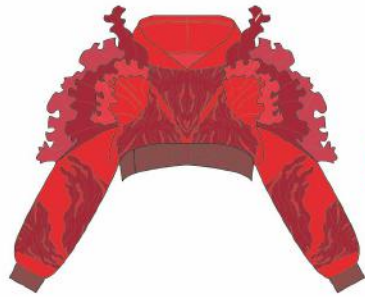
S.H.E.

SACRED - HOLISTIC - ETHEREAL

BEHIND CLO

AUTUMN -

TOPS



BLOOD HOODIE

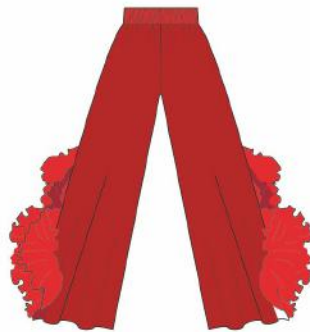


BRUISE HOODIE CROPPED



BRUISE

BOTTOMS



BLOOD PANTS



FRACTURE PANTS



BRUISE

ACCESSOIRES



BRUISE BODY



VEINS BODY



FELONIOUS BODY



PLASMA RED



PERIOD RED



SURVIVOR RED



CRUOR RED



CLARET RED



ENDURING BLACK



PTSD GREY



BATTERED GR



USED DOORS

WINTER 2023



HOODIE



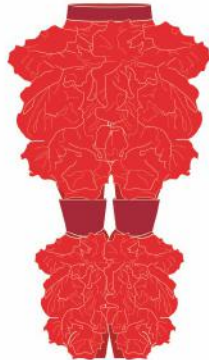
ESCAPEMENT HOODIE



FRACTURE HOODIE



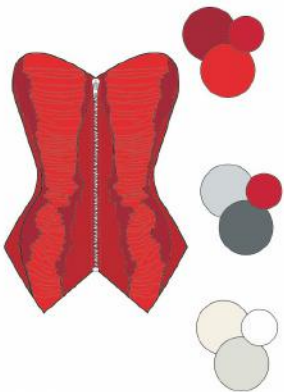
PANTS



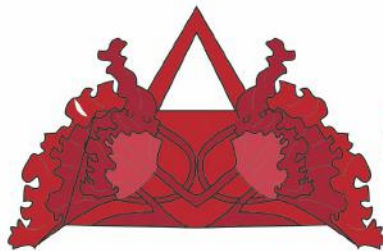
LIFEBLOOD PANTS



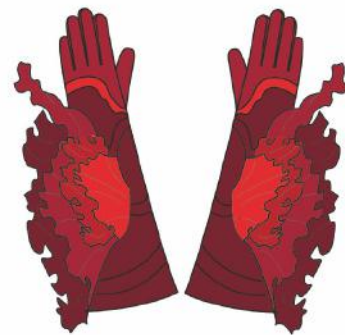
FELONIOUS JUMPSUIT



ALLEVIATE CORSET



BLOOD BAG



BLOOD GLOVES



SECRETIVE GREY



BRUISED GREY



RESILIENT WHITE



RENEWED CREME



POWERFUL SAND



ESCAPED BEIGE



S.H.E.

SACRED - HOLISTIC - ETHEREAL



BEHIND CLO

DESIGN P

STUDIO BY DESIGN FOREST



LOSED DOORS

PROCESS

PRINT DEV

THE FELONIOUS PRINT

FELONIOUS:

in British English
Adjective

relating to or involved in **crime**.

The Felonious print should further relate to the crime embodied by the "Behind Closed Doors" collection, it is a combination of different images taken from police documents and other sources of pictures of cuts, blue marks, blood and glass splitters. The print should portray the unending misery of which a victim can only breakout by themself.

19.04.2022

"A bleeding wound is visible on the hands of the left hand, on the left cheek - red in color, blood, marks."

"Walking through the wooden gates, walking along the rocky path a few meters away, on the right side on the green lawn you can see a broken glass bottle, on which - red, possibly blood stains. From a broken glass bottle, traces of biological origin, possibly blood, were taken with a moistened cotton swab. A glass bottle and shards of glass next to it are also taken."

STUDIO BY DESIGN FOREST

9TH MAY 2021 WORLD HEALTH ORGANIZATION

ELOPMENT



SERO LIFESTYLE MAGAZIN



OUTER

STUDIO BY DESIGN FOREST

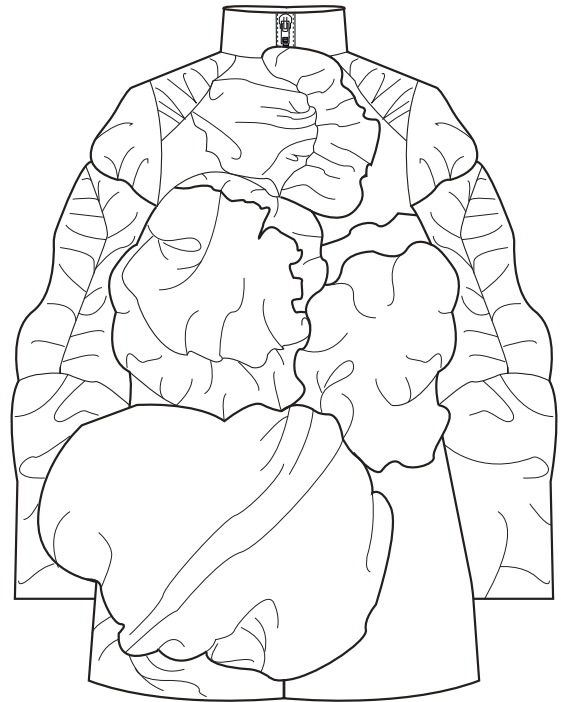


WEAR

SERO LIFESTYLE MAGAZIN

OUTER

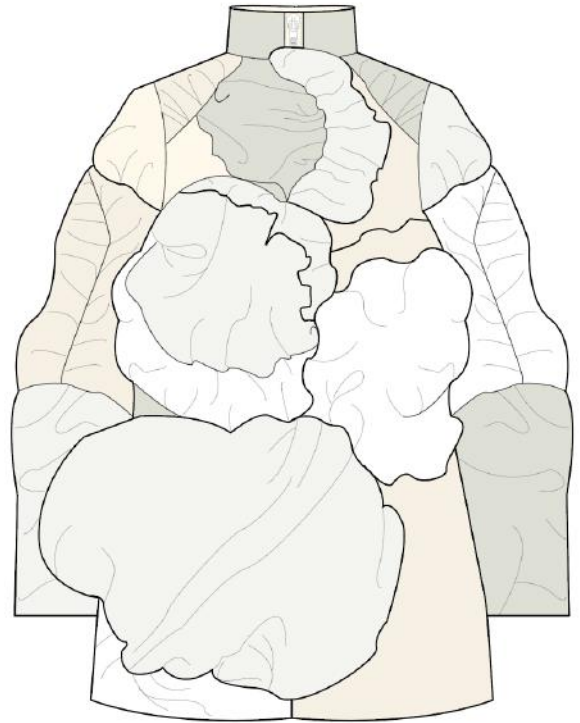
BRUISE PARKA



STUDIO BY DESIGN FOREST

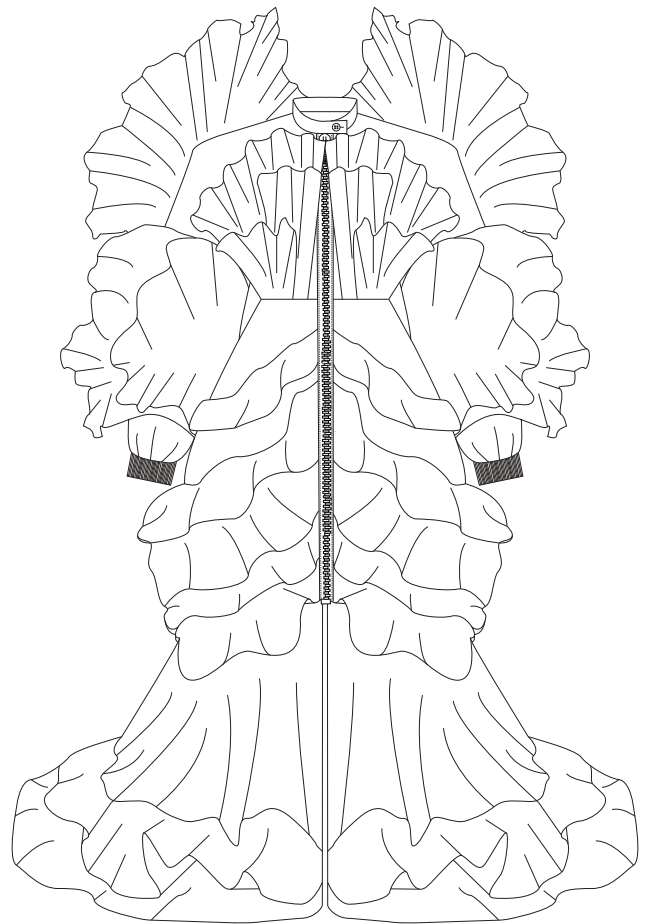
R W E A R

COLOUR OPTIONS



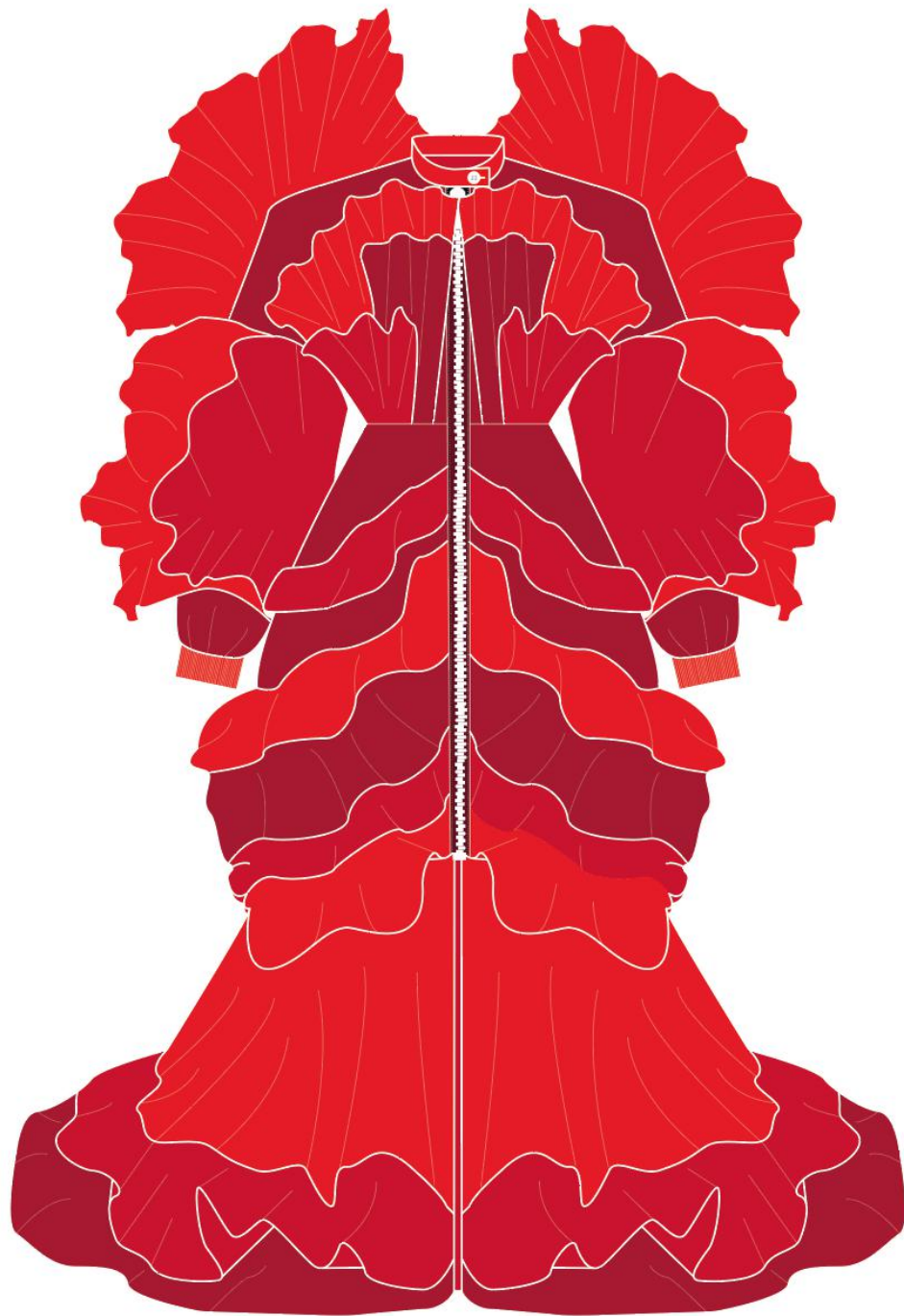
OUTER

BLOOD COAT



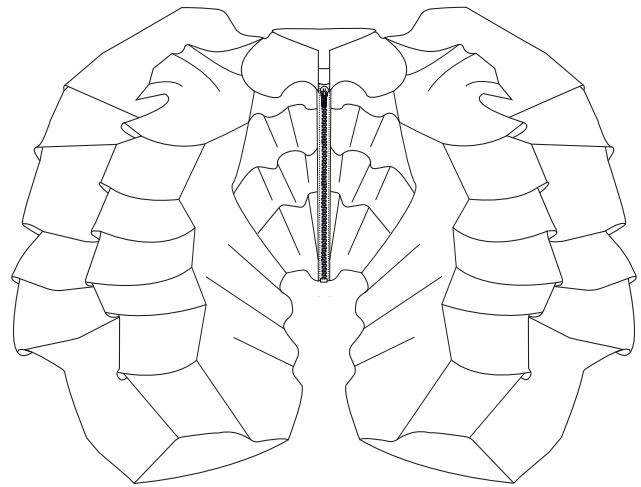
R W E A R

COLOUR OPTIONS



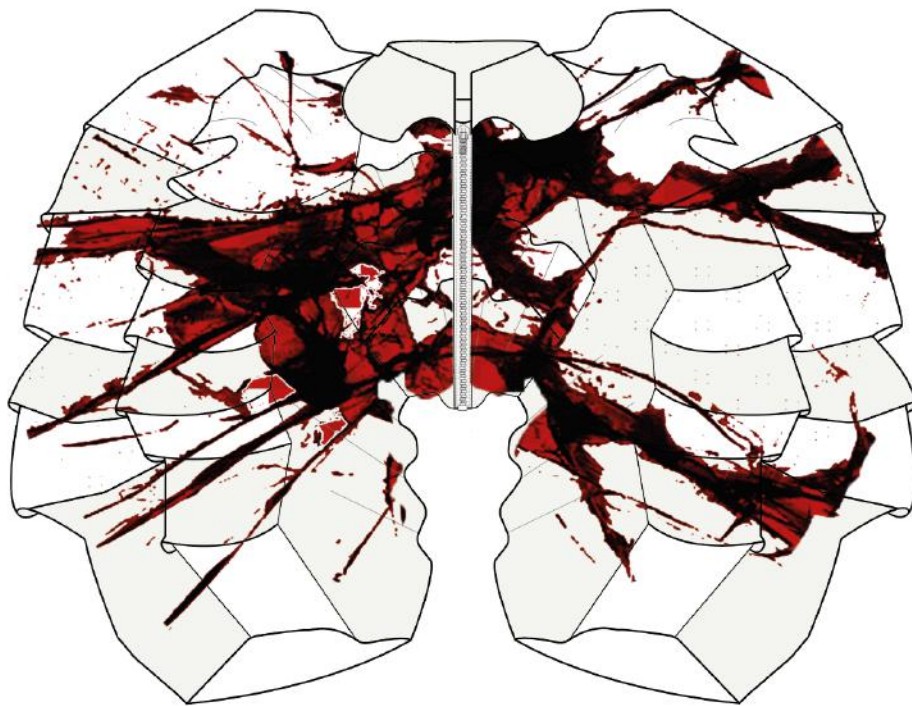
OUTER

SPLASH BOMBER



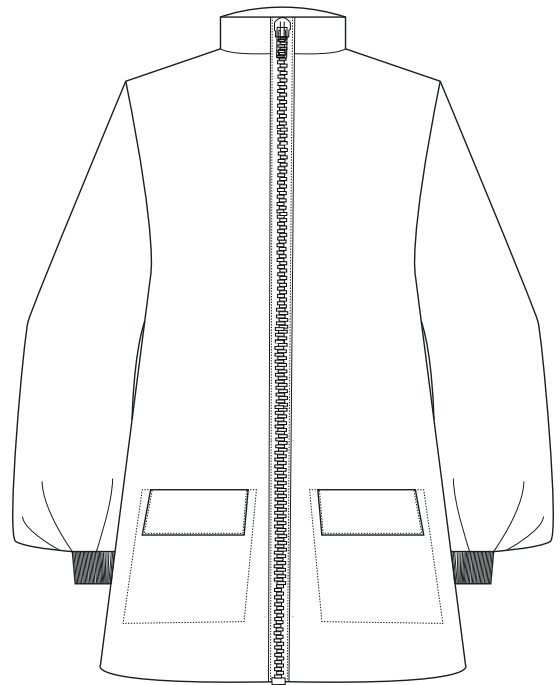
R W E A R

COLOUR OPTIONS



OUTER

FELONIOUS PARKA



STUDIO BY DESIGN FOREST

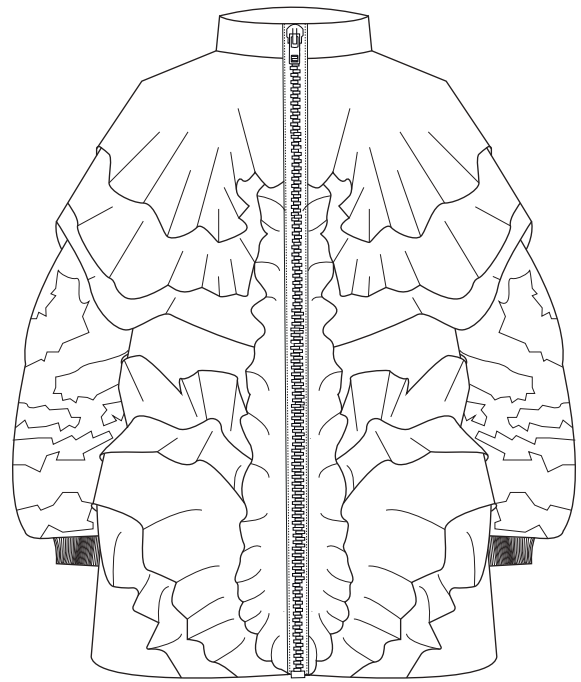
R W E A R

COLOUR OPTIONS



OUTER

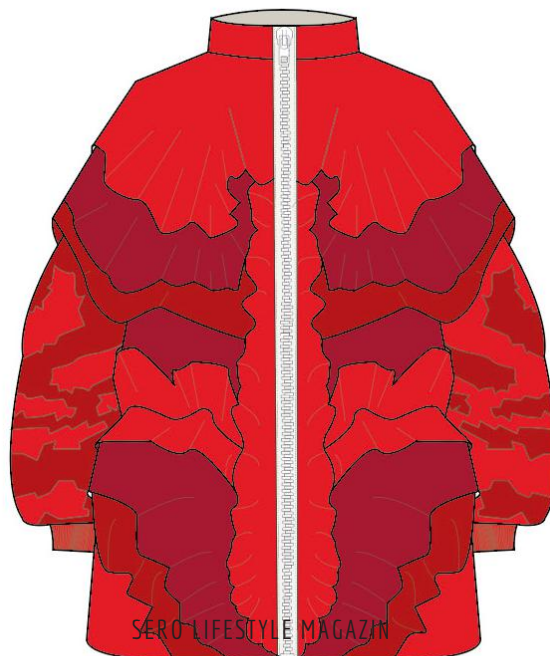
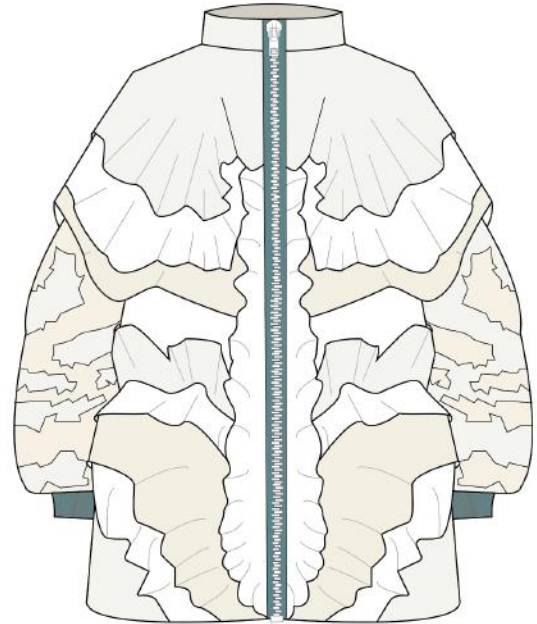
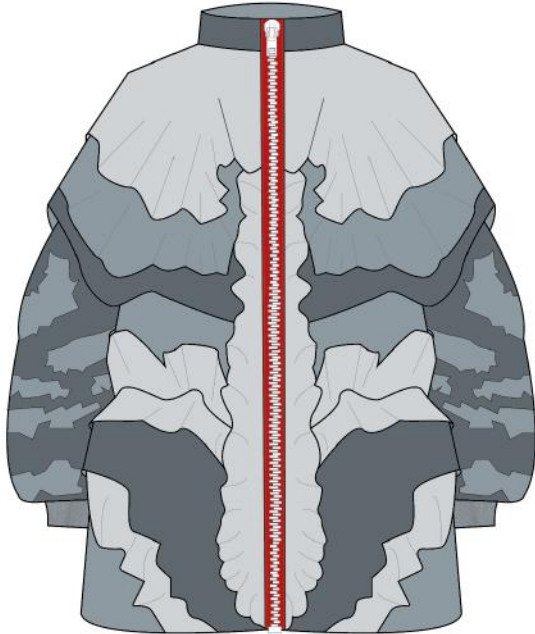
FRACTURE PARKA



STUDIO BY DESIGN FOREST

R W E A R

COLOUR OPTIONS





D R E S

STUDIO BY DESIGN FOREST

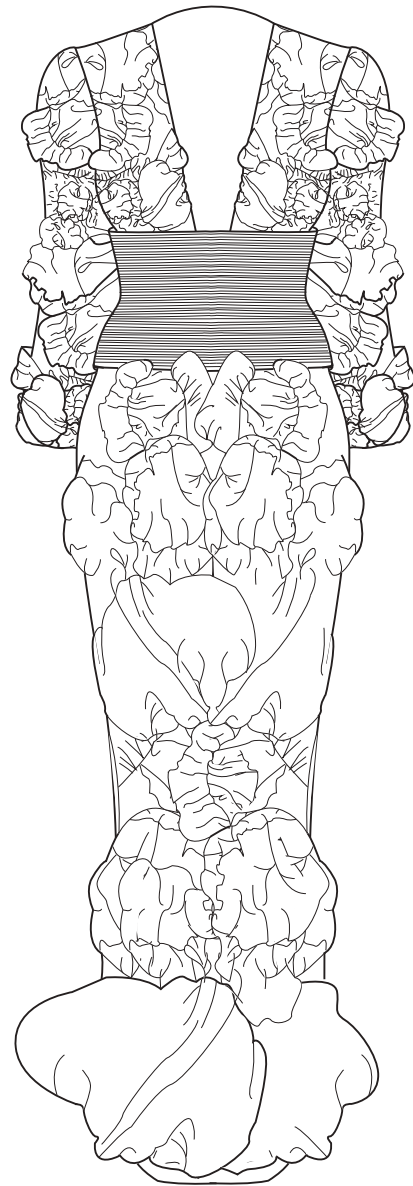


SSES

SERO LIFESTYLE MAGAZIN

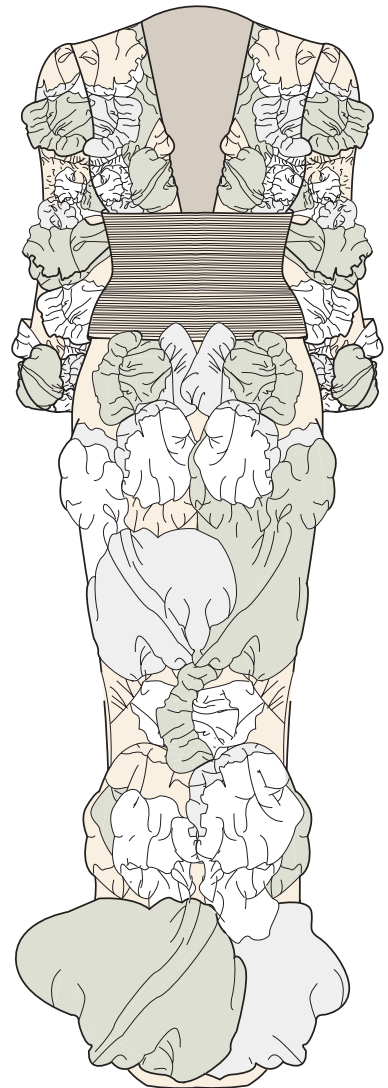
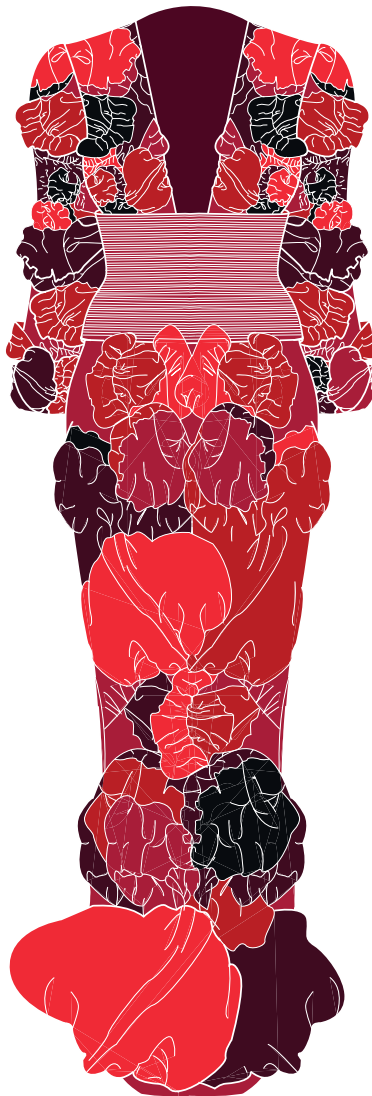
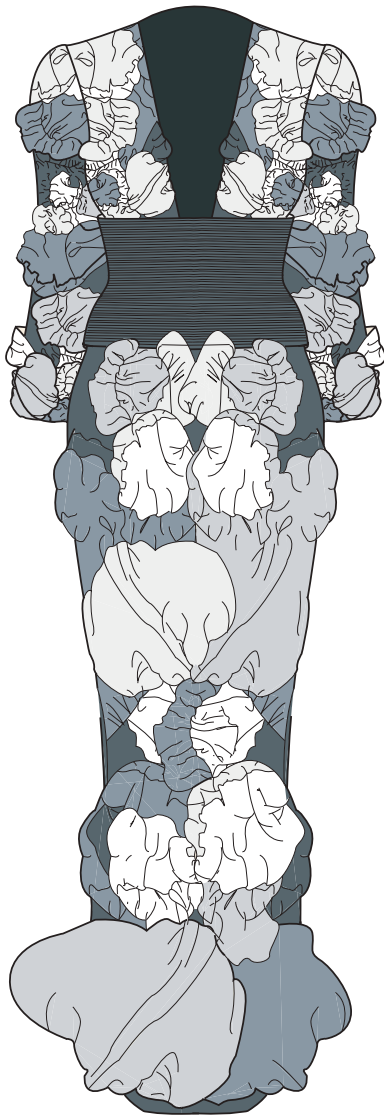
D R E S

BRUISE DRESS



SSES

COLOUR OPTIONS



DRESS

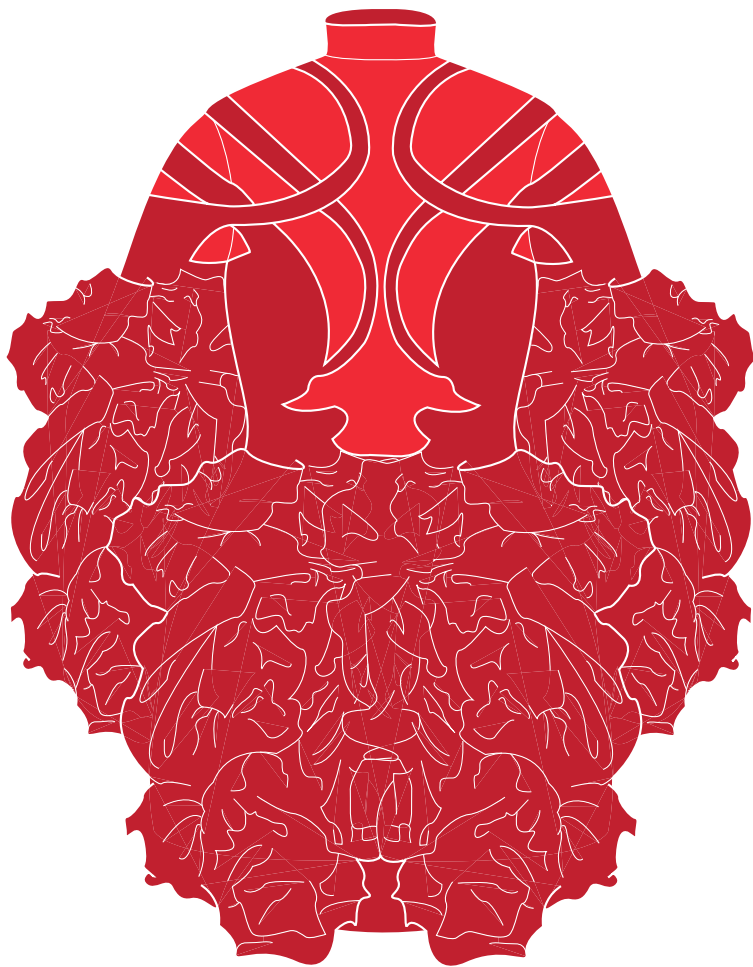
LIFEBLOOD DRESS



STUDIO BY DESIGN FOREST

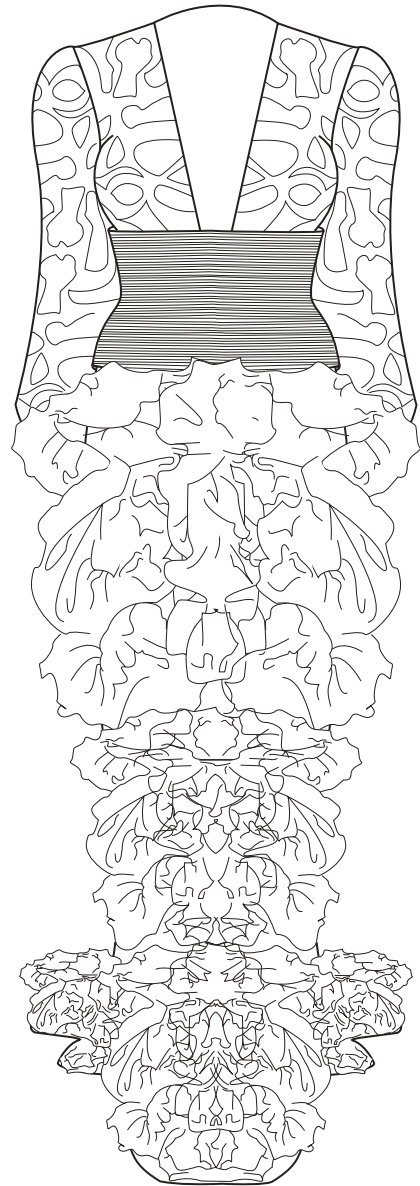
S S E S

COLOUR OPTIONS



D R E S

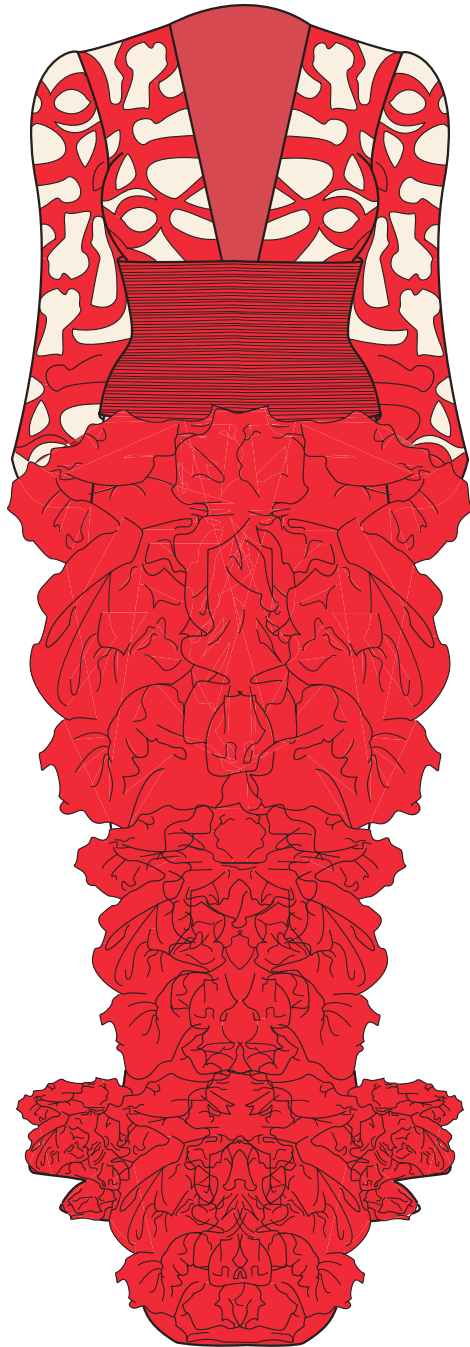
VEINS DRESS



STUDIO BY DESIGN FOREST

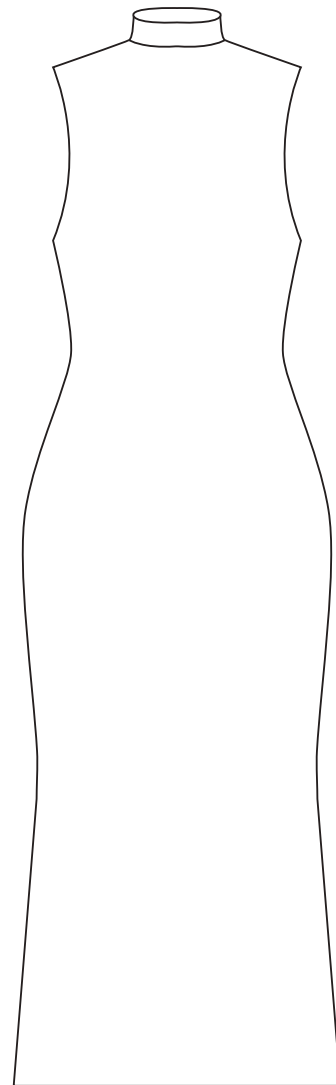
SSES

COLOUR OPTIONS



D R E S

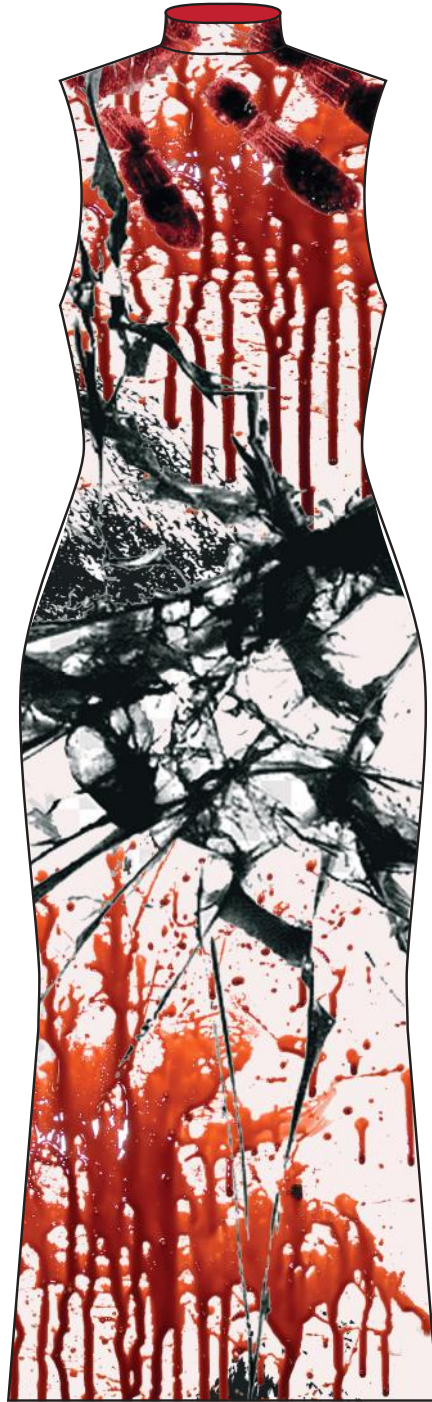
FELONIOUS DRESS



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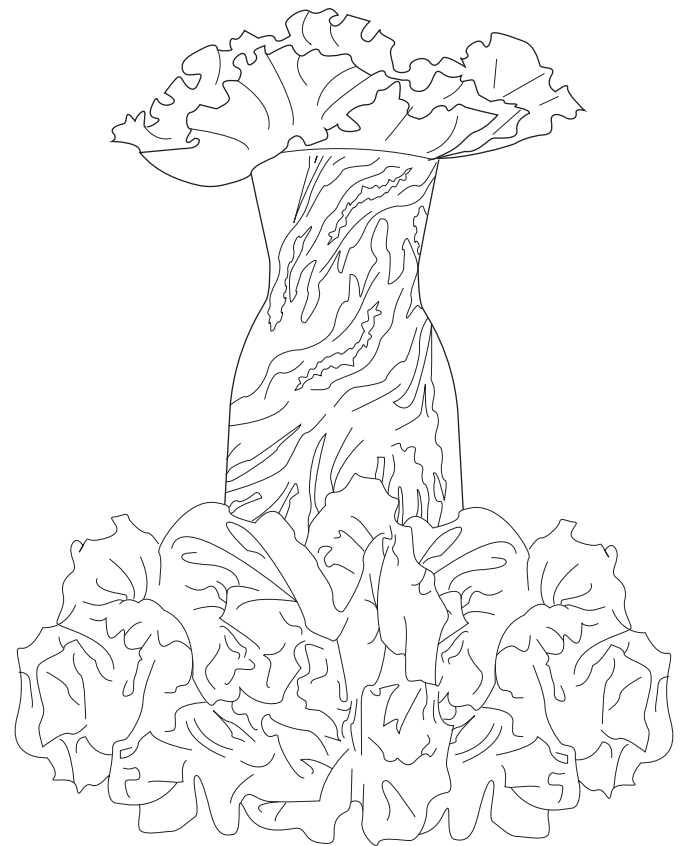
SSES

COLOUR OPTIONS



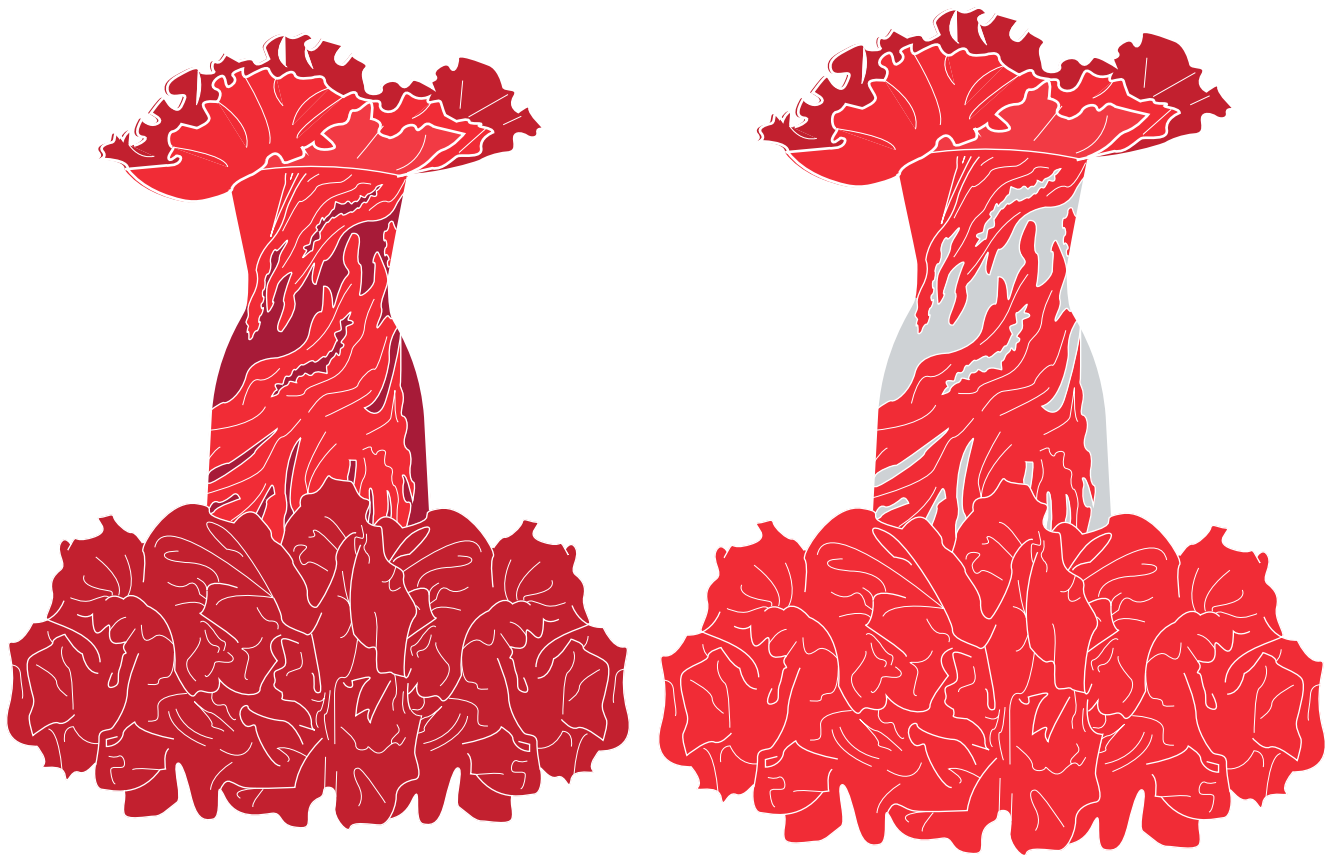
D R E S

IRREPRESSIBLE DRESS



SSES

COLOUR OPTIONS





TO

STUDIO BY DESIGN FOREST

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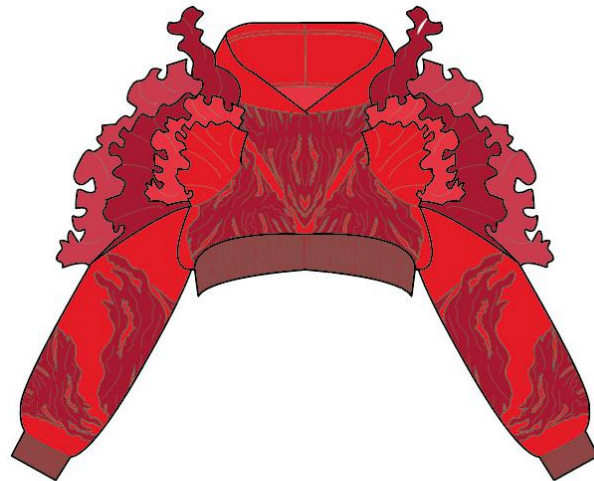
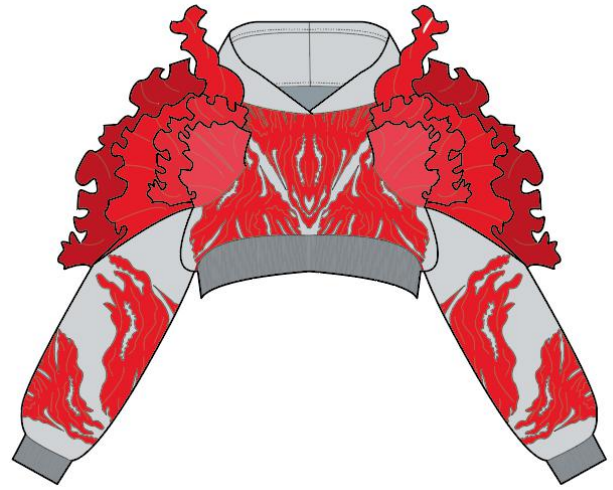
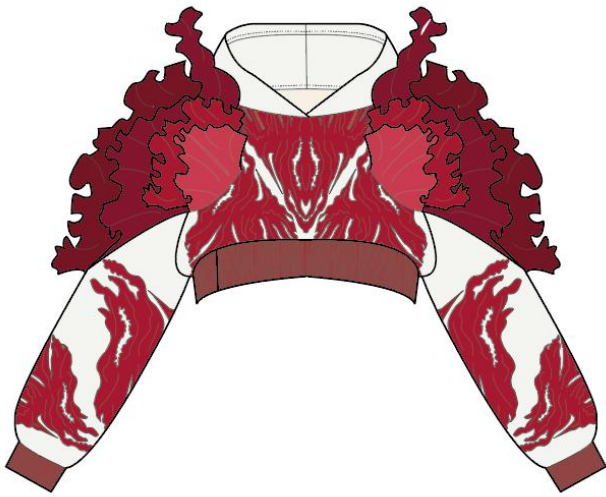
BLOOD HOODIE



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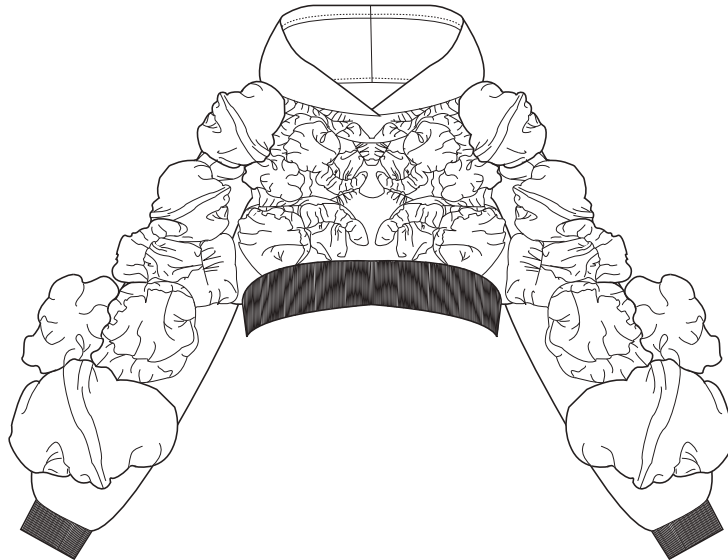
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COLOUR OPTIONS



T O

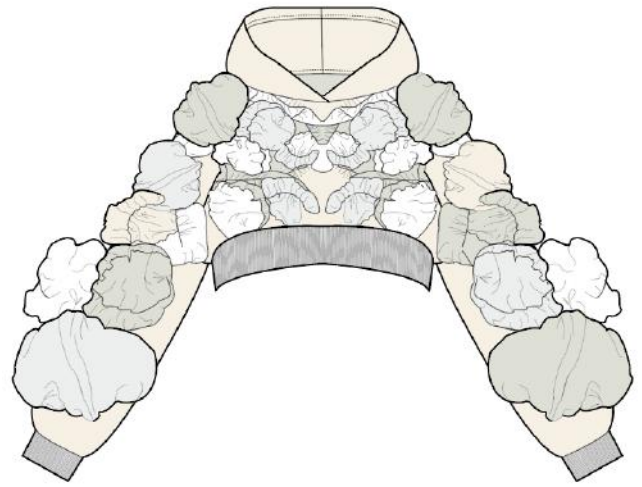
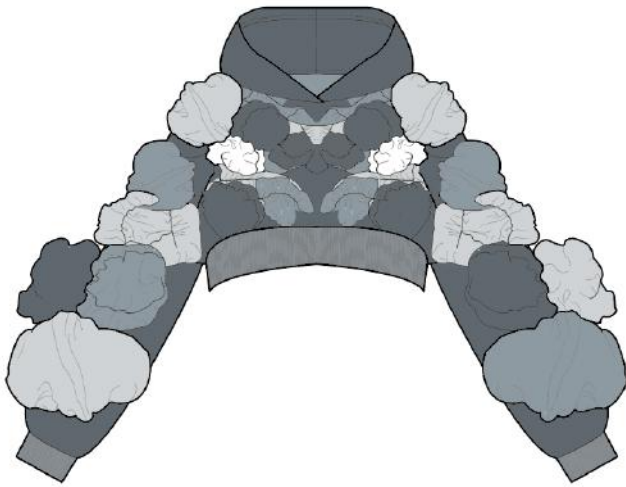
BRUISE HOODIE CROPPED



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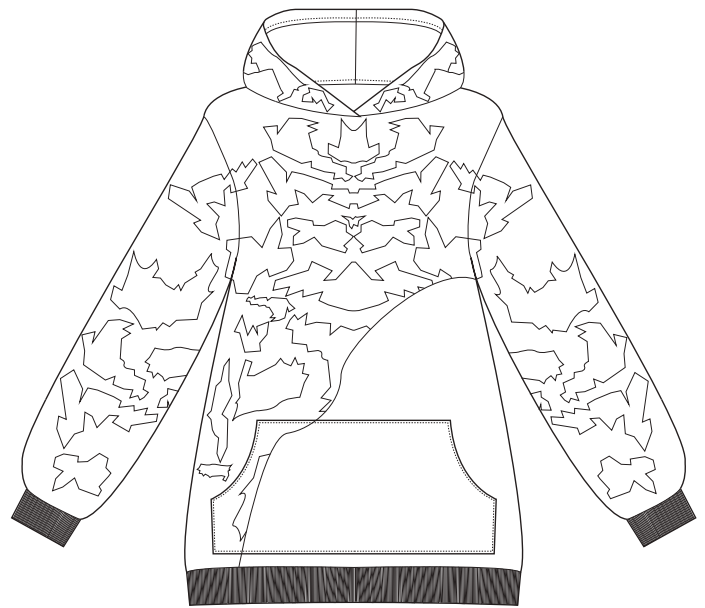
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COLOUR OPTIONS



TO

FRACTURE HOODIE



STUDIO BY DESIGN FOREST

PS

COLOUR OPTIONS



T O

BRUISE HOODIE



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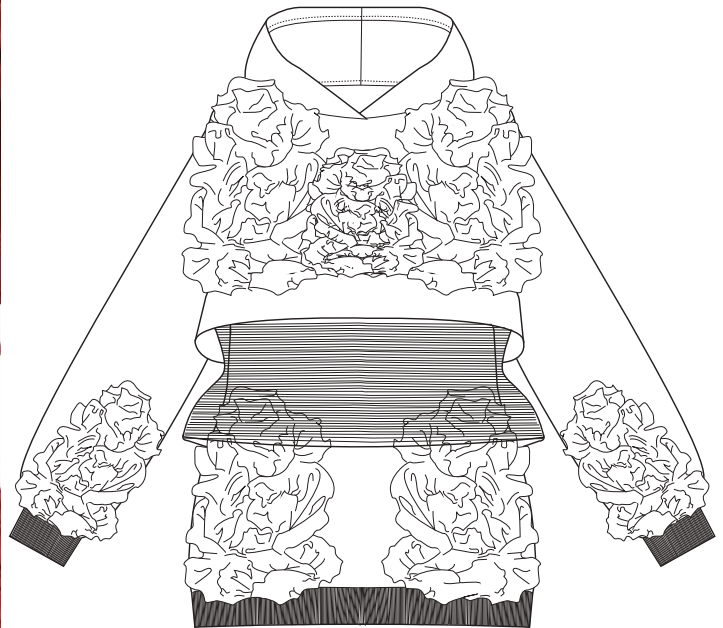
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COLOUR OPTIONS



T O

ESCAPEMENT HOODIE



STUDIO BY DESIGN FOREST

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COLOUR OPTIONS





В О Т Т

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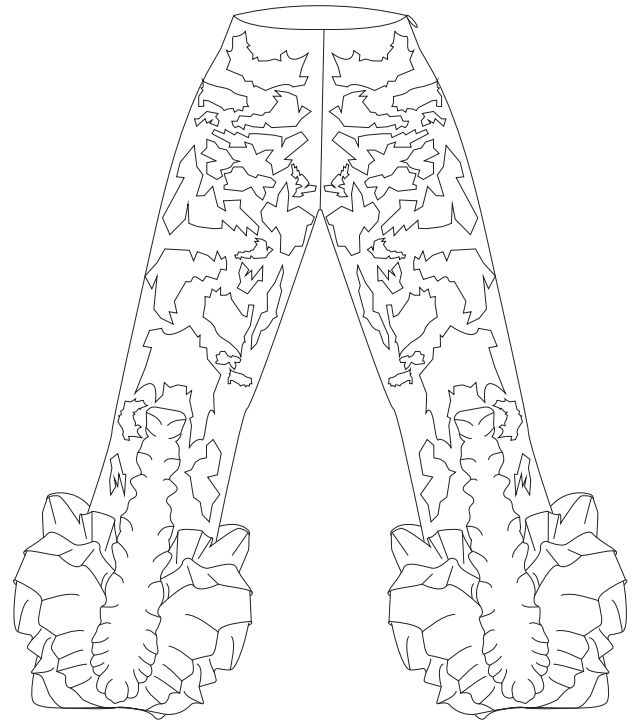


T O M S

SERO LIFESTYLE MAGAZIN

BOTT

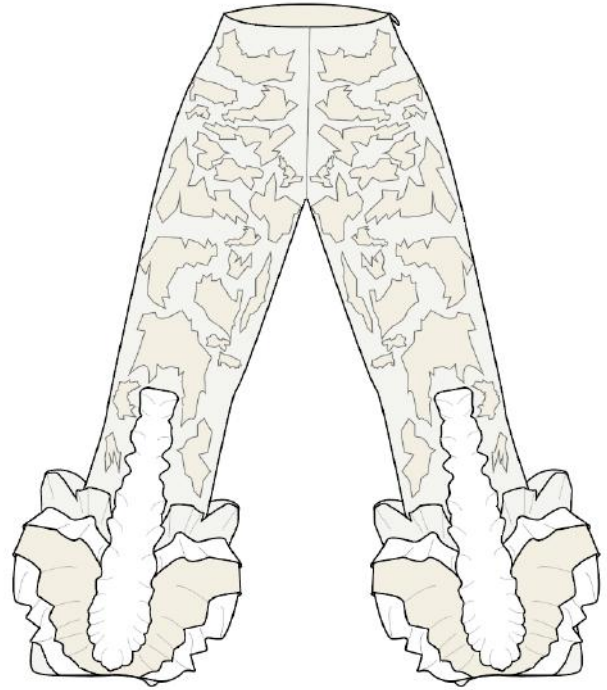
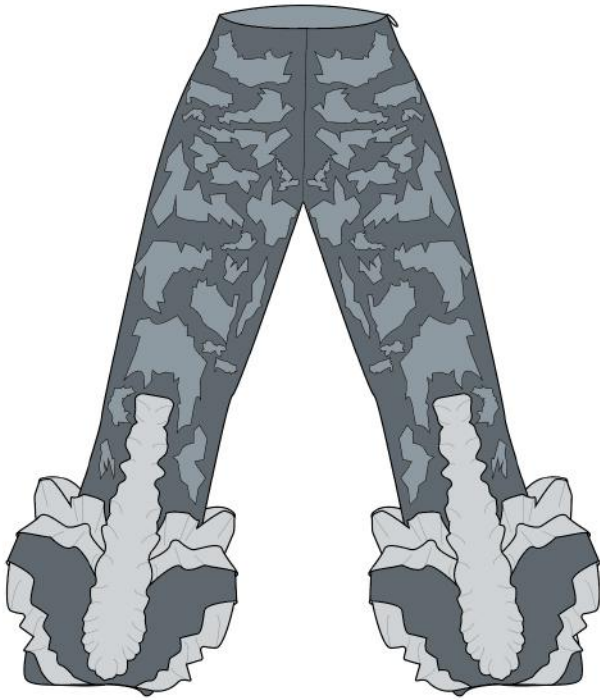
FRACTURE PANTS



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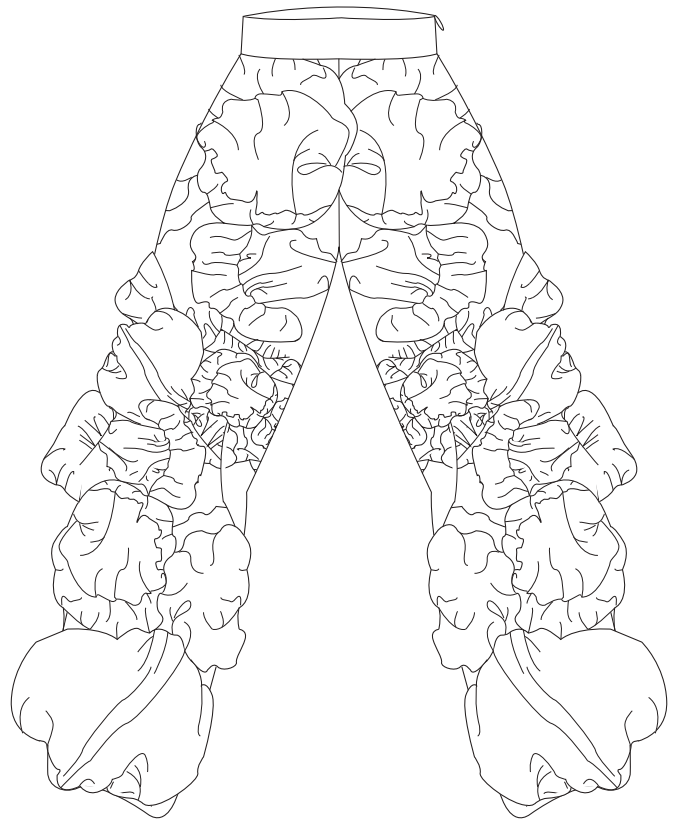
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COLOUR OPTIONS



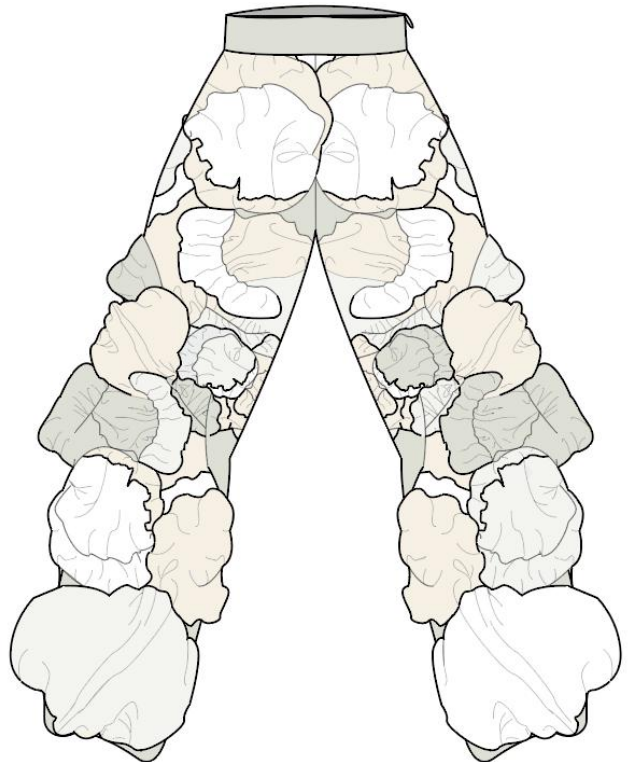
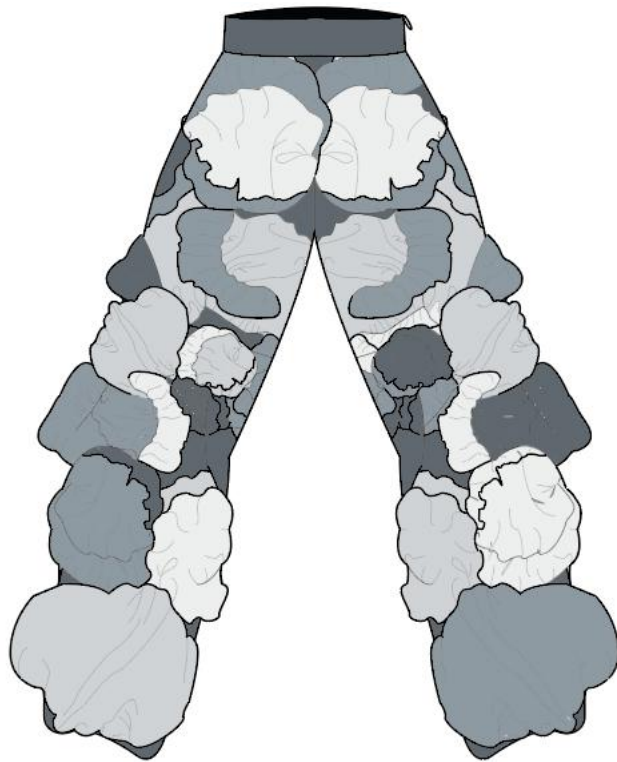
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BRUISE PANTS



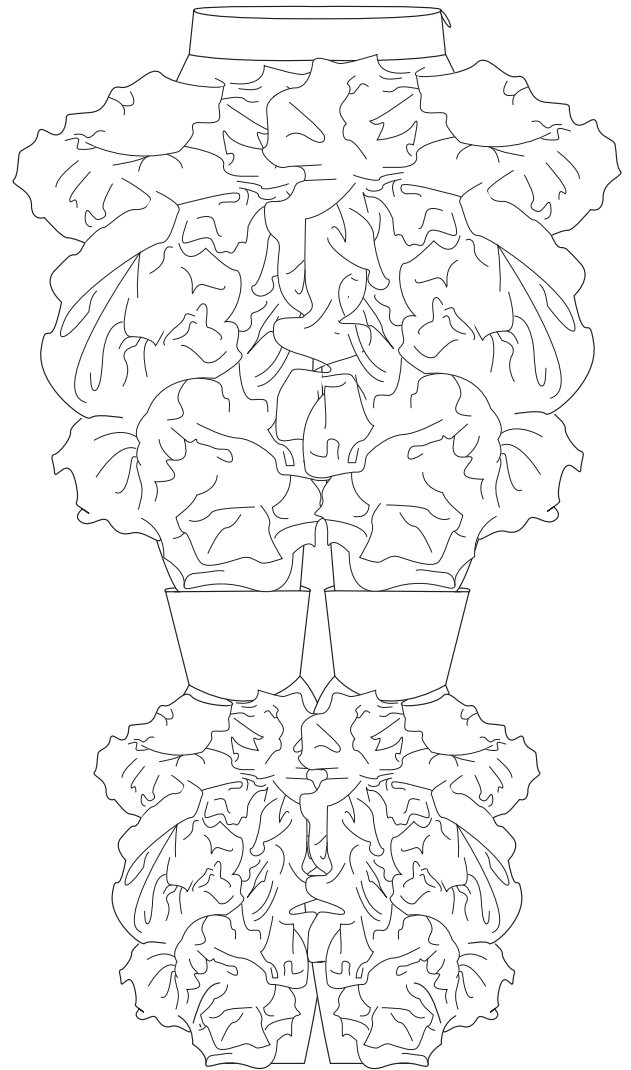
T O M S

COLOUR OPTIONS



BOTTLE

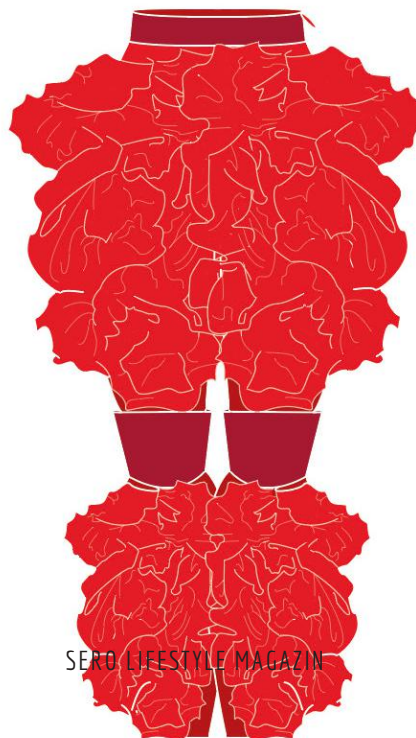
LIFEBLOOD PANTS



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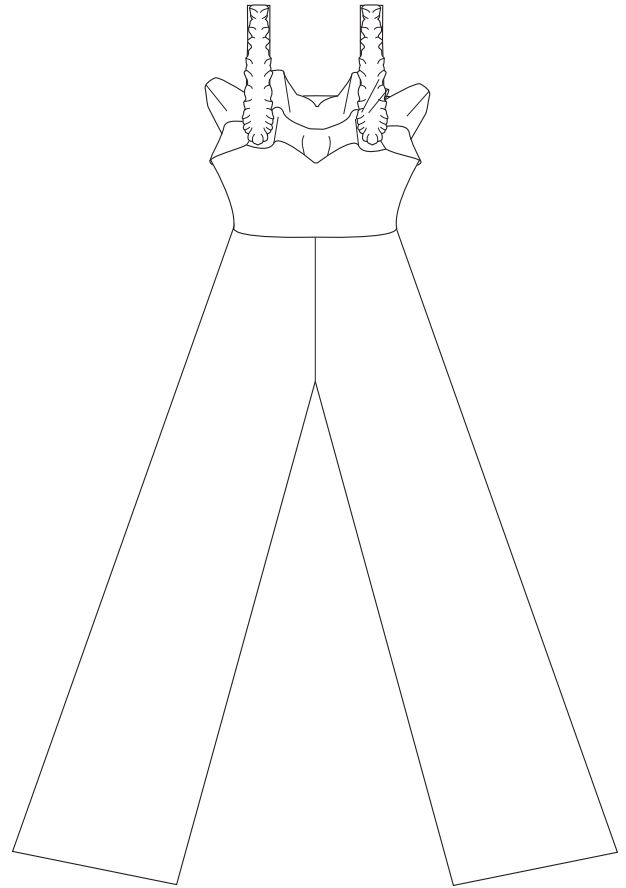
T O M S

COLOUR OPTIONS



BOTT

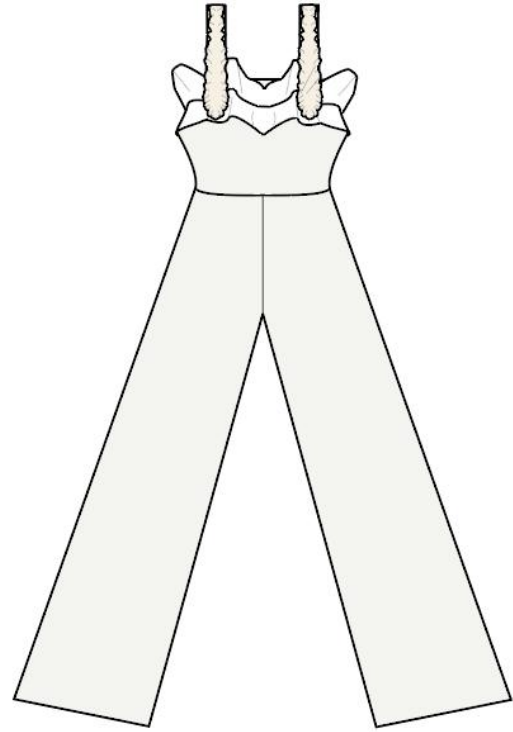
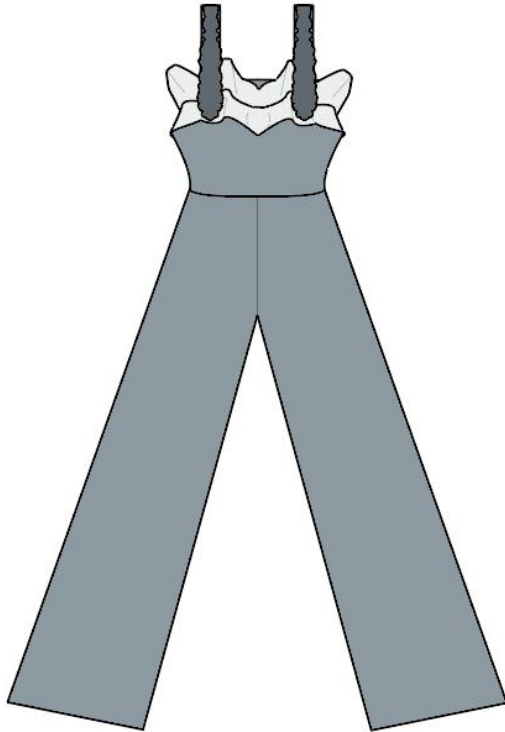
FELONIOUS JUMPSUIT



STUDIO BY DESIGN FOREST

TOMMS

COLOUR OPTIONS



LIFESTYLE MAGAZIN



ACCES

STUDIO BY DESIGN FOREST



SOIRES

SERO LIFESTYLE MAGAZIN

ACCESS

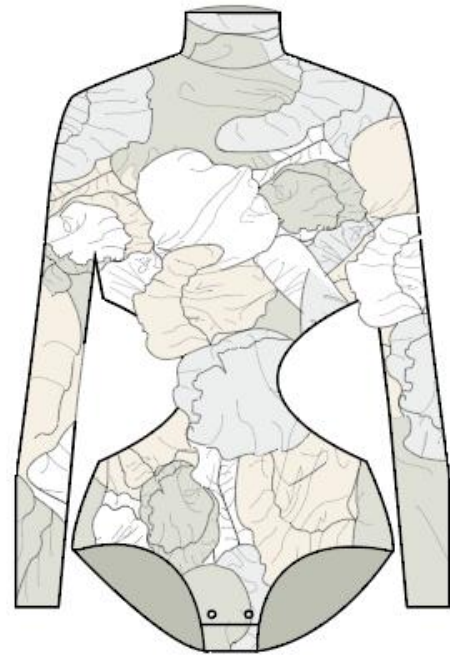
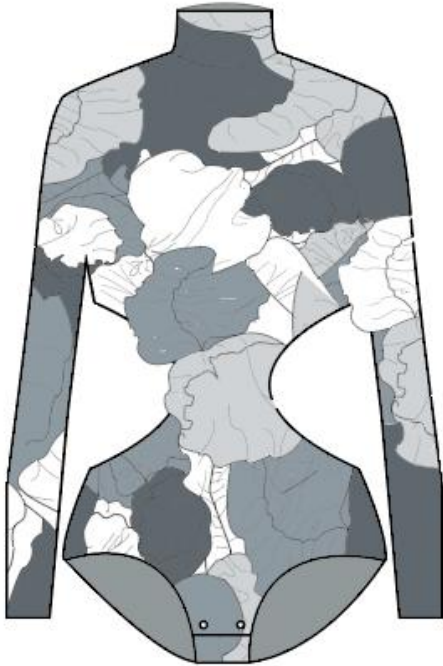
BRUISE BODY



STUDIO BY DESIGN FOREST

S O I R E S

COLOUR OPTIONS



ACCESS

VEINS BODY



STUDIO BY DESIGN FOREST

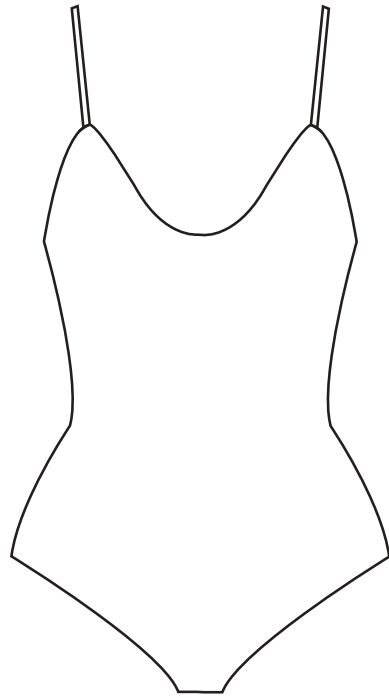
S O I R E S

COLOUR OPTIONS



ACCESS

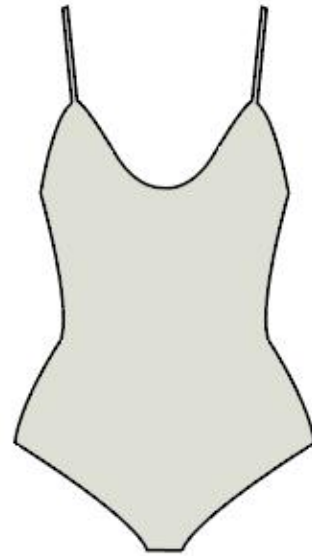
FELONIOUS BODY



STUDIO BY DESIGN FOREST

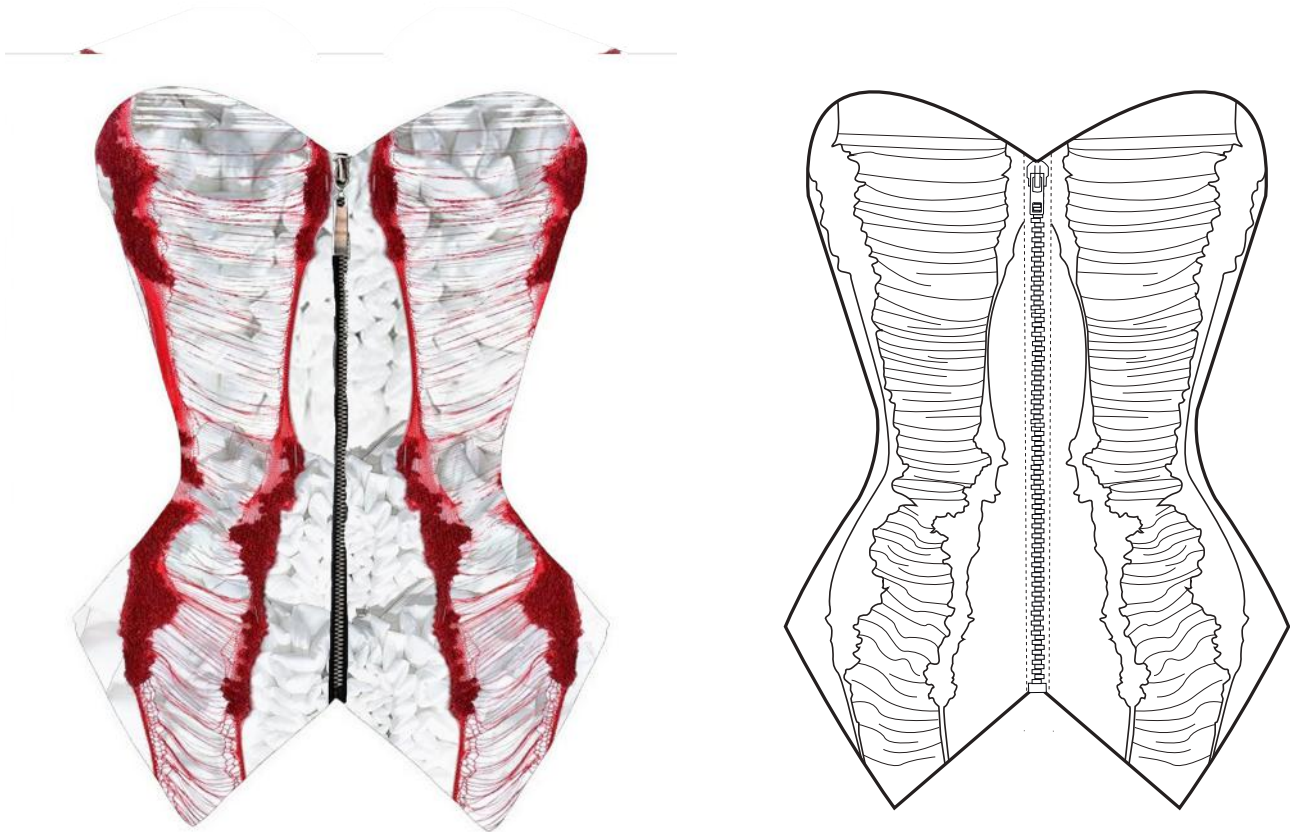
S O I R E S

COLOUR OPTIONS



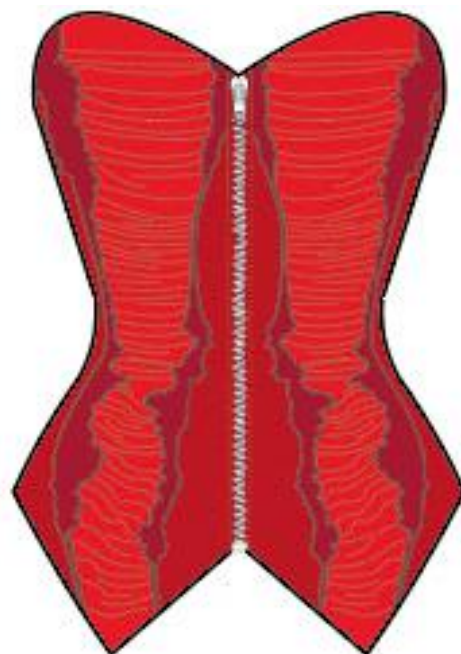
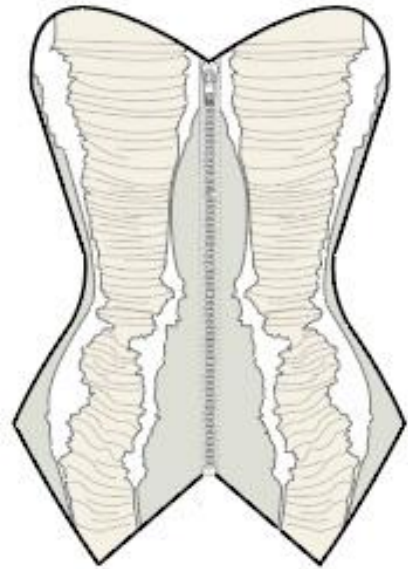
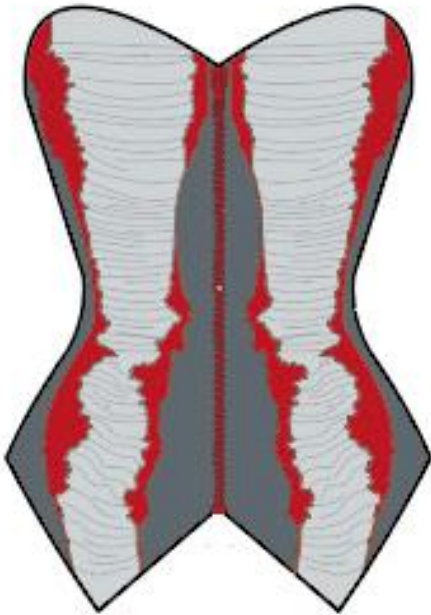
ACCESS

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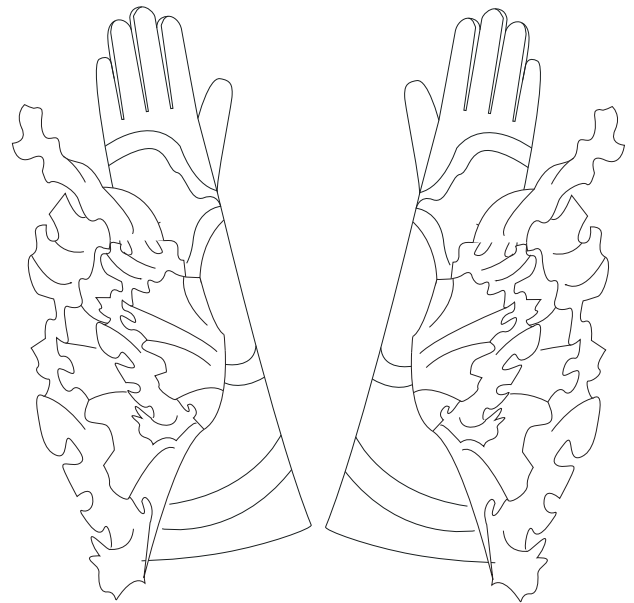
S O I R E S

COLOUR OPTIONS



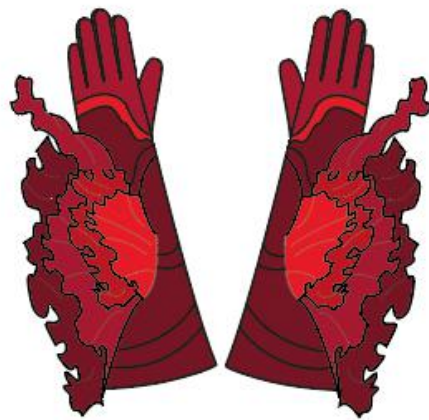
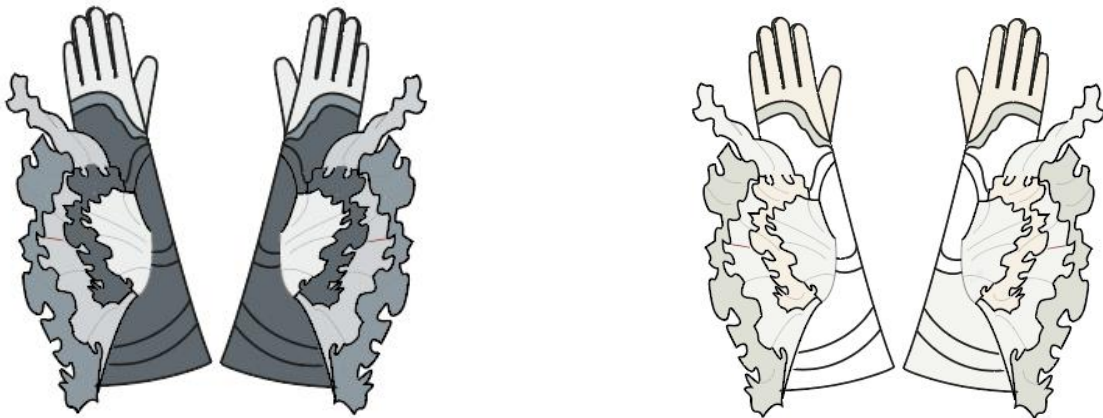
A C C E S S

BLOOD GLOVES



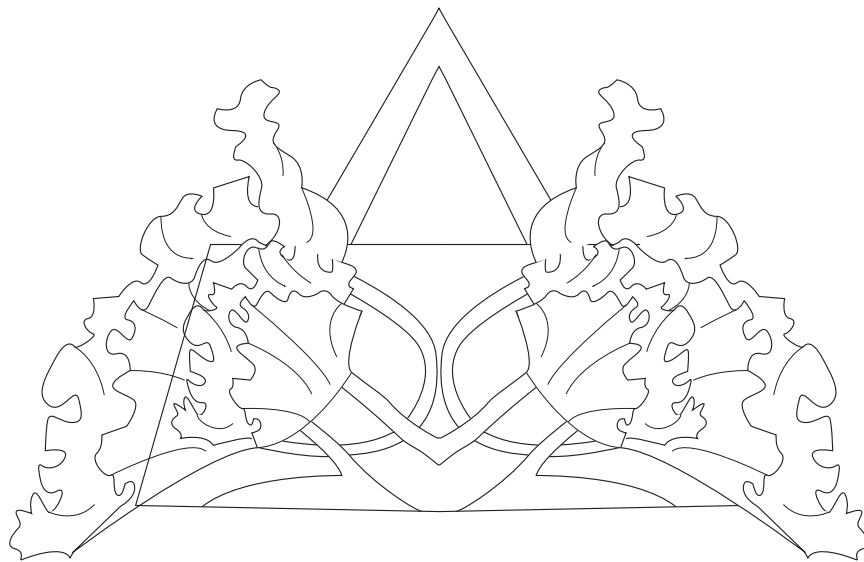
S O I R E S

COLOUR OPTIONS



ACCESS

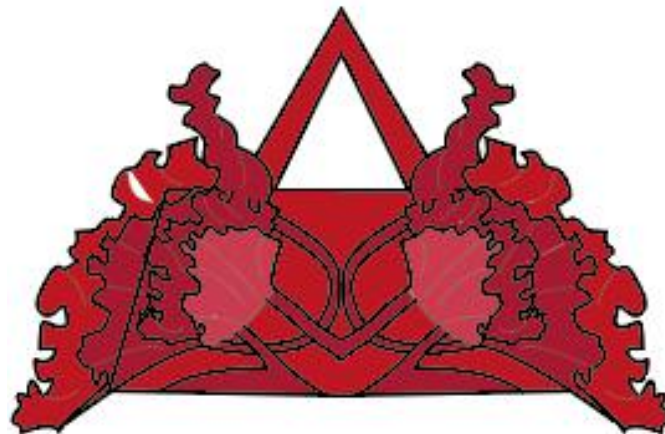
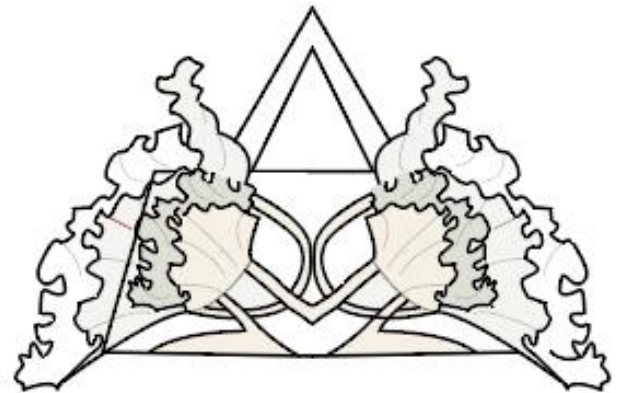
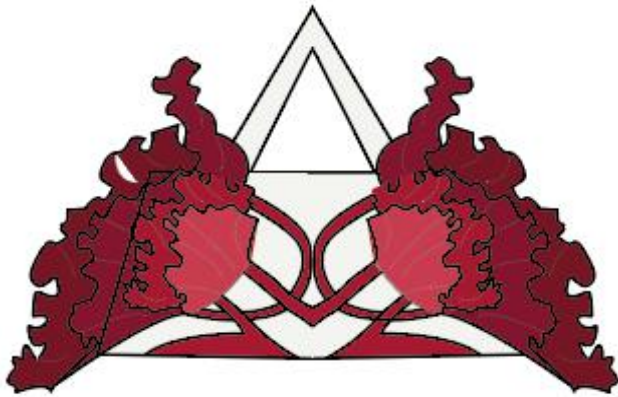
BLOOD BAG



STUDIO BY DESIGN FOREST

S O I R E S

COLOUR OPTIONS



BLOOD FL



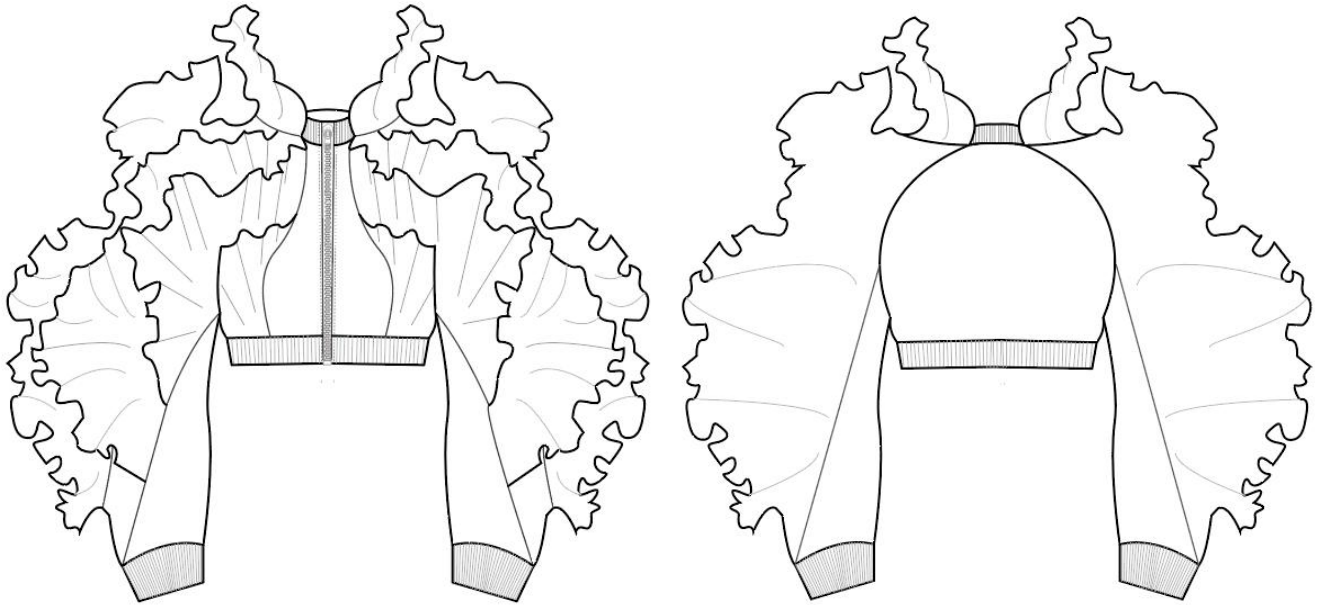
BOMBER: Cropped Bomber Jacket above waist.

Edge to edge zipper at CF, teardrop shape on left and right side of zipper, 2 front yokes with gathered ruffles, raglan sleeves with 6 layers of ruffles, ribbon at hem, neckline and sleeves.

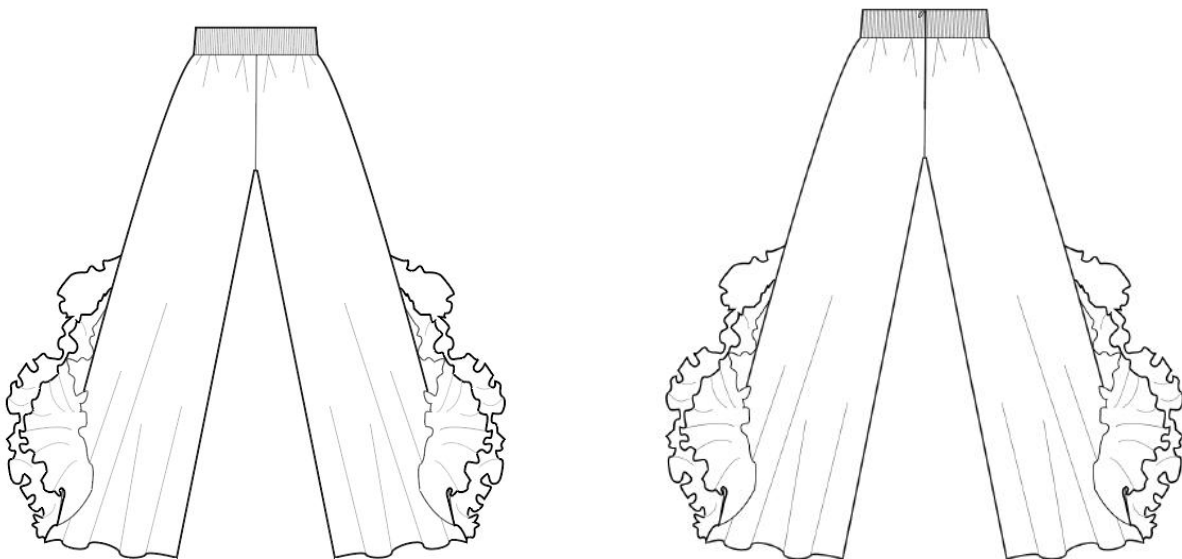
Pants: Flaired highwaisted, oversized pants with elastication at the top. Edge to edge zipper at center back, from hem finishing above the knee 6 layers of ruffles at side seam, hem overlocked and topstitched.

LOW LOOK

BLOOD BOMBER

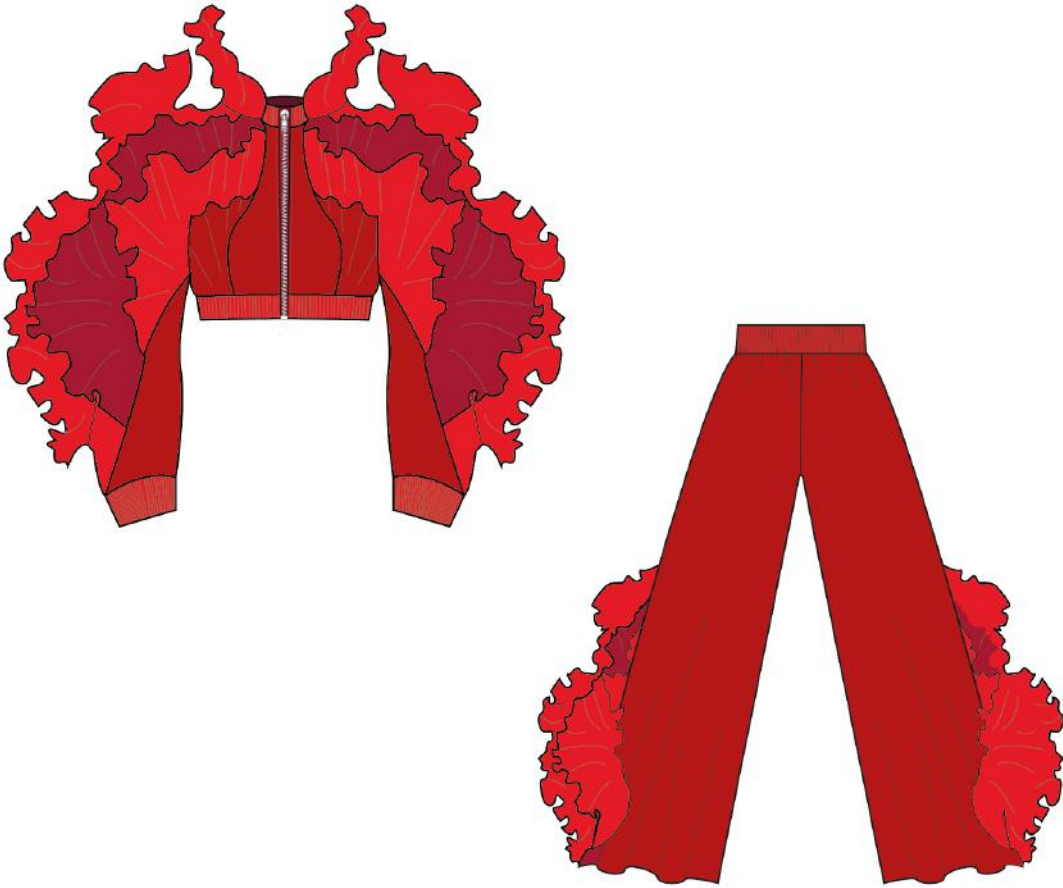


BLOOD PANTS



BLOOD FL

COLOUR OPTION



LOW LOOK

FABRIC INFORMATION



Width 155 cm
Weight 240 g/m²
Composition 55% PL / 45% VI



Material. Georgette
Width: 42 Inches | 107 Cms.
Weight: Approx. 80 grams per meter
Quality: Polyester



Material: 100% cotton
Width: 150 cm
Weight: - g/m²

BLOOD FL

METAVVERSE EDITION

LOW LOOK



THE MESSAGE AGAINST DOMESTIC VIOLENCE. FURTHERMORE THE LOOK WILL SOON BE AVAILABLE AT THE FABRICANT, FOR CONSUMERS TO BE ABLE TO WEAR THE LOOK DIGITALLY AND JOIN THE SOCIAL MEDIA CAMPAIGN FOR WOMEN'S RIGHTS AND PROTECTION.

THE NEWCOMER LABEL S.H.E STANDS FOR INNOVATION AND FUTURE ORIENTATED STRATEGIES, THEREFORE THE SIGNATURE LOOK OF THE COLLECTION "BEHIN CLOSED DOORS" IS ALSO WEARABLE IN THE METAVERSE AND VISIBLE IN VARIOUS VIDEO GAMES TO EXPAND



MARKETING

TARGET MARKET

SOCIAL CLASS AND GENDER, WORK SALLARY:

female prodominant and unisex pieces
upper-middle class to upper class to be able to effort made to
measure clothes
at some point midlle-class with more accessible designs 2nd line
educated, intellectual to understand concept
more superficial becuase of extravagant designs

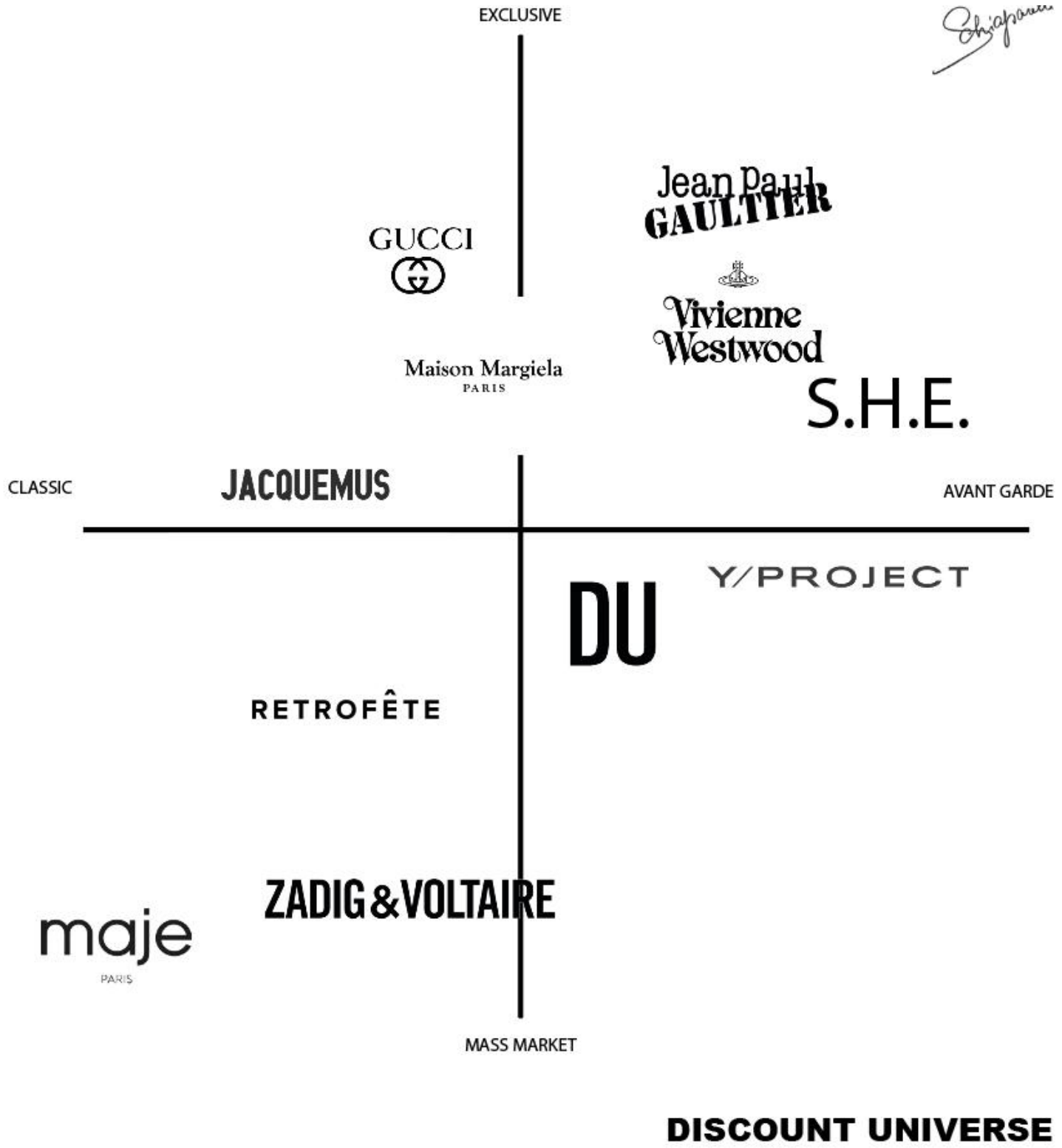
PERSONALITY/ SPENDING HABITS

FULLFILLED NEEDS, LOOKING FOR MORE, DESIRE TO BE
DIFFERENT, UNIQUE, EXPRESSING CHARACTER AND BELIEFS
WITH CLOTHES, NOT AFRAID TO BE BOLD AND MAKE STATE-
MENTS

LIFESTYLE

INTELLLECTUAL, INTERESTED IN WORLD PROBLEMS, GOING
TO EVENTS, GALAS
USING CLOTHES FOR PERFORMANCES, SINGEER, THEATHER
LIKING TO STAND OUT, HAVING OPPORTUNITY TO WEAR BOLD
DESIGNS TO RESTAZRANTS AND PARTIES

STRATEGY



CUSTOMER

HIPPIE ANTIWAR

The Anti-War movement was a developing subculture of the large Hippie movement in the 1960s. It began in the United States and then developed throughout the hippie counterculture. It reached its peak during the period of escalating American involvement in the Vietnam War. The Anti-War movement is characterized by the hippies' rejection of mainstream American culture and their distinctive marks of rebellion. During that time these people were fighting for their ideologies and against actions they called unjust, therefore I believe that today the objectives, the people fight against have slightly changed, but many women are fighting for empowerment against the patriarchal system who would feel strong by wearing pieces of the "BEHIND CLOSED DOORS" collection. During the 1960's people like Janis Joplin, John Lennon, Yoko Ono, Jimi Hendrix, and Charles Manson defined this movement. Nowadays idols like Miley Cyrus or Kristen Stewart are showing similar characteristics, by being not afraid to place themselves contrary to social norms.

HYPER FEMINITE

Female sexuality has been constructed in the Christian imagination as a repellent, as an intractable subject that would be the object of supervision, prohibitions, control, source of temptations of moral decadence. The seductive or sexualized woman populated the Western imagination, in particular the mythological creation, the stories, the iconography, the legal measures, or the religious standards, with fundamental characteristics of the ambiguity between fear and fascination. Thus, women's bodies have always been framed in the public space and their sensuality judged. Today, women's "success" is based on their beauty, their sexualization, and their power, notably through music groups such as the Girl Punks, the Spice Girls, and the Pussycat Dolls or through the media and series such as Sex and the City.

This hyper-feminized style highlights feminine attributes.

"BEHIND CLOSED DOORS" is dedicated to emphasizing female shapes and women's empowerment.

EXTRAVAGANCE

Extravagance is the triumph of epic style, which is meant to dethrone seriousness through decadent forms and volumes.

The collection "Strong Fragility" will appeal to extravagant clients, through the innovative approach of mixing female shapes with the classic suit silhouette, to achieve something bold and outstanding.

STUDIO BY DESIGN FOREST

9TH MAY 2021 WORLD HEALTH ORGANIZATION

ANALYSIS

CUSTOMER TYPES

THINKERS

Value knowledge and creativity

EXPERIENCERS

Value moods, emotions and inner expressions in life

BELIEVERS

Value communities, social bonds and sharing

INNOVATORS

Value independence, taste and character

THINKERS



CLAIRE

STUDIO BY DESIGN FOREST

CHARACTERISTICS: PLAN, RESEARCH, CONSIDER BEFORE ACTING; FOLLOW TRADITIONAL INTELLECTUAL PURSUITS; ENJOYS HISTORICAL LINKS

Demographical

Gender: Female

Age: 36 years old; Millennial

Ethnicity: European

Nationality: British

Marital status: married

Education: University of Roehampton

Income: Upper Middle-class income

Employment: Brand Strategist at Lovehoney in London

Psychological

Purchasing motive and behavior: she is buying products that inspire her, in which brand message and values she can believe in

interests and hobbies: she is a fan of photographers like Guy Boudin, she enjoys going to controversial exhibitions, trying out trendy restaurants, reading Books like "We Should All Be Feminist" by Chimamanda Ngozi Adichie and supports several women's empowerment projects

Attitude: ambitious career woman, with high moral values

Shopping mode: a product is catching her interest, and after looking at the background information she will buy it if it inspires her.

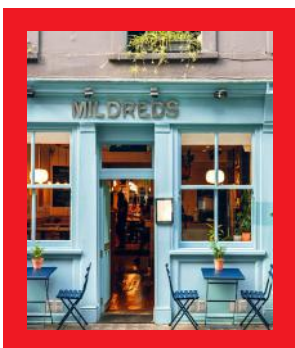
Geographical

Country: UK City: London

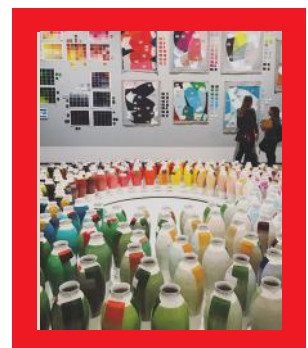
Climate: humid temperate oceanic climate

Residential environment: Hackney, an upcoming neighborhood in the East End, is home to hip bars under railway arches, fun nightlife, mouth-watering bakeries, creative restaurants, and good coffee shops.

Favorite Spots in London: Mildreds – Persephone Books – Sessions Arts Club – Design Museum London



STYLE



EXPERIENCER



SARAH

STUDIO BY DESIGN FOREST

CHARACTERISTICS: GO AGAINST THE CURRENT MAINSTREAM, WANT EVERYTHING, ARE SPONTANEOUS, SEE THEMSELVES AS VERY SOCIABLE

Demographical

Gender: Female

Age: 28 years old; Millennial

Ethnicity: American

Nationality: American

Marital status: in a relationship

Education: Harvard Law School

Income: Upper Middle-class income

Employment: Highly well-known law family, where she is working at the family office

Psychological

Purchasing motive and behavior: she is not in the need anything, she buys what she likes and not what she needs

Interests and hobbies: she loves luxurious extraordinary things, going to the gym before work at Equinox Printing House, spicy food, reading informative articles and biographies of successful people, kickboxing and pilates, attending social gatherings and events on the weekends, and having free talk conversations. Strong sense for cultural things (Art, Literature and Fashion), attends art auctions

Attitude: power woman, with an affection for luxurious things

Shopping mode: she finds something she wants and will buy it, she never had to look at the price or save in her life

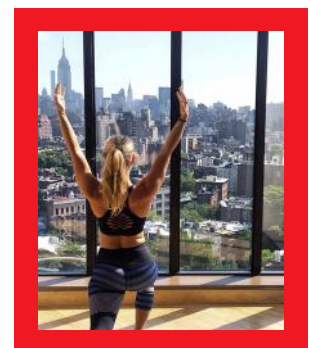
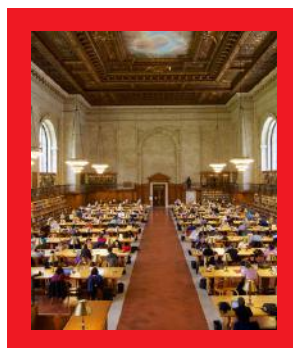
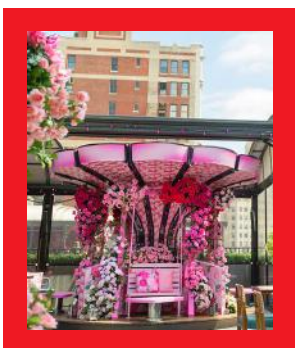
Geographical

Country: USA; City: New York City

Climate: mid-climate - warm

Residential environment: Manhattan, the upper-class environment she grew up in, and feels most comfortable

Favorite Spots in New York: Central park – Hardware Rooftop –New York Public Library - Equinox Printing House



BELIEVER



YANA

STUDIO BY DESIGN FOREST

CHARACTERISTICS: BELIEVE IN RIGHT/WRONG FOR A GOOD LIFE, WANT FRIENDLY COMMUNITIES, READ ROMANCE NOVELS

Demographical

Gender: Female

Age: 26 years old; Millennial

Ethnicity: European

Nationality: Ukraine, born in Kharkiv

Marital status: single

Education: Paris Opera ballet school

Income: Middle-class income

Employment: she has performances across the world, her main shows are located in Vienna, China, Italy, Paris, and London, she works with a private company, and she instructs ballet children in the summer

Psychological

Purchasing motive and behavior: she likes to treat herself with selective purchases, she is her biggest lover

Interests and hobbies: traveling to historical places and spending time in nature, discovering new beaches for sunbathing and water sports, Thai foot massage, reading romance novels at the library, shopping, and attending fashion shows (Iris Van Herpen, Jacquemus)

Attitude: melancholic, elegant

Shopping mode: she likes to discover things that match her aesthetic

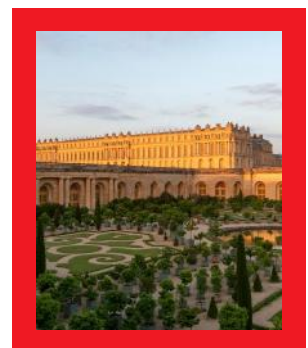
Geographical

Country: France; City: Paris

Climate: mid-climate - warm

Residential environment: lives in Paris close to the opera, with her puppy Bibo

Favorite Spots in Paris: Cafe des Chiens Paris – Ralph's Restaurant – Mazarine library – Versailles château



STYLE

INNOVATORS



GUILIANA

STUDIO BY DESIGN FOREST

CHARACTERISTICS: ARE CONFIDENT ENOUGH TO EXPERIMENT, ARE INFORMATION READY, FUTURE ORIENTED, RECEPTIVE TO NEW IDEAS AND TECHNOLOGIES

Demographical

Gender: Female

Age: 24 years old; Gen Z

Ethnicity: European

Nationality: Italian

Marital status: single

Education: Sapienza University of Rome

Income: supported by her family, upper Middle-class income in the future

Employment: finishing her BA in Art History at a wellknown univeristy in Rome, to later become a successful gallerist

Psychological

Purchasing motive and behavior: she enjoys treating herself with inspiring purchases, which she even starts saving money for

Interests and hobbies: she loves artistic and innovative things, going to poetry slams or live music bars, Pop-Up restaurants, reading philosophical publications, night-clubs and secretly listening to some tacky love songs.

Attitude: intellectual girl that slips into daydreams, with an affection for art

Shopping mode: she finds something she enjoys and she will buy it, or wait until she can

Geographical

Country: Italy; City: Rome

Climate: Mediteranean climate

Residential environment: Pigneto, has become the hipster capital of Rome because of its wide array of trendy restaurants and bohemian bars

Favorite Spots in Rome: Barnum Cafe – Galleria Borghese –Shari Vari Play House - Via del Governo Vecchio



STYLE

BRAND COMM

BRAND PHILOSOPHY

FEMINISTIC, CONCEPTUAL, PROVOCATIVE, SCANDALOUS, DETERMINING

DIFFERENTIATING FACTOR

Political messages, fashion with a meaning, wearable statements, more than clothing, high morals, experimental materials, extravagant shapes, designs to stand out, dedicated to change the principle of luxury in the fashion industry: in behalf of the environment. People always treated scarce resources as something very prestige, but innovative solutions are as luxurious and special as any blood diamond. Showing the different faces of Innovation and sustainability, Total Transparency and Traceability eg. QR Code

VISUAL IDENTITY

Big shapes; extravagant colours; provocative cuts; communicating social critical concepts with unusual materials, embroidery and extravagant shapes. fashion to be seen.

MUNICATION



PACKAGING:

S.H.E.'S PACKAGING WILL FURTHER COMMUNICATE THE FEMINISTIC KEY PHILOSOPHY, WITH SHAPES AND COLOURS RELATED TO THE FEMALE VULVA.

BRAND COMM

NOT JUST A SHOP

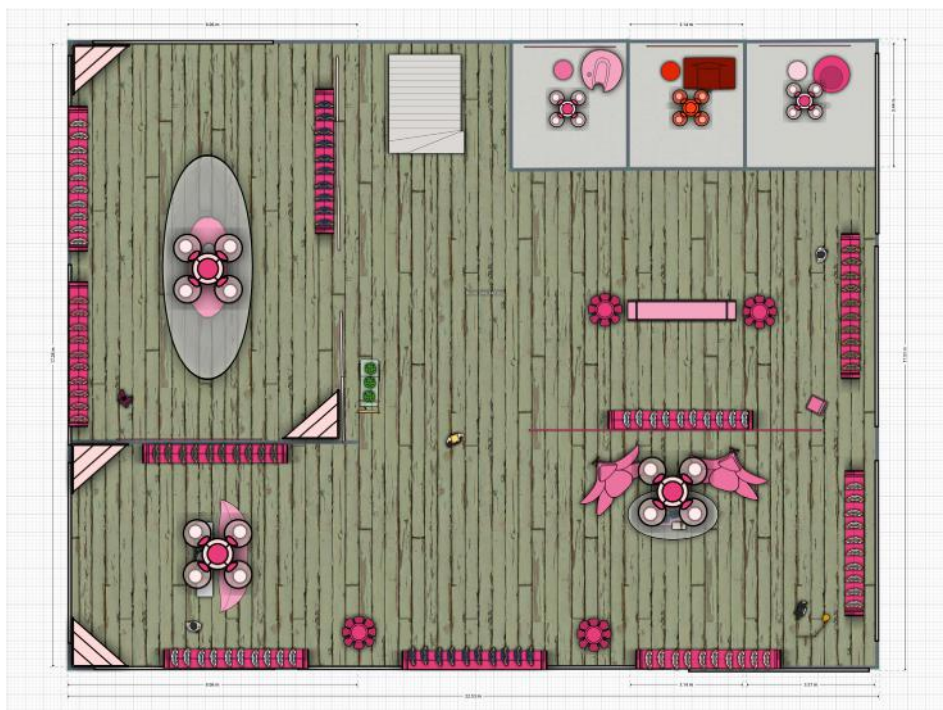
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CREATIVE HUB

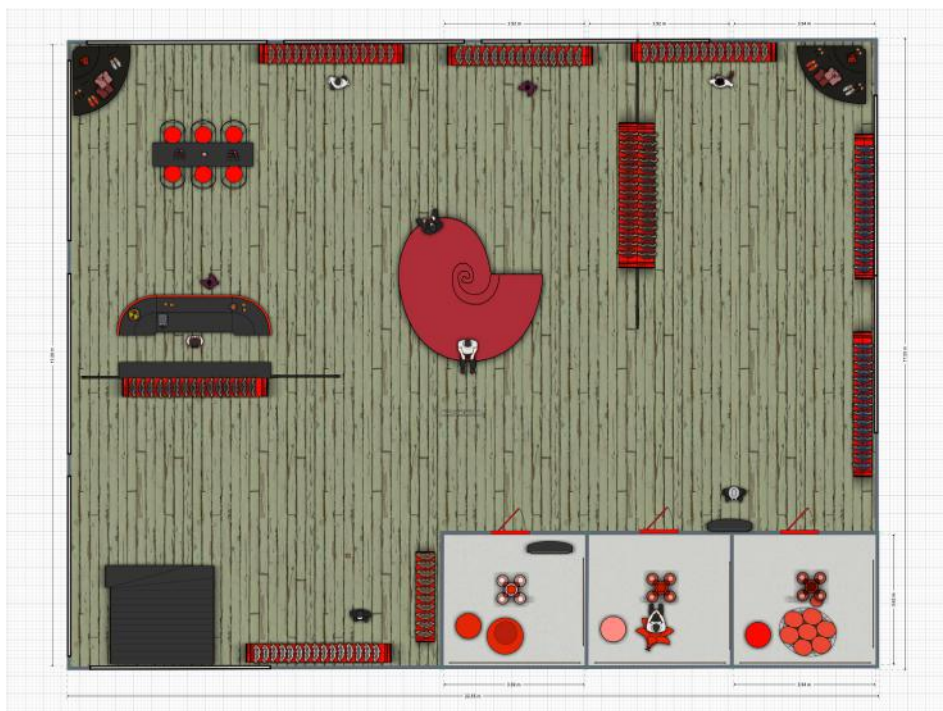


MUNICATION

SHE BOUTIQUE



HERS BOUTIQUE





HERS BOUTIQUE



CREATIVE HUB

STRANGLE



GASP



TRIBE MEMBER LOUNGE



UPCOMING EVENTS

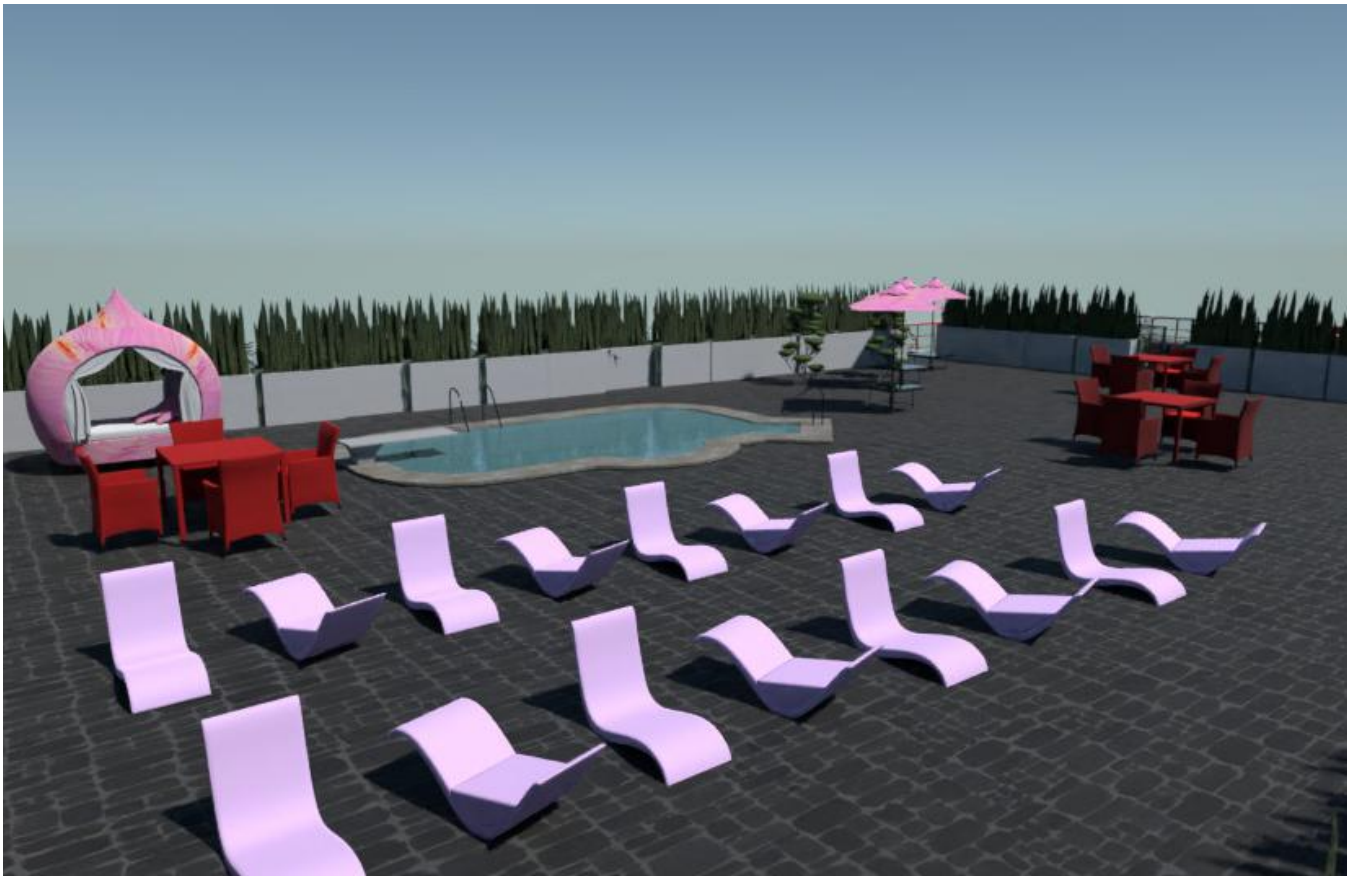


01

SHE TALK

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02

POWER BEATS

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S.H.E. 'S KEY STRENGTHS

BROAD RANGE OF EDUCATION
MARKETING SKILLS
BUSINESS SKILLS
UNCONVENTIONAL APPROACH
SMALL TEAM NEEDED
MADE TO ORDER GARMENTS
HIGH QUALITY AND STANDARD THROUGH HIGH MORALS

S.H.E.'S CHALLENGES

EASILY ENDANGERED REPUTATION
POLITICALLY OVERLOADING CUSTOMERS
LIMITING OWN MARKET BECAUSE OF BELIEFS EG. SAUDIA ARABIA
PROVOCATING THE WRONG PEOPLE
ECONOMICAL RELYING ON ORDERS IN THE BEGINNING, LONG WAY TO PROFIT
LOOSING FACTOR OF FUN

FUTURE E

S.H.E.'S OPPORTUNITIES

BECOMING A POLITICAL MESSAGE FOR CELEBRITIES AND OTHERS
CREATING A TRIBE/ COMMUNITY BASED ON THE SAME VALUES
BIGGER IMPACT THAN JUST CLOTHING
INSTEAD OF POLLUTING HAVING A POSITIVE INFLUENCE
CLEAN REPUTATION LATER VERY INTERESTING FOR LICENSE BUSINESS
COLLABORATION WITH ARTIST COMMUNICATING SAME BELIEFS
MERGING DIFFERENT FORMS OF ART WITH FASHION
COLLABORATING WITH MORE ACCESSIBLE BRANDS CASUAL WEAR AND CO. TO
FURTHER COMMUNICATE BELIEFS
PROVOCATIVE COLLABORATIONS PRODUCT DESIGN: DUREX CONDOMS AGAINST
GENITAL UPSET
LINGERIE
INCLUSIVITY
MENSWEAR LINE: H.E.R.S.



S.H.E.

SACRED - HOLISTIC - ETHEREAL



H.E.R.S.

Healable - Eminent - Reverent - Supreme

XPANTION

STYLE MAGAZINE

A woman with dark hair is lying down, her head resting on a hand. She is wearing a red high-heeled shoe. The background is a light, neutral color. The text 'THE FUTURE OF FEM' is overlaid in large, bold, red letters.

THE FUTURE OF FEM



S.H

SACRED - HOLIS

A close-up photograph of a woman's leg wearing a red high-heeled shoe. The leg is the central focus, extending from the top to the bottom of the frame. The shoe is a classic pump style with a thin stiletto heel and a pointed toe. The background is a soft, out-of-focus grey and white, suggesting a studio setting. The overall aesthetic is elegant and minimalist.

T U R E I S
A L E

∞

H.E.

STIC - ETHEREAL

CAGED BIRD

BY MAYA ANGELOU

THE CAGED BIRD SINGS
WITH A FEARFUL TRILL
OF THINGS UNKNOWN
BUT LONGED FOR STILL
AND HIS TUNE IS HEARD
ON THE DISTANT HILL
FOR THE CAGED BIRD
SINGS OF FREEDOM.



S.H.E.

SACRED - HOLISTIC - ETHEREAL