

LUXURIOUS FLAT - FROM REAL LIFE STORY TO BRANDING JOURNEY

“Luxurious Flat” can be roughly translated as “Luxury Flat”, maybe people will think it will be something flat and luxurious, splendid. But no, it's a chat group on zalo of a group of our employees, where genuine "planes" converge, in easier words, "Lép" but very "luxurious", so called "Lép" for short. sang" was later renamed "Luxurious Flat". It will just be a very normal group to exchange everything in the world from work, family, thoughts, feelings, ... and also the problem of dress and fashion of "Lop" girls. The reason is that no one will know about it other than the 03 employees in that zalo group, but one day the name of the zalo group was accidentally discovered by our close colleagues. And then whatever comes will come, from one person to one room to the whole Company, at first one can only doubt but now everyone has grounds to assert that we are "Lop". In fact, everyone just teased and joked, we were also happy with the thought "it's okay, I'm "flat", there's no need to think because God doesn't give everyone everything, missed it. pretty and cute, so a little bit of everything else was taken away" - this is a funny conversation between the three girls when the group name is suddenly known to everyone, everyone is both embarrassed and funny. It became a story that was a topic for people to tease us after stressful working hours. Every time we were teased, we also replied that "Flat TVs are very expensive these days" or "The wall will last forever". Then everyone laughed loudly, removing the tired atmosphere, perhaps there are also many girls who own "flat sides" like our case. But that's okay, just "relax"! Each of us is a girl to be cherished, that each of us will have flaws, but no matter what, we are all born with certain meanings and values in this life. . Learning to accept your flaws will make you comfortable, light, and take time to relax and express your own personality.

Through a very small story, it accidentally became a great inspiration for us and the Company to cherish the idea of developing a fashion brand for women, focusing on developing comfort but still having to fashion sense. Because we are all employees working in the fashion industry, our company is a garment company, but up to now, we

are still processing sewing for big customers abroad such as the US, EU, UK. ... and still does not have a fashion brand dedicated to her. With the experience and available advantages, the Company can fully develop brands with quality and fashionable products. Besides, the orientation as well as receiving many inspirations from the daily stories of the President - Mr. Pham Phu Cuong. We still remember, in a monthly production, amid intense reports. He listened, then gave suggestions and to relieve the tension, he told his daily stories. For example, every day after working hours, he often goes to the wooden house to rest, mingle with nature, and watch two cows at home. As a habit, the two cows saw him return and were very happy. When he worked from home, two cows also stood nearby, eating grass, occasionally curious to see what he was doing. For the President, simple things like that, but those are very relaxing and peaceful moments amidst the chaos of life. Therefore, one more reason for us to realize that relaxation comes from around us or attached to ourselves, in which clothes are also things that are attached to each and every one of us. Everyone wants to be comfortable and relaxed no matter where they are, in any situation. With the support, encouragement and encouragement of the General Director - Mr. Nguyen Hung Quy, who gave the opportunity, guidance and created the best conditions for our team to gradually build a private brand of the Company. company. He has been directing since the outbreak of the Covid-19 epidemic, ie at the end of 2020 and the beginning of 2021. He said that Covid is a huge challenge for the economy as well as all other fields, but it is also is an opportunity for a strong rebound from the "ashes" of Covid, if there is a right vision and direction, it will surely succeed. From our little story to the impact of the Covid epidemic, all employees have moved to work from home, meetings are still taking place regularly in the form of online. Before each meeting, we all have to change into another outfit to ensure politeness and appropriateness, and when we go out, we have to change into another outfit. It's really time-consuming, besides, the right clothes for the purpose of working, meeting, working are not comfortable. Especially, for girls with "flat" defects like us, it is easier to reveal defects. Therefore, it motivates us even more to develop a brand with versatile products, which means that it can be suitable for many situations from going to work, going out, staying at home, ... with materials that bring joy

comfortable, pleasant, stylish, modern design and improve the flaws of girls like us. Imagine when coming home from work, just changing a few accessories, the girls using our products confidently walk down the street with friends and lovers. No need to spend too much time choosing different outfits, or thinking too much about what to wear today. Let us and the products of “**Morilassa**” (our brand name) do it, your job is to enjoy, relax, renew your own life, create your own values. self. That's why the slogan was born: "**Let us make you relaxed**" - Let us make you relax.



The design of the brand "**Morilassa**" with the slogan: "Let us make you relaxed". If we pay attention we will see three icons including: feather, hand and circle. Feathers represent lightness and comfort, as well as a symbol for women. The hand symbol represents caress, the meaning of women to cherish, love and cherish. And the circle symbol represents integrity, happiness as well as sustainable development. It can be understood in a nutshell: **Women must be loved, respected and deserved to have complete happiness**. The brand name “**Morilassa**” is stylized, in which the letter “O” is divided into 2 halves with 2 different colors, showing that our women are half of the world beautiful and brilliant, which is great. great in this world. Slogan: “Let us make you relaxed” is our message to customers “Let us make you relaxed”.

It can be said that "**Morilassa**" was born with the whole team's enthusiasm and especially the right orientation of the General Director. "Morilassa" was born from the everyday stories of life, from the simplest and closest things. "**Morilassa**" stands for "**Moda Rilassante**" (Italian translated into Vietnamese means relaxed fashion). Maybe people will wonder why a Vietnamese brand has a foreign name?

Actually, we not only aim to develop our products in the country, but also want to bring our products to foreign markets. Let everyone know how quality Vietnamese products are. And another main purpose is for all women - half of the beautiful world to have access to comfortable and relaxing fashion products. The choice of the name "**Morilassa**" is Italian, derived from the love of **Milan - Italy** - One of the largest fashion capitals in the world along with New York, Paris and London. It is also a mark of love and admiration for the Italian city of Milan and the driving force behind the construction of "Morilassa" to shine in the domestic and international markets.

At "**Morilassa**" we bring a message that we do not distinguish between you beautiful, ugly, rural, urban, anywhere in the world or what defects you have, but only focus on how to You are the most comfortable, the most beautiful, the most confident, and improve your own shortcomings but do not make the girls feel restricted or uncomfortable. For us, women are to love and cherish, always smile and be happy every day, girls of "**Morilassa**".