



LUG VON SIGA



# ABOUT THE COLLECTIONS

Gül Ağış always links her collections to different stories and there is always a mix of sportswear inspired, casual as well as elegant pieces enriched with embellishments, trims and /or prints. Patterns and embroideries that are pivotal to every collection are exclusively designed by Gül Ağış. Every collection has its own comforting story and smooth approach.



BRAND TIMELINE



SS20



HS21



SS21

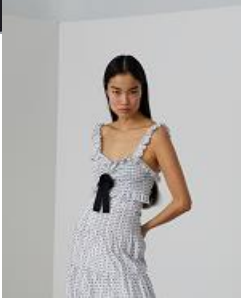


SS22

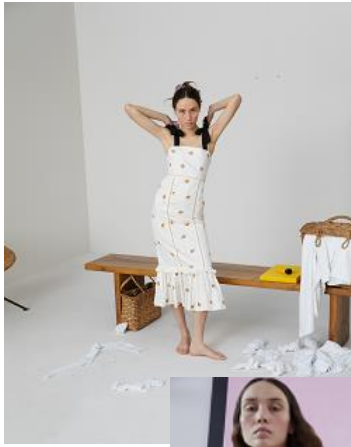




BRAND TIMELINE



HS22



RESORT23



SS23



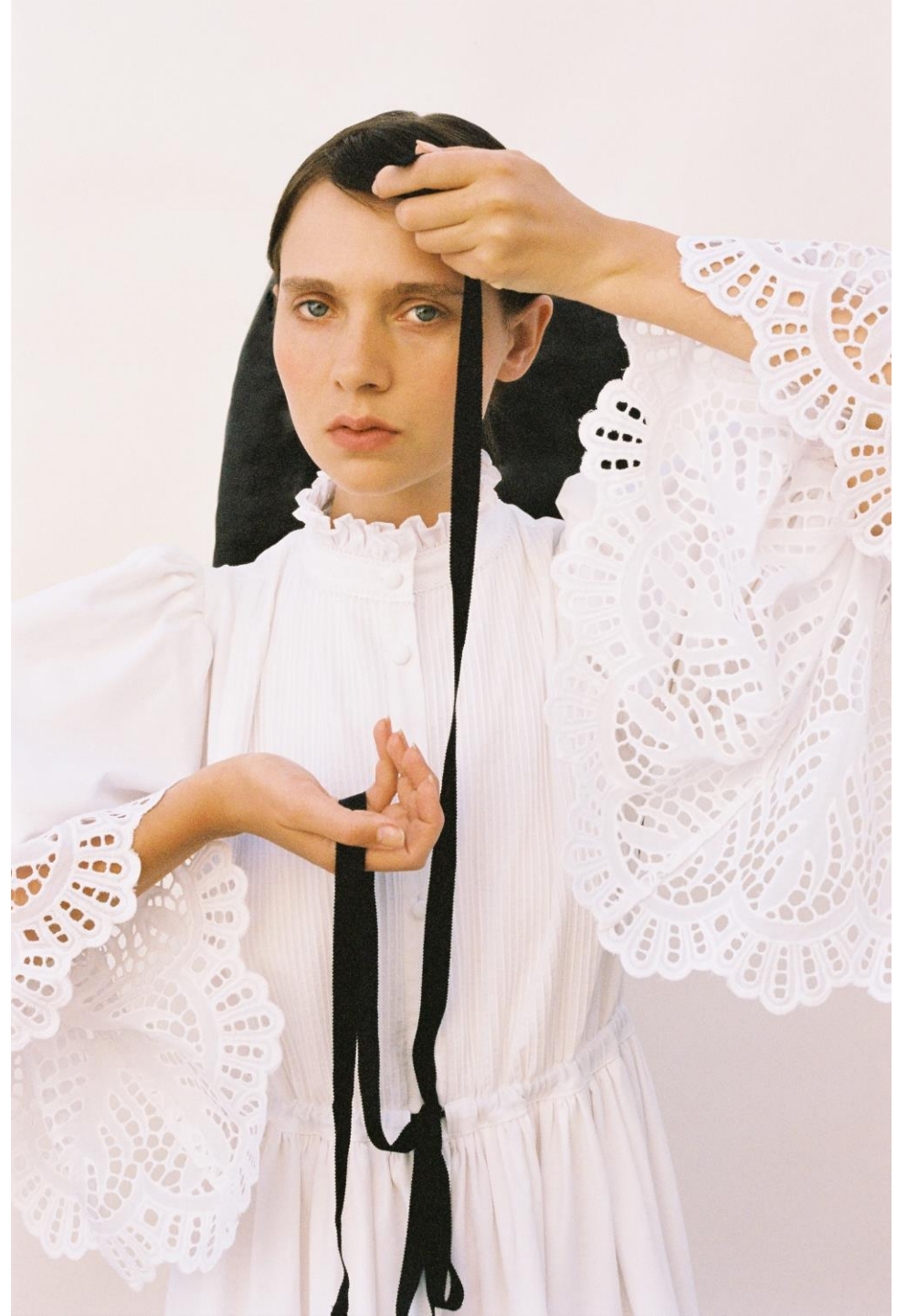




# BRAND PERSONALITY

The woman of Lug Von Siga has a creative, relaxed, elegant and romantic personality who adds up emotions to her daily life through her clothes. Elegant pieces with enriched trims, authentic, colorful emroideries and prints make her happy and feel graceful. She believes in meeting her own needs without compromising the ability of future generations to meet their own needs whenever possible.

Gül Ağış is not designing and producing according to the classical system of fashion cycle that consist of consecutive winter and summer collections Focusing on lightness in all aspects, there are summer and high summer collections that are shaped through her attention and obsession for details. Lug von Siga is a brand that moves forward with this approach and has found its solid place both in Turkish and in foreign markets. The label is perceived as the most romantic, relaxed and creative womenswear fashion brand among select influencers and opinion leaders.



BRAND POSITIONING

# MARKETING

## PRODUCT

Most pieces are versatile and timeless. Tops, skirts, dresses are interpreted through comfortable yet feminine forms.

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## PLACE

The general sales policy of Lug Von Siga is based on great visibility in famous websites and collaborations with prestigious brands. The sales network extends from many different stores and their online websites all around the World. Lug Von Siga's showroom is located in the heart of the most fashionable neighborhood of Istanbul,

## PRICE

Pricing is determined after lengthy efforts of market research and cost analysis. Sophisticated details and hand made embroideries are the brand's trademarks. The retail prices are between €285 - €795.

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## PROMOTION

Lug Von Siga believes in the power of women, especially influential women, who keep creating and encouraging other women. Gül Ağış is constantly collaborating with many well-known influencers, editors with a strong aura and other opinion leaders in the fashion arena.



# SUSTAINABLE LIVING



As a brand who gives importance to sustainability Lug Von Siga collaborated with Homemade Aromaterapi to create a line with %100 pure essential oils that includes room spray, cologne and a perfume “ The Lovers”

**LUG VON SIGA X HOMEMADE**