

GINEVRA

Category: Bag and more

Sector: Fashion Lifestyle and Retail

Tagline:

Segment: Fashion for people (mostly women, but may include their couple) with combination attitude of work and socialize

Target Group: People who pay attention to budget and quality for their fashion, with medium to high purchasing power who love to look elegant all the time

Values: Simple, Elegant, Timeless, High End Look at Affordable Price

Product: Bag, Wallet, Shoes, Belt, Clothing

Marketing System: Online Flash Sale