



A vibrant pink background with a subtle, wispy cloud texture. A bright, jagged white lightning bolt strikes diagonally from the upper left towards the lower right, passing behind the main text.

VI VAR GUDAR

A woman with long, wavy blonde hair is performing a handstand against a black metal fence. She is wearing a red, long-sleeved, lace dress. Her legs are spread wide in a straddle position, and her arms are extended horizontally to the sides, gripping the fence. The background is a dark, textured wall, possibly stone or concrete, with some dry leaves on the ground. The overall mood is one of strength and grace.

IDAG ÄR ALLT OMVÄNT



I VÅRT
FALL ÄR
KUNDEN
QUEEN



SÅ HUR
PLEASAR
VI VÅRA
DROTT-
NINGAR?



DET TOG MIG
FYRA MINUTER

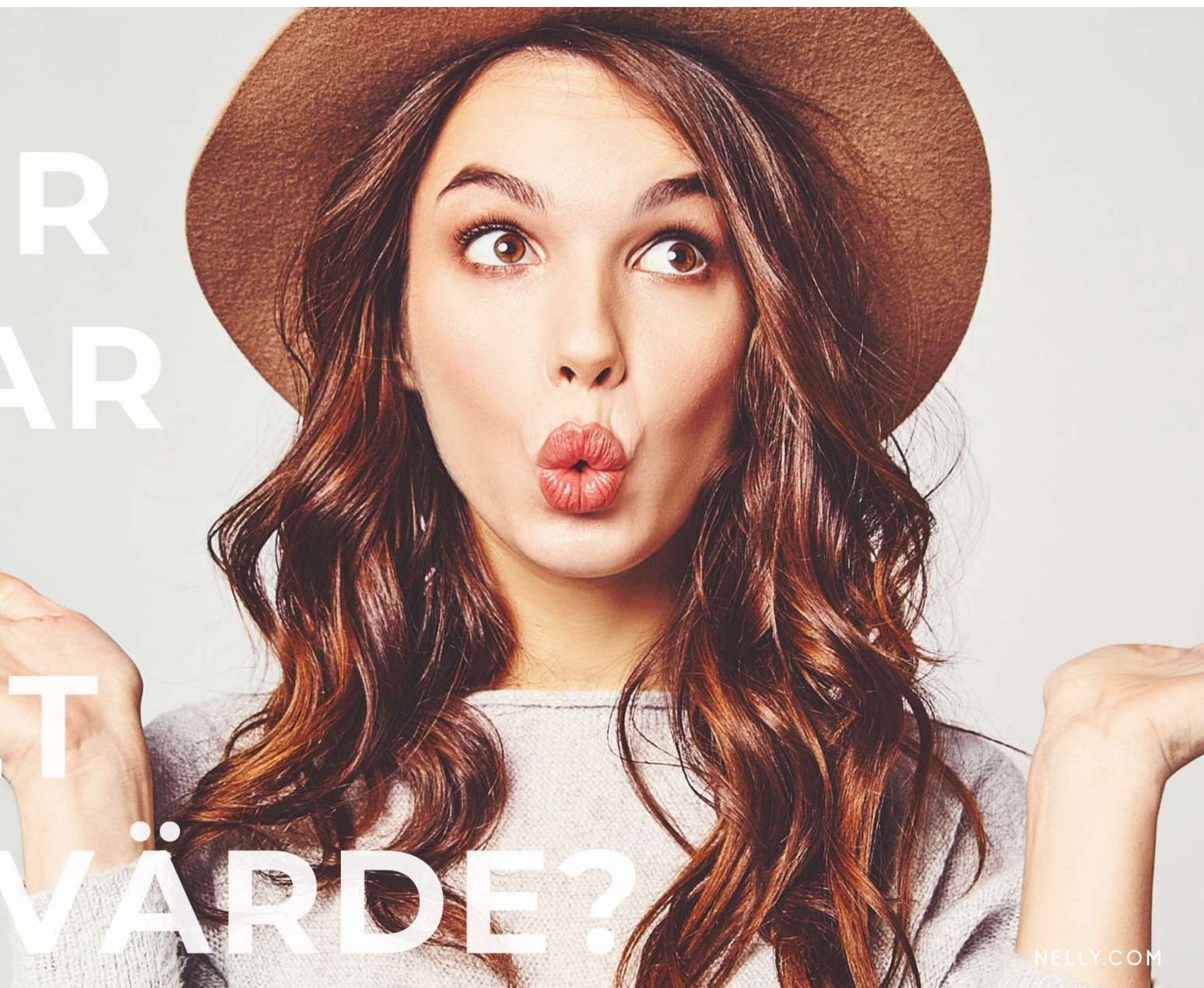


DEN HÄR
MÖSSAN
TOG MIG
EN MINUT

The image features a repeating pattern of a woman with long, wavy blue hair and bright red lipstick, wearing a yellow dress with a pink horizontal band. She is looking directly at the camera with a neutral expression. The background is a solid light gray. Overlaid on the center of the image is the text "ALLT ÄR SAME SAME, BUT DIFFERENT" in a large, white, sans-serif font. The text is arranged in three lines: "ALLT ÄR" on the top line, "SAME SAME," on the middle line, and "BUT DIFFERENT" on the bottom line. The text is slightly transparent, allowing the background image to be seen through it.

ALLT ÄR
SAME SAME,
BUT DIFFERENT

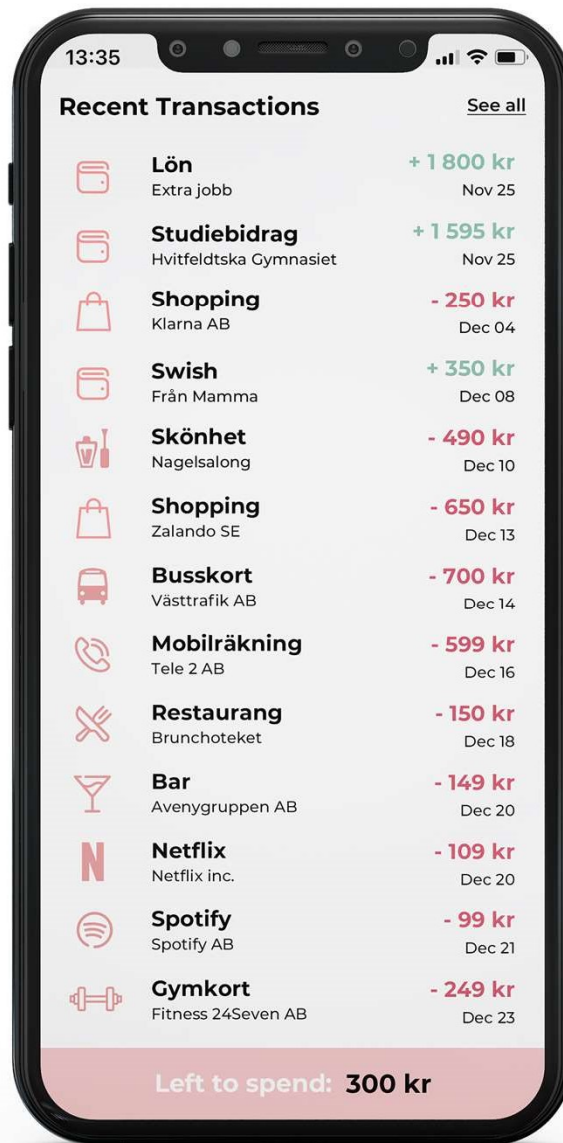
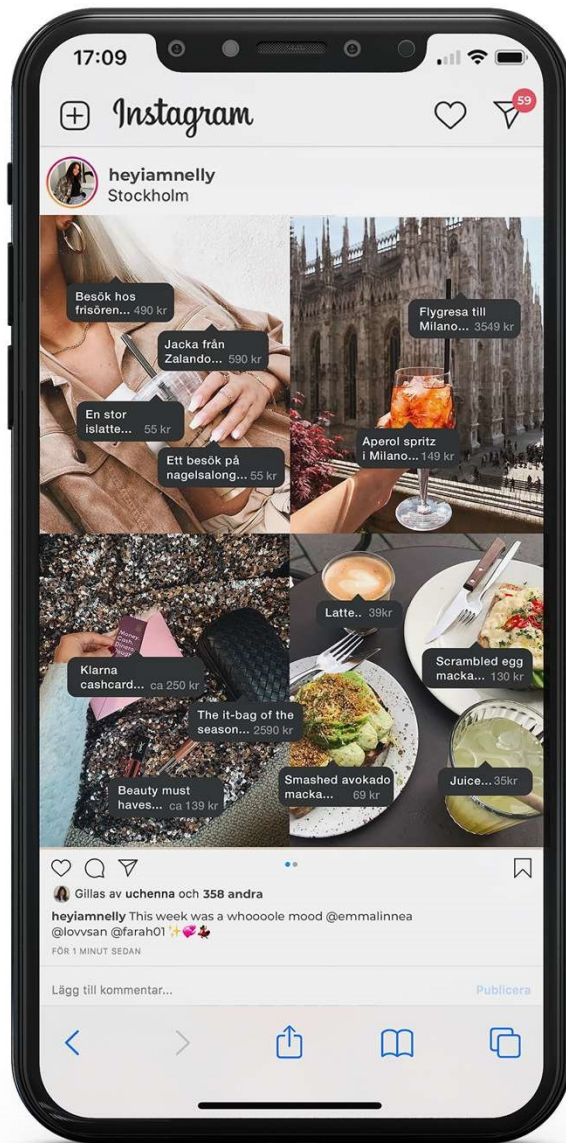
SÅ HUR
SKAPAR
VI DÅ
REELLT
KUNDVÄRDE?



MÖT EN AV VÅRA QUEENS



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DETTA
ÄR VÅR
SANNA
FIGHT



VILKA
BEHOV
HAR HON?



LOOK AND
FEEL FAB



NELLY.COM

STÄNDIG RÖRELSE

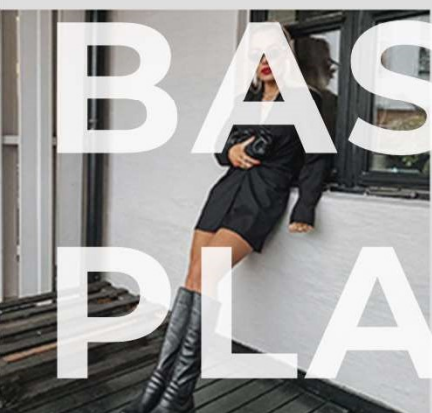
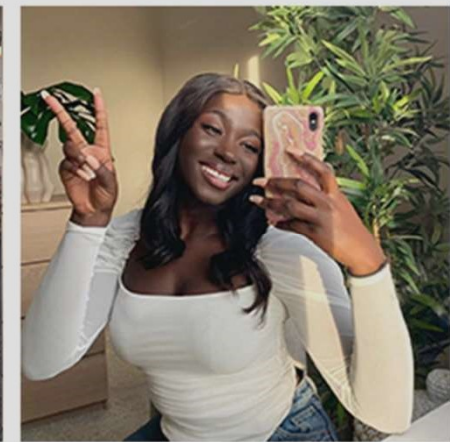




VI SÄLJER INTE KLÄDER LÄNGRE

WOW EXPERIENCE

OPEN ME!
I'm fabulous



COMMUNITY BASED PLATFORM



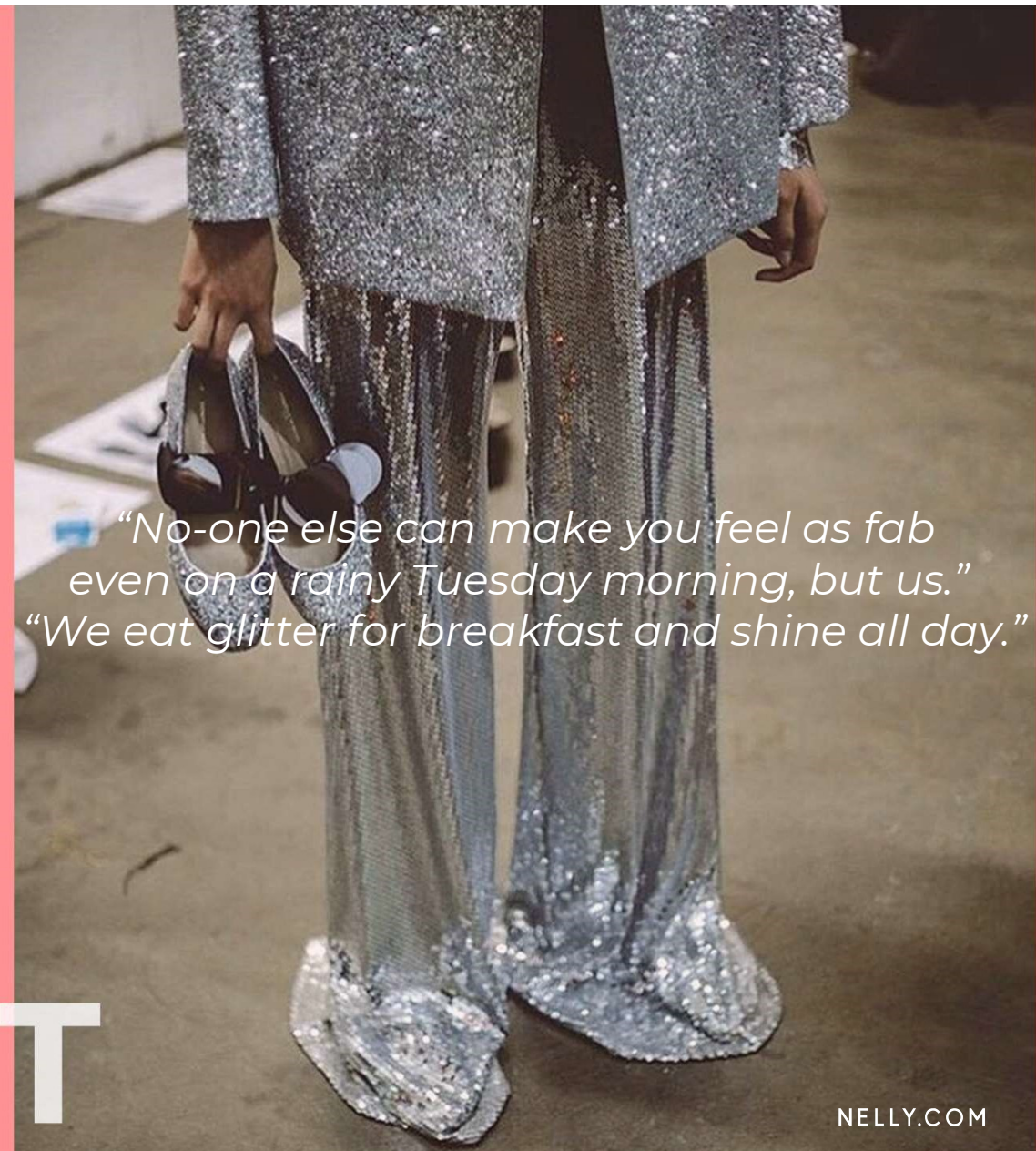
KUNDEN
FORMAR
OSS PÅ NELLY



BRAND VISION STATEMENT

*"We give you the encouragement to
leave the safe zone and fully glow.
Eat glitter for breakfast and shine all day"*

PEOPLE VISION STATEMENT



*"No-one else can make you feel as fab
even on a rainy Tuesday morning, but us."
"We eat glitter for breakfast and shine all day."*



CELEBRATING FEMININITY

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TACK!

