



Amëeràhs
Cuöturë

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Améerah's Couture



Deep Teal

Sand Beige

White

Black

Ameerah's Couture

*We sell elegance, confidence and Modesty
in all our fabrics*

“it is not a clothing, it's an identity”



“at Ameerah's couture we believe every women is a flower”



Gangaren maigemu
Tudun Wada, Gusau



07026459368

Brand Name Meaning & Feel

Ameererh's Couture carries a sense of elegance, femininity, and cultural confidence.

The name naturally aligns with luxury modest fashion, giving you a strong emotional identity from the start.

Brand Core Essence

“Modern Modesty, Culturally Rooted.”

Brand Purpose

To provide high-quality, modest, and stylish clothing that allows women - young and older to express elegance, cultural pride, and confidence.

Brand Positioning Statement

Ameererh's Couture is the modest fashion brand for women seeking stylish, high-quality hijabs and ready-made clothing that beautifully blend cultural authenticity with modern fashion trends.



Vision

To become a leading modest fashion brand recognized for elegance, quality, and cultural expression - celebrating modesty, creativity, and confidence.

Mission

To deliver thoughtfully designed modest wear and high-quality fabrics that reflect both tradition and modernity, while investing in local production and empowering the community.

Brand Values

Elegance --- Every design should reflect grace and sophistication.

Authenticity --- Designs rooted in cultural modesty.

Quality --- Premium fabrics, neat finishing, durable stitching.

Creativity --- Trendy twists, fresh details, versatile styling.

Community --- Creating opportunities through local production.

Primary Audience

- Modest women (18–45 years)
- Fashion-conscious but values comfort
- Likes simple abayas, modern details, neutral and timeless styles



Secondary Audience

- Older women who prefer traditional modesty but appreciate modern touches
- Working women seeking affordable elegance
- Students who love simple but trendy hijabs/abayas

What They Care About

- Quality fabrics
- Comfort and modesty
- Colors that suit different skin tones
- Affordability without looking cheap
- Clothing that can be styled for mosque, work, and events

Brand Personality

Use this personality to guide every visual and marketing decision:

- Elegant
- Soft & welcoming
- Authentic
- Modern but modest
- Empowering
- Culturally connected



Imagine the brand as a woman who is

- Calm
- Stylish
- Confident
- Feminine
- Respectful of culture
- Soft-spoken yet influential

Color Palette

Deep Teal - luxury + calm

Warm Taupe / Sand - modest, earthy, cu

Soft Black - timeless elegance

Typography

Logo Font - Sketsa Ramadhan

Headers Font - Montype Corsiva

Typecase Font - Monotype Baiti

Brand Voice & Messaging

Your brand should “sound”:

- Warm, Respectful, Confident, Supportive and Culturally grounded



Communication Examples

- Product description style:

“A simple abaya with a modern twist - crafted from premium fabric to give you elegance and modest comfort for every occasion.”

- Instagram caption style:

“Modesty never looked this beautiful. Introducing our new fabric collection - soft, breathable, and perfect for every woman.”

Product Categories

- Premium Hijabs
- Simple Abayas
- Ready-made modest dresses
- Occasion Abayas (long term)
- Fabric Collections
- Fashion Accessories (future)

Packaging

use soft matte colors, Kraft paper bags for cultural feel, Branded stickers and Elegant thank-you cards



Brand Story (For Website / Instagram)

Ameererh's Couture was born from a passion for elegant modest fashion. Our goal is simple—to create clothing that makes every woman feel beautiful, confident, and culturally connected. We combine high-quality fabrics with creative, modern designs that respect modesty without compromising style. As we grow, we are committed to supporting local production by establishing a fashion factory that creates opportunities for women in our community. At Ameererh's Couture, every piece is more than clothing—it's a celebration of culture, elegance, and creativity.

Marketing & Content Guide

What Your Content Should Show

- Soft lifestyle photos
- Close-ups of fabric textures
- Women of different ages wearing your outfits
- Behind-the-scenes: cutting, stitching, packaging
- Style ideas (traditional + casual)

How to Use Colors

1. Deep Teal — #0F4C5C - Use for: Logo, primary headers, premium looks, packaging
2. Soft Black — #1A1A1A - Use for: Text, patterns, background contrast
3. Sand Beige — #DCC9A3 - Use for: Packaging, backgrounds, fabric accents

