

ChicMe

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E-shop
Worldwide

ChicMe

Chic Me has been dedicated to providing unique fashion products to consumers worldwide since 2015. Since its establishment, Chic Me has always held women's opinions and spread merry lifestyles globally.

Chic Me respects for pluralistic aesthetics and encourages women's self-appreciation, and aims to convey that every woman's figure is very beautiful and unique. We (Chic Me) aspire to help women break free from the shackles of "Body Shame" to rediscover the beauty of their figures.

As a high-quality fashion brand, Chic Me has attracted many consumers in pursuit of fashion and quality and we always maintained curiosity and high standards. In the future, Chic Me and "Chic Me babe" will join hands to maintain the exploration of the field of cutting-edge fashion.



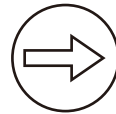
BRAND STORY

"WE ALWAYS PRIORITIZE CUSTOMERS DEMANDS AND HOPE THAT THE LADIES DONNING CHIC ME PRODUCTS GAIN MORE CONFIDENCE. IT IS A BRAND SYMBOLIZING SELF-CONFIDENCE, HAPPINESS, AND PASSION."

01

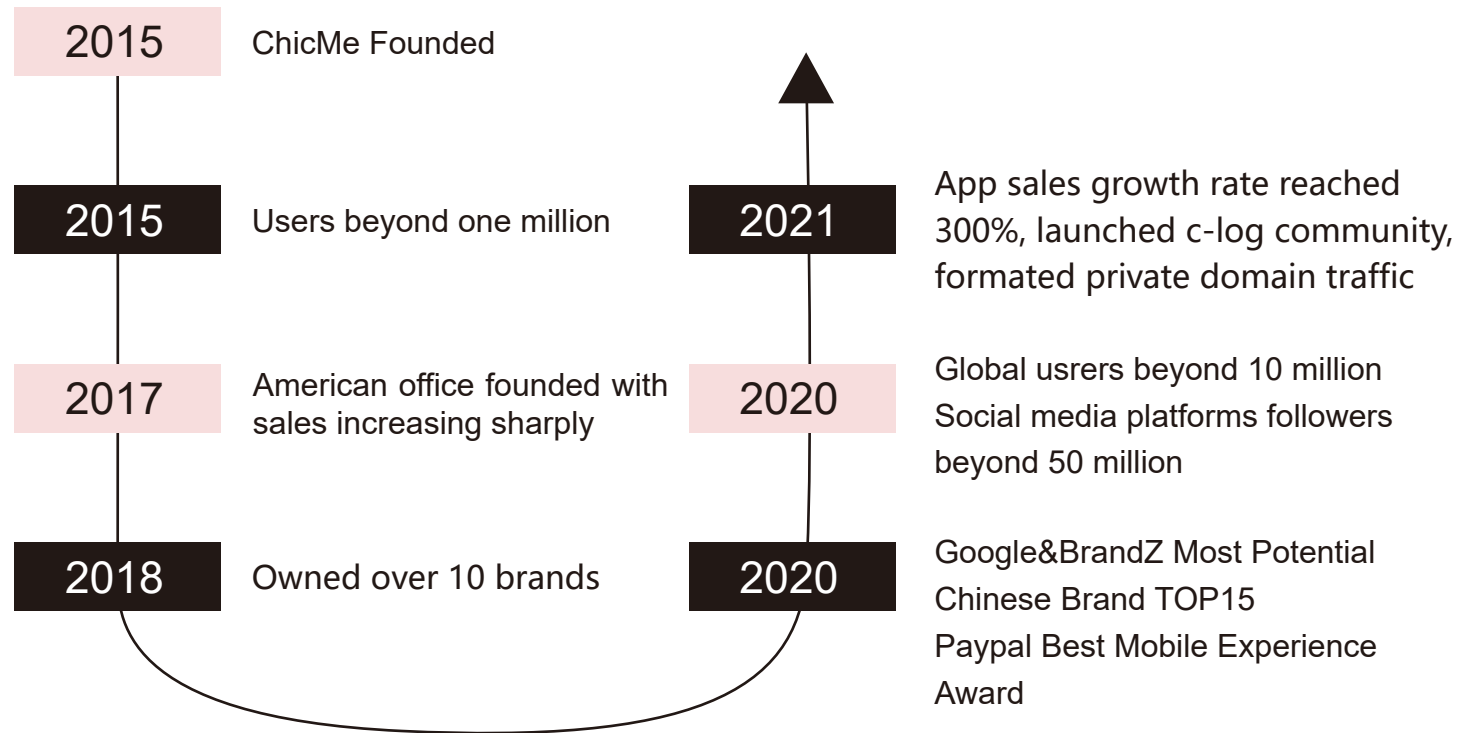
BRAND
STORY

A BIT OF HISTORY



The founder of Chic Me who is passionate about fashion, has been deeply involved in women's clothing for more than ten years. He has a strong sensitivity to women's clothing and fashion, has a sense of aesthetics and precision, and he always works for connecting with consumers who love fashion, life and aesthetics closely.

Our brand combines data and experience, data and aesthetics, so we can provide the best choice for every customer. In the future, we will continue to speak out at the global stage and will witness the brand's creation of history in a larger field.



Female users aging from 25-45 years old

- Core decision maker of household consumption, strong consumption power
- Multi-regional, multi-ethnic, multi-skinned, large age differences, and diverse aesthetic orientations
- Pursuit of quality and cost-effectiveness, high brand loyalty



Pet



Home



Profession



Fashion

Brand Driven

Satisfy customers demands about

- affordable price
- high quality
- good brand and many other factors.



ChicMe

As a fast fashion brand, ChicMe offers our customers variety of style choices, also focuses on building Vacation Collection, Curve Plus Collection, Party Queen Collection, Sexy Lingerie Collection.



Vacation Collection, Party Queen Collection, Sexy

04

COLLECTION

ChicMe

VACATION COLLECTION

No matter where you are, your mind is always on the road. Go along with ChicMe vacation collection, start your wonderful trip.

Whether it is a ethnic print dress, an elegant swing maxi skirt, or a casual top, it all exudes relaxed and cozy feelings. Vivid patterns and comfortable tailoring are permeated with a leisurely atmosphere, free from the constraints of dress code, and can also combine pleasant resort elements with the urban style look.



04

COLLECTION

ChicMe

CURVE PLUS

ChicMe always listens to ladies from different groups and believe the principle of body tolerance. The aim of Curve Plus collection is to help break the traditional idea that "super perfect" means "slim".

This collection offer more love and tolerance to female experience. In addition to satisfying the comfort of daily wear, we encourage them to show their perfect curves.

CURVE PLUS



04

COLLECTION

PARTY QUEEN

Party Queen

Enjoy party and enjoy life. The party is about to kick off, dress on ChicMe party looks and make a stunning appearance. In favor of the surprise brought by the party, enjoy every beautiful night nights and be the party queen.

ChicMe is the specialist of party looks. The radiant metallic texture and excellent drape allow you to be glorious and inadvertently show your elegance and grace.



ChicMe

SEXY LINGERIE COLLECTION

The extremely seductive and well-designed lingerie collection takes you into a romantic and charming dream utopia. When hazy beauty meets bold attitude, inspire female's unique charm. Encourage every lady to show her self-confidence, sexy and attractive, and to be beyond normal.

Intersecting straps are juxtaposed with delicate lace and light gauze, sexy and tounchig, releasing hormones to immerse in the dreamland of infinite reverie.

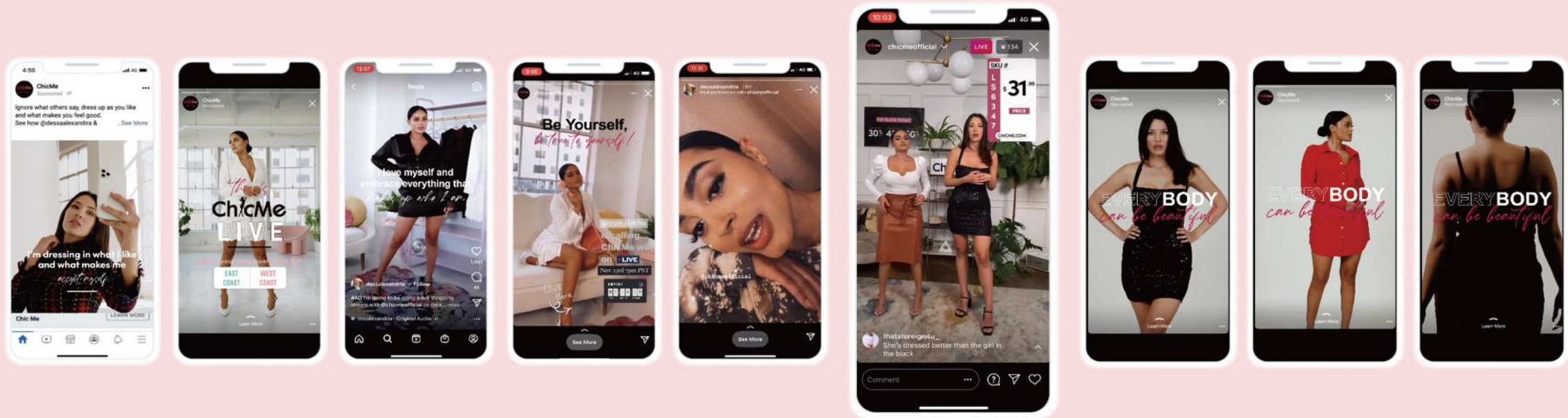


04

COLLECTION

Traditional fashion brands have always strengthened super-model aesthetic orientation of "Super Slim", however in fact, every customer is unique, every lady has beautiful body. ChicMe hopes every lady can break through "body shame", discover unique beauty of own body. This is our intention of "Everybody is Chic" campaign.

"Everybody is Chic"— FB Creativeshop Spotlight



MOTHER'S DAY CAMPAIGN



MOTHER'S DAY CAMPAIGN

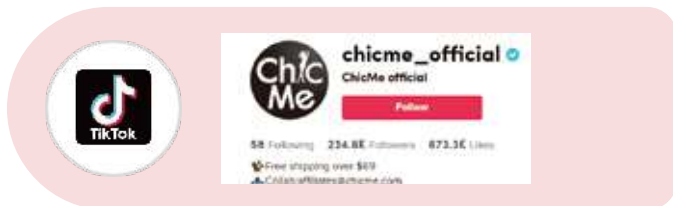
In-depth operation of omni-channel social medias, with tens of millions of followers on the entire network



The followers of Instagram exceed 2.4 million, and many users upload brand-related UGC content and spread it spontaneously; the weekly IGTV live broadcast has an average of nearly 20,000 views per game.



ChicMe has nearly one million fans and over 10 million monthly page views on Pinterest. ChicMe aims to build a strong fashion brand influence through Pinterest.



TikTok's fans exceeded 300,000 within just one month after it went online, using new short video media to explore new social marketing method.



As top head account of Facebook fashion account, ChicMe has accumulated tens of millions followers by multiple accounts, and maintain high-frequency interaction with followers.

ChicMe

Build stable long-term cooperation with many KOLs, produce high-quality contents; We interact with users frequently and make deep connections with users.



07

E-shop A
SHOWCASE
FOR ChicMe

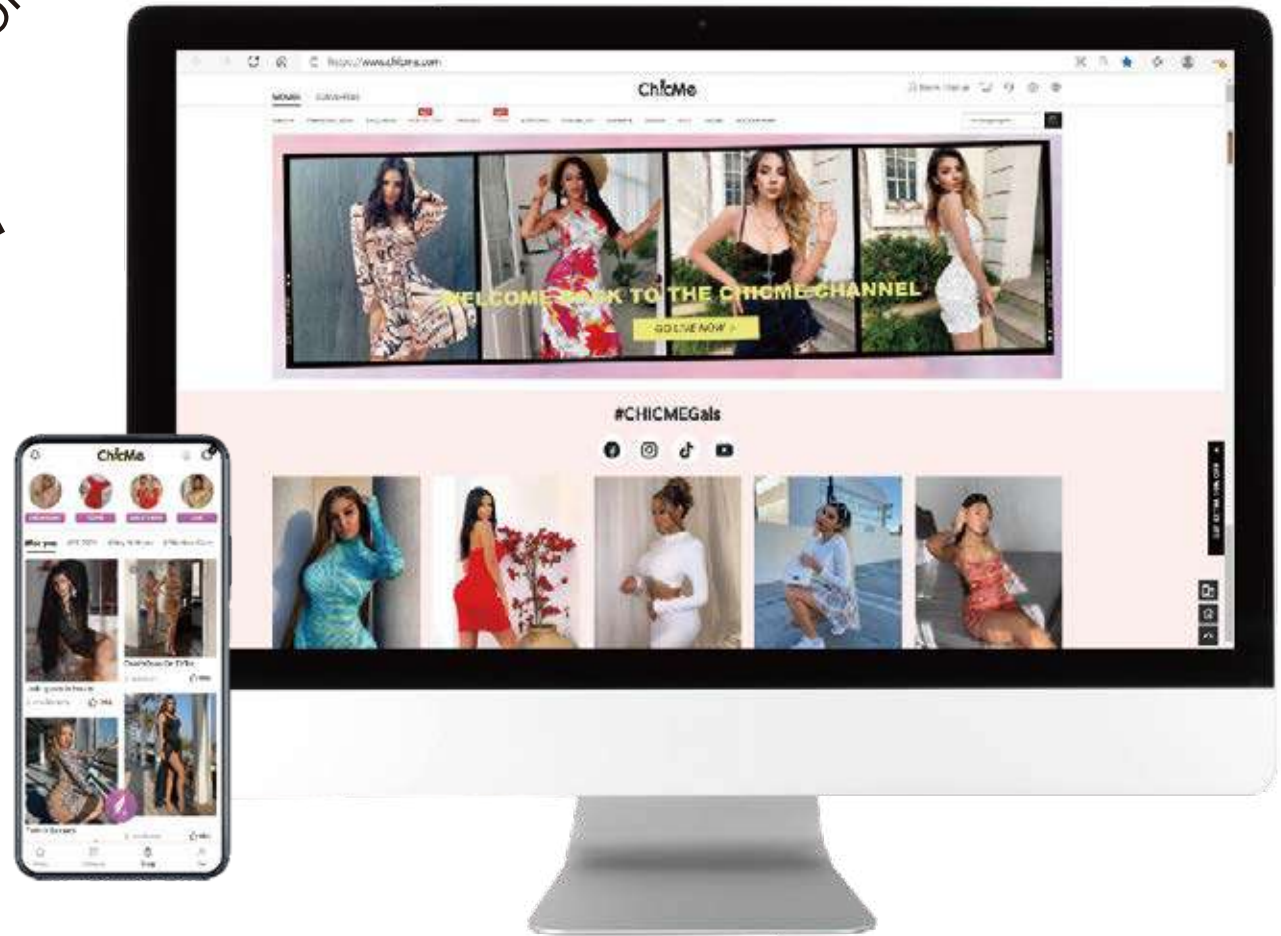
E-shop WORLDWIDE

MAY 2021

Unique visitors: 14,750,843

Visits: 21,076,347

Page views: 174,413,796

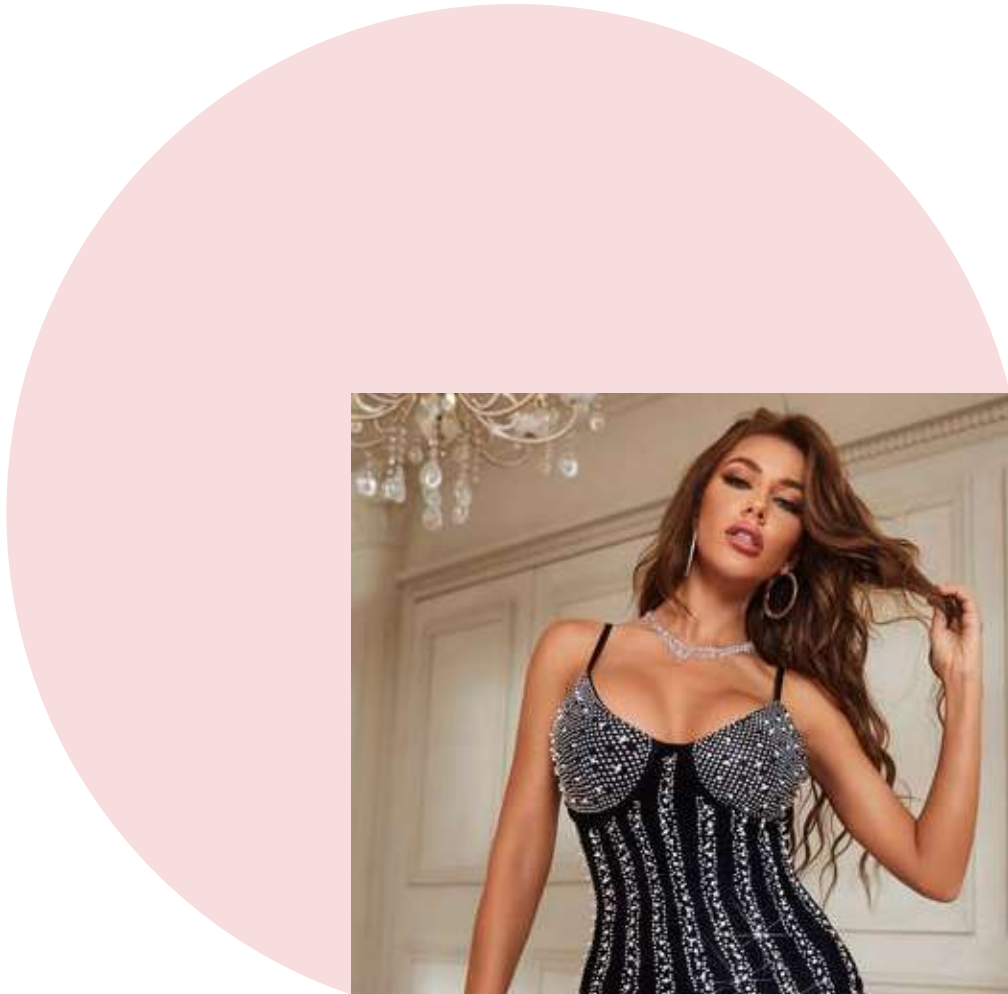




08

E-shop
WORLD-
WIDE

Provide differentiated brands and products for users with different skin tones, different aesthetic orientations and styles.
Online-shop is located in 220+ countries and regions around the world.



ChicMe

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