





## **PLAYFUL • CONFIDENT • ASPIRATIONAL**

TIGER LILY celebrates individuality & encourages customers to express their personal style through accessible, trend-led fashion in an inclusive, welcoming environment.

## **WHO ARE WE?**

TIGER LILY is a contemporary womenswear brand offering trend-led fashion for the confident, style-conscious customer. Inspired by global fashion trends & social media culture, TIGER LILY delivers accessible style with personality.

## **WHAT MAKES US DIFFERENT?**

TIGER LILY combines fashion-forward collections with an engaging instore experience, creating a destination that feels fresh, inspiring & relevant. New product stories, impactful visual merchandising and trend-driven edits encourage our customers to discover something new with every visit.

## **DEMOGRAPHIC**

We are designed for fashion-conscious women aged 16-35, with a core customer typically age 18-30. The brand appeals to customers seeking affordable style, confidence & self-expression through fashion.



CORE CUSTOMER 18-30 years

EXTENDED CUSTOMER 16-35 years

#### FASHION STYLE

Trend-led womenswear influenced by contemporary high-street fashion, social media trends & seasonal collections. Product categories include everyday casualwear, occasion dressing, statement & fashion-led accessories.

#### SHOPPING HABITS

TIGER LILY customers are highly engaged with fashion trends & enjoy frequent wardrobe updates. They value newness, affordability & the excitement of discovering fresh styles both instore & online.

#### SOCIAL MEDIA ENGAGEMENT

Social media plays a key role in inspiring purchasing decisions & driving brand discovery. TIGER LILY aims to build an engaged digital community through trend content, seasonal launches & customer-led styling inspiration.



TIGER LILY



TIGER LILY



TIGER LILY



TIGER LILY



TIGER LILY



TIGER LILY



TIGER LILY



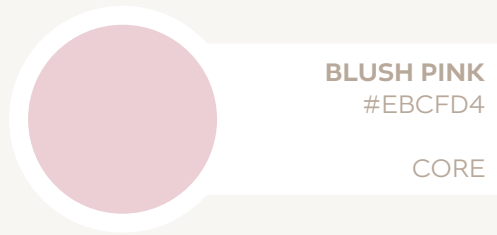
TIGER LILY



TIGER LILY

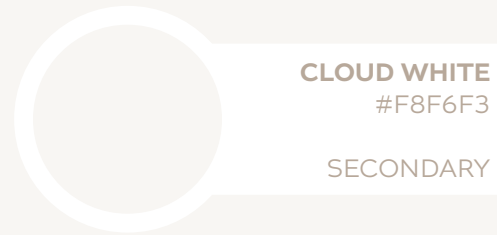


TIGER LILY



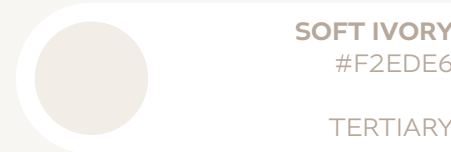
**BLUSH PINK**  
#EBCFD4

CORE



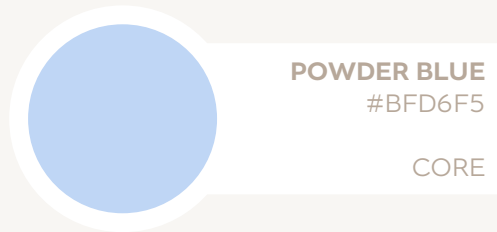
**CLOUD WHITE**  
#F8F6F3

SECONDARY



**SOFT IVORY**  
#F2EDE6

TERTIARY



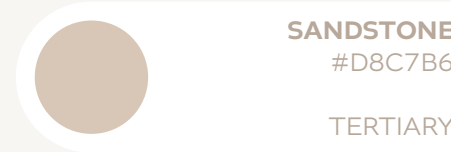
**POWDER BLUE**  
#BFD6F5

CORE



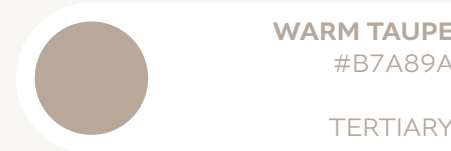
**SEA GLASS**  
#A9C9C6

SECONDARY



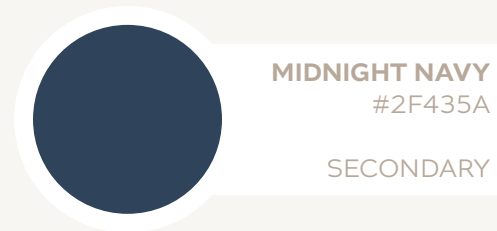
**SANDSTONE**  
#D8C7B6

TERTIARY



**WARM TAUPE**  
#B7A89A

TERTIARY



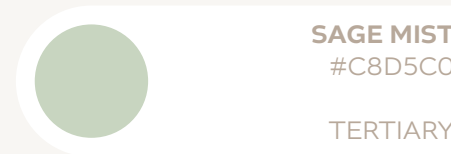
**MIDNIGHT NAVY**  
#2F435A

SECONDARY



**HARBOUR STONE**  
#8A8F97

TERTIARY



**SAGE MIST**  
#C8D5C0

TERTIARY







**TIGER LILY**  
Blush Oversized Utility Shirt

Relaxed tailoring meets everyday comfort.

Crafted in a soft blush hue with an oversized silhouette and subtle gathered cuff detailing, this versatile wardrobe staple is designed to take you from casual daytime styling to effortless evening layering.

RRP: £32.00



**TIGER LILY**  
Ivory Ruched Mini Skirt

A fresh take on utility styling.

Functional details combined with a feminine silhouette. Designed with adjustable ruching, oversized pocket detailing and a soft ivory finish, this versatile utility mini skirt transitions from casual daytime to weekend styling.

RRP: £28.00



**TIGER LILY**

Luna Shimmer Ruched Mini Dress

Bringing effortless glamour to every moment.

This blush shimmer mini dress combines a softly draped neckline with flattering ruching and delicate tie detailing. The perfect choice for special occasions, parties and evening events.

RRP: £42.00

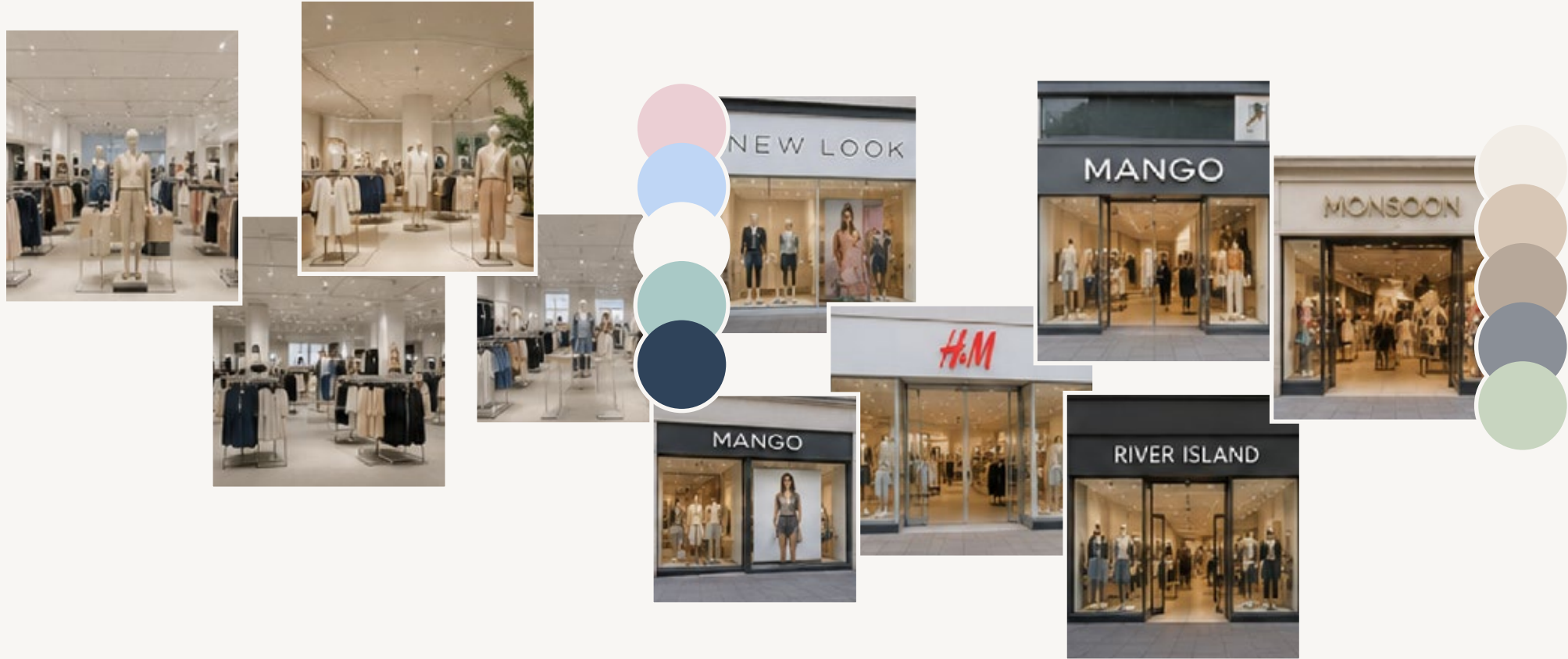


**TIGER LILY**  
Blush Pointelle Knit Sweater

Soft textures. Easy confidence.

An effortlessly feminine knit designed for layering through the seasons. Featuring a relaxed silhouette, soft blush hue and lightweight open-knit texture. This sweater delivers casual comfort with a fashion-forward edge.

RRP: £34.00









#### MODULAR FIXTURES

Store fixtures are designed using a flexible & modular approval, allowing layouts to evolve with changing collections while reducing the need for replacement equipment.

#### REUSABLE EQUIPMENT

Display equipment & merchandising fixtures are designed for long-term use and can be re-purposed across multiple store locations, reducing waste and supporting future growth.

#### RECYCLABLE MATERIALS

Where possible, equipment utilises recyclable steel components, responsibly sourced FSC timber products & materials selected for durability & longevity throughout the store lifecycle.

#### ENERGY EFFICIENT LIGHTING

LED lighting is used throughout the store to minimise energy consumption while providing high-quality illumination for product presentation as well as customer comfort & wellbeing.

#### LOW-DISRUPTION INSTALLATION

A modular fitout-strategy enables efficient installation programmes, reducing on-site activity, minimising waste & helping stores become operational more quickly.



PREFERRED UNIT SIZE 1500 sqft (sales area)

PREFERRED FRONTAGE W7000mm+  
min. W5500mm

#### FRONTAGE REQUIREMENTS

Preferred frontage width of 7000mm (plus) to maximise visual impact & customer engagement.

#### PREFERRED LOCATIONS

Regional shopping centres, destination retail environments & prominent high street locations with strong fashion footfall.

#### BACK-OF-HOUSE REQUIREMENTS

Compact stockroom, small management office & standard welfare facilities. Operational requirements are intentionally efficient to maximise trading space & customer facing sales area.

#### EXPANSION STRATEGY

TIGER LILY is targeting a measured regional rollout focused on high-performing retail destinations. The brand seeks locations that support long-term growth & provide opportunities to build a strong & loyal customer following.

