



BRAND PRESENTATION



HISTORY

Sevasti Kortoglou, designer and owner of the brand SEVA, was introduced to the tailoring from an early stage since her five uncles and grandfather all worked as tailors. Born in Thessaloniki her personality is a mixture of Greek and French culture.

After studying French literature at the same time as fashion design she made her entrance in the fashion business through collaborations with various designers and brands around the world.

Ten years ago she decides to create her own collection and today the brand is well recognized in Greece and is also sold in leading fashion stores throughout UK, Italy, Russia, Lebanon and Cyprus.



SEVA-SOPHISTICATED SIMPLICITY

SEVA is defined by a modern and laid-back design, expressed in a sexy and glamorous way. A big mixture of fabrics such as viscose, wool and leather topped with handmade prints creates a sophisticated and yet a simple look.

The clothes capture the essence of the customer and are timeless, regardless of the latest trends.

Finding the balances between modern and classic, unstructured and tailored, the label specializes in exclusive clothing focusing on soft fluid lines with contemporary details which makes it ideal for the modern woman of all ages.



PHILOSOPHY

To create clothes that can be worn during the day as well as in the evening. Just adding an accessory immediately a more glamorous and luxury look is obtained.

Fashion is timeless and a form of art and expression of inner values and style. Their client is a confident and stylish woman who appreciates uniqueness over fashion.

VALUES

Our cloths are adapted to the wearer not the way around and this is a principle for us. The women bring out the style of our clothes.

- elegant and clear style
- quality product
- fair pricing



VISION

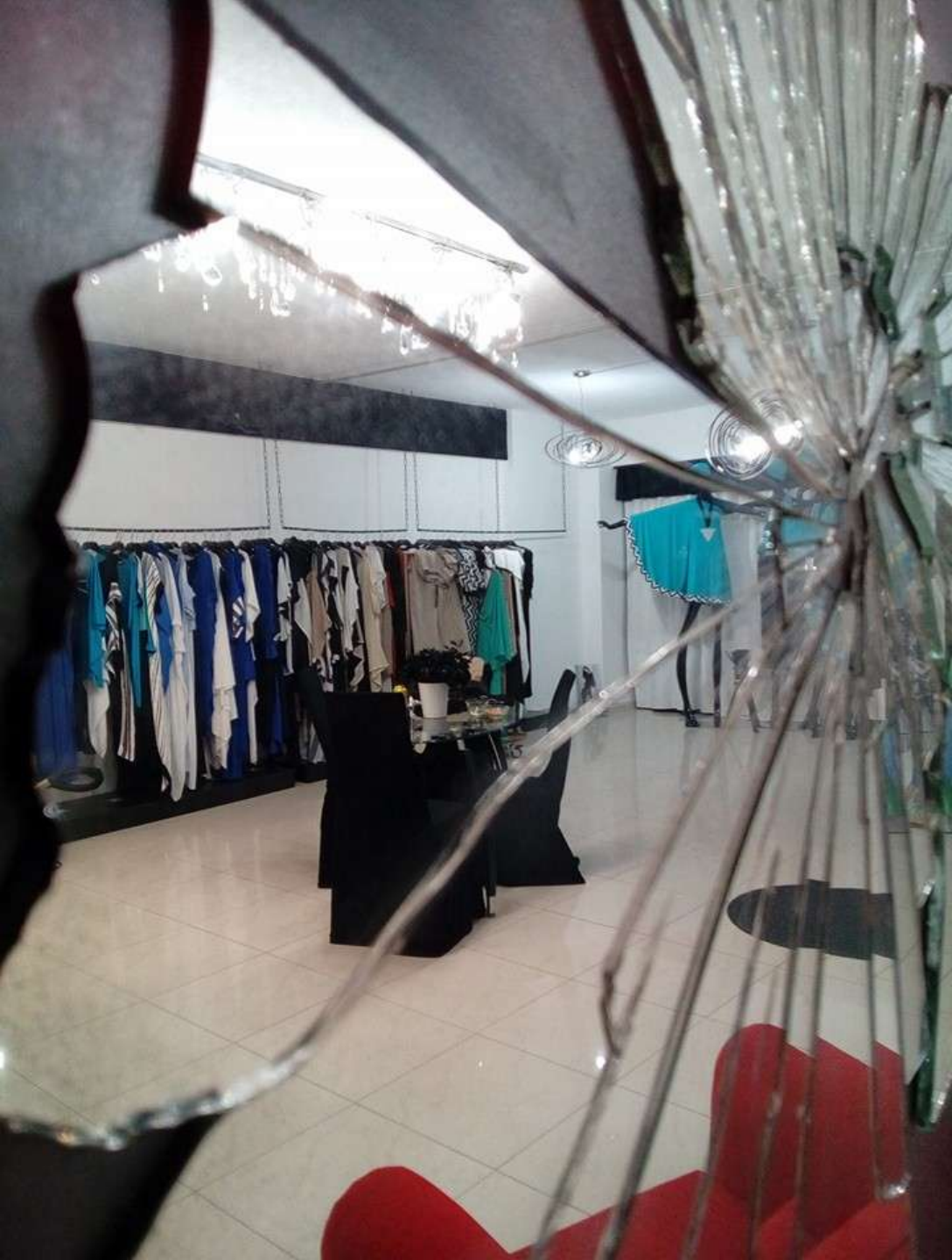
The company's vision is to be seen as a design driven, well-respected and established brand on the international fashion scene by having an established sales network also abroad. A brand people desire to wear and also work for. Thus to establish represents abroad that understand their philosophy and work with the same values.



INFRASTRUCTURE

The main facilities are located in Thessaloniki-Greece and all the production is made in house. The key word is time and quality, for that purpose the production line is absolutely and strongly coordinated.

The company also has a factory near the border of Bulgaria that produce part of the collection. Also counting with two retail stores in Athens and Thessaloniki the company has experience in retail and direct contact with their clients





QUALITY CONTROL

During the entire production process, an internal quality control system is applied to ensure that the final end products that reach our customer are according to our guidelines. They test wash ability, feel, color-fastness and shrinkage resistance.

DESIGN

Clear simple shapes and materials representing a unique look. A casual but yet elegant style that enhance the personality of the person that wears the garment.

A balance of comfort with luxury. The design begins and ends with the body - its sensual expression, sense of security, and freedom of movement.





COLLECTION

Sevasti create clothing for the fashion-conscious women who prefer a relaxed and individual style. SEVA stands for a collection of layers and drapes a mixture of different materials and designed prints.

All the prints used are their own design. A collection you wear casual in the day and also luxury in the evening.

The collection has a contemporary look, searching a balance between classic cuts and contemporary shapes, in a clean minimal way. A perfect balance of sensual, sophisticated femininity together with contemporary simplicity.

The company's main collection is SEVA but each summer is complemented by SPICY that has a more cocktail luxurious style. Thus SEVA is created twice a year with around 120 articles while SPICY include around 60 articles.

Added to these collections is a line of bijoux that complements and enhance the style of the clothes.

LOOKS AW



























FABRICS

They mainly import from Europe and in the winter season use cotton, viscose, wool, cashmere, alcantara, leather and ecological fur while in the summer mainly cotton, viscose and linen. The printed and patched elements are mostly of synthetic fabric.

The special character of the materials is a significant element of the collections. Many fabrics have an exclusive look and distinctive structure.

Furthermore a principle when selecting the materials is a pleasant feel and easy care.

SIZES

In general their patterns are wide and around 30 units in each collection are produced in one size. The one size cover a German 36-44 size.



RUSSIA	S/44	M/46	L/48	XL/50
UK	10	12	14	16
US	6	8	10	12
FRANCE	38	40	42	44
ITALY	42	44	46	48
GERMANY	36	38	40	42
JAPAN	9	11	13	15

SHOP CONCEPT

Having their own store in Thessaloniki of 200 sqm. and one franchise store in Athens they have one immediate contact with the client and this is one of the keys to their success. They can identify with their clients and what they need.



seva
UNUSUAL CASUAL LUXURY



PRODUCT MIX

Our products are characterized by their style and the perfect relationship between perceived quality and price.

Units / Price per Category and Season

	AW	SS	PRICE
Tunic	25	35	29-35
Shirt	20	20	33-35
Trouser	20	15	32-36
Legging	10	-	30-33
Skirt	10	5	30-35
Dress	10	20	42-55
Jumpsuit	-	10	40-50
Vest	10	10	38-45
Fur Coat	10	-	50-70
Coat	10	-	45-65
Caftans	-	5	35-40
	125	120	
Bag	10	10	27-35
Bijoux	15	15	25-35

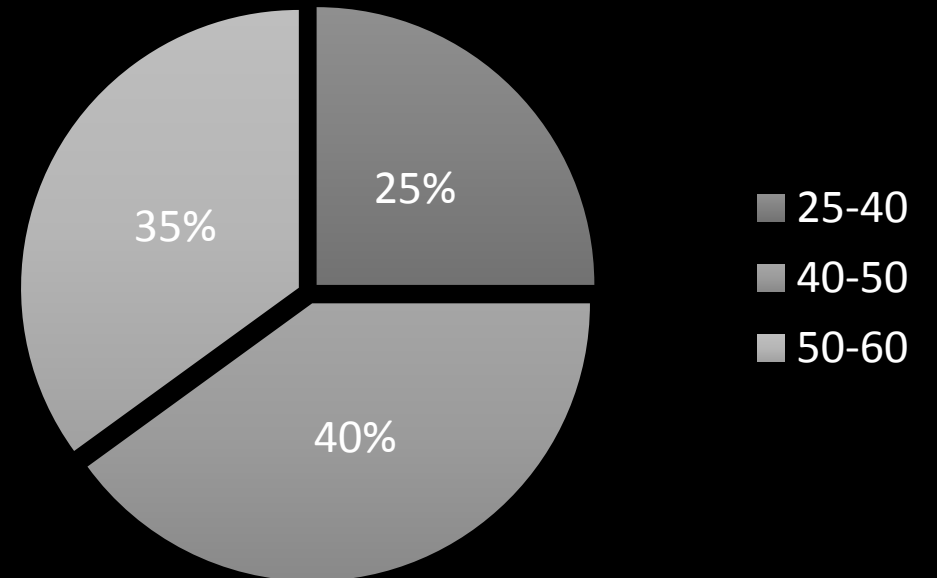




CUSTOMER

Their aim is customer based and points to customers' satisfaction in every aspect. They have a clear picture of their customer; they know her wishes and give her unique garments that fulfill her expectations.

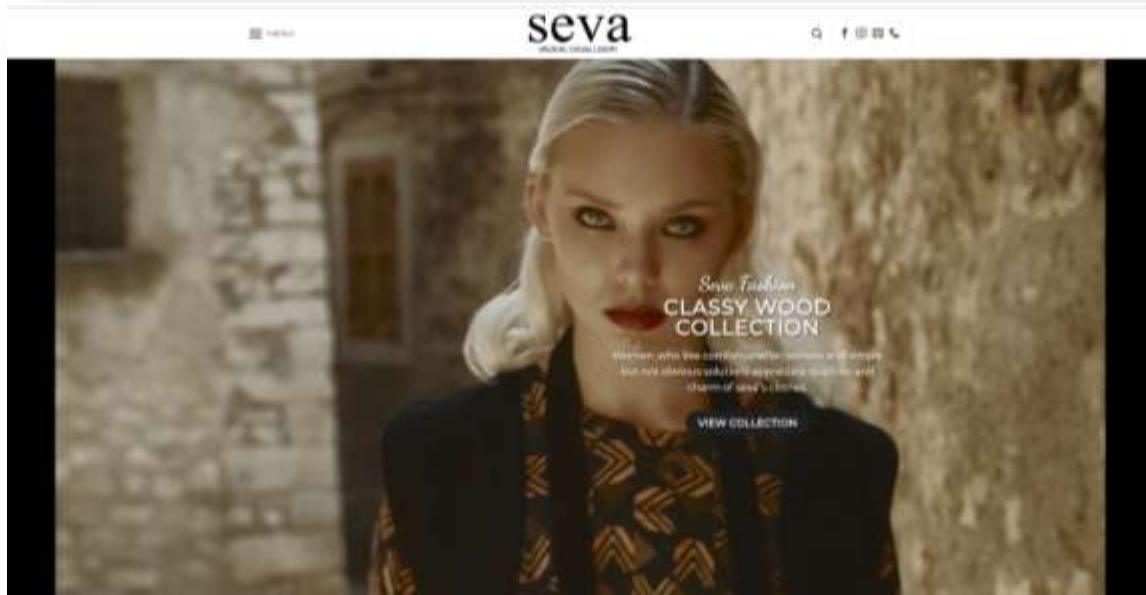
Their clients do not have a certain age, she is sure about herself, the way she dress and she does not follow seasonal trends. She appreciates quality and wants timeless clothes that will be basic and sure components of her wardrobe. She appreciates their timeless style and discrete femininity.



MARKETING

Click on links to see our social media

<https://seva.fashion/>



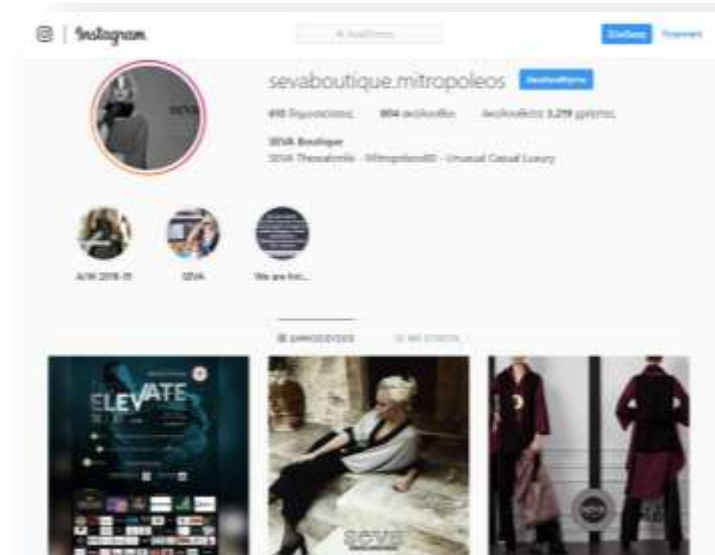
<https://www.facebook.com/SEVA-thessaloniki-mitropoleos>



[PPT\video aw\SEVA FW1819 compressed.mp4](#)



[PPT\video aw\SEVA SS.18.mp4](#)



<https://www.instagram.com/sevaboutique.mitropoleos/>

SEVA has participated in several **catwalks** where the most well-known designers of Greece participate.





Exhibitions

Lending clothes to **Fashion Bloggers, actors and TV shows** for the most bespoke persons in the Greek showbiz.



Ads and press releases in some of the most well known fashion magazines



Charity Events





Join Us!

At this point SEVA invest time and presence in international growth and brand presence. The mixtures of beautiful collections, a strong production knowhow, good understanding of customer's demands make SEVA a close partner, a secure investment and key for success. Increasing sales figures confirm that the fashion company is good prepared for the future.

Are you interested to form part of our international network? Please contact us and we will inform you our terms of co operation and how we could support you.



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