

P L E I O N E

PLEIONE

ATTRIBUTES:

BUDGET CONSCIOUS PROFESSION
FAMILY FOCUSED
PRINT-CENTRIC BLOUSE COLLECTION
CONSUMER FOCUSED
WASHABLE EASY CARE FABRICS
VOLUME DRIVEN
AFFORDABLE
EFFORTLESS AND WEARABLE
COMFORT FOCUSED AND EASY

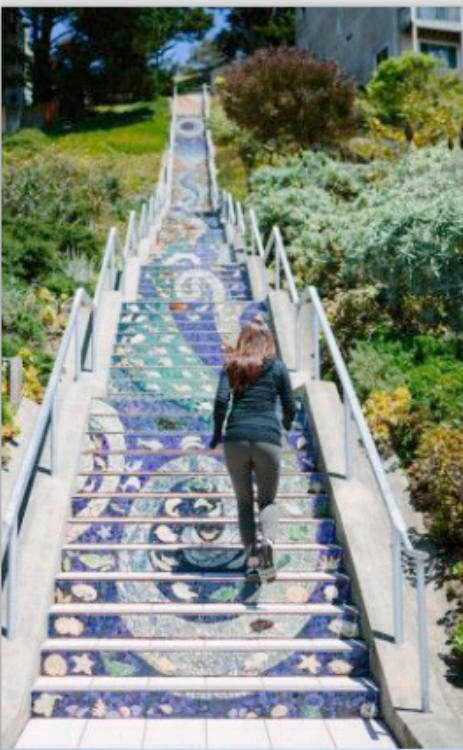


PLEIONE IS A BLOUSE DRIVEN AND SEPARATES BRAND FOR WOMEN WHO WANT IT ALL. WHETHER IT'S JUGGLING CAREER AND FAMILY, THIS WOMEN KNOWS WHAT SHE WANTS, ESPECIALLY WHEN IT COMES TO HER WARDROBE. THE PLEIONE WOMAN WANTS TO LOOK EFFORTLESSLY PUT TOGETHER IN HER DAILY ACTIVITIES

DRIVEN BY ELEGANCE AND SIMPLICITY SHE LOOKS TO PLEIONE FOR WARDROBE STAPLES AND KNOWS SHE CAN ALWAYS RELY ON THE VERSITILITY. INSPIRED BY THE FULLY SCHEDULED WOMAN, OUR COLLECTIONS ARE BUILT ON FASHION FUNDAMENTALS WITH SENSATIVITY TO TREND, BUT NOT DRIVEN BY THEM.

PLEIONE IS COMMITTED TO CREATING EFFORTLESSY CHIC PRIODUCT, EVIDENT IN OUR RELIABLE QUALITY AND AESTHETIC.

#EVERYDAYPERFECTION



LIFESTYLE



lifestyle



A Sunday
We'll spend
brings a week
of Content.





HER:

NAME: JENNIFER

AGE: 30

LIVES: SANTA MONICA

JOB: FREELANCE MARKETING CONSULTANT

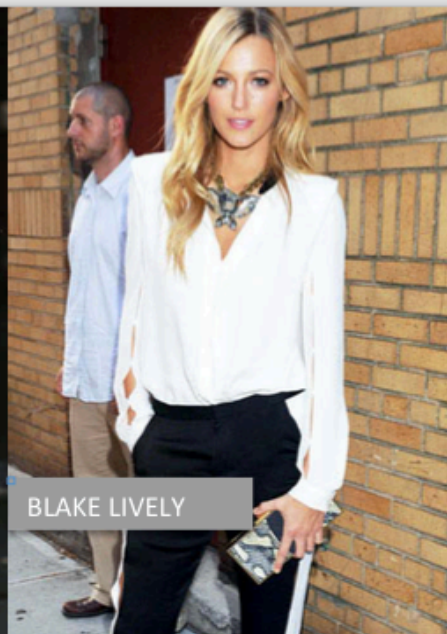
WEEKEND ACTIVITIES: ROSE BOWL FLEA MARKET, MORNING SPIN CLASS AT SOULCYCLE, HIKES MALIBU CANYON, FAMILY OUTINGS TO THE OBSERVATORY, PLAY DATES AT THE BRENTWOOD, FOLLOWED BY SHOPPING AT COUNTRY MART. DINNER AT NOBU WITH HUSBAND, MANI PEDI WITH THE GIRLS. BBQ'S IN THE CANYON WITH FRIENDS. HOSTING GAME NIGHT AT THE HOUSE WITH THE HUSBAND.



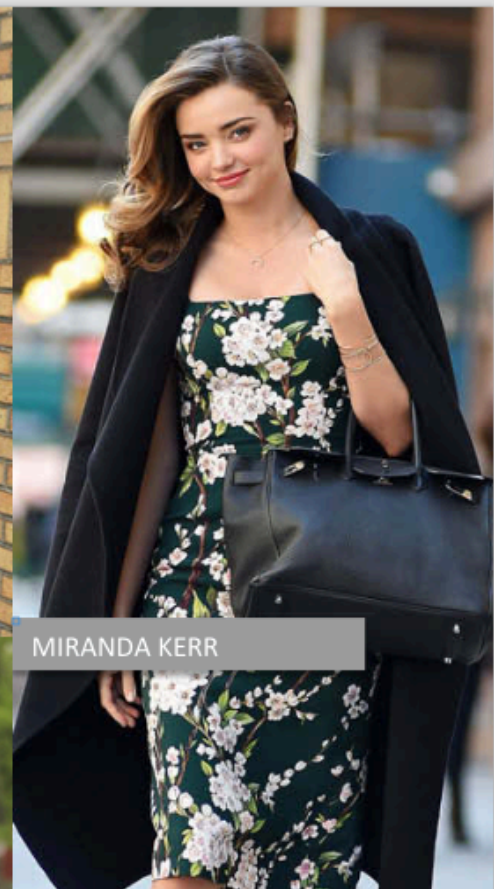
DIANE KRUGER



GISELE BUNCHEN



BLAKE LIVELY



MIRANDA KERR

ICONS



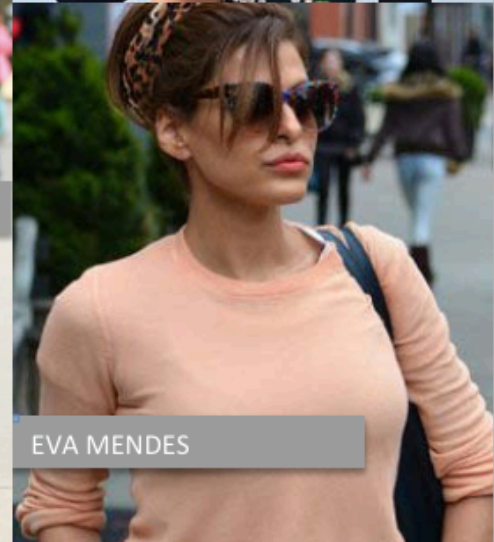
JAMIE KING



OLIVIA PALMERO



ROSIE HUNTINGTON-WHITLEY



EVA MENDES



COURTENEY COX



MICHELLE WILLIAMS



KATIE HOLMES



GWENETH PALTROW



JENNIFER ANSITON



REESE WITHERSPOON



JENNIFER GARNER



JANUARY JONES

COMPETITIVE LANDSCAPE

E Q U I P M E N T

VINCE.

EVERLANE



**VINCE
CAMUTO**

