

OFFICIAL CORPORATE BRAND SPEECH IOCO

1 - STYLING

IOCO Homme Collections concept is everything about men.

A man who enjoys life and like to embraces their sense of style with confidence and luxury. IOCO Homme is a brand that believes in public self-expressions, and is for men who appreciates unique and vigorous designs. Focusing on laidback style, IOCO Homme offers an artistic, contemporary menswear that offer exceptionally constructed and wearable pieces with originality that aims to satisfy men.

IOCO Homme style is inspired from the dandyism. A man who is refine in all things regarding his style, clothes, personality and tastes. The cuts are usually quite traditional for stylish comforts. The garment structure communicates strength and stability through the sharpness of simple, ready-to-wear silhouette. Each garment is carefully tailored to have a strong visual impression highlighted by the use of details and finishing. Most IOCO Homme garment is made from natural and organic fiber allowing for better air circulation, to give comfort to the wearer.

IOCO Homme clothes are suitable to be worn in every occasion such working in an office and formal dinner with friends and family.

A QUOTE FROM THE DESIGNER –

“IOCO Homme is a modern gentlemen with a twist of classic and casual Dandyism with refine taste and confidence”

2 - BRAND POSITIONING

IOCO Homme is the 2nd eldest and flagship brand of the Group.



Market Segment

IOCO Homme belongs to a ready to wear collection.

Target Market

Men:

IOCO Homme targets established men over 30 years old who consider the elegance of linen clothes as a part of their life style. IOCO Homme is targeted toward Men who are willing to invest more on good quality products.

3 - PRODUCT INFORMATION

Price Range

From Rp. 400,000 – Rp. 2,000,000,-

Sizes available from XS to XXL(Eur.)

Collection in Store

Collection 2014 until December 2014.

4 - WHERE TO BUY

Products available in all of the six stores of HOUSE of IOCO in Bali.

www.house-of-ioco.com

Address of shops + website.