

アメリカン・ユニーク・





このブランドは、建築的なシルエット、ミニマルな高級美学、そして熱心なニッチな顧客層で知られる、デザイン主導の独立系ファッション・ブランドである。
過去10年にわたり、独特のブランド・ボイス、クリエイティブな一貫性、親密な顧客関係を通じて、忠実なファンを育ててきた。

洗練され、意図的に限定されたコレクション戦略により、アート、ファッション、機能の交差点でブランドを運営し、トレンドに左右されるファッションよりも、時代を超えたデザインを重視する顧客に、ワンランク上のワードローブ・ソリューションを提供している。

キーポイント

デザインのDNA：

正確なテーラリングとミニマリズムの実行により、高いウェアラビリティを実現。

ロイヤル顧客：

リピーターの購買行動と長期的なリテンションが高いコア顧客ベースとの関係
スタジオ内へのアクセス

アポイントメント・ベースのショッピング体験を提供するユニークな小売モデル

デジタルプレゼンス：高い利益率と低経費を誇る完全自社運営のEコマースチャネル

アードメディア

独立系および地域の報道機関において、肯定的な論説が掲載された。

セグメント

- 婦人服の定番：パンツ、トップス、アウター、オケージョン・アイテム
- シーズンレスのコアシルエットと限定ドロップアイテム
- ブランド理念と結びついたアクセサリとライフスタイルの提案
- 不定期に開催されるサンプルセールとカプセルコレクション

マーケットポジション

このブランドは、レイチェル・コーミー、ゼロ+マリア・コルネホ、ブティック規模ではザ・ロウといったブランドと並んで、ハイエンドのインディペンデント・ファッションの分野で競争力のあるポジションにある。

個性、クラフトマンシップ、目的にかなったデザインを重視する、目の肥えたスタイルにこだわる人々にアピールしている。

TARGET PRICE

\$ 0

BUSINESS TYPE

ファッション小売業者

ESTABLISHED

2011

COUNTRY

米国

BUSINESS ID

L#20251011

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