

AN ODE TO INSPIRED, EVERYDAY LIVING

KLARRA



KLARRA

EST. SINCE 2013







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# INTRODUCTION

OUR MISSION  
OUR VISION  
ABOUT US  
OUR FOUNDER  
THE JOURNEY





KLARRA is a modern lifestyle brand that was established in Singapore and provides a range of fashion and lifestyle items for kids, women, and modern homes.

Our goal is to become a part of your everyday life narrative by inspiring and motivating you to assemble a unique assortment of objects that will highlight your unique style.



## OUR MISSION

Our mission is to provide value and inspiration to our community for inspired, everyday living through creations with great attention to detail and quality, designed to be used and loved for a long time.

## OUR VISION

We strive to grow alongside our community, putting you at the forefront and creating thoughtful, meaningful experiences and relationships with you. We wish to give everyone the freedom of expression through KLARRA, so we craft our aesthetics and products to accompany you in your everyday and through your different phases of life.





KLARRA

Of class, humility and values,  
She speaks with calmness and consideration in mind.  
Unfazed by passing trends, undefined by age,  
Her quiet confidence is a mystery to some,  
Only understood by the discerning.  
Haste is never her companion, patience is.  
With intention and kindness,  
She is a woman, She is Klarra.



*"At KLARRA, we pride ourselves on reinventing classics by instilling a subtle twist and our own creativity in each signature silhouette. Hence we focus on keeping our designs minimal with a careful attention to detail like using unique fabrics. Each design is created with KLARRA's signature, modern and sophisticated tailoring in mind, and we believe the pieces form the essentials of a woman's wardrobe."*

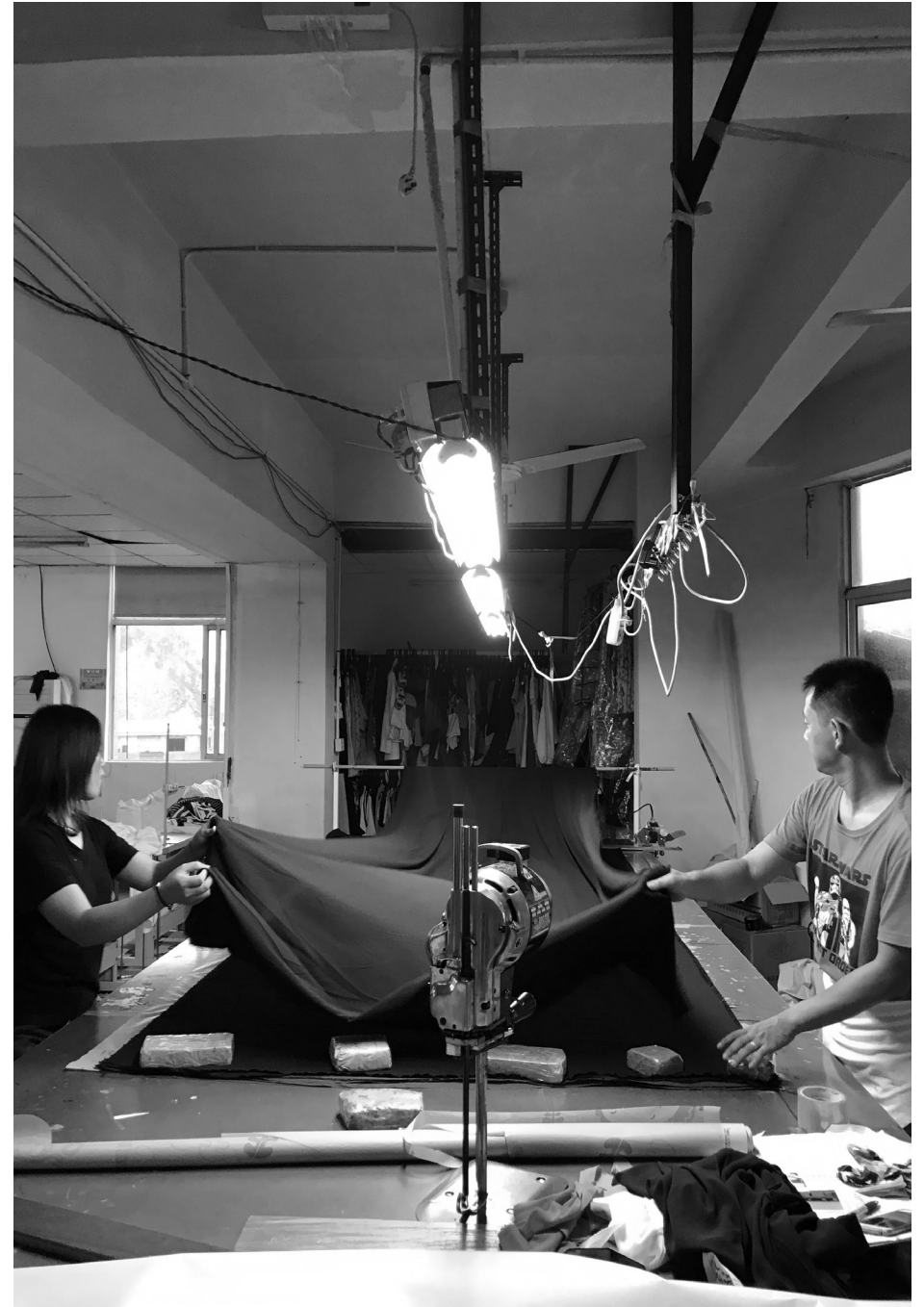


"WE HAVE OUR OWN FREEDOM TO MAKE  
CHOICES, MAKE GOOD DECISIONS AND NOT  
BOUND TO CONFORM TO WHAT  
THE SOCIETY THINKS - *BUT BASED ON  
HOW WE WANT TO DEFINE OURSELVES.*"

Beatrice Tan, founder and creative director of KLARRA, used to work in the finance industry and created the brand when she realised the need for quality, unique and modern outfits amongst women she met during her time in the corporate world. Combined with the years of experience in various avenues of the fashion industry, it sparked a new drive and dedication within herself — to create her own products that are meaningful, add value to the lives of others, and ultimately bringing out the best in women, from within.

## THE JOURNEY

KLARRA - "BRIGHT, CLEAR; A VIVID CURRENT OF  
LIFE RENDERED WITH A KNOWING EYE."





Think modern interpretations of classically elegant silhouettes. Paired with thoughtful and sophisticated designs that not only accompany your modern lifestyle, but see you through your everyday and different phases of life. Here at KLARRA, that is what we envision to develop for you.

We pride ourselves in the work put behind our constant innovations where every piece of design is made from ground up. From early conceptualisations, to handpicking of each fabric and overseeing the final production process, we ensure dedicated attention to details so that you take with you only the best we can give.

During our humble beginnings, we ventured into foreign land knocking on doors to source for the right manufacturers the ones who share the same promise as us to you. Quality is key to our design philosophy and core value. Rounds of sample making, fittings and meticulous checks go through our team of in-house creatives for every collection.



Our colour palette is similarly authentic and enriching where quiet neutrals soothe, while lucent shades uplift your mood. Till this day, we continue to source for new and quality fabrics around the world, challenge ourselves in creativity and innovation to bring you better creations.

Four years later, after a couple of well-received pop-up experiences, we are proud to introduce to you our first stand alone store, where we aim to bring you new experiences and create fond memories together.

There is always a story to tell - the boundless of moments we have yet to manifest into something deeper, something more tangible. Only experience, patience and time can be the judge of that. While we wait for things to fall in place, we shall not forget to take heart. Take heart in this growing space of ours, making the most of little things and brand new things, through this journey with you.



# OUR PRODUCTS

KLARRA  
KLARRA STUDIOS  
mini KLARRA  
CO









Klarra's designs are characterized by clean lines, minimal embellishments, and luxurious fabrics. Klarra draws inspiration from the modern woman who exudes confidence, elegance, and a sense of individuality. The brand is inspired by women who are not afraid to express their personal style and embrace their uniqueness.

With our classic silhouettes, it makes styling for any occasion easy as our pieces are also made to go with each other, mixing and matching to create new looks.

Whether you're on the gold coast, on a yacht in amalfi or adventure through the small coastal villages of greece, we be with you, helping you create memories. Bringing together lightweight fabric, thoughtful silhouettes with style and comfort in mind, we are dedicated to making sure you look and feel your best with our pieces.

FLO STRAP SANDALS IN BEIGE  
\$59



LINEN STRAP TOP IN OATMEAL  
\$59

LINEN SHORTS IN WHITE  
\$59





## KLARRA STUDIOS

Introducing STUDIOS — Elevated essentials designed to last through seasons to come. Bearing the essence of timelessness, STUDIOS features wardrobe fundamentals designed intentionally with quality and fit in mind #klarrastudios







HIGH NECK CAP SLEEVE TOP (N°.06)  
IN SEA MIST



BOAT NECK KNITTED TOP (N°.01)  
IN HAY



KNIT TIE CARDIGAN (N°.05) IN WHEAT





Klarra's designs offers timeless pieces with a contemporary twist that are designed to empower women to look and feel their best.

In addition to individual women, Klarra is also inspired by art, architecture, and nature. The brand's clean lines, minimalistic designs, and attention to detail are reminiscent of architectural elements, while its use of luxurious fabrics and textures is inspired by the beauty of the natural world.

## mini KLARRA

### MINI KLARRA

Marking our first foray into everyday kidswear, Mini KLARRA captures the playful spirit of adventure and celebrates meaningful memories.







# KLARRA CO.

Catalog homewear designed for the modern women. Reflecting KLARRA's design ethos; timeless pieces with a contemporary twist.

Ranging from Ceramics to Candles, there's nothing like KLARRA's homewear to bring a gentle warmth into your home.



# DESIGN ELEMENTS

OASIS IN THE CITY  
PACKAGING  
DESIGN INSPIRATION

## DESIGN ETHOS

Cocooning, warm and free-flowing, KLARRA invites an exploration of the customers' senses. To detach the patrons from the chaotic city life and enrich their shopping experiences, the preference for organic forms in construction elements allows for fluid circulation and exudes a sense of serenity. We added curved walls, mirrored surfaces and natural features to the interiors of the local apparel brand. Gentle spaces, beguiling apparel and visuals, both spoken and unspoken, to reimagine womenswear are all part of the package. Earthy tones and textural wall finishes aim to evoke a cool, cave-like sanctuary, while light fixtures create the subtle glow of sunlight. Dedicated space has been carved out for rest areas, including a reading corner for kids, stocked with books curated by founder Beatrice Tan, a mother of three. The store is designed to invoke a sense of calm and comfort amidst the hustle and bustle of the city. Blending organic curves of nature with the ebb and flow of city life, each corner unfolds a narrative for customers to explore.

Featured here is KLARWRA's flagship store in ION Orchard, Singapore, also known as OASIS IN THE CITY. The use of earthy tones, complimented with the curved textural walls and soft, flattering lighting, all come together to create a all new experience for *her*.









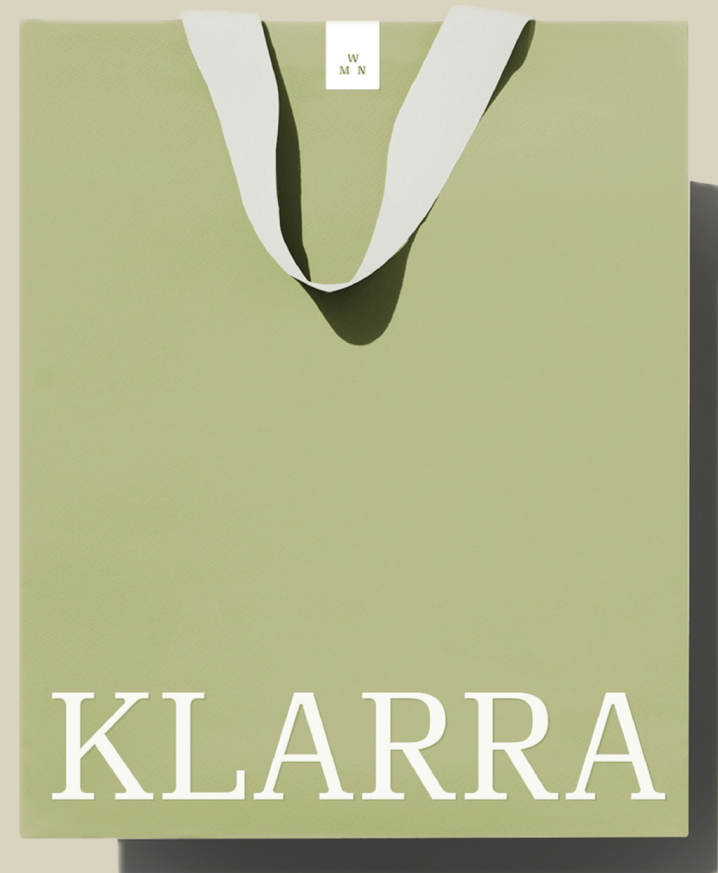




## PACKAGING DESIGN

Keeping to our colour palette, earthy, light tones of sage make up our brand's signature colour.

Our packaging emulates the simplicity and minimalism that is KLARRA.









KLARRA AUS.

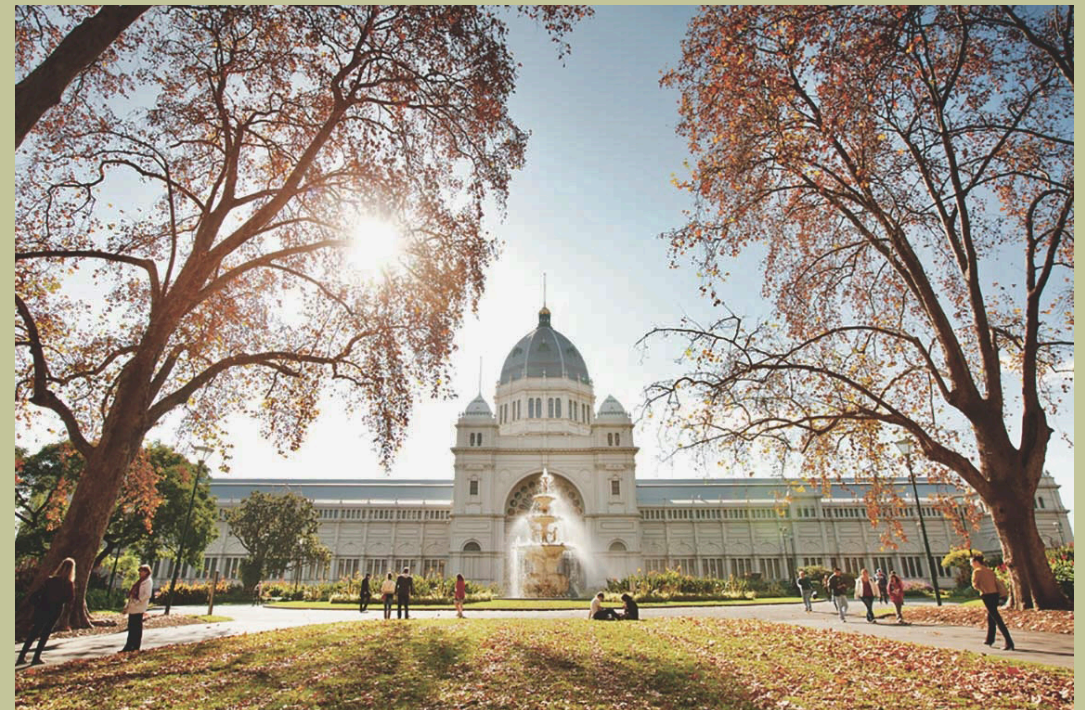






We are set to showcase our eco-friendly and family values at Melbourne's Carlton Garden.

The Klarra Pop-Up store will play host to our event which will offer a unique family event, combining pragmatism, eco-friendliness, and nature. Families can enjoy homemade food and a beautiful picnic in the serene surroundings, showcasing Klarra clothing and products, creating a unique experience for all.







## OUR GOAL

We'd love to increase Klarra's visibility in the Australian market and foster new connections with customers. By setting up a pop-up store at the picnic event, we hope to provide our customers with a pleasant and immersive shopping experience while emphasising the importance of family and self-expression. We eagerly anticipate the opportunity to share not only our brand philosophy and experience with you but also to create memorable moments together.







To support our idea of seamlessly integrating the Klarra brand experience with the shopping aspect of the event, alongside the outdoor festivities, we will set up a pop-up store showcasing our brand's unique aesthetic and products. This allows attendees to not only enjoy the natural surroundings but also immerse themselves in the culture and offerings of the Klarra brand while shopping. Through this objective, we enhance family relationships and integrate our brand ethos into the shopping experience, deepening customer engagement and ultimately increasing market share and brand visibility.







The primary focal point guiding customer attention upon entry is the verdant enclave situated to the left. Crafted as a comfortable green space adorned with an assortment of lush foliage, it imparts a sense of natural tranquillity and vibrancy to the surroundings.

Directly opposite this greenery enclave lies the clothing display wall, delineated into distinct sections catering to children and adults. Positioned centrally between the clothing display wall and the verdant space is a well-appointed relaxation area featuring plush seating arrangements. Adjacent to the seating, a thoughtfully curated bookshelf showcases an array of enriching literature, including picture books and stories, fostering an inviting atmosphere for young readers. Adjacent to the relaxation area, a fitting room facility is provided, ensuring seamless garment trials for customers. Designed for privacy and comfort, the fitting room boasts mirrors and seating amenities, facilitating an enhanced fitting experience for patrons.



A NEW BEGINNING



We believe in inspiring individuals to embrace their uniqueness, express themselves authentically, and enjoy life to the fullest in today's fast-paced world. At the same time, we highly value family values, considering family as one of the most important pillars in everyone's life. We aim to embody this philosophy, not just to promote clothing, but also to promote the warmth, unity, and intimacy of families. The upcoming event is a warm and cosy experience that will bring you more moments of family reunion. We hope to increase Klarra's visibility in the Australian market, foster deep interaction with customers, and increase our market share. We hope to provide participants with a pleasant and immersive shopping experience while emphasizing the importance of family and self-expression. We eagerly anticipate the opportunity to share not only our brand philosophy and experience with you but also to create memorable moments together.



Credits

Image Credit for About Brand:

KLARRA Website (Stories- The Journey)

Image Credit for mini KLARRA & Co.:

KLARRA Website

Book Design by

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He Mengxue

Lu Jingyuan

Wu Jiayi

Zhou Xuanru

