

A woman in a long, white, sleeveless dress stands with her back to the camera, looking out from a dark, rocky foreground into a large, circular opening. The opening is framed by thick, white, concentric rings that create a tunnel-like effect. The interior of the tunnel is brightly lit, with light rays streaming in from the far end. The overall atmosphere is futuristic and ethereal.

SHE.E.O

PROJECT 4: MIMI COLLECTION BY
Cynthia.A

BRAND VISION

Sharp. Sophisticated. Unapologetically powerful.

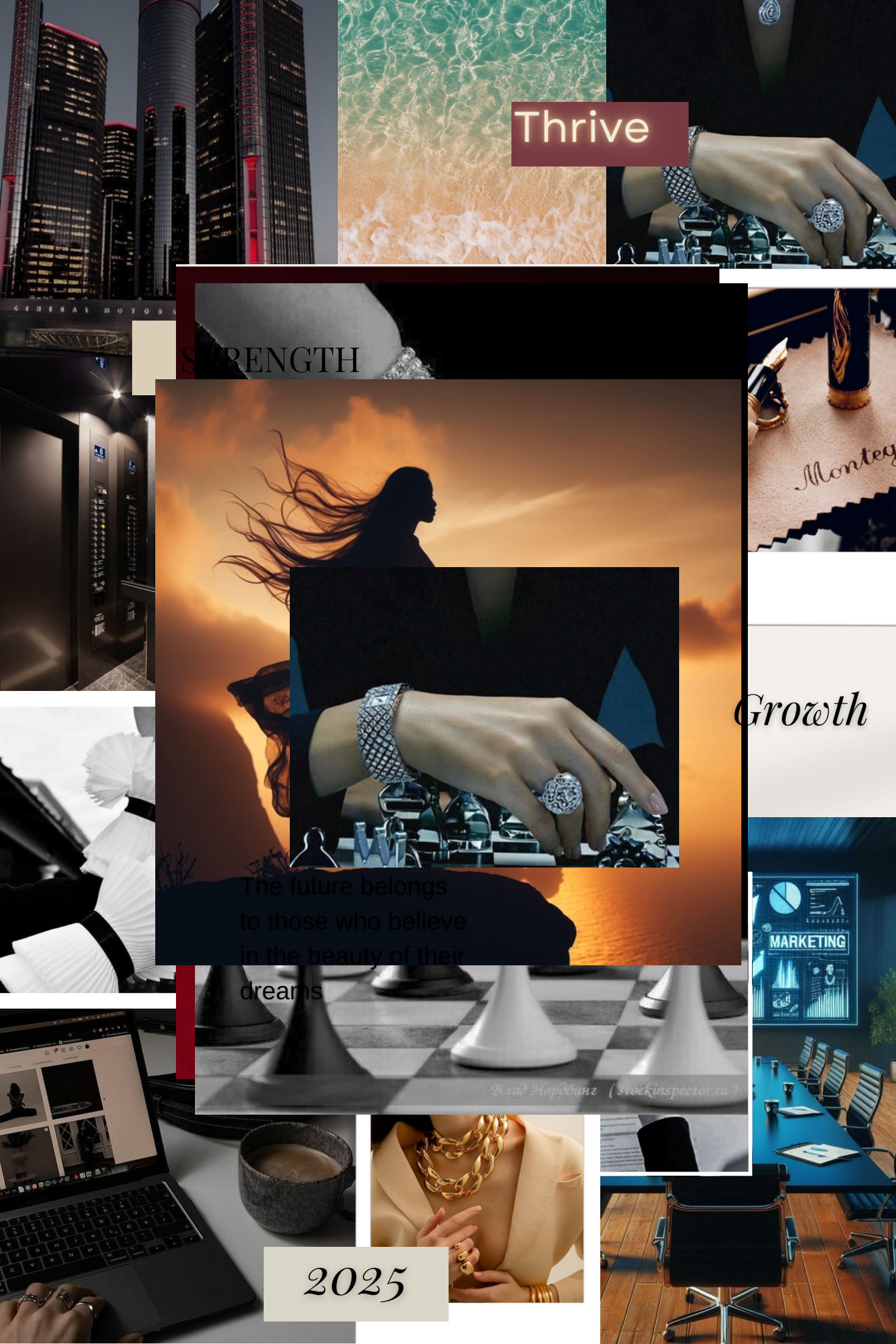
Each piece is crafted to embody confidence, authority, and elegance empowering women to own every room they enter. With clean lines, bold structure, and refined details, the brand stands for more than style it's a visual language of power, purpose, and poise. The collection speaks to women who lead with grace and intention, blending structured design with a soft edge. It's where ambition meets elegance, and strength is expressed with style.





CUSTOMER PROFILE

The SHE E O woman is a modern power player confident, ambitious, and unapologetically herself. She's typically 20 years and above, navigating life as an entrepreneur, executive, creative, or thought leader. Style is her silent language, she chooses refined, structured pieces that mirror her strength and purpose. Her wardrobe reflects her lifestyle fast-paced, intentional, and driven moving effortlessly from boardroom meetings to evening engagements. She values quality over trends, elegance over excess, and believes fashion should empower, not overshadow. Grounded, graceful, and always in command, she leads with both vision and style.



Thrive

STRENGTH



Growth



The future belongs
to those who believe
in the beauty of their
dreams



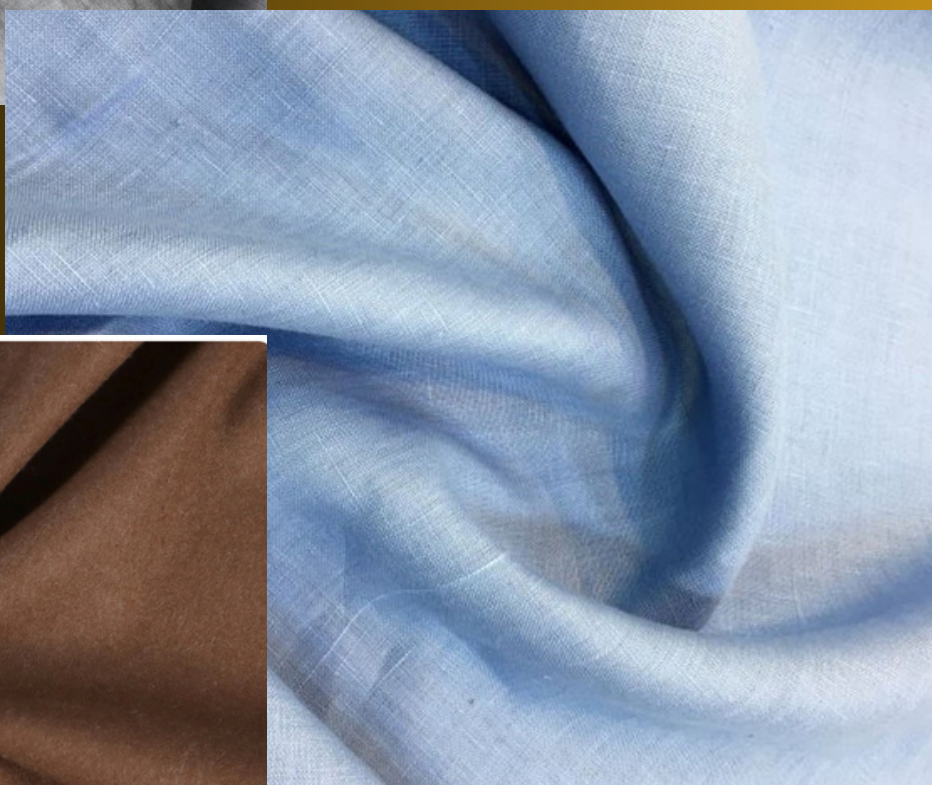
2025

FABRICS



100% Linen fabric
width: 145cm / 57inches

Gray



Baby Blue



Brown

Color palette



#B3B6B7



#AED6F1



#8B4513





Where confidence meets couture



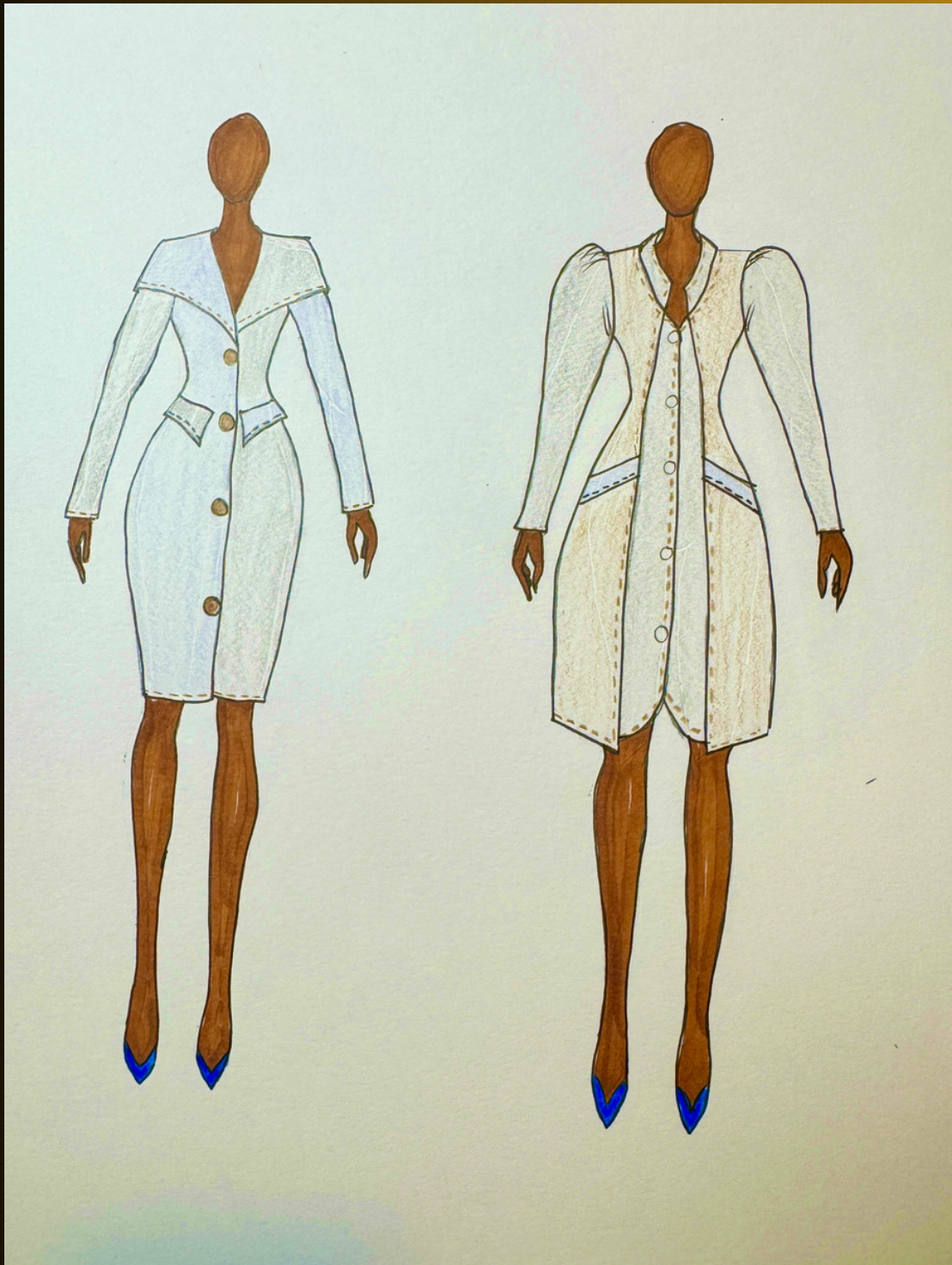
Suit up, Dress up, Boss up and Elegance with authority



Strong lines, Stronger presence



*When power dressing meets
perfection*



Command the room in style