kirara™
YOUR WARDROBE PARTNER
SUMMER - 19

REFLECTS PERSONALITY
#2018

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

DESIGN
#2021

BEAUTY WINDS
#2022

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STYLE INSTINCT
#2023

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2016

2017

2018

2019

2020

2021

2022

2023

SENSIBLE WEAR
#2019

SENSIBLE WEAR

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.