

L A B E L *True*

B R A N D P R O F I L E



L A B E L *Nue*

Brief history

What started as an idea, has morphed into the ultimate lifestyle brand and go-to place for fashion savvy women. Label NUE is a fashion forward brand that is always on trend with frequent and exclusive drops.

We provide fabulous fashion, and the latest trends at an affordable price point. We design and produce in limited quantities to ensure that our styles are exclusive and individualized for our clients.

Label NUE is a fashion forward line created with the intention of celebrating women. We pride ourselves on the ability to empower our clients to be confident and express their sense of style through the latest trends. Our dedication to fashion, style, and making our clients look and feel great is thought out carefully with each piece that is hand selected and designed.



Principles
Uniqueness
QUALITY
fashion-forward

F A I R P R I C E S
W I D E R A N G E

Aim and Philosophy

Our philosophy is customer based and points to customers satisfaction in every aspect. According to this philosophy the design of successful collections, the organized distribution process and the professional customer service are equally important components of our proposal.

We design and produce our collections setting high standards. Quality control is significant in every stage of the production in order to obtain an end product that meets our client's taste and will. In conclusion, as our main principal and we aim to provide unique fashion forward collections at fair prices.



Our Client

Wearing Label NUE, we want you to feel fearless, comfortable and the best version of yourself. Nothing is designed to be mediocre - even if it's a basic, wardrobe staple - you'll still feel sexy.

Label NUE is for everyone, but the Label NUE women isn't afraid to stand out and take risks. She is a go-getter, a boss, an empowering woman ready to conquer the world and manifests her dreams and brings them to life.

We have created a clothing brand that will not only add but will build to your wardrobe. Each clothing piece is designed with the intentions of being versatile and timeless.



Brief Description of our Operations Process

The process consists of the following sections:

- Buying Department
- Design Department
- Sales Department
- Marketing Department
- Store Management

The Buying & Design Department in cooperation with the Sales Team plan systematically the direction of the monthly drops and collections.

The majority of our garments are produced and sourced in Los Angeles California before then being shipped to the designated stores.

Each style is then photographed in 'E-Commerce' and 'Lifestyle' formats so all accounts will have the necessary marketing material before the collections are in store.



Stores

Label NUE stores are located at top shopping malls of Kosovo. We strive to present the brand in strategic locations to best optimize visitor traffic.

All Label NUE boutiques feature the company's signature store concept designed by our team and reflect the brand's philosophy. The architecture and interior design are sleek and modern while creating an elegant and relaxing atmosphere.

Customer Service

The main aim of the company is the proper approach and customer service mainly characterized by courtesy and professionalism.

At all times, we want to make certain that our customers are well-served both during and after the sale.

We provide flexibility on returning and exchanging items and we constantly inform our customers about new collections and various offers and sale policies.



Connecting with our customers

Having a loyal customer database, we communicate with our clientele through social media, newsletters and SMS campaigns.

Before each drop, we put together and often publish the “Label NUE Style Report”, a moodboard like feed on our social media that best illustrates the season’s trends.

The goal is to reflect the picture of the woman for whom we design and also to give her solutions or ideas for her next shopping spree.

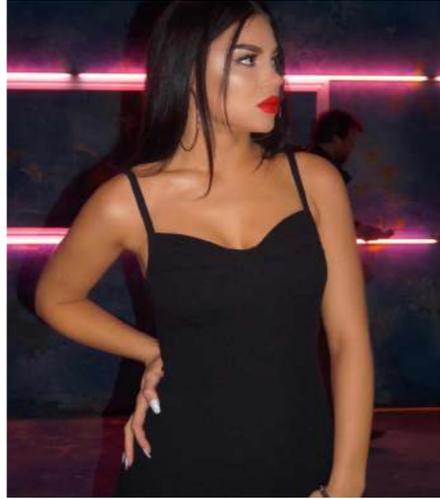
Administrative Department

Administrative Services uphold the entire operation of the company and include the general management, the financial department, the accounting department and the I.T. department. All company’s departments are supported by an internal system.

Brand Ambassadors & Influencers



@lorihoxha



@dhuratadora



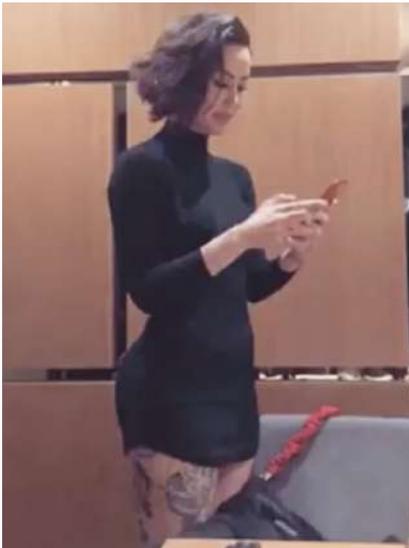
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@dafina.zeqiri



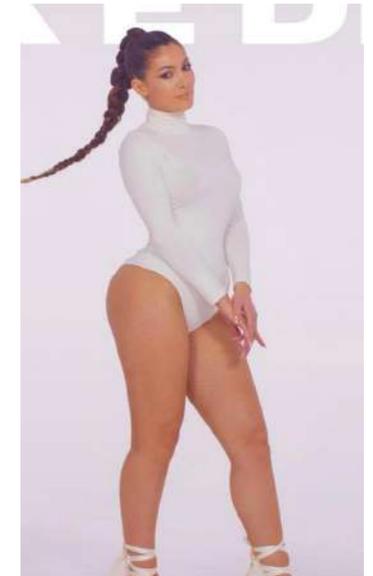
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Contact

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