



*Wasabi*

CONCEPT

BRANDBOOK

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## THIS IS OUR STORY

For the last 20 years we've had a mission to create fashion for everyone;  
To offer affordable fashion for all women who want to create their own style.

We at soyaconcept offer a solid product proposition and have over the  
years positioned ourselves as a leading player in womens fashion  
throughout Europe. Soyaconcept is a favourite in many wardrobes,  
and by staying true to our values, we are bringing our new brand  
wasabiconcept to the same level - a trusted favourite by women.

Because beautiful isn't a size.

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ABOUT WASABICONCEPT

## IT IS ALL ABOUT STYLE!

Wasabiconcept are here to dress the curious, the playful, the stylish women who love to dress fashionably and those who want to stand out with their personal looks. We cater to all women who love high quality curvy fashion.

Our prints are bold, the colors are always on trend, and most importantly – shapes and fits are perfectly flattering. You'll recognize our high-quality fabrics from soyaconcept, and we stay true to our ability to adapt to current trends – because it is all about style.



HIGH QUALITY AT  
AFFORDABLE PRICES



MORE SUSTAINABLE  
PRODUCTION



PERFECTLY FITTED RANGE  
FROM SIZE 42-58



ON TREND FASHION WITH 4  
YEARLY COLLECTIONS

## FASHION FOR EVERYONE

We believe fashion is for everyone and every woman should be able to feel comfortable and stylish no matter her size or shape. Combining trends with comfortable shapes and long lasting materials, has over the years become an expertise for us – and together with our partners, we aim to create the best size inclusive products on the market.

As with soyaconcept we believe in keeping it simple and comfortably uncomplicated – this is also how we vision to create value with you and wasabiconcept.



### PARTNERSHIP IS KEY

Being your best partner is our key to success. If you succeed, so do we.



### CONFIDENT CHOICES

Creating daily fashion that offer all women confident fashion choices.



### ALL VARIETIES OF BEAUTY

Beauty comes in many varieties. We see and serve them all.

## OUR MISSION

### OUR MISSION REMAINS THE SAME

Creating wasabiconcept is a continuence of our mission with soyaconcept, and we stay true to the philosophy and core values our company was founded on; Women's fashion in high quality at affordable prices.

Women come in all sizes and shapes – and so do fashion. Our new curvy brand is a true darling and all darlings need their own unique universe. That's why wasabiconcept arised – an individual brand with it's own unique identity, exactly like all women out there.



### THE WOMEN WE DRESS

Fashion is not about age, size or even gender - it is for everyone.

As with everything else we do, we keep our approach to whom we dress simple. She is a woman who loves high quality fashion and wants to feel comfortable and stylish. To her, the latest trends are secondary to personal style. She seeks her inspiration on social media, and her fashion choices are influenced by relatable content.

She prefers online shopping, as this gives access to a wider range of brands, sizes and trends. When shopping in high street stores she often feels marginalized by the very small selection - if even any - in her size range. Online shopping appeals to her, as it offers inclusive selections, relatable models and friction free experiences.



42

SIZES

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S 42-44

M 46-48

L 50-52

XL 54-56

XXL 58

58



## RESPONSIBILITY IN OUR DNA

Acting responsible is no longer a choice. It is just what we expect of each other. Therefore, pushing for responsible production and more sustainable materials is in our heritage. Our company has been deeply involved in this matter for many years now, and we have made huge steps to secure all production being as responsible as possible.



## RESPONSIBILITY

### TRANSPARENCY & TRACEABILITY

Transparency and traceability of our products play an important role, and we're proud of the close and long-standing relationships we have with our manufactures to ensure this. Focusing on having a safe and responsible production means we're continuously adjusting our production methods to offer you the garments and the look you know and love - simply made with more love and produced more responsibly.

We try to do better in all aspects of our business, and for us the journey to becoming more sustainable does not stop with the production of our garments. It's integrated in everything we do. It's becoming a natural way of thinking, and it impacts every aspect of our reality.

You might not notice it, just feel confident that our offering is as responsible as possible.



## THE COLLECTION FLOW

We like keeping it simple, which is also reflected in our simple collection overview.  
We believe the biggest value for our partners is created by offering the very best  
and well worked main collections.

COLLECTION	SALES PERIOD	DELIVERY
🌱 SPRING	July - Sept	Jan - Mar
☀️ SUMMER	Oct - Nov	Apr - May
🍂 FALL	Jan - Mar	Aug - Sept
❄️ WINTER	Apr - May	Oct

## DISTRIBUTION

We branch throughout Europe and can be found in following countries:

Denmark, Sweden, Norway, Finland, Germany, The Neatherlands, Benelux, Estonia, UK



## MARKETING & PHOTOSHARE

We put a lot of effort into being your very best business partner. With 4 main collections each year in a growing digital market, the need for good imagery is huge.

Our user-friendly media bank gathers everything your need - from packshots and imagery to logo and product data. Everything is available for your marketing and digital channels.

Contact your local salesperson for your unique log in.



PACKSHOT



CAMPAIGN IMAGES



VIDEOS



LOGO



PRODUCT DESCRIPTIONS



PRODUCT DATA



## DIGITAL PRESENCE

Being present on all relevant channels is an important part of our branding strategy. Our target consumer loves to find inspiration online and uses her social media more and more as a search engine - taking her through one inspirational universe after another.

To serve and meet our consumer where they shop, we have to stand strong in all digital disciplines - this will position us as a leading player in the minds of our target group. Prioritizing digital channels also enables us to support our customers with knowledge and digital assets making them stand strong in a competitive digital industry.

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