

# MARBELLA BEACH



MARBELLA BEACH MANUAL

MARBELLA BEACH



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## MARBELLA BEACH ESSENCE

*Original brand of Marbella since 1954*

*Our beloved city is enriched by Marbella Beach community*

**Marbella Beach** was born out of a passion to create a brand that reflects the Marbella spirit, it is inspired by the 1954 era when the glamor and luxury facet began in Costa del Sol.

Our brand is a collection of the stories and memories of our childhood, feelings, experiences and above all, the good life.

We have an unconditional love for the city, and we want to give it a tribute that it deserves.

**"Marbella as I cannot love you more."**

**"That strong feeling of being in a welcoming, cosmopolitan city with a good climate and multiculturalism, a place that invites us to live, enjoy doing sports or just walking through the streets of the old town, transmits peace and integration in complete harmony."**

From these feelings, we had the idea of creating a collection of fashion and accessories inspired by the identifying values of an avant-garde and cosmopolitan city. Marbella Beach wants to transmit that feeling of goodness through its collection and the initiative to create a **"Marbella lovers"** community, the union and integration of everyone who identifies with the values of a city that has managed to integrate tradition and modernity.



**BRAND MISSION**

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## CLOTHING MANUFACTURE

*Full european design and production*

*Production with sustainable awareness*

Design and production are the strongest point of the brand.

**“ Under the seal of ethical eco-frendly, we offer garments that respect the environment, our choices consents to produce with raw materials of the highest quality cotton.”**

For the brand, the productive process, it is an act of awareness, our philosophy is a **“fashion conscience”** production, that consists of manufacturing locally in Europe, it allows us to investigate and search for the best fabrics and the best factories to achieve quality, while being carefully supervising the production process at all times.

Our collection is a combination of streetwear and accessories with an elegant touch that adapts to all styles and ages, the garments are comfortable at any time of the day, carefully designed with focus and love for comfort.

The accessories are inspired by moments of the day in Marbella, made by hand with materials such as sterling silver and natural cotton fibers.

Each garment and accessory is designed to embody the **essence of Marbella**: the ideal souvenir that each of us wants to take with us to feel the emotions that Marbella provides us.



PRODUCTION

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## DESIGNER AND CEO

*From architecture to fashion design*

*Focused on sustainable and conscious consumption*

Born in Tetouan, a city of art, Ahd Hammami has been a dreamer since childhood, with a strong passion for creation and **design with harmony**.

Ahd has developed a career in architecture and design for more than 20 years, her experience as successful entrepreneur is proven by her background as architect.

Her dream was to create a brand that transmits the **values of sustainability**, and to develop a healthy community of Marbella lovers.

The objective she decided to pursue with her brand **Marbella Beach**, is to bring together a community that shares know-how and love for the city of Marbella.

Each design draws from Ahd's personal background and embrace the **sensorial quality** of spanish lifestyle.



DESIGNER

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## COLLECTION 2022/2023

### For Marbella Lovers

The concept of our collection is inspired by college & university style, that communicate the youthful atmosphere we experience everyday, it represents the bond we create with Marbella, memories and precious moments we want to bring with us.

Our Sea Shell mark connects the name of "La concha" mountain, that makes the landscape of Marbella so unique, with the shells that we can encounter daily walking on the beach.

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## MARBELLA BEACH ACCESSORIES

### *Moments of Marbella Lifestyle*

All our pieces are inspired by moments of the day in Marbella, memories collected through life: starfish and marine life we can find on the beach, anchors that remind us of the boats out at sea, sardines on a skewers at our favourite chiringuito.

Color and sacred geometry enrich our bracelets and permits to celebrate and give us a sensation of connection and balance.

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## MARBELLA BEACH LOGOTYPE

### *Representing the essence of Marbella*

Our logo is inspired by the main characteristics of Marbella, the natural beach that we all love, the sunny weather that enlight our lives and the silhouette of our protective mountain "la Concha". The artwork represent perfectly the uniqueness and what we love about our city, what brings the international spotlight to come in Marbella since 1954.

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MARBELLA BEACH / Branded Visual



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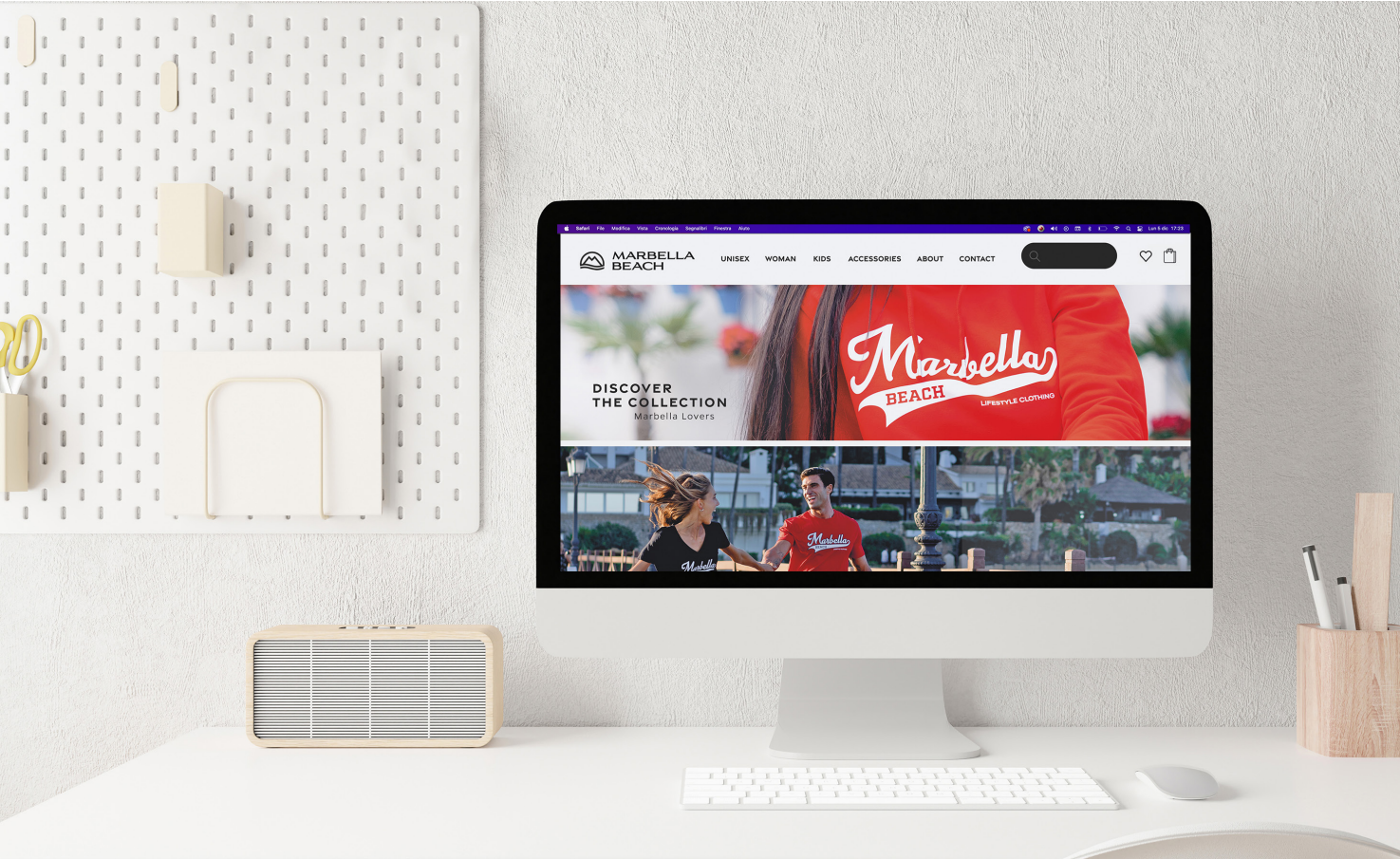
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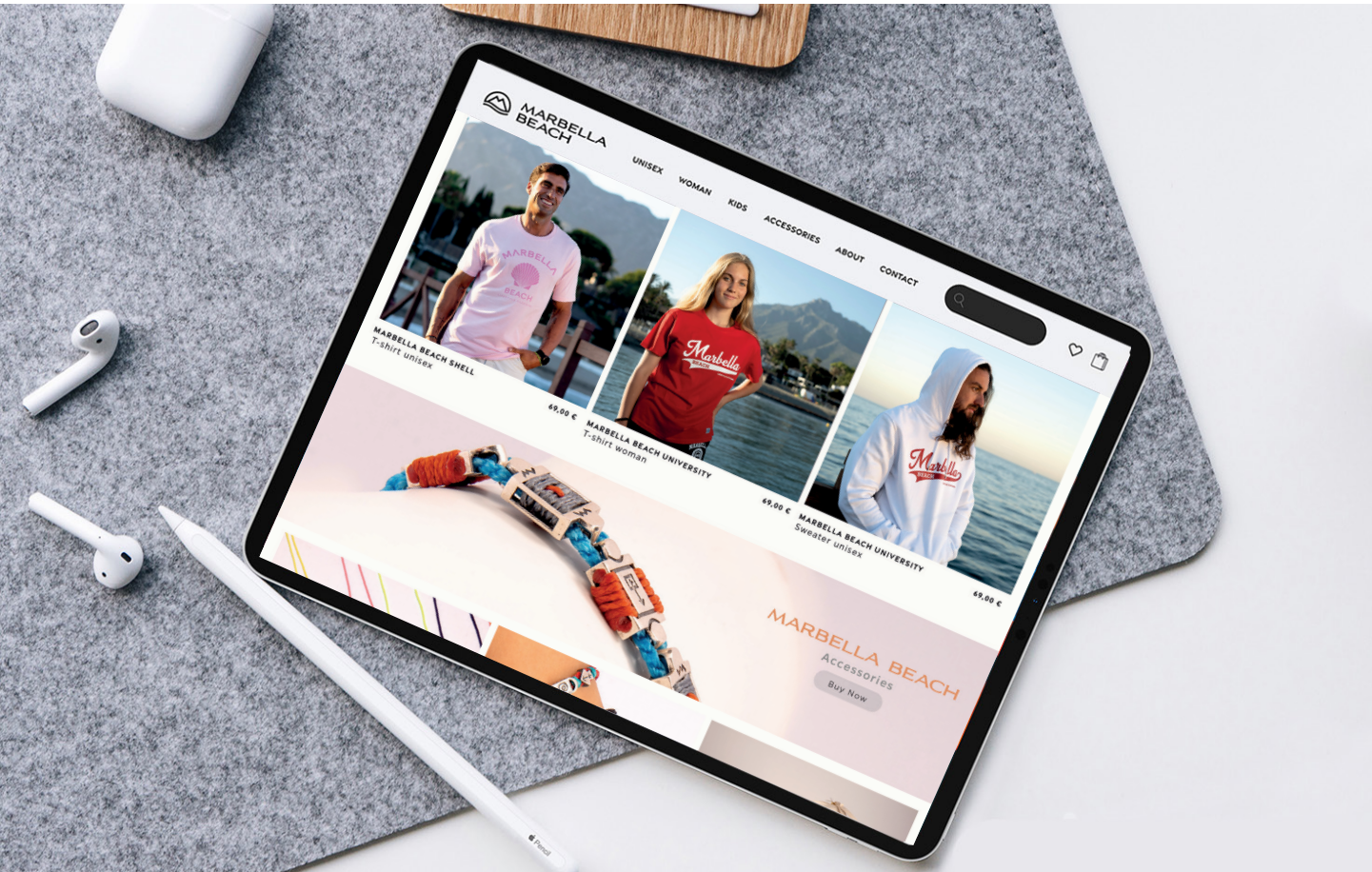
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MARBELLA BEACH / Website on desktop



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