Filling a Void in the Fashion Industry and Creating a Brand: Soteria - Secure Luxury Handbags

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PART I:

Brand Identity:

Soteria is the Greek goddess of safety, security, and preservation from harm. She makes sure that everyone's belongings are protected and out of harm's way. Our company, named after her, strives to do the same. Our company's feel and personality is very sleek, minimalistic, and classic. We strive for the protection of our customers and their belongings while providing a beautiful and timeless bag. The bags are "Greek" inspired by the sleek and classy look, paying homage to the name of our brand.

The new brand has a strong value proposition in terms of security and convenience. The anti-theft focus and touch sensor identification integrated into the bags make them more secure than regular bags, appealing to customers who are looking for peace of mind while carrying their belongings around. Additionally, the availability of detachable and replaceable straps in different styles and lengths catering to various body types and heights makes these bags accessible to a wider range of customers.

The brand's mid-level luxury price point and classic styles and colors give it an edge over competitors by offering high-quality, stylish bags at a reasonable price. The brand's focus on creating a variety of designs including a shoulder bag, satchel, medium zip tote, and large zip tote, further adds to its competitive advantage as customers can choose according to their preferences and needs.

Mission and Vision Statement:

Soteria's mission statement is "to provide customers with protection and security of personal belongings while ensuring style in their handbags". This statement firmly answers the important question as to why we are creating this brand and what void we are striving to fill in

the fashion industry. It also targets a more internal audience of consumers and narrows down the brand's target market.

The vision statement for Soteria is "to become the leading luxury handbag brand that focuses on protection through technological innovations". This statement presents the framework for Soteria's future while maintaining the flexibility to respond to future changes. As technology continues to evolve and influence the fashion industry, it is essential that Soteria remains open to changes in the elements of their products related to technology.

Sustainability Statement:

Here at Soteria, we are committed to delivering high quality products made from vegan leather to our customers. We strive to implement supply chain transparency and ethical sourcing practices to further our sustainability efforts. One of the largest sustainable features of our bags is vegan leather. The plant-based leather textiles that we utilize in our products allow us to create an alternative to traditional, high quality handbags. As an emerging brand in the market, we plan to share our sourcing and manufacturing methods with our customers.

Fill a Need in the Industry:

This brand addresses security concerns within the bag industry and creates a luxury handbag that protects your belongings, as well as keeps the bag itself safe. Beyond the technology, the bags themselves will also cater to a variety of customers with a mid-level luxury price, classic styles and colors, and replaceable straps. There are different colors, patterns, and lengths of straps for different body types and heights offered. Due to the focus on security, these bags will make it much more secure and comfortable to go out in public while being confident that the bag will stay closed and your belongings safe.

Target Market:

Soteria is a mid level private luxury brand with a focus on urban environments and keeping customers' products secure. For our initial release, all bags will fall within the $500 to $900 price range. Our brand is a vegan brand with the initial products being made of vegan leather. As vegan leather is relatively cheap, most of the cost comes from having the fingerprint ID technology on the bags. The average cost of ultrasonic sensors ranges from $50 to $500 ("How Much Do Fingerprint Readers Typically Cost?," 2022) with ours falling in the middle of that range in order to offer our bags at the prices we do.

The target market of the brand is urban customers regardless of gender within the mid to high economic class. These customers will be able to afford our bags and are also more likely to have more expensive items to store inside that they would spend money to avoid being stolen. Additionally, urban environments are the main place where pickpocketing happens, and therefore those living within those environments would be our main target market.

SWOT Analysis:

When identifying competitors with Soteria, we focused on luxury brands whose main source of revenue comes from their handbags. The two main competitors in the market that will compete with our new brand are Coach and Dooney & Bourke. Both brands are well-established and successfully offer high quality products to their customers. When completing the SWOT analysis for Soteria, we identified our strengths as introducing anti-theft technology in handbags, implementing sustainable efforts, and showcasing versatility in our product assortment. The fingerprint scanning technology used in our bags is seen with iPhones and other electronic devices, but not in the fashion industry, giving us an advantage over our competitors. Our sustainability practices will include the use of vegan leather, supply chain traceability, and ethical

sourcing. According to Fashion Revolution's 2022 Fashion Transparency Index, "More major brands than ever, (48%) now publish a list of their first-tier manufacturers; However, 50% of major brands still disclose no information about their supply chains" (Fashion Transparency Index, 2022). Lastly, for our product assortment, our unique detachable and adjustable straps allow for versatility and customization of every bag. For our weaknesses, Soteria will be competing with well-known brands in the market and launch with a limited assortment. The luxury handbag market has been around since the early 20th century, and many variations and new styles have been created since then. For our opportunities, our brand will expand our product assortment and collaborate with other brands or influencers through partnerships. In looking at Coach and Dooney & Bourke's product assortment, both brands offer multiple handbags, wallets, accessories, and even clothes and shoes. Lastly, for our threats, Soteria's style is similar to our competitors, and our products will retail at a higher price point. Our brand's focus is on classic, timeless pieces that can go with any outfit, which is similar to Dooney & Bourke's style. On their website, they describe their style as, "Chic. Now and Forever" (Dooney & Bourke, 2023). Also, with our sustainability efforts and technological advancements in our products, the price per bag will be more expensive.

For Coach's SWOT analysis, the brand's strengths include their well-established brand, multiple product offerings, sustainability practices, and high revenue. Founded in 1941, the brand strives to "make beautiful things, crafted to last—for you to be yourself in" (Coach, 2023). According to Statista, "In 2022, Coach's women's handbags generated net sales of about 2.6 billion U.S. dollars" (Sabanoglu, 2022). The brand has also launched new sustainable programs called Coach (Re) Loved and Coachtopia that allows customers to recycle their old purses for new ones or purchase a new bag made from recycled materials. In terms of their weaknesses,

Coach offers similar colors and product offerings in their assortment and has a lack of new product development in terms of their bag's silhouettes. For opportunities, Coach should consider investing in technological advancements as well as diversifying their product assortment. Although the brand sells a wide variety of products, including bags, they have not diversified their assortment or created new products. Lastly, for their threats, Coach competes with strong luxury brands in the market and deals with counterfeit products from fast fashion brands that copy their designs for a more affordable price.

For Dooney & Bourke's SWOT analysis, their strengths include that they are a well-established brand, have a large product assortment, and have successful collaborations with other brands. Their brand was founded in 1975 and strives to deliver, "Timeless Styles, exceptional craftsmanship, and an unconditional guarantee." (Dooney & Bourke, 2023). Bringing in around $40 million annually (*Dooney & Bourke Revenue*, 2021), the brand sells multiple types of handbags and accessories as well as creating pieces with Disney and professional sports teams. In terms of their weaknesses, Dooney & Bourke is not relevant to Gen Z and targets a more niche audience. For their opportunities, the brand should cater to a larger target market and invest in technological advancements. The company already utilizes high quality materials and craftsmanship, so implementing new technologies is something that would be feasible for the company. Lastly, Dooney & Bourke lacks a strong social media presence and brand awareness. Although the brand has been around for a long time, the majority of our generation are not aware of or familiar with the products and mission of Dooney and Bourke as they are with Coach and other luxury brands.

PART II:

Trend Research:

For the Fall/Winter 23/24 season, women's handbags are projected to be predicated on core classic styles as well as new silhouettes as consumers seek originality in their handbags that incorporate sculptural and statement details (Correa, 2023). There is a focus on both ladylike and feminine silhouettes along with unique shapes and modernized designs (Correa, 2023). A staple handbag this season is the slouchy shoulder bag, which conveys an elegant yet strong aesthetic while encompassing practical qualities (Correa, 2023). The shoulder bag remains a staple accessory due to its versatility, and its designs have been updated to better appeal to the luxury market (Correa, 2023). The most universal handbag style for the season is the top handle bag, which is extremely versatile and has a long-term appeal for consumers with its sculptured silhouettes and smaller sizes (Correa, 2023). Additionally, the clutch is making a strong comeback with oversized shapes and minimalist designs that include details such as fringe and chunky chains (Correa, 2023). Sustainability is a huge priority in fabrication and textile considerations in the Fall/Winter 23/24 season, with the goal of increasing the use of low-impact materials and more responsible ways to create textiles (Saldana, 2022). Focusing on longevity, trans-seasonality, and quality, retailers are implementing the use of leather that uses energy and water reduction processes (Saldana, 2022). Additionally, leather that is biodegradable and able to be recycled are sustainable options that fashion brands are replacing their typical textile materials with (Saldana, 2022).

Color choices for the Fall/Winter 23/24 season are extremely trans-seasonal, with dark and moody hues dominating as brands work to expand their product range of core colors and timeless shades (Smith, 2023). Black continues to be the leading color among fall/winter

women's retail, holding the largest share of the color mix at 22.6% in the U.S. (Smith, 2023). Other extremely relevant colors of the season are midnight blue, neutrals, and shades of gray due to their timeless aesthetic and cross-seasonal appeal (Smith, 2023). While long-term colors dominate the season, consumers are also looking for seasonal bright colors considered "Winter Brights" like digital lavender, luscious red, and sunny yellow to make a statement with their pieces (Smith, 2023). Specific to the luxury market, deeply rich jewel tone shades such as plum, malachite, and dark reds provide a luxurious appearance and quality to handbags (Smith, 2023). Overall, the Fall/Winter 23/24 season has a very sophisticated mood that greatly aligns with the luxury handbag brand we are working to build, making it the ideal time to launch the brand.

Product Assortment:

When looking into Soteria's product assortment, there are three key features to our secure luxury handbags including an Ultrasonic fingerprint ID scanner, adjustable/detachable straps, and the utilization of vegan leather. First and foremost is the Ultrasonic fingerprint ID scanner. This type of technology has never before been utilized in handbags. With the Ultrasonic fingerprint ID, Soteria provides consumers with a handbag that ensures the safety of their personal belongings. While there are various options for fingerprint ID technology, our brand found that Ultrasonic technology is the most suitable for our bags and for our consumers. Ultrasonic ID is able to detect patterned images through ultrasonic sound waves that are reflected from the surface of an individual's fingertip (Android Authority, 2016). This fingerprint ID scan is not only impossible to forge, but it is also unaffected by dirt, lotion, and sweat (Agnihotri, 2021). In addition to their remarkable accuracy, Ultrasonic fingerprint ID scanners can easily and discretely be embedded into our handbags.

The second key feature of Soteria handbags is adjustable and detachable straps. Consumers' height can vary drastically. With adjustable straps, consumers of any height are able to feel that our handbags fit perfectly to their personal preferences. Each handbag will have a belt buckle strap that allows an entire foot of adjustability. The belt buckle look not only allows for a secure fastening but also provides a unique design feature. In addition to the straps being adjustable, we also want to provide consumers with a way to personalize their bag. Our detachable straps allow consumers to create a variety of looks with each handbag.

The final key feature of our bag is vegan leather. Soteria has a strong stand on using ethically and sustainably sourced materials (Statista, 2022b). While our bags will utilize a variety of vegan leathers, we will be using only non-synthetic, biodegradable leather alternatives such as Mylo leather, Pinatex, and cork leather. This allows our bags to easily biodegrade post consumers use. By using vegan leather we show our commitment to reducing animal cruelty and the use of chemical-heavy processes in the supply chain (Nizzoli, G., 2022). With our three key features, Soteria creates an entirely unique handbag that provides consumers with feelings of confidence and security.

Business Integration Plan:

There are a number of ways that Soteria will look to integrate into the luxury handbag market. We will first look at distribution through luxury department stores including Neiman Marcus and Saks Fifth Avenue. In addition to this, we plan to expand brand awareness through pop-up stores in New York City, NY, and collaborating with Italian luxury fashion house, Valentino.

Distribution through luxury department stores is an important way to not only share our brand with our target market, but it is also often a very profitable strategy. The first luxury

department store that we plan to work with is Neiman Marcus. Neiman Marcus has 36 locations across the United States, most of which are located in highly urbanized areas such as New York City, Miami, Chicago, Austin, Los Angeles, and Washington D.C. (ScrapeHero, 2023). Neiman Marcus's consumer profile is extremely similar to ours, targeting individuals with higher incomes who value luxury fashion (Danziger, 2022). Furthermore, Neiman Marcus has recently added over 200 brands to their brand portfolio and have seen a recent increase in their handbag sales. These components make them a valuable distribution channel for Soteria (Berthiaume, 2022).

Another luxury department store chain we believe would be essential to selling Soteria products is Saks Fifth Avenue. Along with selling high-end apparel, Saks Fifth Avenue is a premier destination for luxury products and delivers a one-of-a-kind experience for shoppers through their services (Luxury Daily News Service, 2021). There are 41 locations across the North American region, and the retailer has recently been placing an emphasis on the digital consumer experience as more customers prefer online shopping. Selling Soteria handbags at Saks Fifth Avenue can help the luxury retailer as they work to expand their merchandise offering while also increasing the brand recognition of Soteria through the retailer's strong e-commerce presence.

The goal with each of these luxury department chains is to create brand awareness by distributing our product through well-known, reputable brands. We believe that both Neiman Marcus and Saks Fifth Avenue allow us to reach our target market through their loyal consumer base. In addition to creating brand awareness, distributing our secure handbags through these retailers will allow us to have a better understanding of our performance in various regions

across the United States. This information will allow us to recognize where we are succeeding and where we might need to cater our product more specifically towards certain markets.

Furthermore, it would be ideal to open a pop-up shop for Soteria located in SoHo, a wealthy neighborhood in New York City, New York. SoHo, short for “South of Houston Street,” contains an elegant aesthetic filled with art galleries and restaurants, and has also become a hotspot for luxury fashion shopping. It is the home of many designer boutiques, fancy chain stores, and pop-up shops, making the location an ideal shopping destination for high-end consumers. Since Soho is known for its prime shopping districts and is a top shopping destination in the U.S., a pop-up shop for Soteria would fit well within this location and likely gain an abundance of brand awareness.

To further expand our target market we want to collaborate with Valentino Garavani. Collaborating with a highly established premium luxury brand would allow us to penetrate into the premium luxury market, elevate our brand image, gain brand awareness, and diversify on design. Valentino is a very powerful, yet elegant brand. With a collaboration, we can implement their advanced craftsmanship and style to create more fashion forward handbags. We would plan for our collaboration to be presented to the public at New York City Fashion Week. Our handbags would be paired with Valentino's new lines and walked down the runways.

Through each of these integration plans it is essential to create a positive brand image for Soteria. We envision that we can achieve this through our distribution channels, pop-up shops, and collaborations. However, projecting your brand image through distribution channels can be challenging. Therefore, it is essential that we focus on promoting our brand in a way that reflects our mission and values.

PART III

Brand Logo and Hang Tag:

Our brand name is Soteria which comes from the Greek goddess of safety. The symbol for the Greek goddess is a wreath of leaves around the face of the goddess Soteria so we decided to incorporate that symbol within our logo. Our logo is also the focal point on our handbags as it is placed at the center of each design and it is where we have programmed the finger ID into. In terms of our brand's hangtag, we wanted to continue with the clean, simple, and luxurious look. The split color design of white and beige incorporates the clean and sleek two-tone design of our purses and the font is consistent with that of our logo. It includes the name of our brand, what we sell, and contact information for customer service. We believe that both the logo and hang tag encompass the brand and are cohesive with the overall vision for Soteria.

Store Floor Plan:

We wanted our retail store to encompass every amazing aspect of our brand. In the floor plan, we have color coded our products to fit the clean aesthetic of Soteria. Each of our four products will be in display cases based on color, with chestnut and scarlet to the left, shadow and admiral on the right, and raven in the center when you walk through the door. We placed black in the center of the store because we believe it is our most versatile color and most customers will be attracted to those products. The scarlet and shadow display cases also double as a wall, separating the front half of the store from the back. In front of each display case, we have included customer display tables. This is to make the store more of an experience and allow for the customers to explore each of our bags presented by an employee. For example, if a customer

was attracted to a product on the shelf in a display case, an employee would bring the piece to the display table and let the customer explore the bag and decide if they would like to purchase it or see another option. Then, as a customer walks through the store when they enter the back section, they will see a seating area to the right, and behind that will be the display of all of our versatile and interchangeable straps for all of our bags. For instance, a customer will be able to pick a bag of their liking in the front half of the store and as they make their way to the back, they will then be able to pick different straps for that particular bag. If a customer were to go to the left, when they entered the back half of the store they would see a table displaying a couple of our most popular products as well as a mirror for them to see the bag on their person. We have also included a stock room to the back left which is right next to the cash register and check out area to make it easy and accessible for the employees.

Marketing:

It's crucial for our company that we successfully market our product to our target market. Our marketing strategy mainly focuses on marketing through social media because the technology that our product implements will do well on a social media platform. Marketing will rely heavily on social media sites like TikTok and Instagram. Due to the technological features of our bags, we would like to keep marketing mainly digital as well. Digital billboards and television commercials will be implemented as well, keeping with the technologically based marketing. In addition to our social media based marketing, we will be using celebrity endorsements and testimonials. We will launch a campaign through social media featuring celebrities like Gigi Hadid, Kim Kardashian, and Harry Styles to promote our bags as they are in the public eye and have all been victims of robberies. These figures have all had their personal belongings stolen including jewelry, clothing, and most notably bags and wallets. We will also be

doing publicity stunts in order to keep the buzz around the company going. A paid actor(s) will be “robbing” another actor of their Soteria purse during busy times of the day in the major cities of Philadelphia, New York, Chicago, and Los Angeles. The robber will not be able to open the purse and will make it very clear that they are prohibited from opening it due to the ultrasonic touch ID. After these stunts are over, we will be playing recorded videos of the stunts on digital billboards all around these cities. A similar stunt will be done at New York Fashion Week in order to optimize brand exposure and to display our bags to different important figures and companies within the industry.

Brand Life Cycle:

Like products, all brands have a life cycle within the fashion industry. In order to keep Soteria within its growth phase and avoid a decline, we would be strategically releasing more products in accordance with this cycle. Especially when the brand is still new, when it reached the maturity phase, we would release more products in order to attract renewed interest and find new customers. This would include adding new bag styles, new straps, new colors, or entire new lines to the brand.

Growth Trajectory:

As a new brand, there are many avenues for growth. Some of the main areas in which we want to focus on are diversifying our product assortment, widening our target market, looking into global expansion, focusing on direct to consumer business models, and growing financially.

Because ultrasonic fingerprint ID is not being used in other handbags, we want to continue to provide consumers with our bags through a more diversified product mix. We can work on various designs and sizes within our assortment, with future trends in mind. Although bags are not gendered, we feel there is an opportunity to cater towards the male market by adding

a more masculine line of secure handbags. For our more masculine handbags, we would plan on making styles such as briefcases, cross body bags, and satchels. Additionally, we believe that there is an opportunity to use our fingerprint scanning technology with luggage and wallets as well. Lastly, we believe we could sell accessory goods such as vegan leather cleaning supplies.

A second area for growth is global expansion. Europe presents a huge opportunity to sell our secure luxury handbags. Europe's revenue in the luxury fashion market amounts to US $43.32 billion in 2023 and the luxury goods market is expected to grow annually by 3.78% (Statista, n.d.). In addition to its growing market, expanding into Europe would give us the opportunity for nearshoring. Many vegan leathers such as the Mylo leather and cork textiles are produced in European countries like Spain, Portugal, and Italy. Taking advantage of nearshoring can help decrease our supply chain footprint by cutting down on transportation emissions.

Additionally, our bags would likely appeal to the European market due to concerns around pickpocketing, especially in tourist areas. Countries such as Spain, Italy, France, Belgium, and England are often among the highest for pickpocketing in Europe, due to their popularity as tourist locations. London alone had about 80,000 cases of pickpocketing between 2019 and 2020 (Mikkel, 2022) while Italy had over 137,000 in 2019 (Statista Research Department, 2021).

It is also important for Soteria to look at future growth in technology. Continuing innovating the specific brand, the PR management team could consider adding new features such as RFID blocking technology to protect against electronic theft. We also believe that we could benefit from a corresponding app, to assist customers in setting up the fingerprint ID. This would add convenience, flexibility, and personalization for the customer. The app would allow customers to set up the fingerprint ID and could delete or add a fingerprint ID from a trusted

person. It would also allow for the customer to manually open the bag if for any reason there is an issue with the fingerprint scanner. This app would also work to further distinguish the brand from its competitors and enhance its overall value proposition.

We believe that focusing on direct-to-consumer sales might be another key strategy toward accomplishing our goals. This has proven to work well for many brands in the industry as it increases a brand's ability to connect with its consumer. Direct-to-consumer sales "can be a powerful distribution channel with the added benefit of full control over the supply chain, and therefore also in full control of the overall brand experience" ("*Cutting out the middleman,"* 2023). One way we plan on focusing on direct-to-consumer sales and cutting back on middleman retailers is to concentrate on our website and make it an enjoyable experience for consumers. This has become a much easier process over the years because there have been a number of technological advancements as well as a huge rise in e-commerce shopping since the pandemic. This makes the process even easier for customers and gives them certainty in your brand.

Directly interacting with consumers through social media is another way that we plan on focusing on direct-to-consumer marketing. Social media is one of the biggest ways to communicate with consumers and to bring awareness to a brand. That being said, brands cannot just post a picture of a product and assume that will create buzz, there needs to be a uniqueness about it. Consumers want to see the behind the scenes of the company; for example, how products are made, what the thought process is behind the product, or even an informational video about the product. "This level of sharing can translate into increased revenue, as 53% of customers say they are likely to buy from brands that are transparent on social media" (Contributor, 2021). Social media presence is a great way to market a new brand and creating posts like these will definitely bring in new customers but we also need to direct consumers back

to our website from the social media page. Devoting time to perfecting and concentrating on a brand's social media platforms can be a deciding factor in the growth and success of the brand.

The last piece to focusing on direct-to-consumer marketing is to build and refine our products based on consumer feedback. This goes hand-in-hand with both building our website and social media presence. After maintaining this sort of reliable relationship with customers, the brand learns what they prefer in their shopping experiences and their products.

Furthermore, while we do believe that focusing on direct-to-consumer sales will help Soteria in the future, we know that this will not be an immediate transition and we do owe a lot of our success already to the middlemen. We are choosing this path because we know it will provide our new brand with a lot of new opportunities, more customer data, and the ability for Soteria to gain unprecedented visibility and control over our relationship with customers ("*Cutting out the middleman,"* 2023). As long as we follow along and evolve with the advancements in technology and our consumers, this will bring Soteria to new levels.

As we build our brand we need to foresee our success and anticipate how to increase our finances as the brand grows. While we want to focus on direct to consumer to create better margins, we still value the relations with our luxury department distributors as they bring a lot of revenue through their large consumer base. The luxury department stores that we have decided to distribute through are Neiman Marcus and Saks Fifth Avenue. Both department stores have popular storefronts and are known as loyal companies with great quality brands and products.

Another way to increase our finances in the future is to increase the number of storefronts for Soteria. While e-commerce is an extremely popular way to shop, a lot of consumers still enjoy and value the experience of a physical store. We want to focus on pleasing both types of consumers with an online and in-person experience because physical storefronts are just as

crucial to a new brand. We will “utilize the physical location as the experiential aspect of our business and our online presence for selling our produce or service” (Forbes Magazine, 2020). Increasing the number of storefronts will satisfy the consumers who like the instant gratification of buying a product and taking it home immediately as well as being able to discuss and ask questions to an employee right then and there about a product.

The last way that we anticipate growing our financials for Soteria is through ambassador marketing. This tactic can not only increase profit but it can increase consumer loyalty in our brand. The purpose of ambassador marketing is to find famous influencers or celebrities that will speak positively about the brand as well as believe in your brand’s mission and vision. “A good brand ambassador is one who is relevant to your brand and holds a strong connection with your desired target audience” (Ferrara, 2022). This method also benefits the influencer as being a brand ambassador includes great experiences such as being invited to brand events as well as being a part of new product launches along with content production (Ferrara, 2022). Brand ambassador marketing is especially useful for direct-to-consumer brands as e-commerce and social media is their main strategy for brand awareness and consumer engagement.

Brand Evaluation:

To evaluate the success of the new brand, the management team would need to assess a number of factors. These could include whether consumers are satisfied with the functionality of the bags and how they comment on their using experiences; how quickly the brand captured the market share since it launched the new bag; and to what extent the bag contributes to the profitability of the brand. All these questions could help managers evaluate the success of the brand. In addition, the management team would also track the effectiveness of our marketing efforts through online presence, and social media engagement.

Ultimately, to maintain the brand, the management team should continue to prioritize quality and functionality while also staying up-to-date with emerging trends and technologies. Regularly seeking feedback from customers will help the management team to identify areas for improvement and ensure that the products remain relevant and desirable. The management team should also focus on building strong relationships with targeted customers through excellent customer service and personalized communication. Finally, it is also important to be proactive about protecting the brand by monitoring potential trademark infringement and taking steps to enforce the intellectual property rights.

CONCLUSION

Soteria as a brand is working towards helping eliminate pickpocketing and ensuring customers' belongings are secure. With our three key features of ultrasonic fingerprint ID, adjustable/detachable straps, and vegan leather we feel we exceed in filling this void within the fashion industry. As technology continues to advance and the fashion industry evolves, we are focused on providing our luxury consumers with innovative, high quality designs that surpass other brands. With many areas and opportunities for growth, we believe we will be able to continuously stay ahead of competitors within the market.

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