

PARL STUDIO

BUILDING A BRAND WITHOUT HAVING IT ALL
FIGURED OUT.





HOW IT STARTED

- Building a brand to make discounted luxury more accessible
- Personal passion
- Circular fashion & sustainability
- The thrill of finding a special piece
- Creating a career that suited my lifestyle



NO MASTER PLAN

- I DIDN'T START WITH THE PERFECT PLAN

- INVESTING BEFORE IT FEELS SAFE

- CONSTANT EVOLUTION

WHY PRE- LOVED LUXURY?

- Luxury, but different
- Accessibility to the masses
- More conscious. More considered
- Giving pieces a second life



SUSTAINABILITY



- Concious shopping
- Circular fashion
- Pre & Re-loved vintage
- Rentals

THE BUSINESS MODEL

- RESALE PIECES
- RENTAL OFFERING
- SOURCING
- CURATED DROPS



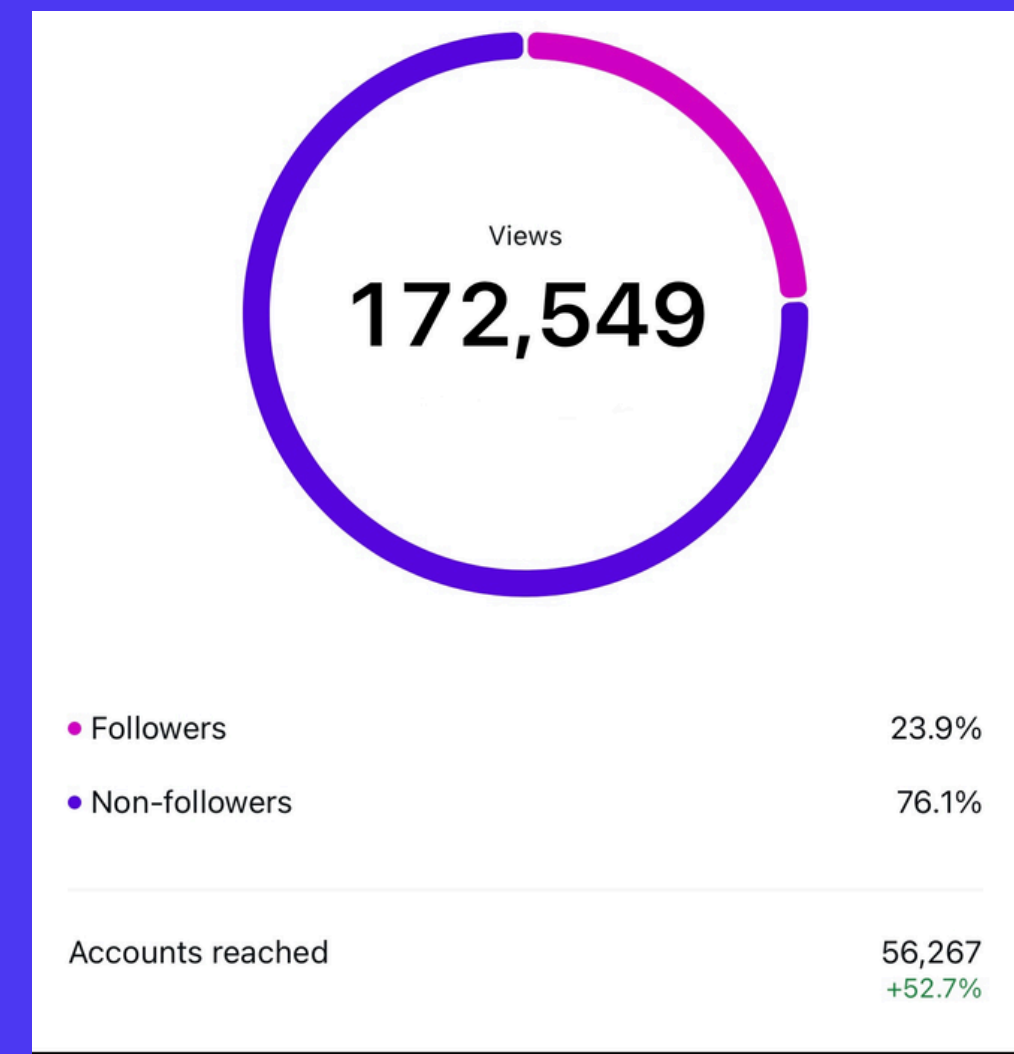
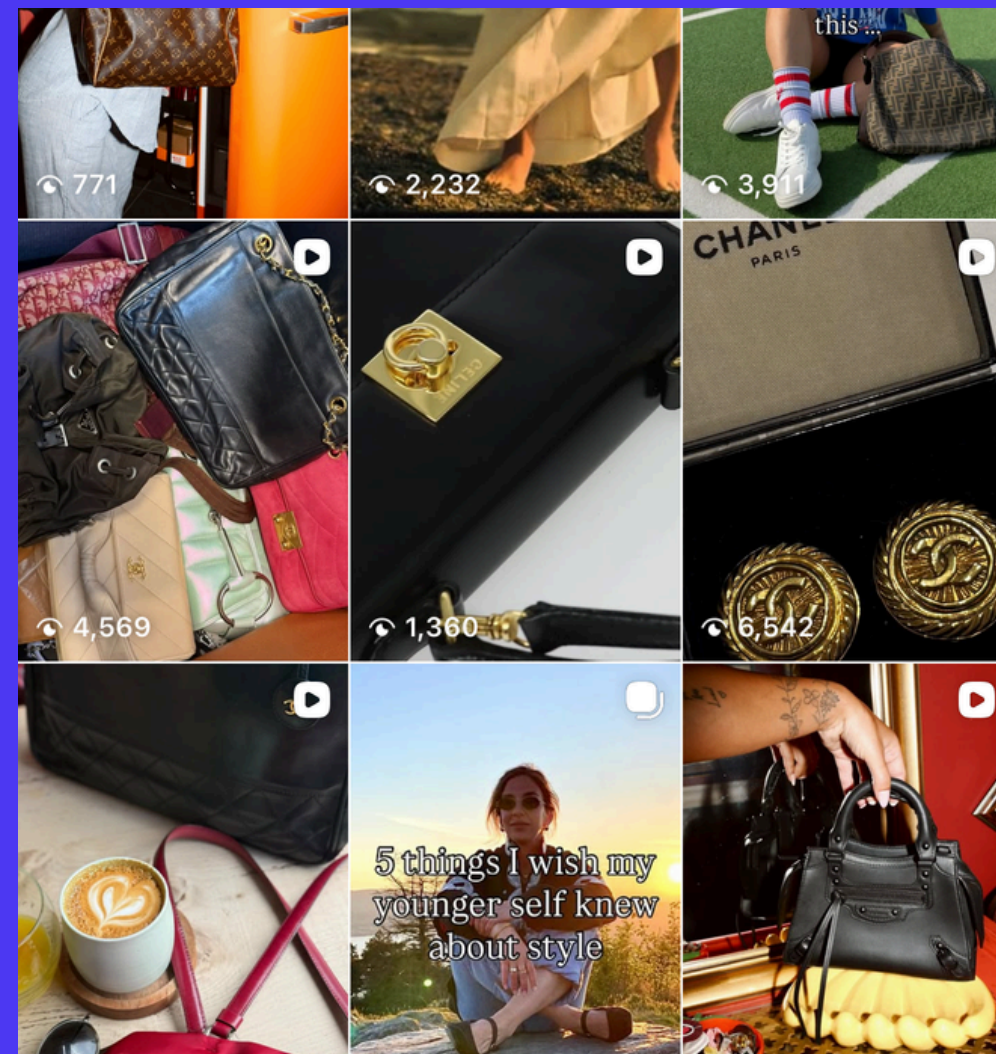
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Unpopular opinion... 

PARL STUDIO
137 posts 2,231 followers 432 following

Shopping & retail
Rent. Resell. Restyle.
Vintage designer fashion 
[@entropy](#) authentication
Not affiliated with the brands we sell
[www.parlstudio.com](#) and 3 more

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BRAND IDENTITY & CONTENT CREATION

- Building a strong visual identity
- Creating an authentic brand
- Business growth through consistency



SELLING ONLINE TO A GLOBAL AUDIENCE

- Building a website /strong visuals & storytelling

- Live sales on social channels - Mindset shift

- International reach



- She's got it figured out
- Effortless growth
- Clear vision

- Not everything sells
- Not every idea works
- Still figuring it out everyday

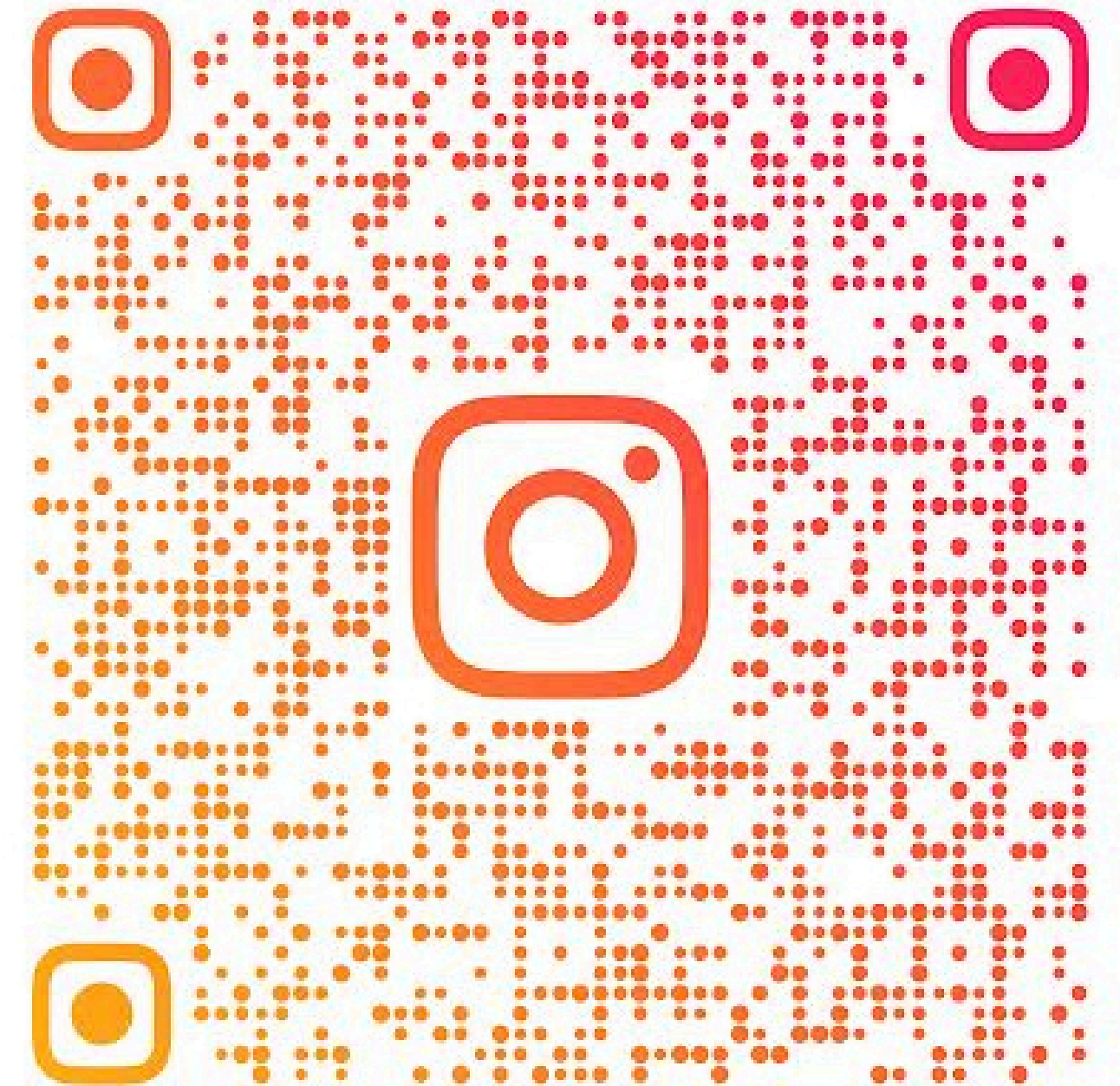
INSTAGRAM VS REALITY



- **BUILD THE COMMUNITY**
- **THEN BUILD TRUST**
- **THEN SELL**

THANK YOU!!

Lidia Magliocco
Founder, Parl Studio



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