

kiraraTM
YOUR WARDROBE PARTNER

SUMMER - 19





DESIGN

#2021



MY ADVICE TO OWNERS OF FASHION BRANDS IS THAT YOU HAVE TO GIVE DIGITAL A SEAT AT THE BOARD TABLE. A LOT OF BRANDS TREAT DIGITAL STRATEGY AS SOMETHING ON THE SIDE.









THE MOST FASCINATING PART IS HOW FASHION JUST ATTRACTS ALL THESE SOCIAL REJECTS.



WEAR SOMETHING DIFFERENT

#2017

SENSIBLE WEAR



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REFLECTS PERSONALITY
#2018