

Customer Statement:

LILA is a trendy store that provides affordable price clothing to women who like being on top of the fashion trend or someone who simply wanting to try something new, or someone who is in search of their own style. Each piece that **LILA** provides to their customers can be easily incorporated in that persons own senses of style. **LILA** is targeted towards women between the ages of 20- 35 who are working in a part-time or full-time job and who are also balancing both school and job.

My distribution will be coming from Bangladesh.

Target Costumers: 20 - 35

Price Point: \$15-\$40