



Ariella Couture

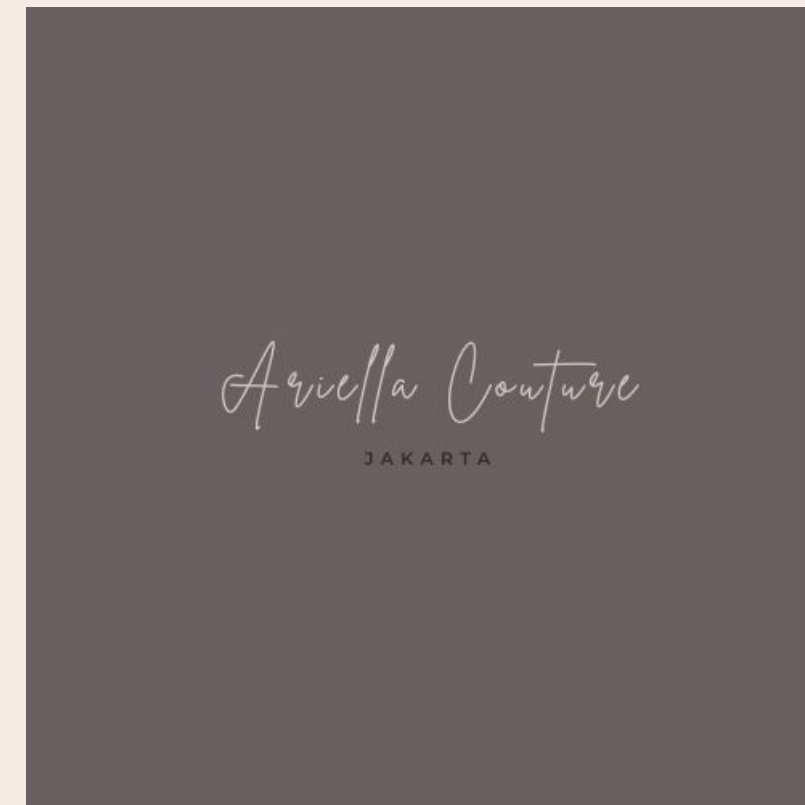
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As an Indonesian who always love the concept of couture and fancy clothing, Ariella always wanted to create one which have a universal concept: not only the person who can wear her design, instead her pets can wear the same thing too. Ariella is always wanted to be veterinarian but she haven't reach it so she decided to start slowly: creating vegan and cruelty free couture fashion without harming any animals, besides that, not only animal free, Ariella always wanted animals can be looks fancy and fashionable like humans.

Due to "rare" materials and many alternates for non cruelty items (example: pearls), Ariella's price range for this brand is very high, started from 1000 USD for women and 200 USD for pets. Besides that, Ariella also wanted to pay her workers equally so it would be benefiting from both sides, Ariella, her workers and the costumers. Ariella's target market is looking to another animal lovers or high class people. Ariella also looking for bloggers to promote her products too.

Ariella going to promote her brand by having a catwalk session first, which inviting many celebrities and famous people to make them interested. After that she also endorsing her friends who have many Instagram followers to make it as a trend too. And then after that the dress are open for custom sizing, which makes it a couture brand since it's a custom garment.

By doing this idea, Ariella wants to proof everyone that fashion can be benefiting many creatures, both human and animals. Besides that, Ariella really want to see pets are really dressed up at some occasion like humans did.

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SOCIAL MEDIAS



ariellascouture



Ariella Natanya

