

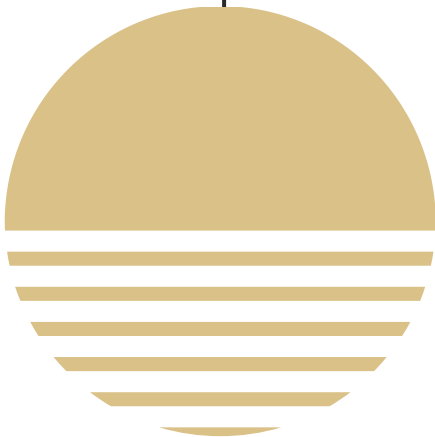
BRAND GUIDELINES

MILA MONTE-CARLO



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OUR BRAND

Our MILA MONTE-CARLO brand represents the alliance between Couture and visual arts. We use recycled materials in order to participate in the sustainable movement for the love of our planet.



OUR VALUES

LC Monte-Carlo wishes to perpetuate their DNA through their MILA Monte-Carlo brand, a heritage from their ancestors, master tailors in Italy and Monaco.

Passionate about art MILA uses her drawings, paintings and photographs to design her fabrics **100% made in Europe**.

MILA MONTE-CARLO defends :

- **CRAFTSMANSHIP** *and the ancestral know-how of its goldsmiths (partnership with leading French and Italian craftsmen)*
- **VISUAL ART**, *the use of exclusive designs from MILA canvases*
- *rigorously selected* **HIGH QUALITY fabrics**
- *the use of* **ECOLOGICAL MATERIALS** *to help protect the environment, such as VITA * fibers, OEKO-TEX organic cotton, Global Organic Textile Standard (GOTS) certified, etc.*

Their dearest wish: to produce part of their creations in Monaco to offer their customers a production 'made in Monaco'



MILA EN BREF



• A FAMILY COMPANY

LOUVEAU CONCEPT SARL (LC MONTE-CARLO brand) is a Monegasque family business that was created in 2011 from the will of its founders, Michèle-Laure (alias MILA) and Alexandra, his daughter, to design, produce and market their own creations on fabrics and other supports.



• HANDMADE CREATIONS

MILA inherited a beautiful genetic heritage (including artist ancestors, a father and a grandfather Master Tailors Designers) which she in turn passed on to her daughter Alexandra. In 2019, MILA created its ready-to-wear and accessories brand MILA MONTE-CARLO.



• THE ARTIST MILA

STYLE

Realism and Expressionism

FAVORITE THEMES

portrait and composition

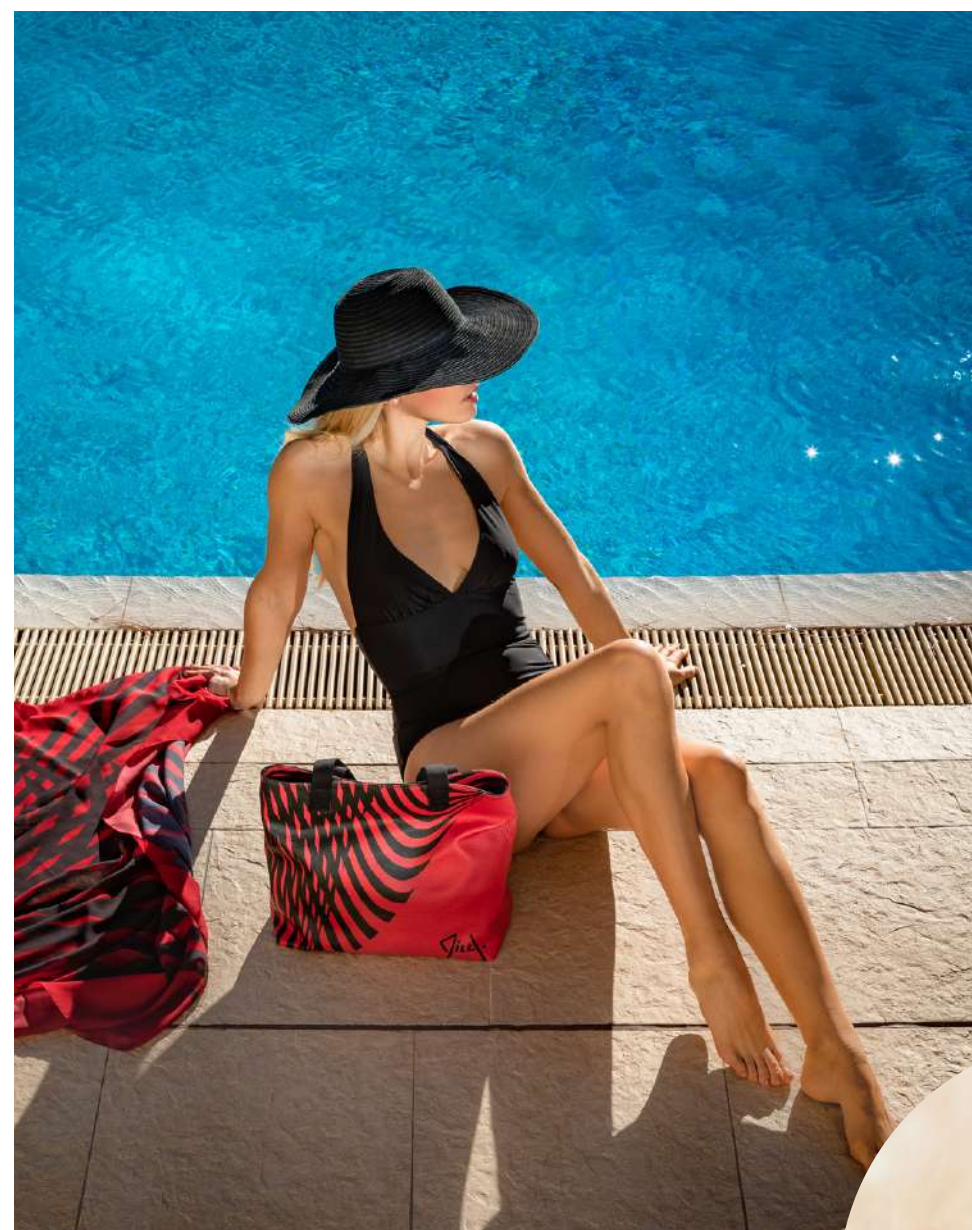
TECHNICAL METHODS

Oil on canvas and other materials, charcoal, photography, collage, computer graphics.



Son blog : www.milamontecarlo.com

OUR PRODUCTS



The concept of the MILA MONTE-CARLO
"VOYAGES ET RENCONTRES" collection

MILA has selected some of his artistic
creations on this theme and made them
into fabrics.



MILA and Alexandra have created, in
collaboration with talented milanese
model makers, a small range of
Beachwear and Resortwear products
(beachwear, bags and swimsuits for
women at first).

OUR



MATERIALS

MILA mainly uses its oil paintings on canvas or plexiglass.

For MILA MONTE-CARLO creations, the fabrics chosen are treated with the ecomyl process for the swimsuits and the polyester chosen for their summer clothes is also recycled.

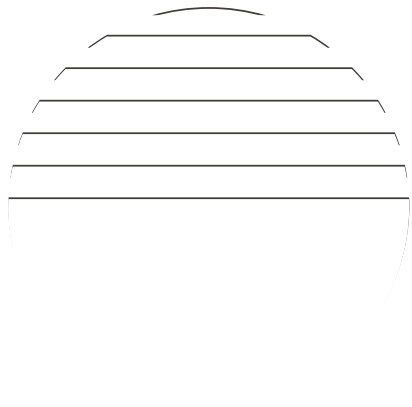
COLORS PALETT



Sable
#e0cda9



Kina Brown
#433d38



White
#ffffff



Earthpaint
#ebdbc7

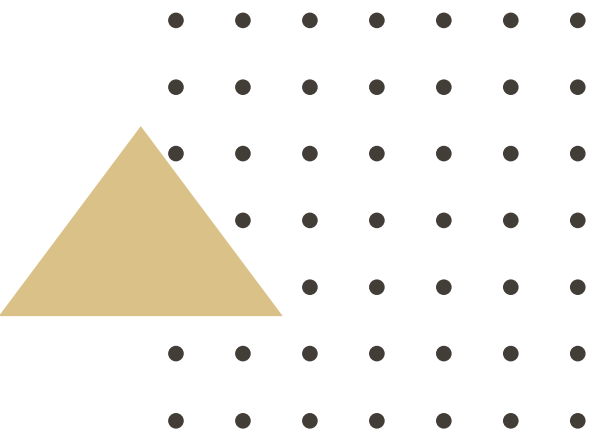


Engagement
#bcad9a



Willow's Gold
#d9c188

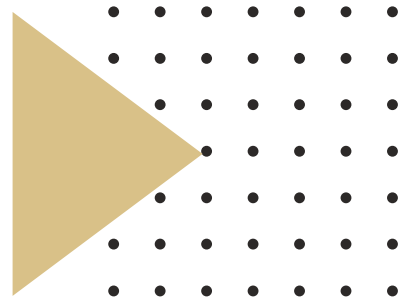
For its graphic charter, MILA has relied on the simplicity of hyper contrasting neutral colors such as black and white. She also uses soft, bright colors with gold undertones to remind the sun and sand of seaside resorts.



OUR LOGO



black on light background / white on dark background / small horizontal for label or footer



TYPOGRAPHY

The typography used for the presentation texts on our website, flyers, leaflets, slide shows or any other type of paper catalog is MONTSERRAT. A refined and elegant typeface that perfectly matches our brand.

Aa

Aa Bb Cc 123

Montserrat

LABELS

We have opted for simple white background labels with black print on recycled paper to participate in the sustainable movement.

PACKAGING

We also opted for neutral packaging: White recycled paper bags with our black logo in the center. In large format in order to be able to easily transport our products (including our handbags).



OUR WORKSHOP








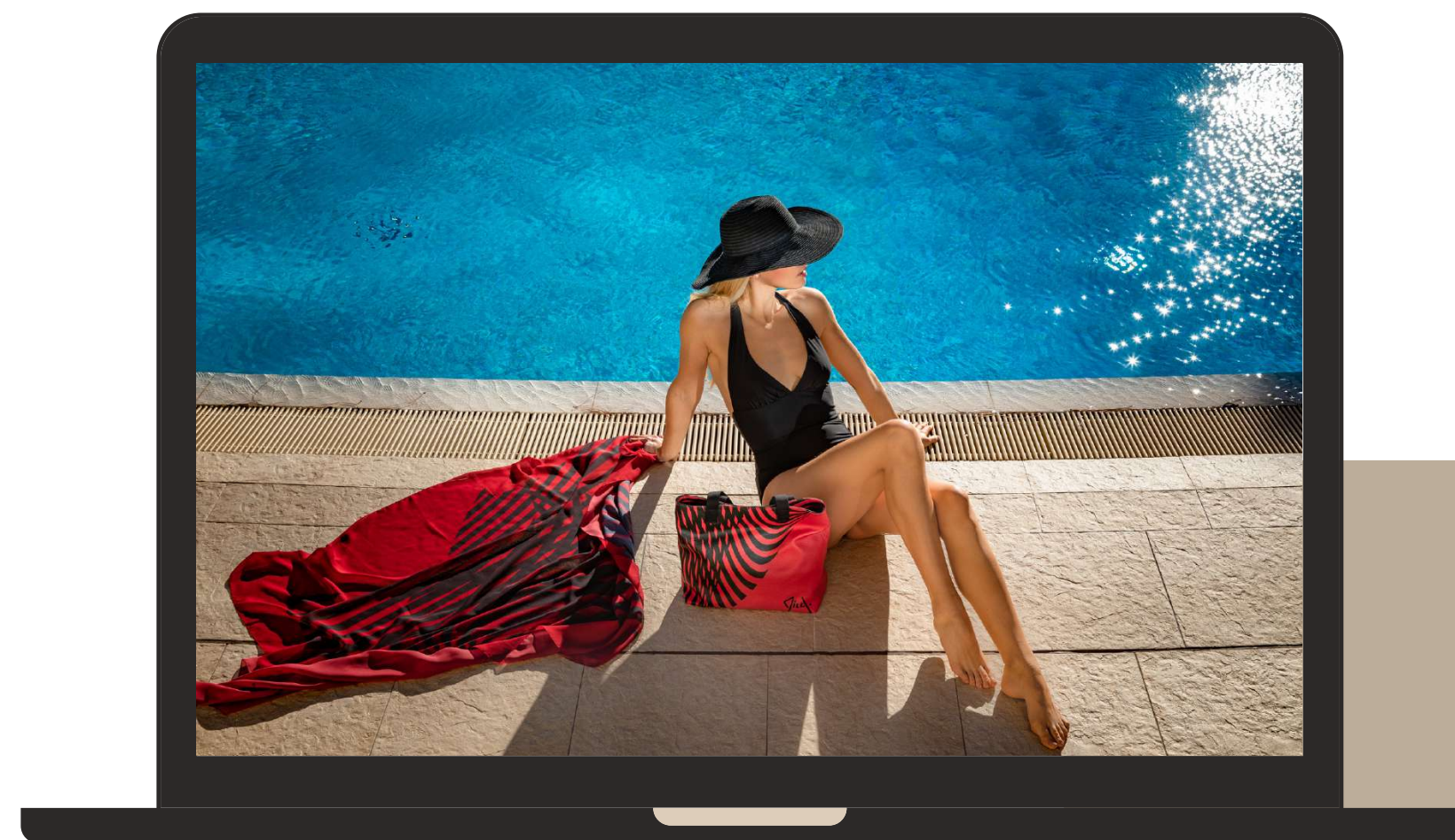
The workshop is located downtown Monaco Principality, the birthplace of the brand and its founder. MILA's creations are built between its racks for the presentation of prototypes and its easels for the presentation of its paintings.

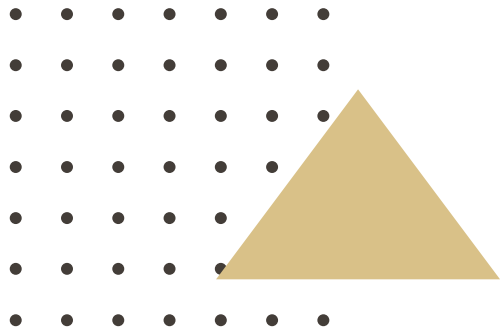
SOCIAL MEDIA



Nous contacter

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-  @milafrommonaco





THE TEAM



ALEXANDRA
(Marketing Expert)



MILA
(Founder & Visual arts)



JULIEN
(Brand Consultant)



CINDY
(Graphic designer)

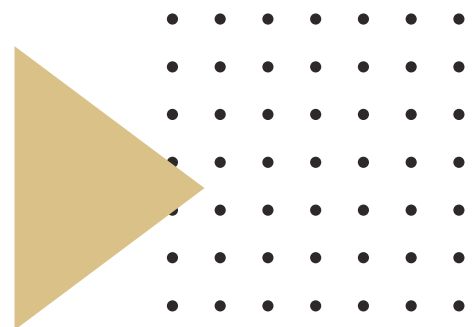


RENZO
(Couturier)



LAURA
(Trading Consultant)





THANK YOU

See You Next Time

