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Brand Book

**HANNA EDWARDS**

Everyday is sustainable fashion

# LABEL

## LOGO

H A N N A E D W A R D S

BEBAS NEUE BOLD (550 SPACING)

## LABELS

### MAIN LABEL - DRESSES/JACKETS



END-FOLD LABEL (WOVEN)  
SEMI MADE BY HAND  
GROUND COLOUR: OPTICAL WHITE  
LOGO TEXT: BLACK

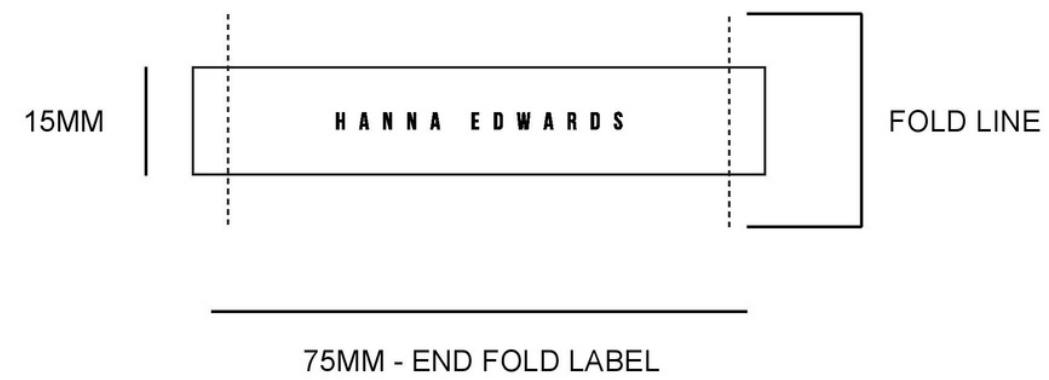
THE

## MARQUE

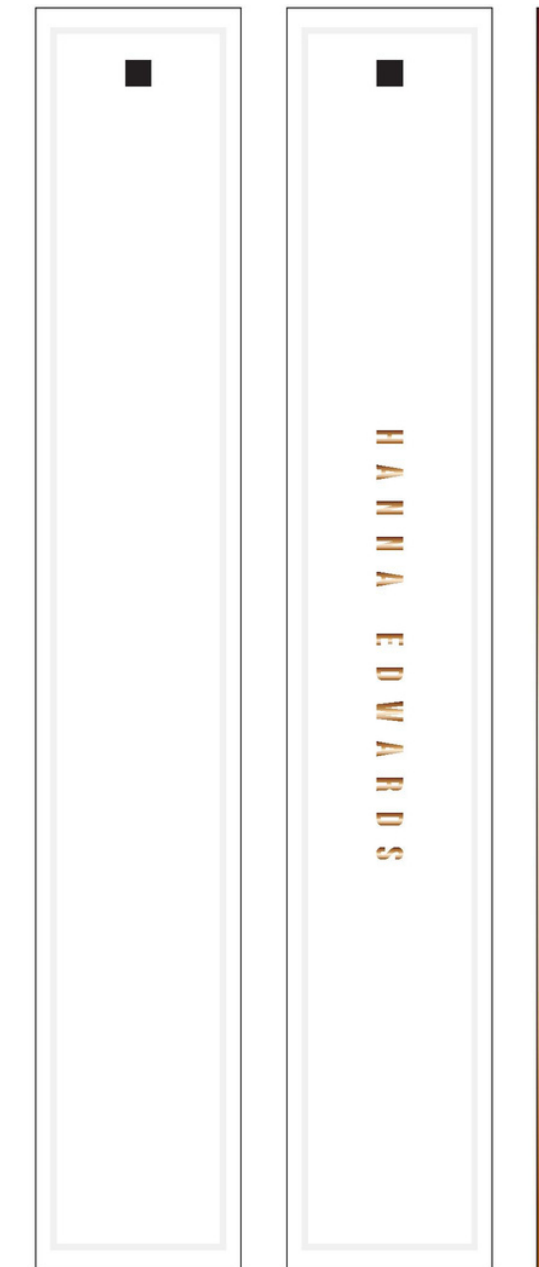
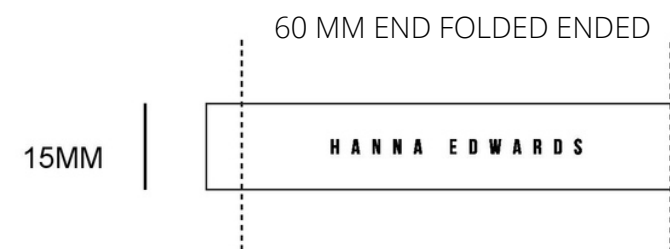


## MARQUE

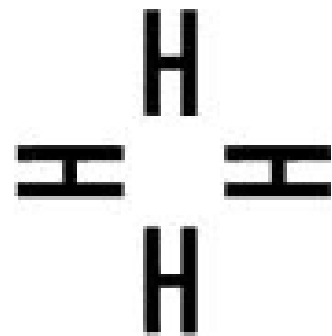
### MAIN LABEL - PANTS



### MAIN LABEL - BLOUSES / TOPS



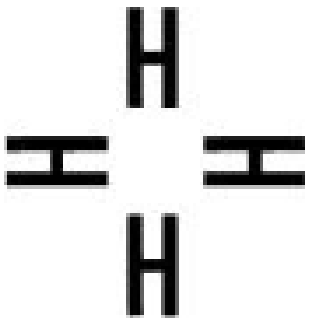
HANNA EDWARDS





# ABOUT

Hanna Edwards Design's focus is firm Hanna Edwards' designs provide women with high-end wardrobe essentials that allow them to feel sexy, elegant and confident from morning to night. Hanna credits the success of her label to a combination of quality tailoring, timeless designs and luxe fabrics sourced from Europe's best textile houses. Most importantly, she believe it's the love she imbues into each and every garment she creates that makes them so special. Hanna's dream is that every one of her shirts outlasts seasonal trends and can be passed down to the next generation of incredible, strong women.



HEHE



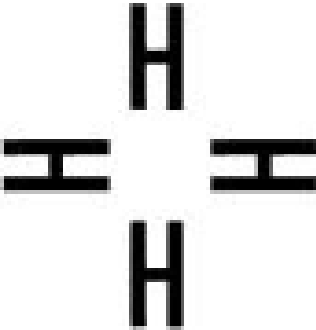
HANNA EDWARDS

Having grown up in Baku, an important stop on the silk road, Hanna Edwards has always had an appreciation for luxurious textiles and talented artisans. Hanna's early career as a consultant for an American engineering firm saw her travelling the globe and exploring some of the world's most revered boutiques, adding to her already impeccable eye for exquisite apparel.

# DESIGNER



# HANNA EDWARDS





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# DESIGNER

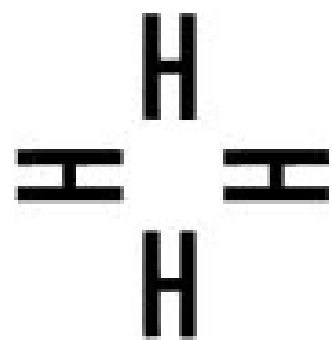
After moving to Australia in 2007 with the man of her dreams and their adored daughter, Hanna created a home for her family on Victoria's mornington peninsula. It was in this beautiful beachside environment she had the epiphany that self-love was strongly connected to loving what you do, resulting in the creation of her label, Hanna Edwards.



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"If you want to feel sexy from day to night, then you need to own one of my shirts, there is simply no substitute."



**HANNA EDWARDS**

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HANNA EDWARDS

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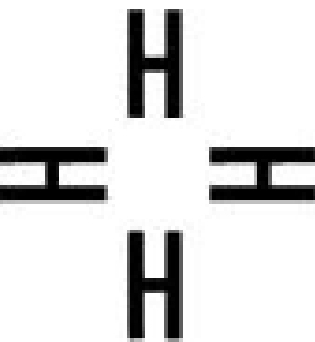
Luxurious & Classy

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HANNA EDWARDS



Mysterious & Sexy

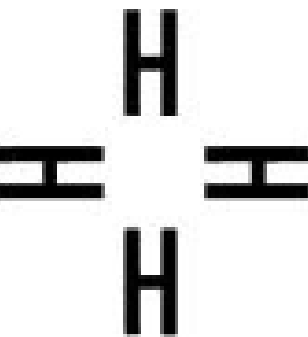




**HANNA EDWARDS**



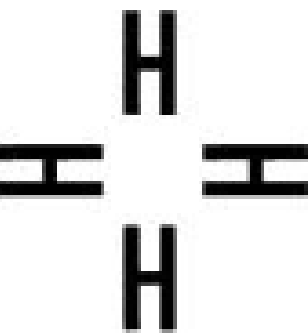
*For your every look*



# PRODUCTION PROCESS



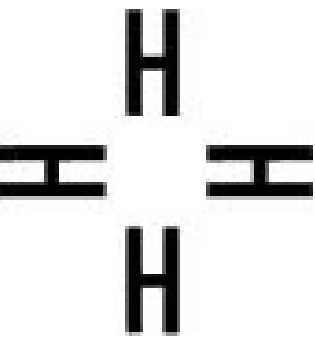
Designed in-house from start to finish, our garments are our tribute to traditional craftsmanship and sustainable manufacturing.



HANNA EDWARDS



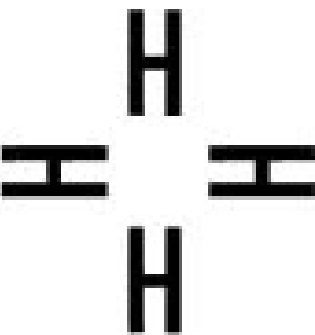
Details



HANNA EDWARDS



Details





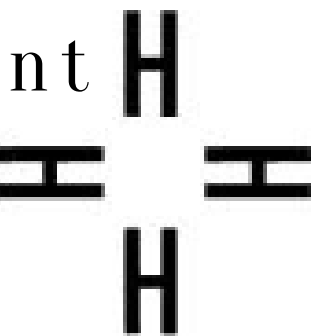
# AUDIENCE



Hanna Edwards shirts can be worn by business women and stay-at-home mums. To a board meeting or to cocktails. They are for women who have a busy calendar of work and social activities.

These garments are for women who appreciate high quality in a classic form. She knows about fashion, but doesn't buy seasonal looks. She pays attention to detail and likes to look good wherever she goes, whether that happens to be the school run or a glamorous.

The Hanna Edwards woman is confident and knows what she wants.



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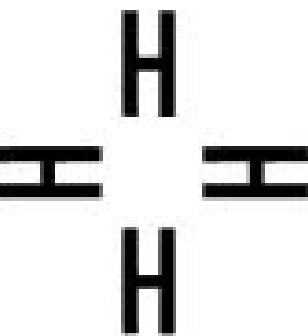
# HANNA EDWARDS

We specialise  
in female  
shirts and  
blouses with  
relaxed sizing  
and yet  
defined shape.

We create  
our own  
fabric blends.

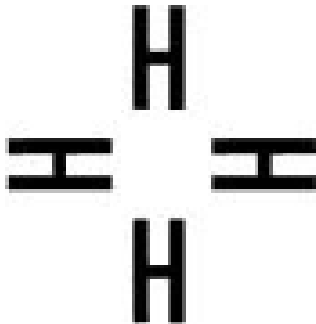
We create  
shirts in earthy  
colours and 10  
different  
designs.

Each shirt is  
created as a  
limited edition in  
four customised  
sizes for different  
body shapes.



# MANUFACTURING CERTIFICATIONS

We believe the design and soul of a garment should be reflected in its production. That means working with manufacturers whose vision, values and standards align with our own. We believe people will deliver to the best of their abilities if they have good working conditions and caring colleagues, and are remunerated fairly. Having spoken and collaborated with all of them, we are comfortable in saying our manufacturing partners have the Hanna Edwards vision, values and standards.



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# CONNECT WITH US



[WWW.HANNAEDWARDS.COM.AU](http://WWW.HANNAEDWARDS.COM.AU)



INSTAGRAM



FACEBOOK

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