

JUREN LUXE

REDEFINING MODERN LUXURY

Igboeli Ujunwa Gift

Founder & CEO

OUR BRAND STORY

JUREN LUXE was born from identity, refinement, and quiet strength. The name begins with “JU,” inspired by Uju — representing origin, individuality, and self-definition. “REN” symbolizes renewal, refinement, and renaissance.

Together, **JUREN** tells a story of transformation: from self to statement, from origin to icon, from name to legacy.

JUREN LUXE was created to redefine modern luxury through quality fashion, intentional presentation, and timeless sophistication.

Beyond fashion, the brand represents confidence, elegance, and the vision of building a globally respected Nigerian luxury fashion brand.

THE PROBLEMS WE OBSERVED

Dependence on Foreign Brands

Many consumers rely heavily on international brands for premium fashion due to limited trust in locally developed luxury brands.

Limited Employment Opportunities

Many talented youths and creatives lack sustainable opportunities within the fashion industry.

Fast Fashion Culture

Low-quality and trend-driven fashion products dominate the market with little focus on durability and timeless style.

Lack of Refined Luxury Identity

There are few intentionally curated Nigerian fashion brands focused on sophistication, premium presentation, and global standards.



OUR SOLUTION

Premium Fashion Collections

Providing carefully curated clothing, footwear, and accessories designed for modern sophistication.

Luxury Brand Experience

Delivering refined presentation through quality packaging, clean aesthetics, and premium customer experience.

Youth Empowerment

Creating employment and growth opportunities for skilled youths and creatives within the fashion industry.

Global Standard Quality

Building a Nigerian luxury brand that meets international standards in quality, branding, and design.

MARKET OPPORTUNITY

Nigeria's Fashion Industry

One of Africa's fastest-growing fashion and lifestyle markets.

Growing Demand

Increasing demand for premium fashion, luxury aesthetics, and intentional personal branding.

Digital Influence

Social media continues to drive fashion visibility, online shopping, and brand awareness.

Luxury Consumer Shift

More consumers are embracing quality, sophistication, and premium lifestyle experiences.



TARGET MARKET / BUSINESS MODEL

Target Market

Age Range

- ◆ 18 - 40 years old

Audience

- ◆ Young professionals
- ◆ Entrepreneurs
- ◆ University students
- ◆ Creatives and fashion-forward individuals

Audience

Style-conscious individuals who value confidence, quality, sophistication, and intentional presentation.

Business Model

Revenue streams

- ◆ Clothing sales
- ◆ Footwear sales
- ◆ Accessories
- ◆ Online orders and deliveries
- ◆ Curated luxury collections

Future expansion

- ◆ In-house original designs
- ◆ International e-commerce
- ◆ Flagship physical store

| Traction & Growth

Brand Development

Established brand identity, luxury positioning, and refined product direction.

Customer Interest

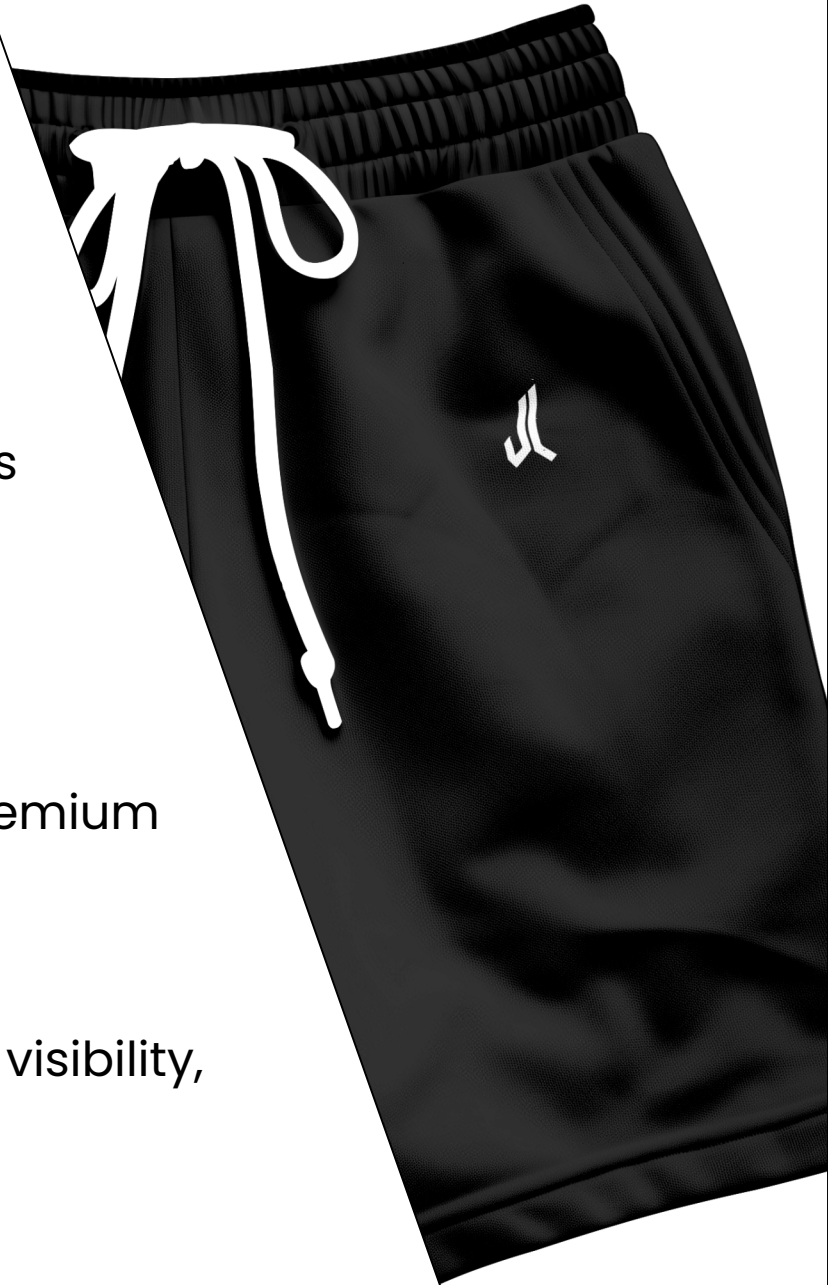
Growing engagement from fashion-conscious consumers through social media and brand awareness.

Market Positioning

Building recognition for intentional fashion, premium aesthetics, and sophisticated presentation.

Growth Vision

Focused on expanding collections, increasing visibility, and strengthening customer loyalty.



Unique Selling Point

Premium Quality

Carefully selected materials, clean finishing, and durable craftsmanship.

Timeless Design

Fashion pieces designed beyond temporary trends.

Intentional Curation

Every product reflects the refined JUREN LUXE aesthetic.

Unisex Appeal

Modern luxury fashion for both men and women.

Luxury Presentation

Attention to detail from product creation to packaging experience.



Client's Testimonials



"Elegant, clean,
and premium
quality."

Client's review



"JUREN LUXE gives
confidence and
sophistication."

Client's review



"The presentation
and finishing feel
truly luxurious."

Client's review



Leadership Team

Igboeli Ujunwa Gift

Founder & Creative Director

Adigun Benjamin

Creative/ Brand identity Designer

(Driving the vision, brand identity, and growth strategy of JUREN LUXE)

(Optional)

Future Team Expansion:

- Brand Manager
- Fashion Designer
- Operations Manager
- Social Media & Marketing Team

I Fund Raising Request

Investment Needed to:

- * Expand product inventory
 - * Produce original in-house collections
 - * Improve branding and packaging
 - * Strengthen marketing and social media presence
- Build e-commerce infrastructure

Description	Amount
Inventory & Production	#400,000
Branding & Packaging	#150,000
Marketing & Promotion	#200,000
Website & E-commerce	#150,000
Operations & Logistics	#100,000
TOTAL	#1,000 000

TIMELINE & IMPLEMENTATION

Brand Expansion

Launch additional premium collections within 12 months.

Digital Growth

Strengthen online visibility and customer reach through social media and e-commerce.

Original Production

Begin development of fully branded in-house fashion pieces.

Employment impact

Create opportunities for skilled youths within fashion production and brand operations.

Long-Term Vision

Establish JUREN LUXE as a recognized modern luxury fashion brand in Nigeria and beyond.

Thank You!

JUREN LUXE
REDEFINING MODERN LUXURY

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