

SHAMA



EL  
EGA  
NCE

The customer is  
the first filter.  
What survives  
the whole process  
is what people  
value

010





SHAMA

EL  
EGA  
NCE

The customer is  
the first filter.  
What survives  
the whole process  
is what people  
wear.

002



SHAMA

GLANCE  
IN  
A  
SEASON

006

SHAMA



EL  
EGA  
NCE

The customer is  
the first filter.  
What survives  
the whole process  
is what people  
want

010

**SHAMA**



**MAKE  
IT  
HI  
ON  
UNIQUE**

**007**

SHAMA



GLAMOUR

The customer is the final boss. What survives the whole process is what people wear.

1001

SHAMA



GL  
AM  
OUR

The customer is  
the final filter.  
What survives  
the whole process  
is what people  
want

009



SHAMA

FA  
SH  
HI  
ON

008





SHAMA

GL  
AM  
OUR

The customer is  
the final filter.  
What survives  
the whole process  
is what people  
want

003



SHAMA

EL  
EGA  
NCE

The customer is  
the final boss.  
What survives  
the whole process  
is what people  
wear

002



SHAMA

FASHION CLASS

005