



SHANIE DAVEY

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The Shanie Davey culture is about individuality and empowerment through architecturally designed pieces with an emphasis on the female form. Our values of environmentally conscious pieces are embedded within our brand and culture.

We offer quality made pieces and designs that can be easily mix and matched to wear. Our brand essence is aims to create effortlessly chic pieces for the girl who wants to make a statement.

Our provocative designs encourage free expression and we want our customers to wear our pieces and feel confident as every woman should. We are an independent label and are passionate about what we stand for.





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Shanie Davey Designs culture is about individuality and empowerment. Our values of environmentally conscious pieces are embedded within our brand and culture.

The Shanie Davey Designs Team are located in Alexandria, Sydney where we co-design every piece with our talented in-house pattern makers, cutters and machinists. We also have a loyal team of local manufacturers based in Jakarta, Indonesia.



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Market Area

The market area which Shanie Davey designs aims to penetrate is womens ready to wear, day to-night pieces. The brand is committed to responsible sourcing, fair trade, and ethical practices. The garments will be made from high quality fabrics, tested for durability and endurance.

Target Market

The target market will be young, independant women who appreciate qaulity pieces. They will not be afraid to push the boundries in fashion and will wear our peices with confidence and sophistication. The brand will be stocked online and in department stores such as David Jones. The brand will be aimed at single women aged 25-35yrs old with 100K salary and has more of a disposable income. They live in major cities and follow fashion design and trends.

Age: 18-30

Style: Chic, sexy and feminine

Job: Works at a PR Agency

Income: \$80-K

Location: Lives in Double Bay

Likes: Art, lunches & dinners, social media, fashion, books

Social media: Instagram, Twitter, Pinterest, TikTok

Favourite labels: Zimmermann, Bec & Bridge, Helmut Lang, Dion Lee, Zara, Sir the Label, Retrofete, Alice Mccall





Dion Lee

Dion Lee is a Australian fashion label established in 2009 and is renowned for experimental construction combined with traditional tailoring and has pioneered a modern identity for Australian fashion. The Dion Lee aesthetic is technical with an intelligent sensuality.



Bec & Bridge

Bec & Bridge is an Australian womenswear brand founded in 2004. It is designed with the female form in mind and has a similar target market to Shanie Davey Designs. Designing signature dresses and co-ord pieces, Bec & Bridge has become a notable Australian brand.



Helmut Lang

Helmut Lang is an Austrian fashion designer who became famous in the late 1980's for his simple but refined designs, his slim suits in black or white, his denim collection, and the use of high-tech fabrics. Lang is known for his minimalist, deconstructivist, and often severe designs.

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Location

The manufacturing will be undertaken off-shore in Indonesia and we will be using materials sourced from both countries. We have our flagship store in Double Bay, Sydney and hope to expand to other major cities such as Melbourne and Perth.

Distribution

The brand will be selling online and instore to stockists and department stores. Individual boutiques will carry our collection where they will be able to show our latest ranges. The brand will have a marketing campaign and social media presence to further our agenda.



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Label

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Swing Tag

○ SHANIE DAVEY



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'MONACO'

is the 11-piece collection created by Shanie Davey and was inspired by the contemporary, modern day women in vacay mode.



Monaco Collection S/S 22

SHANIE DAVEY

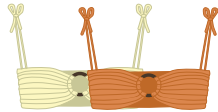


Onyx

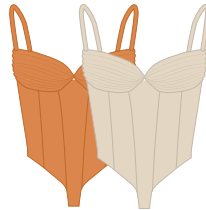
Tan

Butter

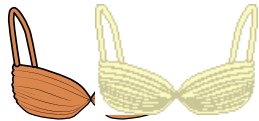
Terracotta



Evangaline Top
C/W: Butter & Terracotta
WS/P: \$ \$65.00
RRP: \$319.00



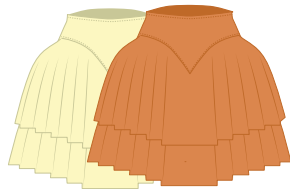
Dusty Corest Top
C/W: Terracotta & Tan
WS/P: \$80.00
RRP: \$290.00



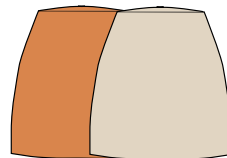
Milan Bralette
C/W: Terracotta & Butter
WS/P: \$35.00
RRP: \$140.00



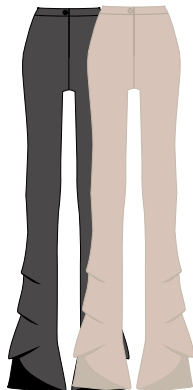
Morocco Bralette
C/W: Onyx & Tan
WS/P: \$29.00
RRP: \$140.00



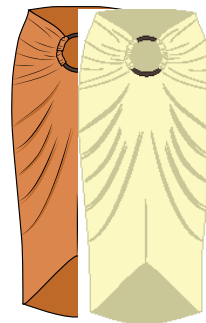
Evangaline Skirt
C/W: Butter & Terracotta
WS/P: \$79.00
RRP: \$380.00



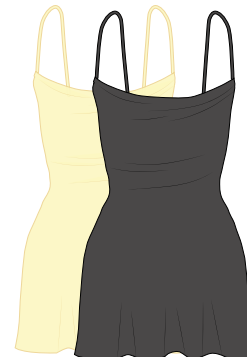
Dusty Skirt
C/W: Terracotta & Tan
WS/P: \$33.00
RRP: \$150.00



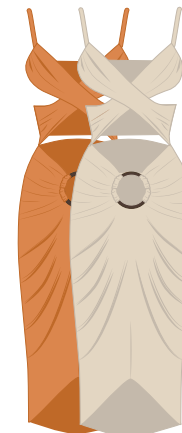
Morocco Pant
C/W: Onyx & Tan
WS/P: \$82.00
RRP: \$390.00



Milan Skirt
C/W: Terracotta & Butter
WS/P: \$54.00
RRP: \$180.00



Golden Hour Dress
C/W: Butter & Onyx
WS/P: \$74.00
RRP: \$370.00



Velma Dress
C/W: Terracotta & Tan
WS/P: \$79.00
RRP: \$390.00



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