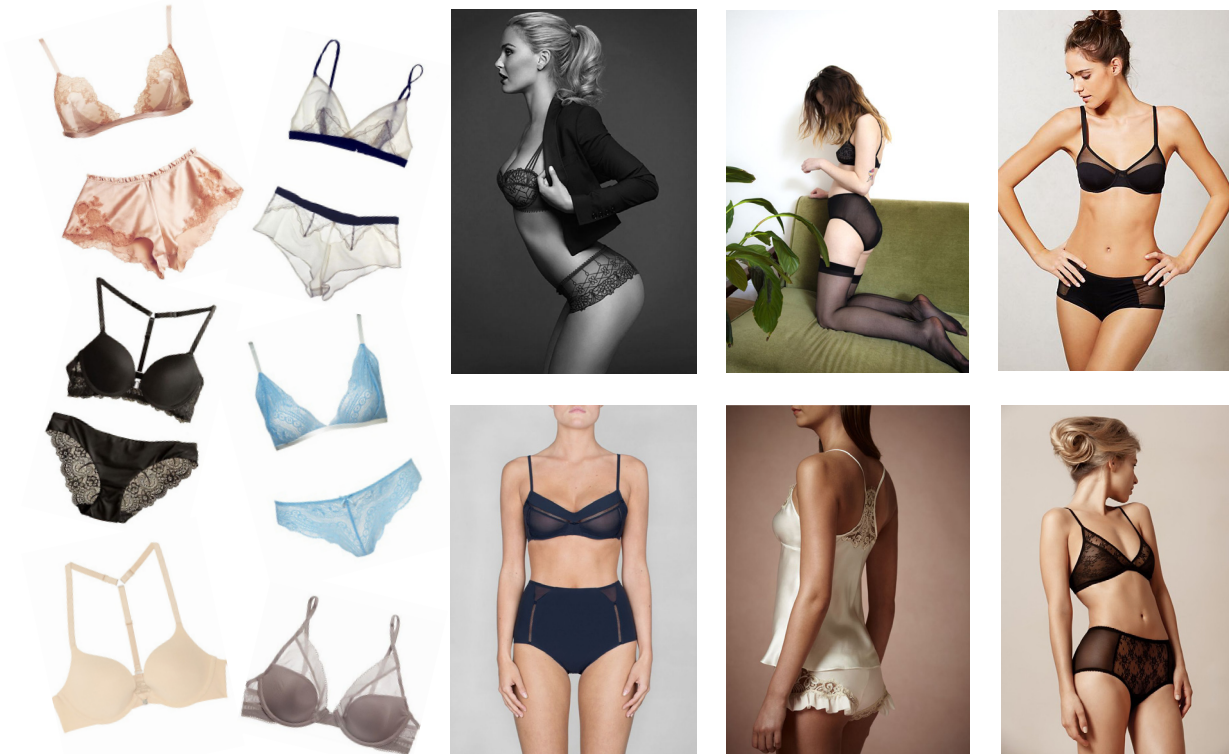


## Inspiration & Key Shape Examples

### INSPIRATIONAL IMAGERY

A lingerie range for French Connection which will appeal to their existing consumer profile, focusing mainly on older more affluent consumer typologies, as well as attract younger consumers, as the range will be lower price points than its main collection.

Below is some imagery in keeping with the French Connection aesthetic, which helps to bring the proposal more to life.



### KEY SHAPE EXAMPLES

