

# 아메리칸 유니크 의류 라인





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세련되고 의도적으로 제한된 컬렉션 전략을 통해 예술, 패션, 기능의 교차점에서 운영되는 이 브랜드는 트렌드 중심의 패션보다 시대를 초월한 디자인을 중시하는 고객을 위한 고품격 옷장 솔루션을 제공합니다.

#### 키포인트

디자인 DNA: 정밀한 테일러링과 미니멀한 디자인으로 착용감을 높이는 데 주력합니다.  
충성도 높은 고객: 반복적인 구매 행동 및 유지율이 높은 핵심 고객층과 장기적인 관계 유지  
인스튜디오 액세스: 큐레이션된 예약 기반 쇼핑 경험을 제공하는 독특한 소매 모델  
디지털 입지: 강력한 마진과 낮은 오버헤드를 갖춘 완전 소유 및 운영 이커머스 채널  
획득한 미디어: 독립 및 지역 언론 매체 전반에 걸친 긍정적인 편집 보도

#### 세그먼트

- 여성복 필수 아이템: 바지, 상의, 아우터, 행사용 아이템
- 시즌리스 코어 실루엣과 리미티드 에디션 제품들
- 브랜드 정신과 연계된 액세서리 및 라이프스타일 제품
- 비정기적인 샘플 판매 활성화 및 캡슐 컬렉션

#### 시장 포지션

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#### BUSINESS TYPE

패션 소매업체

#### ESTABLISHED

2011

#### COUNTRY

미국

#### BUSINESS ID

L#20251011

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