

The logo for Rima's is displayed within a black rectangular frame. It features the brand name "Rima's" in a large, elegant, black cursive script. To the right of the text is a stylized, black silhouette of a woman in a long, flowing dress, standing with her arms slightly away from her body.

Rima's

PRET-A-
PORTER,
BAGS,
ACCESSORIES



CONCEPT

RIMA'S HELPS ACTIVE WOMEN FEEL AND LOOK THEIR BEST

COMPANY PROFILE

Rima's is the brand name of White Line's women's clothing, shoes, and accessories. It features the latest trend in European fashion with a focus on what is trendy, yet comfortable for women to fit different styles. Established in 2002, Rima's holds a unique position in the fashion market with the aim to provide every client with a unique look that fits her style so that she feels and looks her best. We focus on a diversity of styles, colors, and fabrics to allow every client to experiment variety and pick what expresses most her personality. Rima's style fits every woman who wants to stay young and up to date.





MAIN LOCATION: ZGHARTA, TAL, FACING SERAIL
EHDEN*- SUMMER TIME



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Ehden*- Summer time



SUMMER COLLECTION 2018

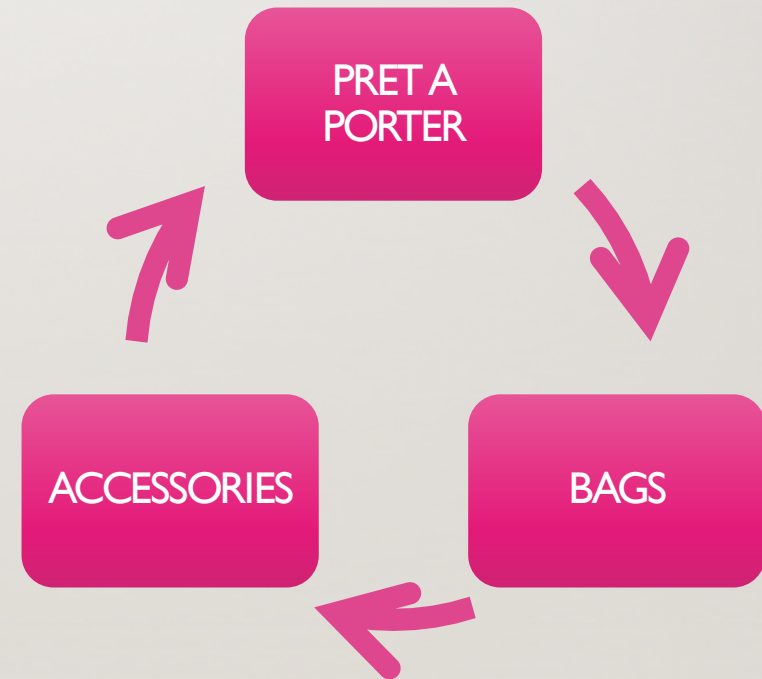
BRAND TOUCH POINT MATRIX



- Attractive Store
- Fashion consultation
- Community
- Text messages
- Billboards



CORE BUSINESS



BRAND IDENTITY

1

Rima's has a unique style and approach

2

Focus is on the client to feel and look her best

3

Collections are catchy to the eye, easy on the pocket



BRAND PRODUCT MATRIX



Main Brands (Source: Italy)	Products
Miss Miss	Dress, Skirt, Trousers, Jeans, Top, Toppers, Suit
Alta Tensioni	Dress, Skirt, Trousers, Jeans, Top, Toppers, Suit
Imperiali	Dress, Skirt, Trousers, Toppers, Suit
Kimika	Dress, Skirt, Trousers, Top, Toppers, Suit
Jasmin & Co	Dress, Skirt, Trousers, Top, Toppers, Suit
Lucky	Denim
Alex Group	Bags and Accessories

PRICE POSITIONING



Category	Price in LL
Dress, Skirt, Trousers	100,000 to 200,000
Jeans, Top	80,000 to 150,000
Business outfit (skirt, dress or Pants suit)	300,000 to 450,000
Bags	100,000 to 150,000
Accessories	15,000 to 50,000

SIZE REQUIREMENTS

- 55 to 60 SQM

