



Quore

Commonly Italian misspelling of Cuore; Noun for heart. Pronounced Core

About

Garnishing the talents of Co-Creative Directors, Wendy Xu and Lidia Alvarez, Quore designs with distinct uniqueness and exquisite attention to detail. Quore combines sophisticated and easy fit for women who seek apparel with substance and worth.

Through her understanding of aesthetic and color, Wendy uses textile details to exemplify the true definition of 'wearable art'. As Brand Manager, Lidia has dissected every essence of the Quore customer through research, development and the creative process.

Together they have created a brand whose purpose is to fill a void of garments with a clear representation of a refined, cultured and creative woman.

Our Woman

Made for the women who are coming into their own; for the women who finally feel like adults and who no longer feel like they have to please anyone anymore. The Quore women are comfortable with their sexuality and femininity thus exude confidence and grace all the while sticking true to their individual taste. These are women who really understand the power they hold by being a female and they continuously work to assert themselves in their workplace and garner respect from their peers. These women are executive directors, and leaders in their workplace. These women are renowned artist, directors, executives, technological and political strategist. These women live in culturally rich cities like Manhattan, Los Angeles, Toronto, Paris, London, Chicago, Hong Kong, Tokyo, and Moscow.



Target Customer

Age: 30-45 (Actual Reach 27-55+)

Income levels : \$90k+

Hobbies: Art, Philanthropy, Film, Fine Dining

Where do they vacation: Bali, Brazil, Caribbean , South of France, Hawaii, ect.

Semi Frequent Shoppers. Our customers look to the seasons to dictate their dress. They look forward to fashion shows and shop the runway looks. With flexible spending habits our customer is able to come back each season and pick their favorite looks.

Our customers are open minded with ideas of taking a risk and trying something new. Each piece is up to interpretation. One customer will wear it differently then another.

Unique Selling Position

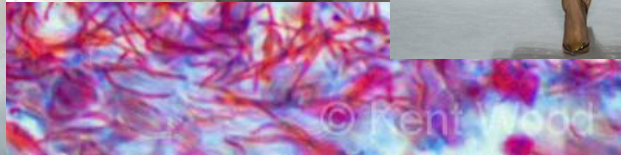
The longevity of the brand come with the advantage that it incorporates subtle trends but it will always be about **style, structure, and details.**

Competitors: Balmain, The Row, equally Elizabeth and James, Akris, Miu Miu, Prada, Proenza Schouler, Alexander Wang Jil Sanders, J. Crew, Tibi, Balenciaga, Rodarte, and Maison Martin Margiela.

Our customers shops our brand because we offer high-end luxury in a mid-range contemporary price.

Our garments will be offered in high-end department stores and boutiques (in-store and online) as well as available for purchase through our online marketplace.

'Infectious Beauty' Spring 2014



Showroom

L'Atelier Group
Showroom
231 W 39th St
#920 New York,
10018
(212) 827-0010





FRONT

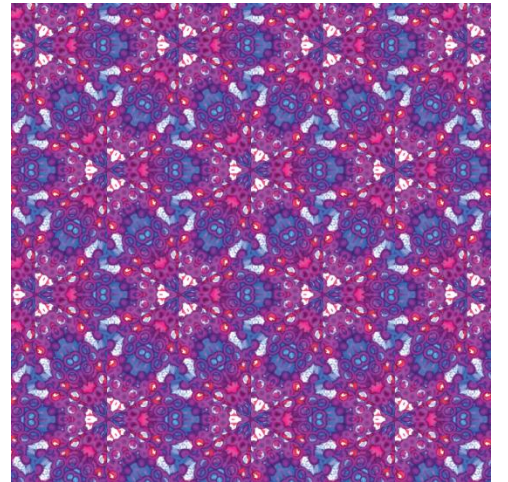
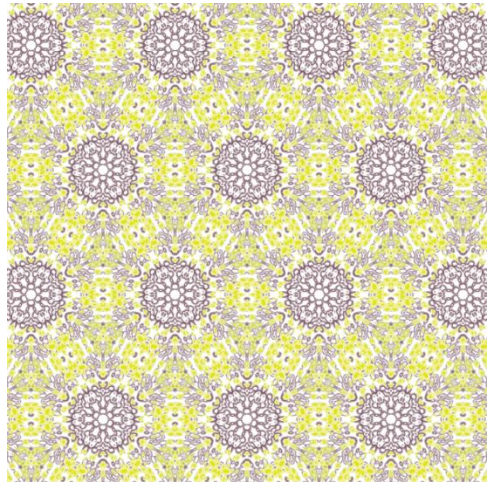
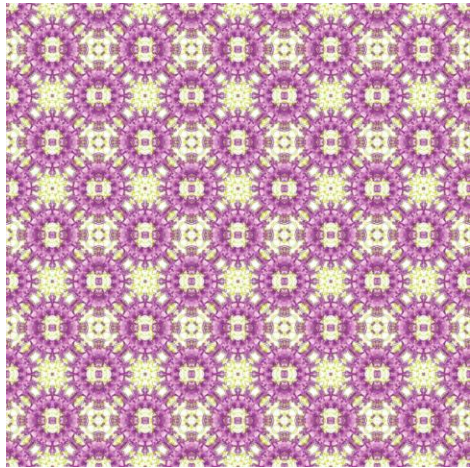
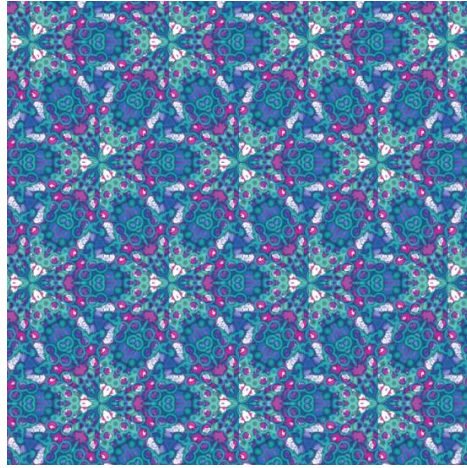
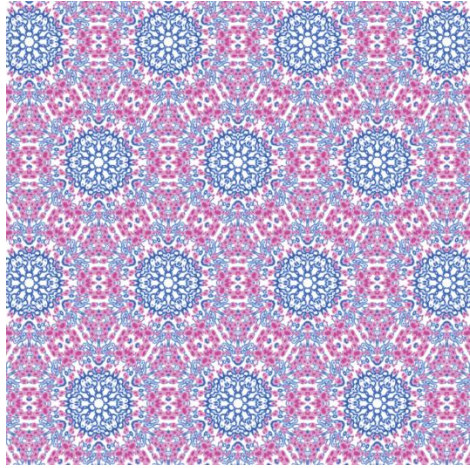




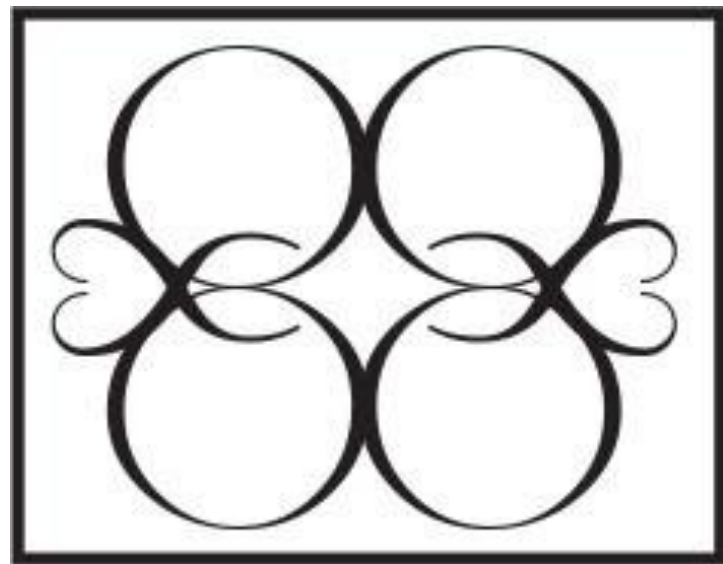
The Details



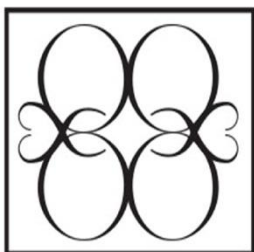





Quore



Quore



STYLE:

SIZE:

COLOR:



0 23810 995 01 001

MSRP: \$

Quoire



Quoire
made in the usa

Quore

231 W 39th St. #920 New York, NY 10018 212.827.0010


Quore

Lidia Alvarez
Brand Manager
Co-Creative Director

231 w. 39th St. #920 New York, NY 10018
212.827.0010

www.quorestudio.com


Quore

Wendy Xu
Textile Designer
Co-Creative Director

350 Faxon Ave. San Francisco 94112
415.613.1052

www.quorestudio.com

