

A woman with long, flowing blonde hair is shown in profile, looking towards the right. She is wearing a white pinstriped button-down shirt. The background is a blurred studio or office environment with various pieces of equipment, including a red cart and a camera on a tripod.

KARTIKA

COMPANY PROFILE

KARTIKA



KARTIKA-FASHION.IT

BRAND IDENTITY

“Fashion and Research”

The company Lusi srl, has a long experience in the manufacture of young women’s clothing.

The brand KARTIKA was born in 2001 and immediately through the collections, offers a distinct stylistic creativity of research and design strongly Italian. The success of KARTIKA has always been based on the most accurate research of innovative fabrics, highlighted by a glamorous appeal.

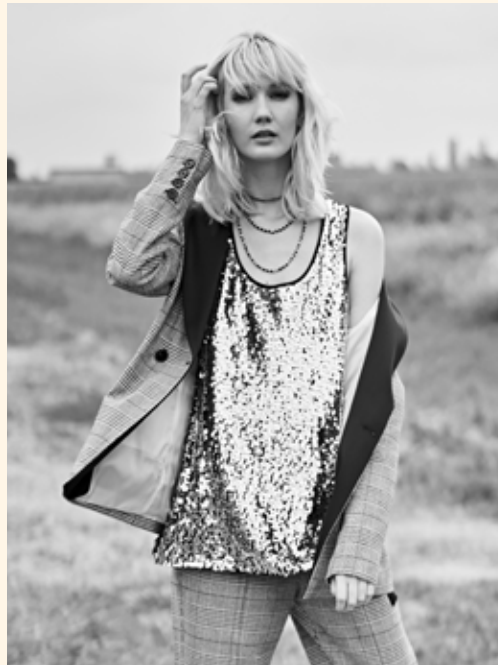


THE KARTIKA WOMAN

“Trendy and Feminine”

A trendy woman, who wants to be feminine with sophistication.
Style and quality conscious . Versatile, clothes suitable
for every moment of the day and for the most elegant occasions.

The perfect fit, is one of the “key factors” of the brand.
Its style can be summed up in two adjectives: “casual & chic”..



COLLECTIONS

“Creativity and wearability, Made in Italy”

Every year KARTIKA offers THREE collections
and TWO limited editions / capsules .

The collections boast flowing and clean lines that easily adapt to the silhouette of every woman.
Basic colors matched with bold patterns, to offer an always different choice of total look.

The production exclusively **MADE IN ITALY** has been able
to position the brand KARTIKA among the most accredited trendy stores.



DISTRIBUTION

“The importance of our timing”

A timing that is an expression of a great **competitive advantage**:
Reduction of the risk of unsold products through the possibility to buy
collections always updated according to the latest market trends,
with a system “ready on collection”.

“Right on time” production just a few months after the respective
sales season without imposing onerous minimum order quantities.



ON & OFFLINE

“A digital reality in continuous evolution”

KARTIKA has always believed strongly in the evolution of digital.

Through an accurate web mkg that places

it at an excellent level among the best search engines.

The Instagram^o and Facebook^o profiles are carefully designed with different content and invest daily in sponsorships and influencers, with the aim of growing constantly in the community.



KARTIKA[®]

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