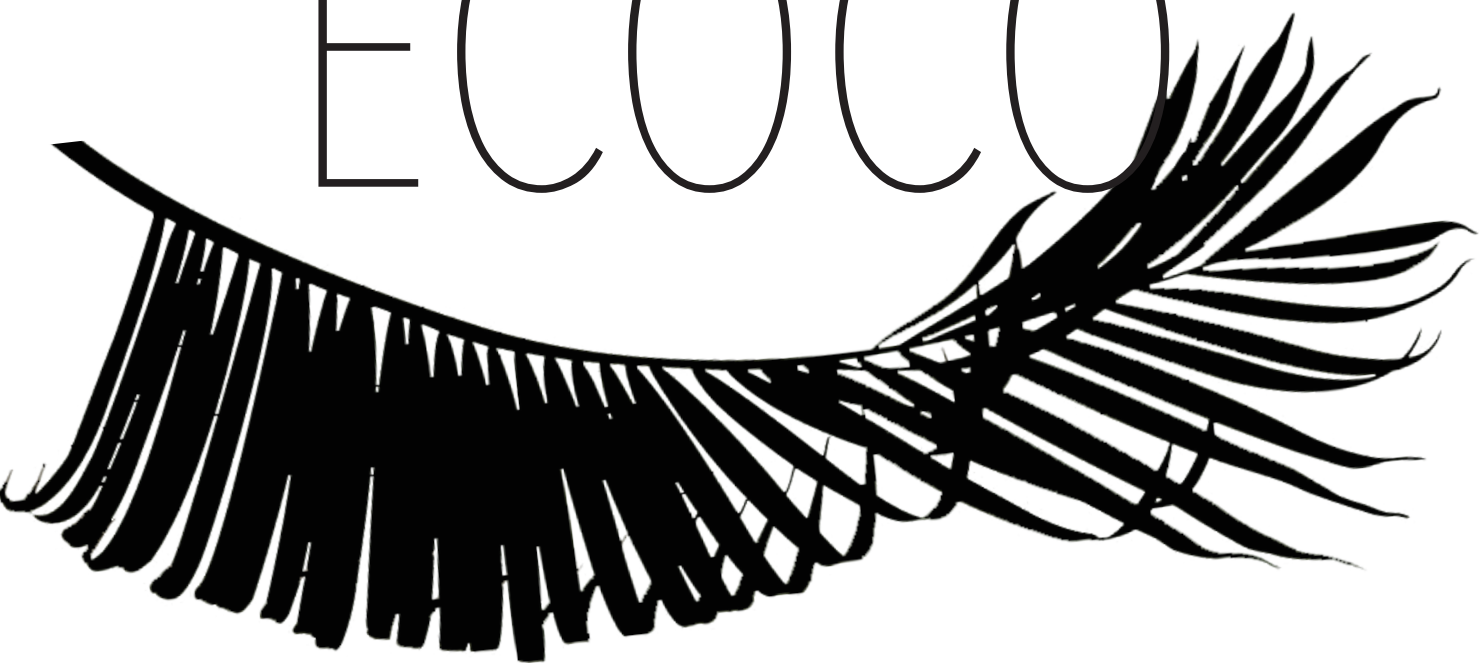


ECOCO



INTRODUCTION

ECOCO is a new turkish accessory brand launching its first collection in SS 2020. The product range mainly includes hats, bags belts and shoes targeting spirited and energetic women, by emphasizing that being ethic and aesthetic is important for the brand.

The most important feature of the brand is that its products are handmade and sustainable, because they are produced from local pruned or spilled coconut fibers and damaged palm leaves.



ETHICS AND AESTHETICS



Photos show the fallen leaves that Ecoco uses for its production. Depending on the region ECOCO supports the idea of using leaves and fibres from the mediterranean coast in order to minimize carbon footprints.



TURKEY MEDITERRANEAN COAST



ETHICS

ECOCO produces all its accessories according to ethical responsibilities. ECOCO emphasizes that sustainable designs should produce products that benefit and believes at the compliance of the people and environment you work with. This is why ECOCO collaborates with local producers and in ethical working CSR standards.

AESTHETICS

ECOCO believes in the power of aesthetics, as the philosophy of beauty, turns to the beautiful things that are found in nature or made by man. ECOCO's philosophy is to reach the general knowledge of beauty. Art is a human activity that requires imagination, talent and creativity so does ECOCO.

TARGET MARKET

ECOCO's primary selling point is its own e-store. It is also available in different stores mainly in sunny and tursitic countires like Thailand, Dubai and Brazil where the sun shines all year long.

ECOCO designs can be purchased also Turkey and Northern Europe specially in the cosmopolit cities like Istanbul, Rome, Paris and London.

E-store: www.ecoco.com.tr

Official Instagram Account: [instagram.com/ECOCO](https://www.instagram.com/ECOCO)





TARGET CUSTOMER



Products appeal to a spirited, trend-following and sustainability conscious audience. ECOCO has been created for women who are strong, spirited, individual and full of care for the nature. Women who creates a clear and effortless look even with an complimentary accesory, who are all about living and enjoying everything that natures has to offer.

ECOCO products are affordable luxury with a hint of nature in it. It mainly targets a mid to upper class women living in big cities with a specific interest in tropical concepts. Products belong to an audience that follows innovations and likes to use different details. At the same time, conscious young people who think about the future and want to create awareness are considered.



PRODUCTS



ECOCO HAT



ECOCO CAP



100 euro



125 euro



150 euro



ECOCO BAG

150 euro

PRODUCTS

ECOCO NIGHT BAG



125 euro



100 euro

PRODUCTS



150 euro



ECOCO SANDALS

PACKAGING



PACKAGING

ECOCO bag are sustainable and multipurpose. Consumers will be able to use this package as a backpack in their daily lives. These bag made by waste fabric.waste fabrics into rope and then sewn in this way are turned into bag. There are sizes according to the products .these are two options. We offer our customers products in this bag.



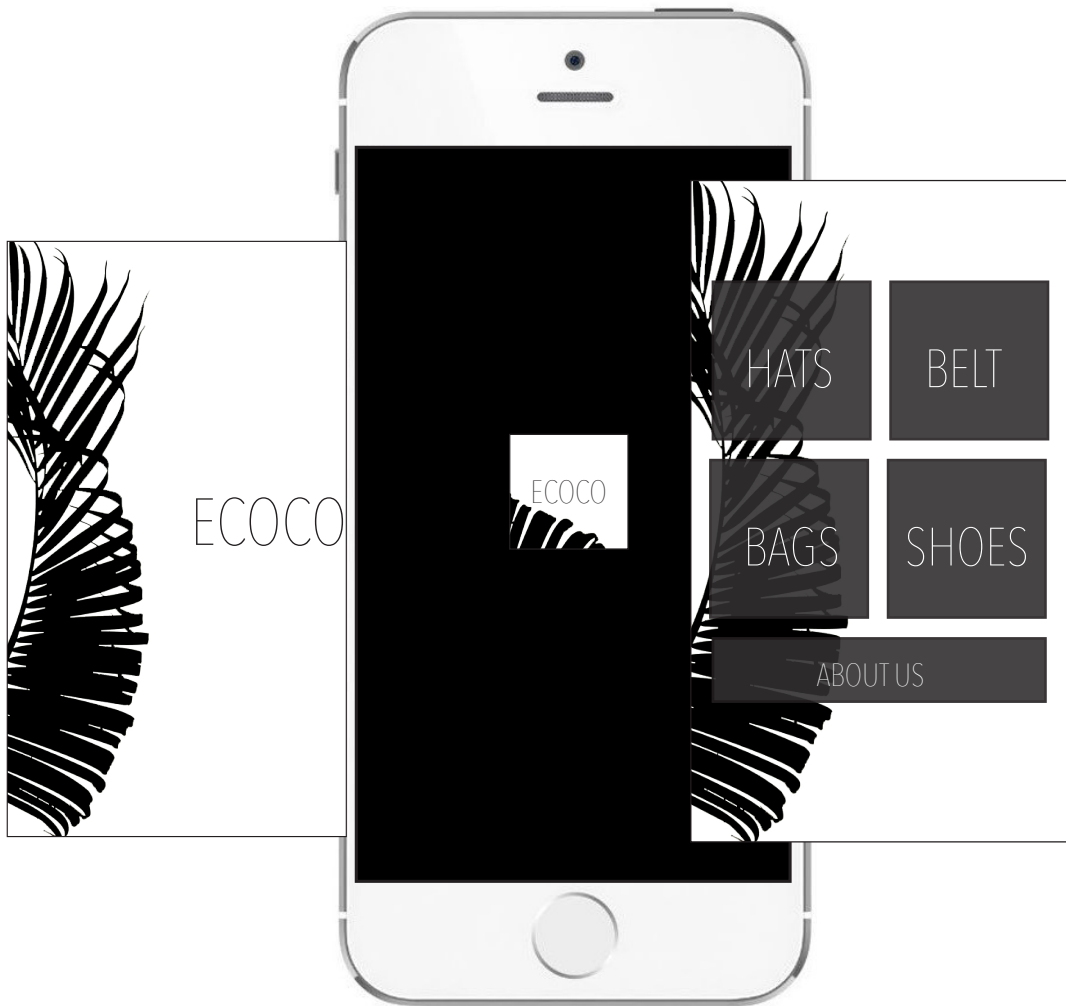
LOGO APPLICATION

The label of our brand is attached to each product and the type of paper is made of recycled materials.



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You check our current products and contact us with this application.

COMPETITORS



Milo + Nicki

Ni Beachwear

BEYMEN-Blender

Nocturne

Veerah and Cult of
Coquette

WAKKORAMA

Artesano's Hats



Why These Competitors ?

COMPETITORS

ECOCO enters this market with sustainable products. Price similarity in the brands it competes with is known as eco-friendly. Manufactures many brand shoes and bags. The difference of ECOCO is to produce quality natural products under all conditions. And being sustainable and nature friendly shows that it is different.

MARKETTING CAMPAIGNE

Our brand organizes a campaign. the subject of bag making with waste fabrics. Nature-friendly and environmental protection. Materials are charged by our team. provided to guests, including waste leathers, fabrics and plant products, and with machine-assisted or manual designs. It is organized between 1 January and 1 February. and once a year. The products are presented to our guests after the production stage.



WORKSHOP

MARKETTING CAMPAIGNE



We have influencer supporters in our organization. Gives our guests ideas when designing products. Shares our brand and customers with followers. Transfers this organization from instagram. and a vote at the end of the workshop. The most like design ECOCO bags are gifted. Shared our winning customer in influencer account.our materials, types of fabrics, wool, waste mat materials,leathers,waste sold materials.



INFLUENCER

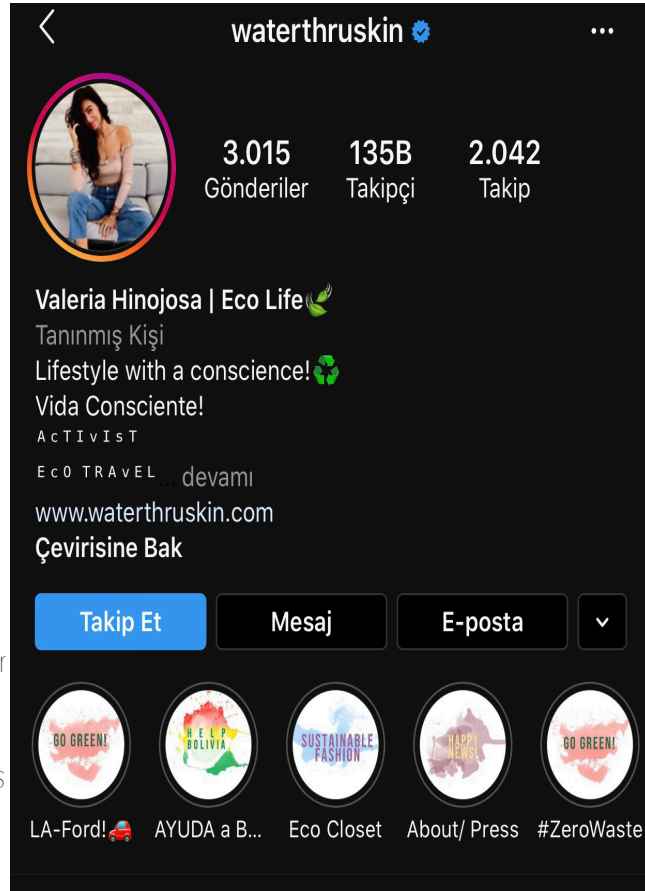
Bloggers and influencers share worldwide. Explore and present great fashion trends around the world. Waterthruski finds sustainable brands and shares them on instagram. means the most important step in the branding process. it has its own audience. This account is ethical and sustainable influencers.



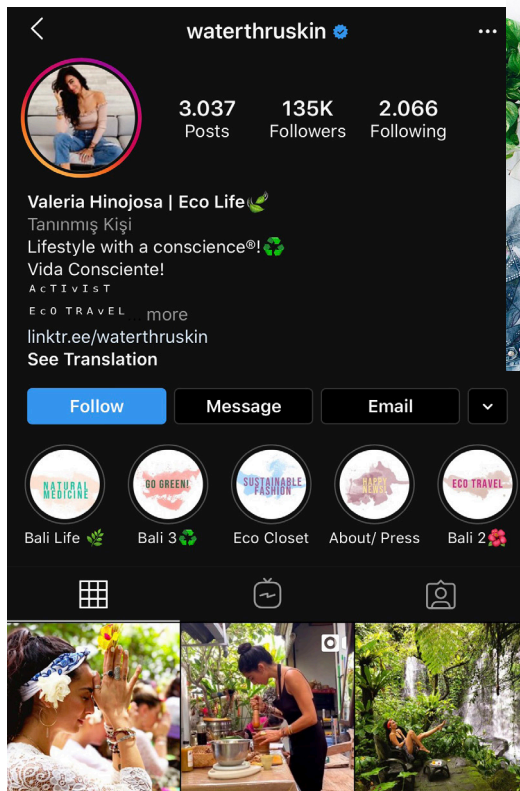
Who is she :

Born and raised in Bolivia, Hinojosa is based in Miami and describes herself as vegan, yogi, social entrepreneur and adventure-seeker. She worked in private banking before quitting her job to pursue her passions and became certified yoga teacher and vegan chef. She then founded her blog to share her experiences and promote new sustainable and cruelty-free brands, and established the WTS Connect conscious blogger agency to connect planet-loving brands with influencers.

Reasons to follow her: Her content not only inspires sustainable fashion outfits but encourages an overall pursuit of well-being and love for the planet.



INFLUENCER



Brands she suggests: ecoco, cruelty-free line Milo+Nicki; Lalf's plant-based tops; Ni Beachwear hand-painted garments ethically made in Puerto Rico; vegan leather heels from Veerah and Cult of Coquette, and Artesano's hats and bags sustainably handmade in Ecuador.

MARKETING COLLABORATION

As MATT & NAT, Live well "with a simple slogan Living well means appreciating the humanity, creativity and positivity that we all have. They are inspired by the textures and colors of nature and aim to continuously improve their ways to better protect it.



MARKETING COLLABORATION

From the beginning, it felt natural for them to commit not to use leather or other animal materials in their designs. Every season, they continue to discover new and innovative ways to stay sustainable and environmentally friendly. Over the years, they have been experimenting with different recycled materials such as recycled nylons, cardboard, rubber and cork. Since 2007, they have decided to use only linings made of 100% recycled plastic bottles. They also recently introduced recycled bicycle tires in their collection.

MATT & NAT
LIVE BEAUTIFULLY

MATT & NAT collections can now be found in over 800 boutiques across Canada, the United States, the UK, Japan, Germany and Australia.

MATT AND NAT PRODUCTS



ECOCO for MATT and NAT



Ecoco designed this collection specifically for the mattand nat brand. This collection takes a step in this brand because it is sustainable. Only sells to the world over the internet. This brand makes a difference because we are energetic and active. It was necessary to have a strong brand that could create social media impact. We can get more people in a very short time. Collaborates with pictures and social media with an active brand.



MATT & NAT



Contact Us

Full name

Email address

Type of enquiry

General

▼

Question

ECOCO



This is the original website of that brand. We reach customers' comments and complaints here. Actively respond and assist with product returns or exchanges. you can contact us through the application you can write your comments or complaints.



ECOCO

