



MEDINA

SUSTAINABLE WOMAN SHOES BRAND



OUR SYMBOL

- Brand colors
- The name: Adopting the name of the goddess of nature and forestry
- Relevant concepts:
Individualization, Authenticity

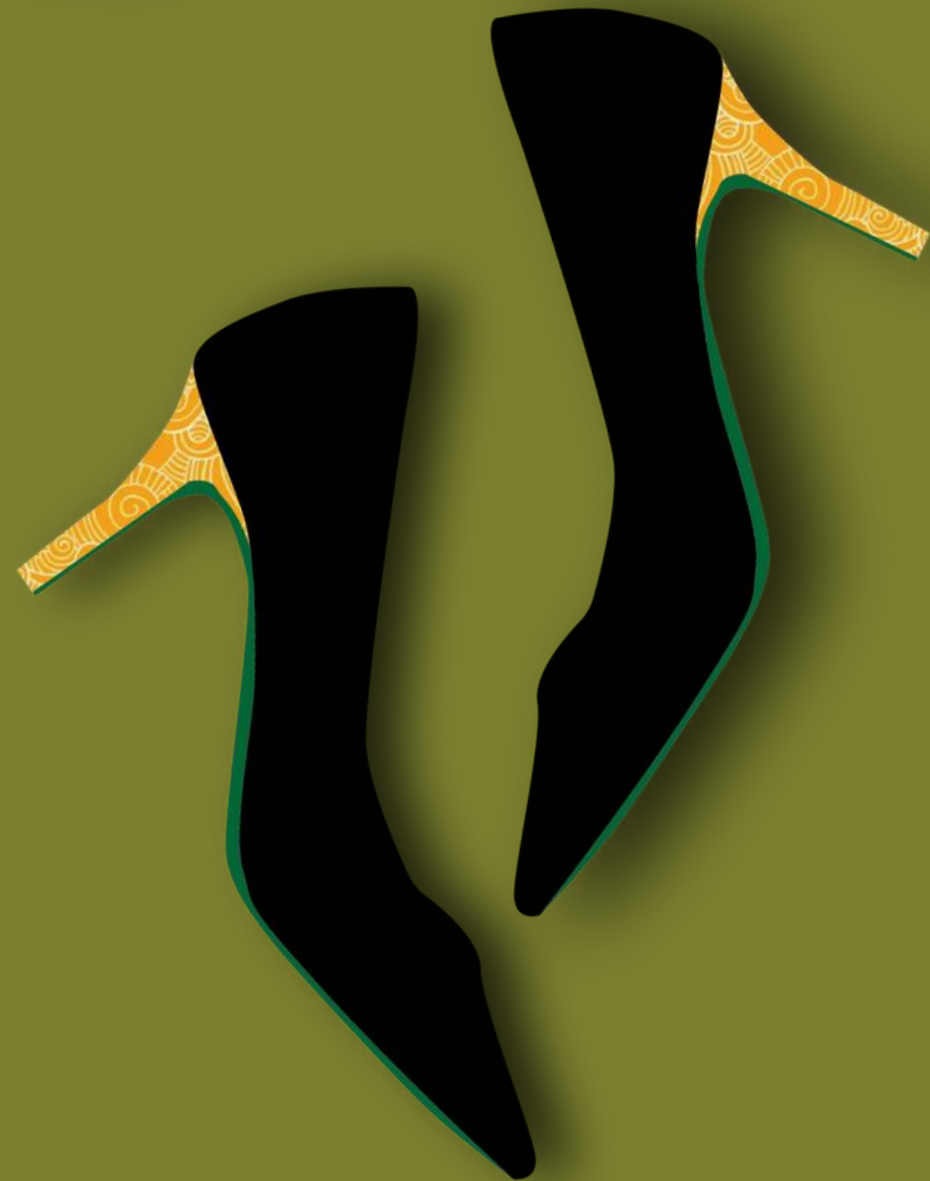


OUR PURPOSE

- Transforming discarded footwear into exquisite high heels
- Providing more unique options to express their fashion taste while ensuring that they still make conscious choices for the environment.



WHAT MAKE US DIFFERENT?



- Design:
 - Have distinctive Asian pattern
 - Green platform

TARGET AUDIENCE



- Anyone who wants to wear heels
- Consumers who want to enjoy fashion and also want to practice conscious lifestyle

ADVERTISING CAMPAIGN



THANK YOU FOR LISTENING