



NUMARI

MADE TO FIT. MADE FOR YOU.

A CONTEMPORARY FASHION BRAND
FOR THE PROFESSIONAL WOMAN

MEDIA KIT
PRESS@NUMARI.COM

ABOUT US

A fashion brand that offers custom-tailored, high quality, made-to-order clothing

What Makes Us
DIFFERENT ?



1 Luxe fabrics from Japan and Italy.

2 High quality construction and attention to detail.

3 Affordable price points.

A **BETTER** FIT AT A SMARTER **PRICE**

*"Our mission is to
EMPOWER, ELEVATE &
CELEBRATE women"*

MADE TO FIT.

Each piece crafted to your measurements to ensure a flattering fit.

MADE FOR YOU.

Pick the dress and sleeve length that works for you!



DID YOU KNOW?

**57% of women
don't fit into
today's standard sizes**

DID YOU KNOW?

***Up to 40% of online purchases
are returned due to poor fit***



"During my years as a Management Consultant, life was always on the go. I often found myself frustrated with the meager selection of smart, reasonably priced pieces and was appalled at the exorbitant cost of tailoring. NUMARI was born from necessity (and a little desperation!)"

-Komal

NUMARI

BORN: Summer 2013
BASED IN: New York City

OUR CUSTOMER

THE NUMARI WOMAN

WHO IS SHE?

- 25-45
- Educated
- Income > \$75,000

HER LIFE

- Career Woman
- Tech Savvy
- Cosmopolitan

DESIRED WORK WEAR

- Chic & Minimalistic
- High Quality
- Fits Well



LOVE NOTES

*"The dress is **LOVELY**, and the fit is **BETTER** than I could have imagined."*

*"Finally – something that fits **PERFECTLY!**"*

*"The dress is **BEAUTIFUL**, well-made, and I get many **COMPLIMENTS!**
Can't wait to order another one."*

OUR PRODUCT

PICK A **STANDARD SIZE** (0-16) or
GET A **CUSTOM PIECE EXCLUSIVELY CRAFTED FOR YOU!** *(at no additional cost)*



MINIMALISTIC AESTHETIC IN AN ARRAY OF FABRICS & COLOR OPTIONS

SELECT PRESS



"Designer Spotlight:
Numari Generates Buzz With Its
Custom-Fit Careerwear"
- *Forbes.com*, May 2014



"Pair's Web site lets women design
own dresses"
- *TheWashingtonPost.com*, March 2014



"Numari Offers Affordable
Luxury With Custom-Fit
Women's Dresses"
- *TechCrunch.com*, April 2014



"Making dresses that actually fit"
- *Money.CNN.com*, September 2014



"Style Sense: Custom-Fit Designer
Wear in the Nation's Capital"
- *NorthernVirginiaMag.com*, August 2014



"Numari brings affordable
custom made luxurious
dresses for the working
woman"
- *Examiner.com*, June 2014

CONTACTS

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