



TWENTY
DRESSES

BRAND BOOK



TWENTY
DRESSES



PARENT COMPANY OVERVIEW

PILLARS OF NYKAA

Rich Content
Ad Platform
Private Label
Authenticity
Retail Stores
Brand Partnerships

HAVE ENABLED

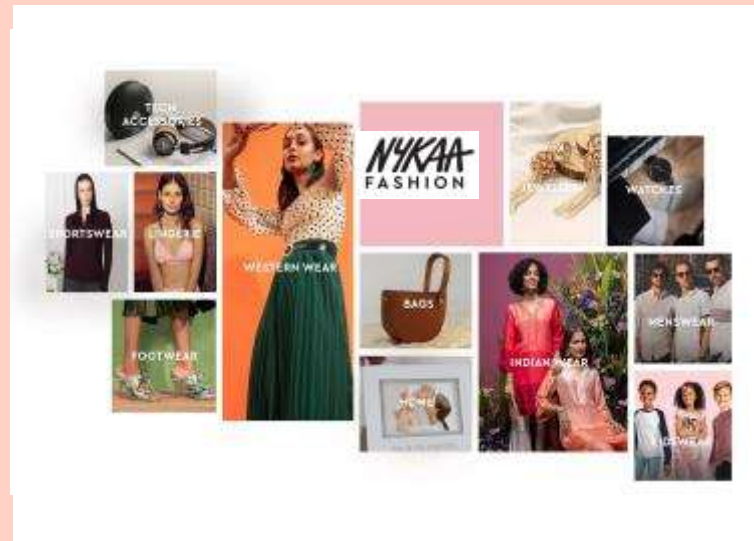
Aggressive Growth
Profitability
Sustainability



87 mn monthly visits
of consumers

14 warehouses around
the country

Over 75 retail store locations



LUXE STORES



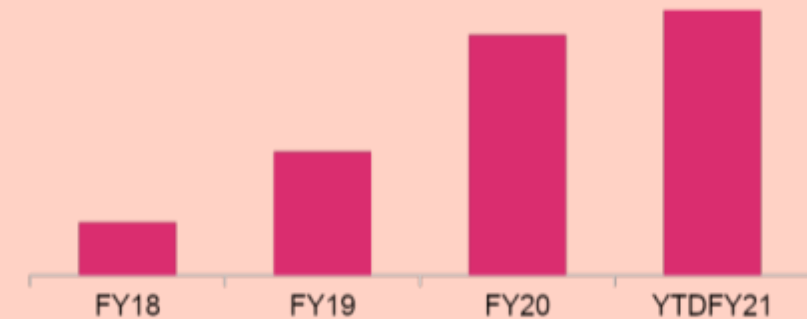
KIOSKS



ON TREND
STORES



AIRPORT
STORES



RETAIL STORE COUNT

STRONG BRAND PARTNERSHIPS



41%
Indian Wear



21%
Western Wear



12%
Accessories



20%
Lingerie



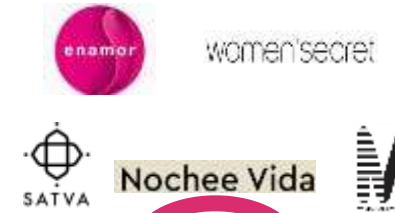
6%
Footwear

PRESTIGE

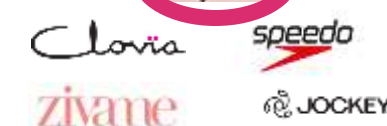


APRAJITA TOOR

PREMIUM



MASSTIGE



Note: New Launches are highlighted in green and Private Label Brands are highlighted in pink

BRAND IDENTITY



Young, fresh, and fashion-forward, Twenty Dresses delivers a unique take on what's **trending**. You could think of us as your **trend translators**. We specialize in celebrating the bond between **fashion** and **modern femininity** through prints, silhouettes, and details that can instantly **lift or transform the wearer's mood**.



LOGO & SYMBOL



LOGO [PRIMARY LOGO FOR RETAIL]



SYMBOL

MOOD



IN THE MOMENT



FEMININE



FRESH & YOUNG



STYLISH

Celebrating the bond between fashion and femininity to truly uplift and transform the wearer's mood.

The body language should be feminine, fluid and candid. It should not be static, overly sexy or posey.

BRAND DISCRIMINATOR

Complete wardrobe solution

Best of fashion, fit and quality – Everything is done in-house in India from design to manufacturing with best quality materials sourced from various parts of the world.

Designed for YOU – Our garments are tried on multiple body profiles to make sure there's something for everyone.



BRAND COLLECTIONS



Apparel: ₹595 - ₹7795 • Bags: ₹795 - ₹2595 • Footwear: ₹1095 - ₹3295 • Jewellery: ₹395 - ₹4150 • Accessories: ₹395 - ₹1895

COMPETITIVE ENVIRONMENT

Young fashion womenswear brands – both Indian and international, offering styles with similar designs & price points like H&M, Kazo, Faballey, Mango, Vero Moda, Only, Cover Story & Zink London.

BRAND POSITIONING



HUMAN CHARACTERISTICS:

Young - recently graduated or in the early stages of her career

Independent - hustles & earns her own money

Confident & Stylish

FASHION STYLES:

Wants to look stylish & stand apart

Up to date with the latest trends

Unique sense of style

LIFE:

Has a busy life - juggling work, social life & "me" time

Likes to invest in herself

Enjoys watching OTT content, reading & travelling

SOCIAL MEDIA USE:

Active user of social media

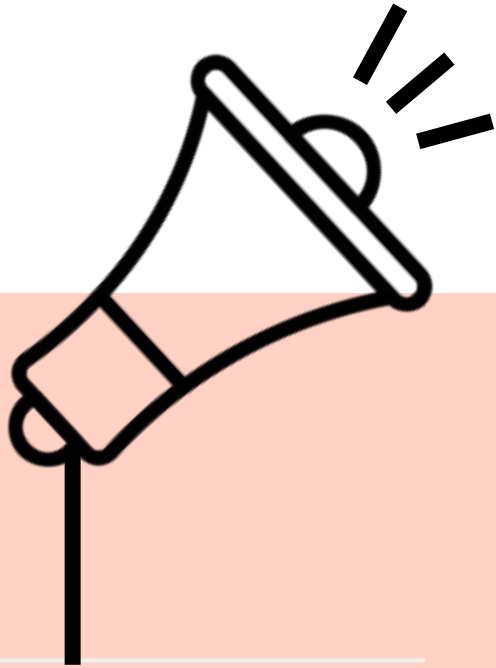
Follows Indian & International designers, celebrities & is up to date with the latest trends

DEMOGRAPHY:

20 to 35 years



BRANDING & STORYTELLING



360 degree approach
to branding

Public
Relations

Social
Media

Marketing

Collaborations

Celebrity
Tie-ups

Influencer
Marketing

Brand
Merchandise

Contests &
Giveaways

Brand
Videos

Social
Impact

Content

Aesthetics
& Imagery

REACH OF INSTAGRAM PAGE



874k followers!

More than **183k interactions** in November!

More than **182k likes** in November!

More than **1.4m video views** in November!



139k followers!

More than **86k interactions** in December!

More than **86k likes** in December!

More than **448k video views** in December!

Memes



Stylish & colorful flatlays



Brand Imagery: Young, playful and diverse



Fun polyvores



SOCIAL MEDIA POSTS



Inspiring/ fun and uplifting imagery or quotes



Real girl imagery



Polyvores showing different styling techniques



Imagery translating newer trends

KEY TEAM MEMBERS



**FALGUNI
NAYAR**

Founder & CEO
Nykaa



**ADWAITA
NAYAR**

Co-Founder & CEO
Nykaa Fashion



**GOPAL
ASTHANA**

CBO
Nykaa Fashion



**SUMANT
KASLIWAL**

Founder & Lead
Twenty Dresses

ONLINE PORTALS

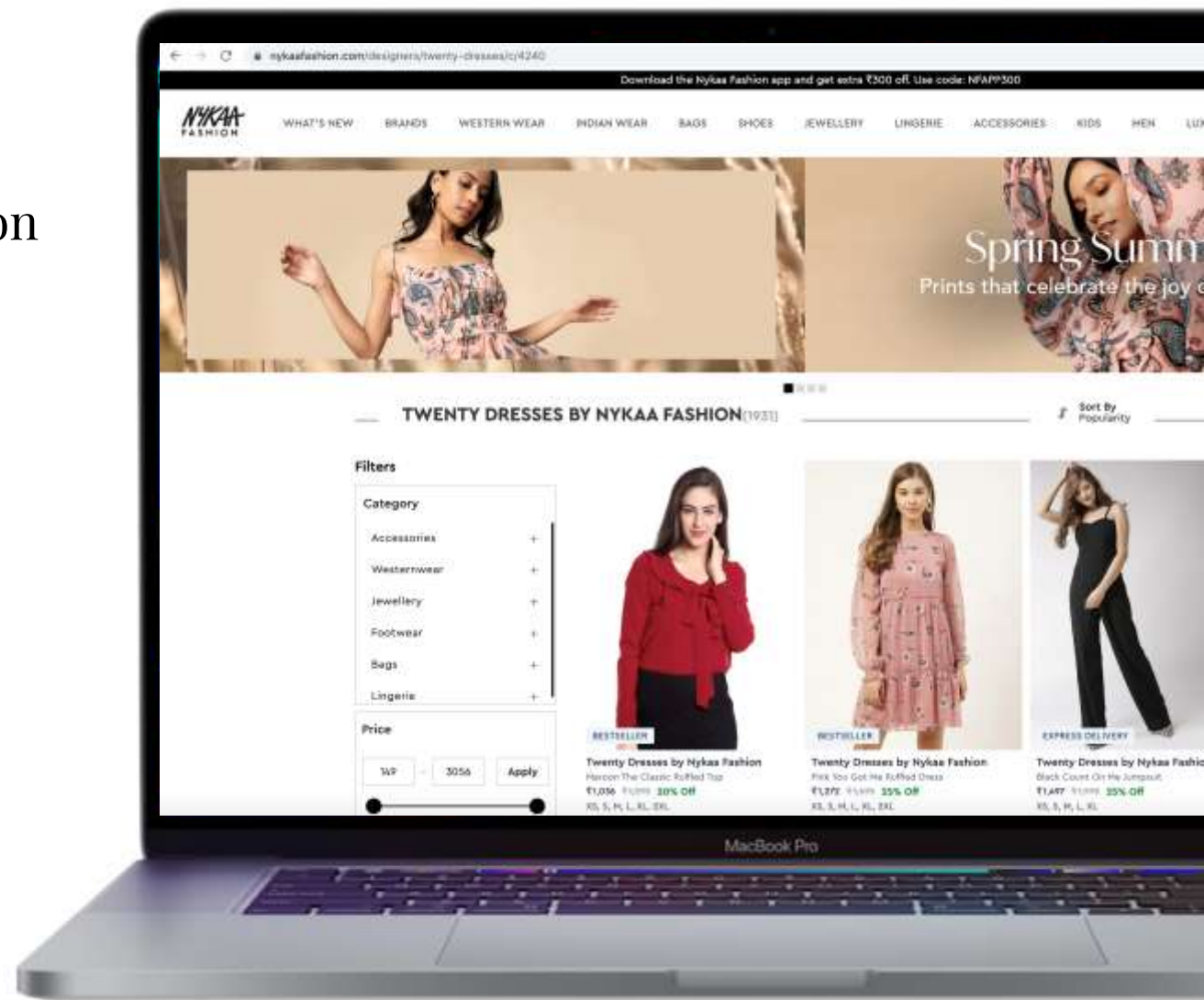
Myntra | Nykaa | Nykaa Fashion | Amazon
Twentydresses.com

OFFLINE

Nykaa Fashion Stores

IN THE PIPELINE

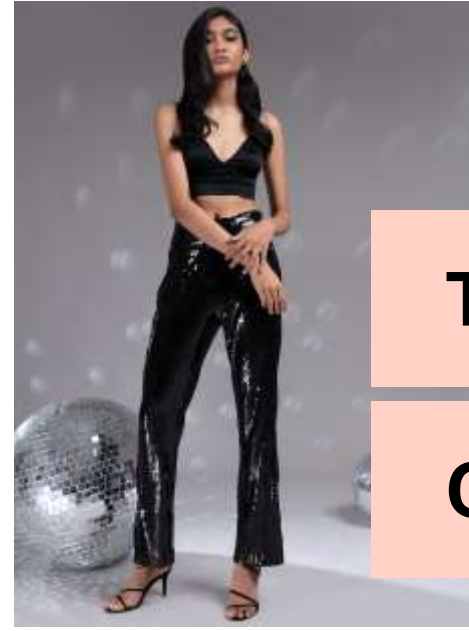
Ajio, Shoppers Stop & Tata Cliq



NYKAA FASHION STORE

Ambience Mall,
Vasant Kunj, Delhi





THE PARTY

COLLECTION



NU BOHEME

COLLECTION



OPTIC WHITE

CERULEAN

INDIGO BUNTING

ULTIMATE GRAY

PECAN

PURPLE ROSE

PIROUETTE

HOT PINK

MARIGOLD

ILLUMINATING

GREENERY

TIE-DYE

COLLECTION



**THE WHITE
SHIRT EDIT**



RALPH & RUSSO



ROSIE ASSOULIN

OPTIC WHITE

BUTTER CREAM

PECAN

PURPLE ROSE

ILLUMINATING

ORANGE OCHRE

RASPBERRY SORBET

AMETHYST ORCHID

PICKLED PEPPER



SUMMER OF BRIGHTS

GRETA CONSTANTINE

STORE IDENTITY

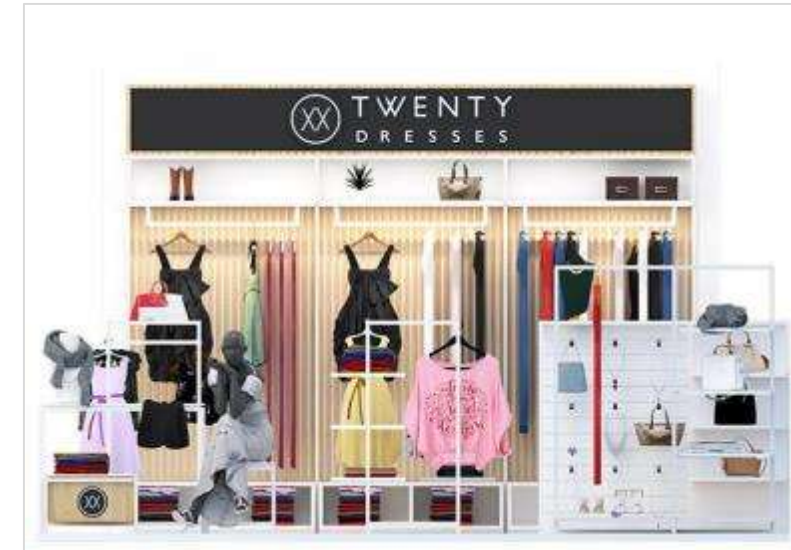
3D's of Store Design
Basic Drawings
(Layout/Planogram etc.)

LOOK & FEEL



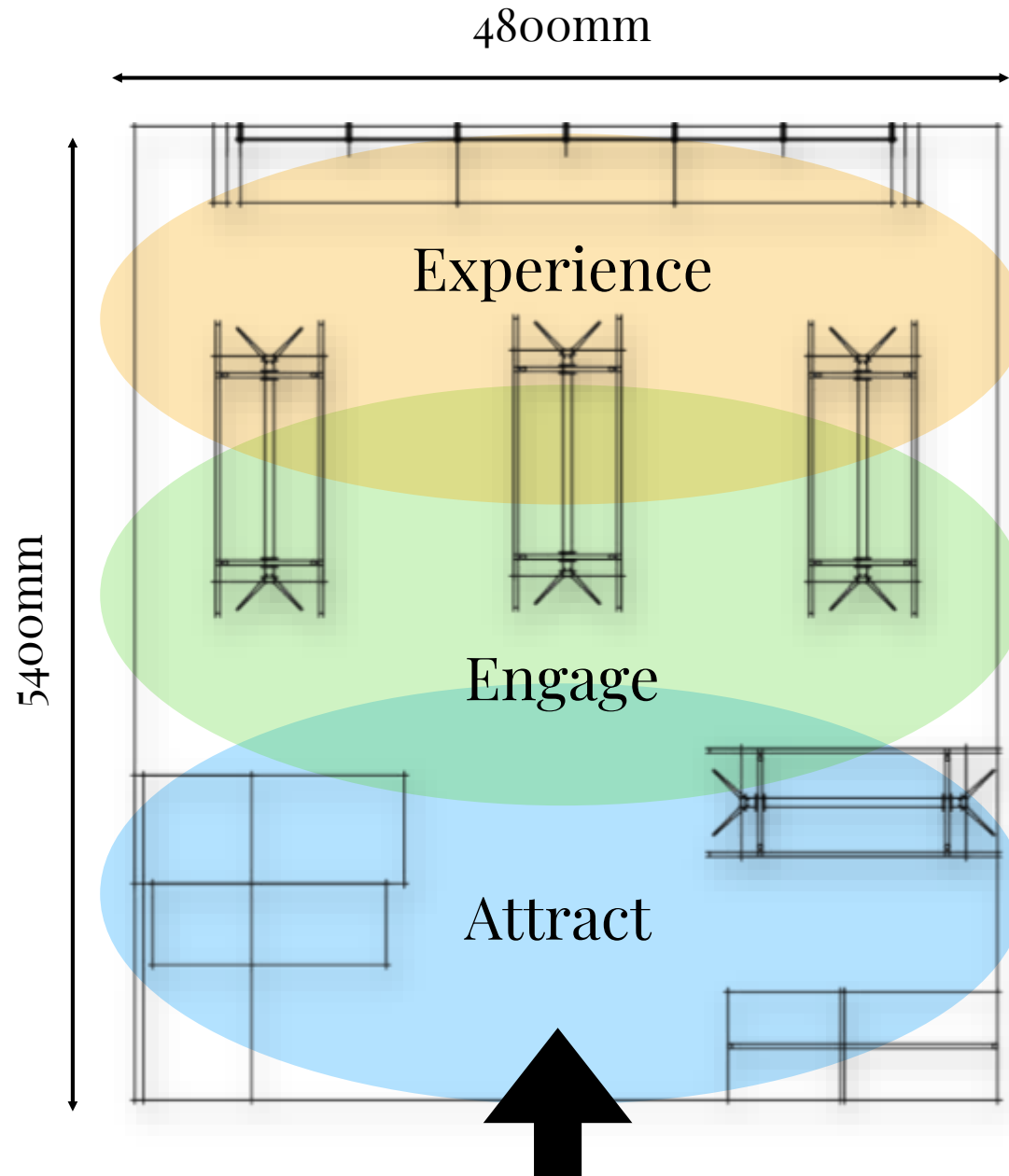
280 - 300 Sq. Ft.

LOOK & FEEL

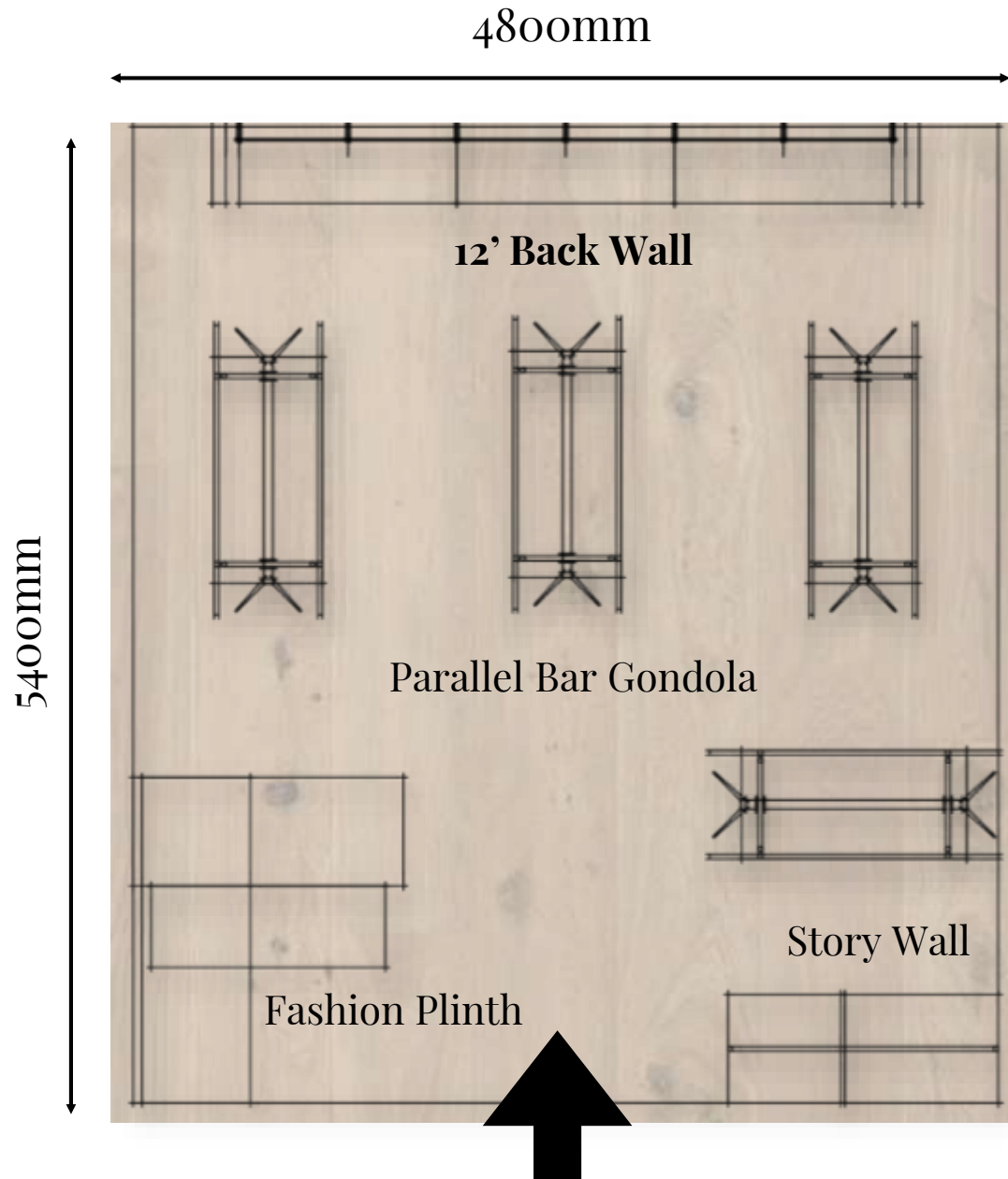


280 - 300 Sq. Ft.

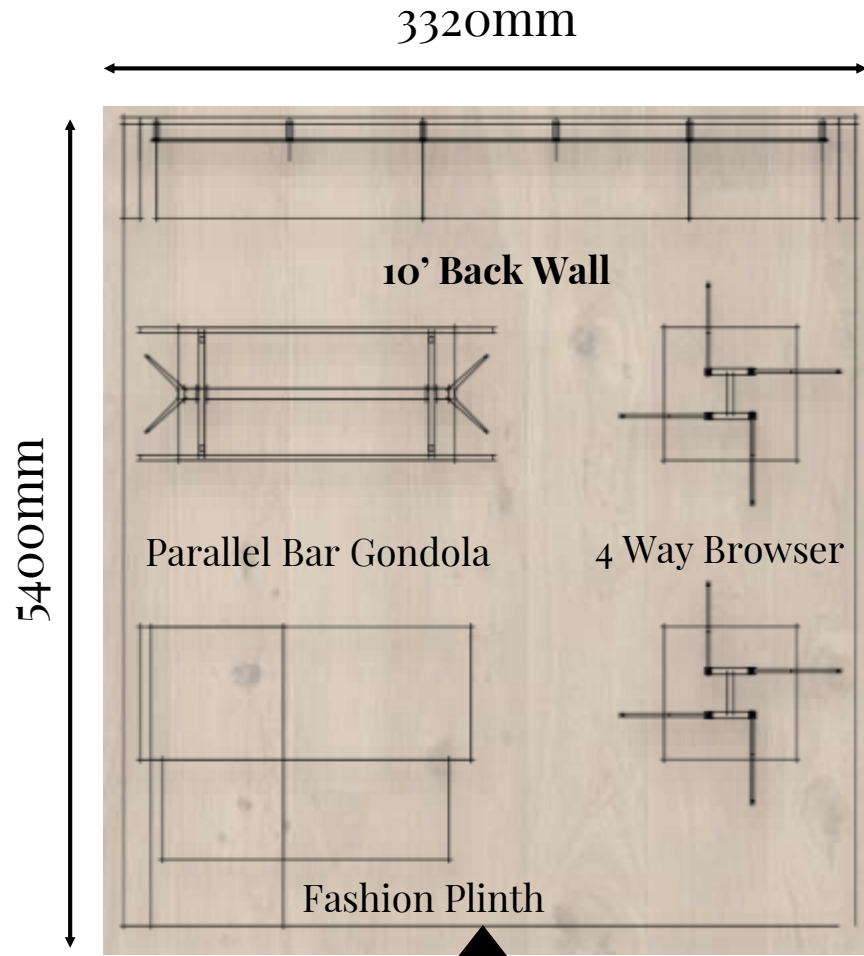
THE LAYOUT



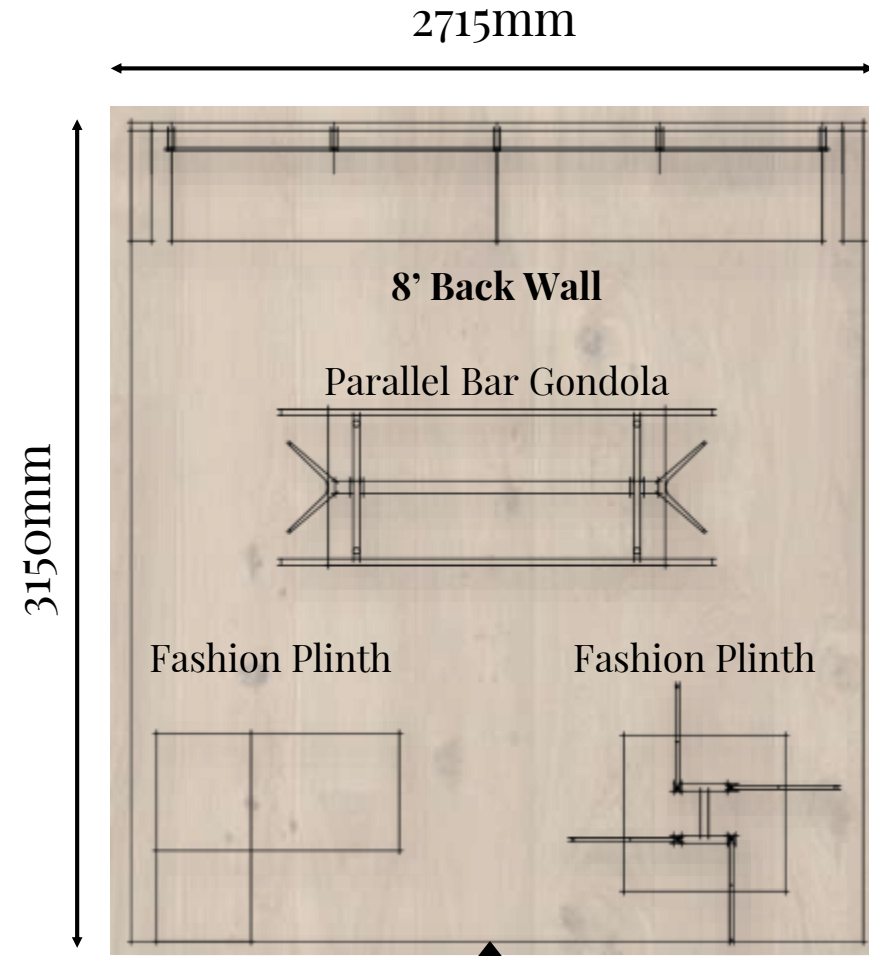
THE LAYOUT



THE LAYOUT OPTION



125 - 140 Sq. Ft.



85 - 100 Sq. Ft.

Floor-plate Area Options

LOOK & FEEL



125 - 140 Sq. Ft.



LOOK & FEEL



85 - 100 Sq. Ft.



**RETAIL
PARTNER**



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