



PATRIZIA LUCA

MILANO

SPRING 2019  
LOOK BOOK

## DEMOGRAPHICS

CORE CUSTOMER BASE

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30 TO 60 YEARS OF AGE

DESIRES TO BE FASHIONABLE

COOL CHIC/ MODERN

FEMININE

FASHION CLASSIC WITH A TWIST, PRODUCT HAS MORE LONGEVITY

**VALUE ORIENTED**

FUNCTIONAL

BETTER PERCEIVED QUALITY

OUR CLOTHES SHOULD MAKE THE WEARER LOOK BETTER

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