



# MAGDALENA

COLOMBIAN EXPERIENCE

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# Who we are

## COLOMBIAN BRAND

Magdalena is a Colombian brand, that manufactures beachwear, they focus on swimwear for women but they cross-sell some other apparel items.



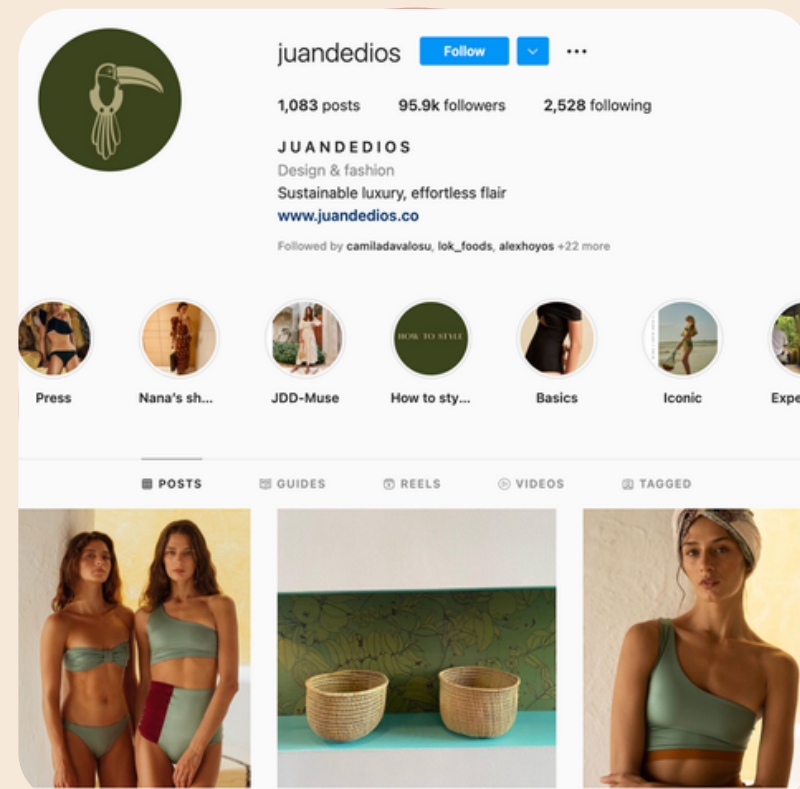
# GOAL

## COLOMBIAN BRAND

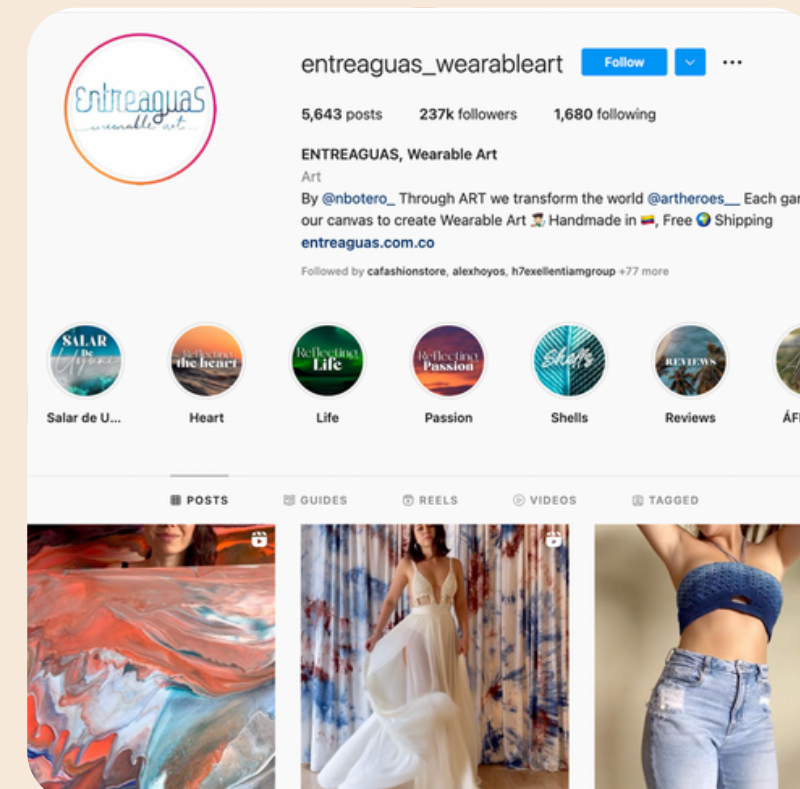
Magdalena aims to resignify the people's Image of Colombia. With this brand, I want to show the world all that Colombia has to offer.



# Competitors



Juan de Dios  
@juandedios



Entreaguas  
@entreaguas\_wearableart



# About the stores



## STORE FORMAT

Specialized Independent retailer

## PRICE POINT

Designer

## STORE LOCATION

Cartagena- Colombia  
Los Angeles- USA  
Toronto- Canada

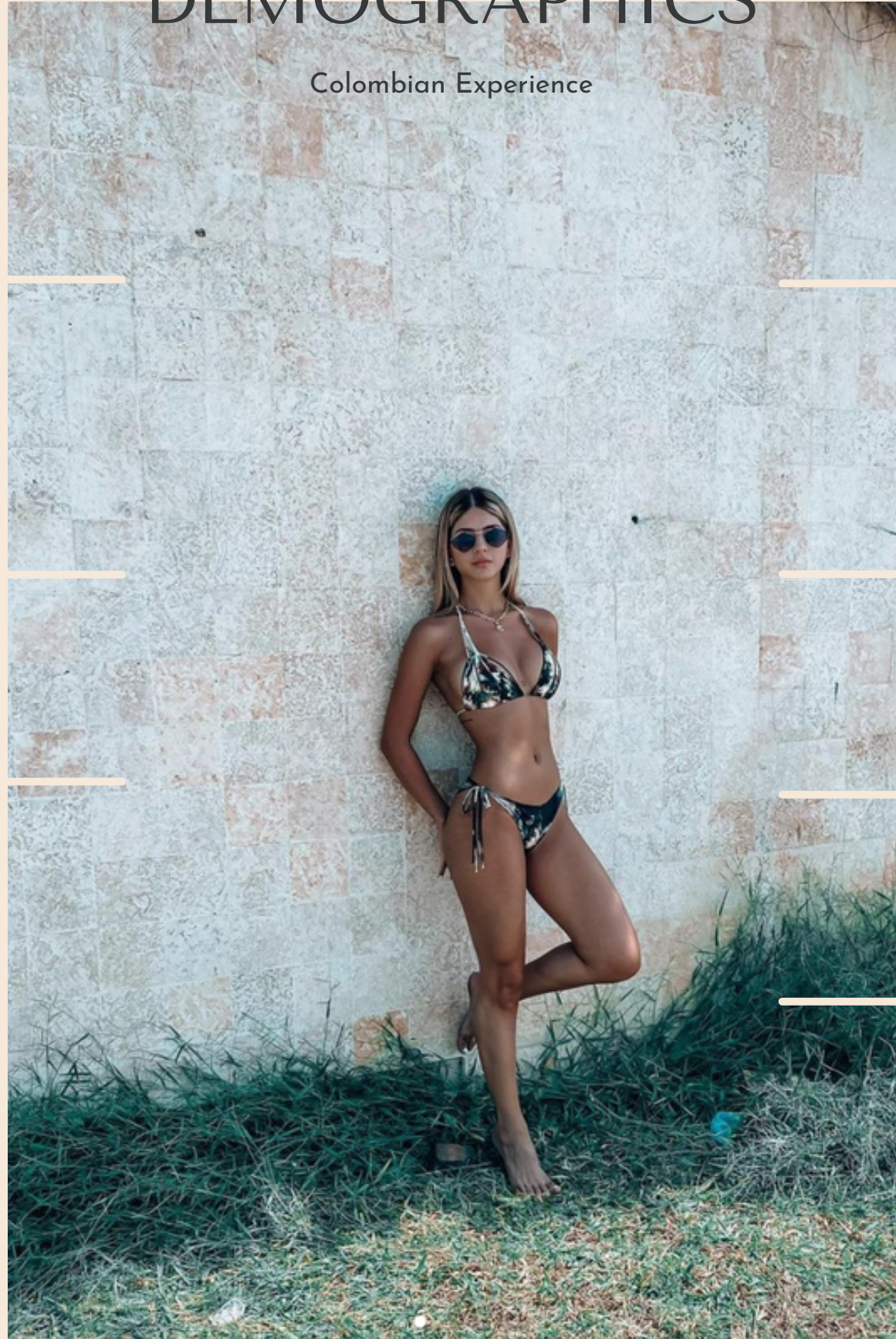
MAGDALENA

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MAGDALENA

# DEMOGRAPHICS

Colombian Experience



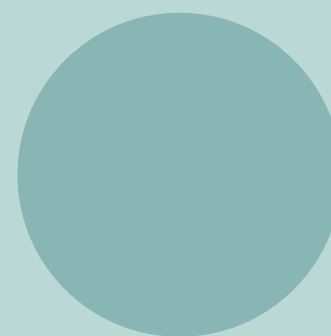




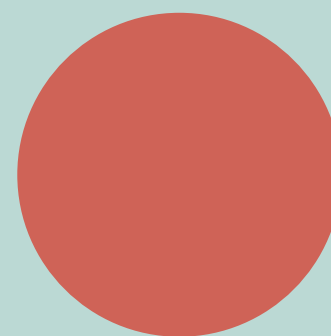
## TYPOGRAPHY

# TENOR SANS

Josefin Sans Regular



#87b6b4  
River Blue



#cf6357  
Love Red



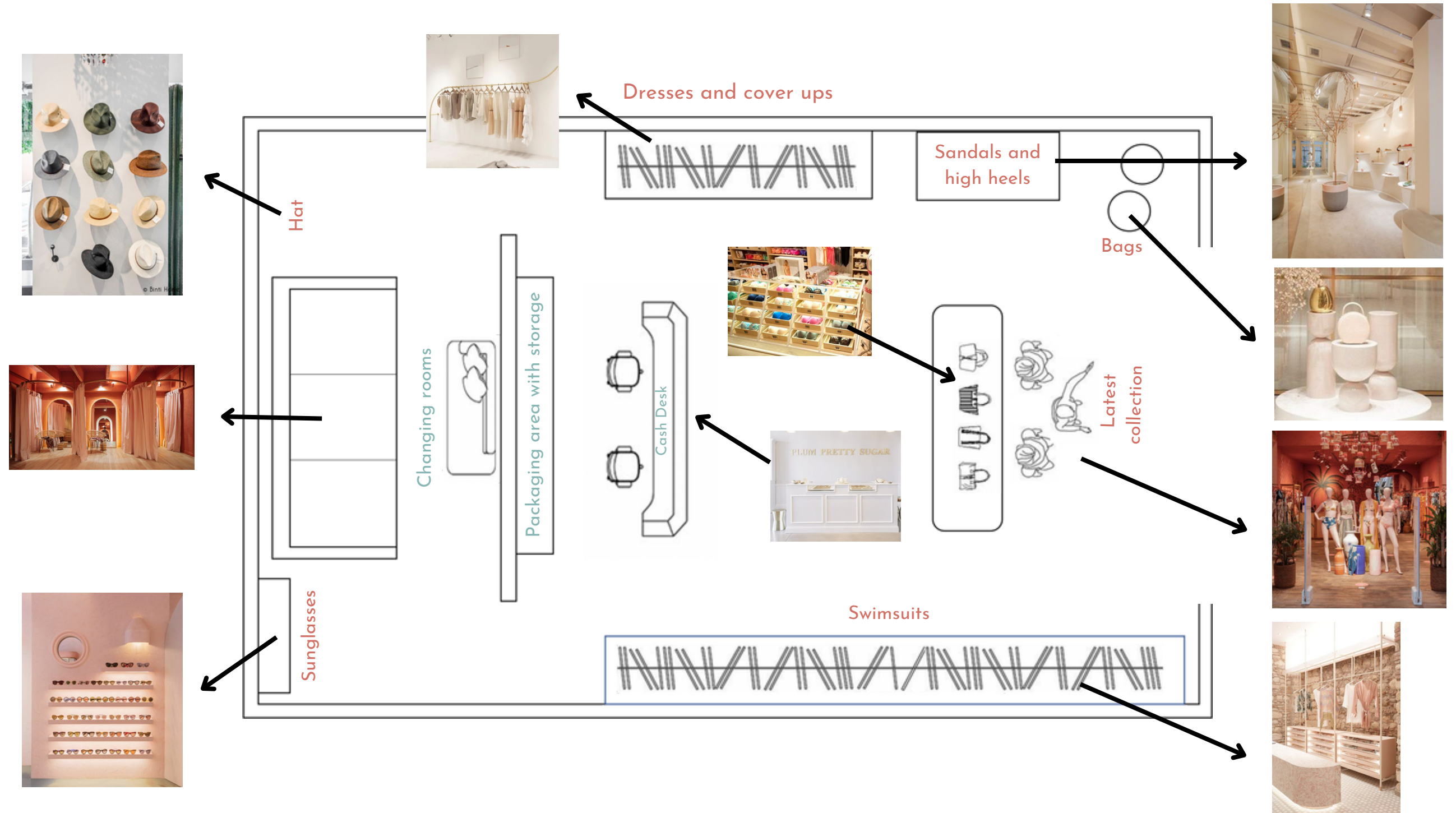
#f6e9da  
Sand White

# Style guide

- Minimalis
- Rustic
- Simple
- Warm



# Store Layout design







# Final Store Front



MAGDALENA  
COLOMBIAN EXPERIENCE



Designed with an  
eye for superlative  
style, elevate your  
wardrobe with our  
perfectly  
sophisticated style





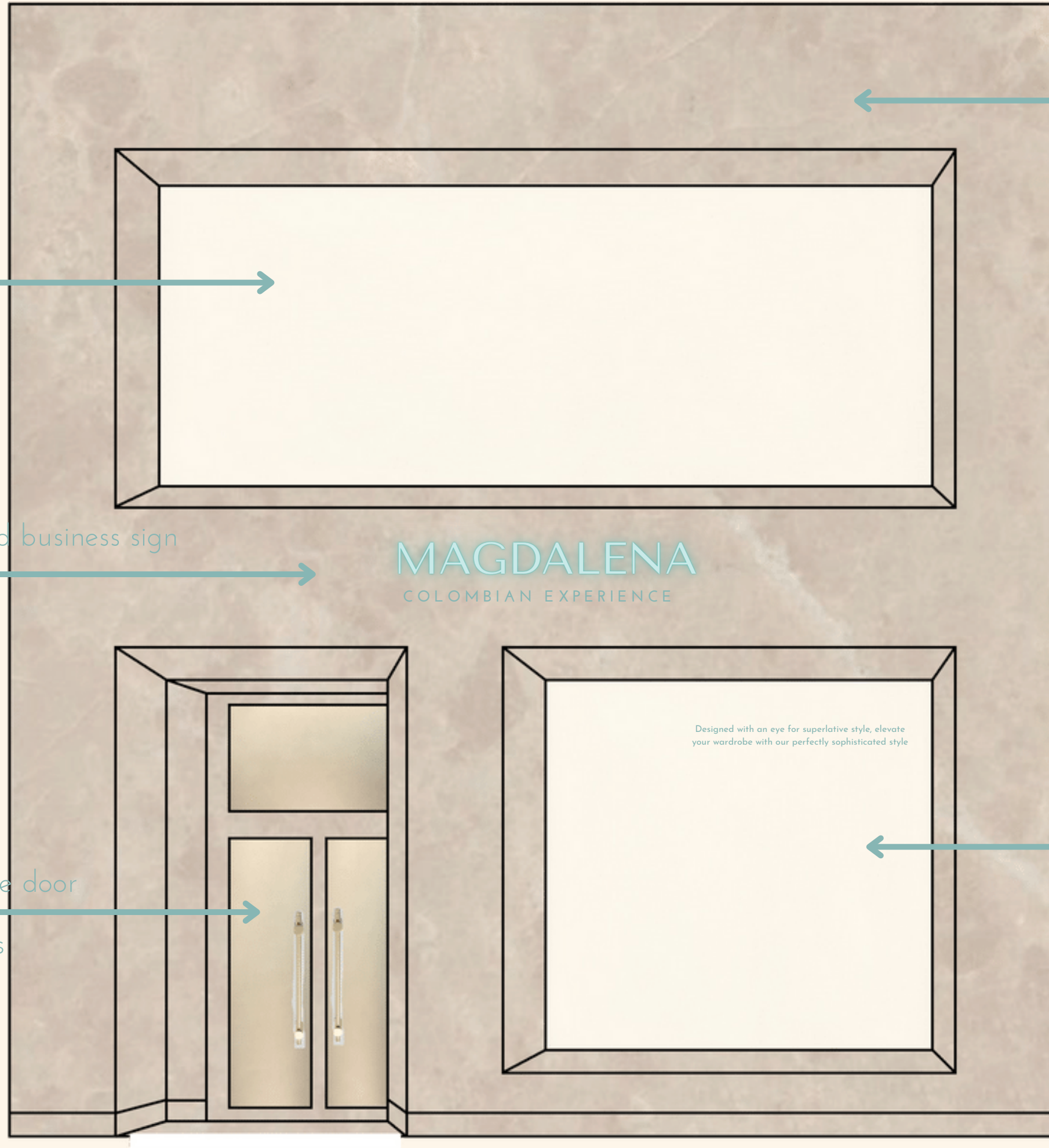
Decals  
Transparent glass  
Picture window



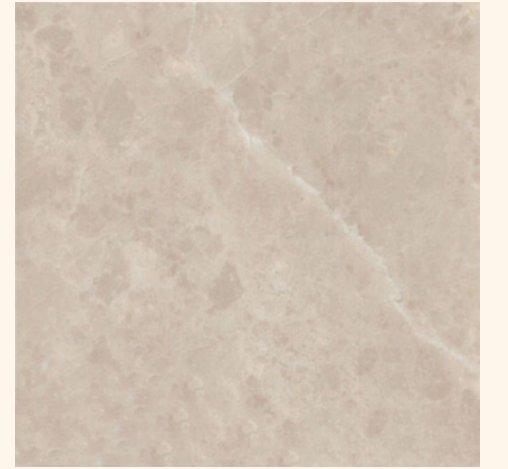
Illuminated business sign



Yellowish glass double door  
Gold door pull handles



Cream Marmol



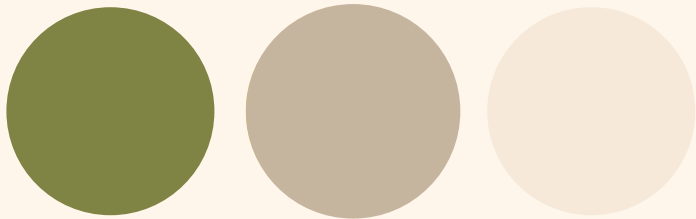
MAGDALENA  
COLOMBIAN EXPERIENCE

Designed with an eye for superlative style, elevate  
your wardrobe with our perfectly sophisticated style

Solid color Background



# Lower window



The casual  
Collection  
Mannequin  
(Hans Boodt)



Juan de Dios beach wear  
Collection



Natural palm tree

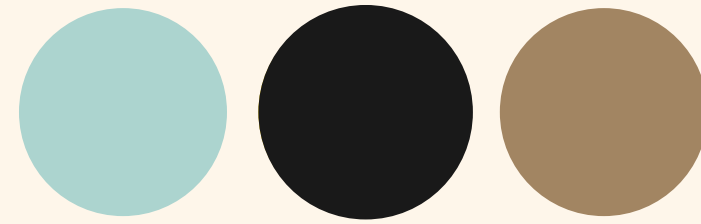


Marrakech white floor tile

Designed with an  
eye for superlative  
style, elevate your  
wardrobe with our  
perfectly  
sophisticated style



# Upper window



Cueros Vélez ( Leather goods)



Rattan and Yute Furniture



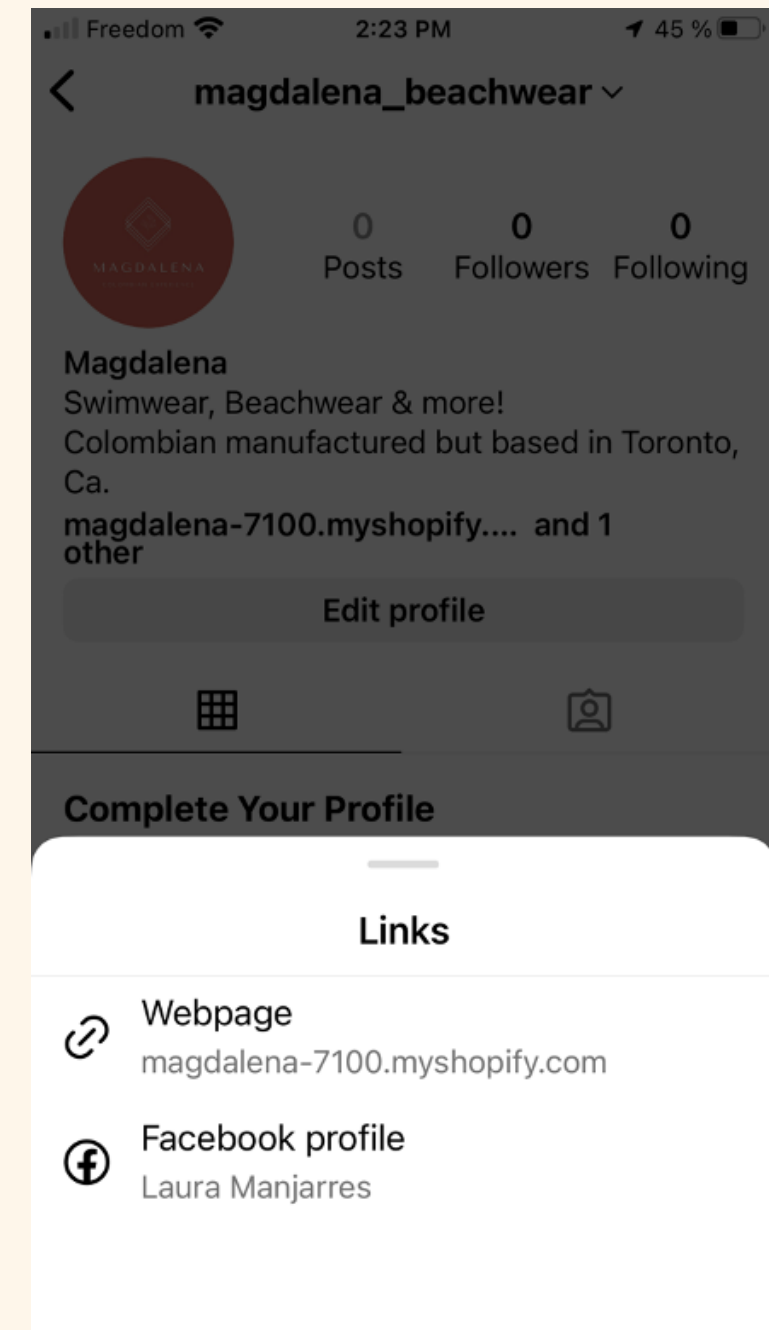
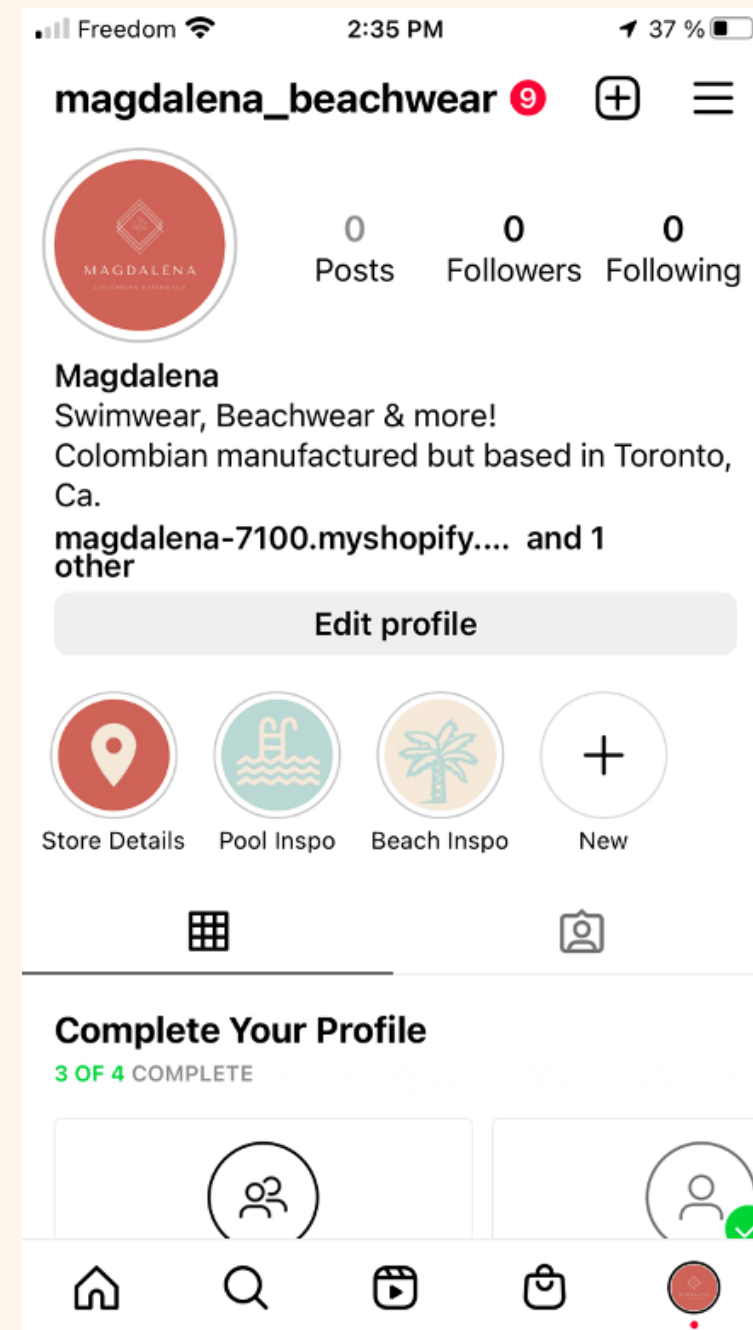
Torsos Collection  
Mannequin  
(Hans Boodt)



Wood Furniture by  
La Carpinteria

Cueros Velez  
garment collection

# Social Media Strategy





Manage Page

Magdalena Beachwear

Promote

Home

Professional Tools

Professional dashboard

Insights

Ad Center

Create ads

Create Automated Ads

Boost Post

Boost Instagram Post

Link WhatsApp

Meta Business Suite

Magdalena Beachwear

see more

Intro

Swimwear, Beachwear & more!  
Colombian manufactured but based in Toronto, Ca.

Edit bio

Page · Apparel & clothing

+64 7-906 3532

magdalena-7100.mysshopify.com

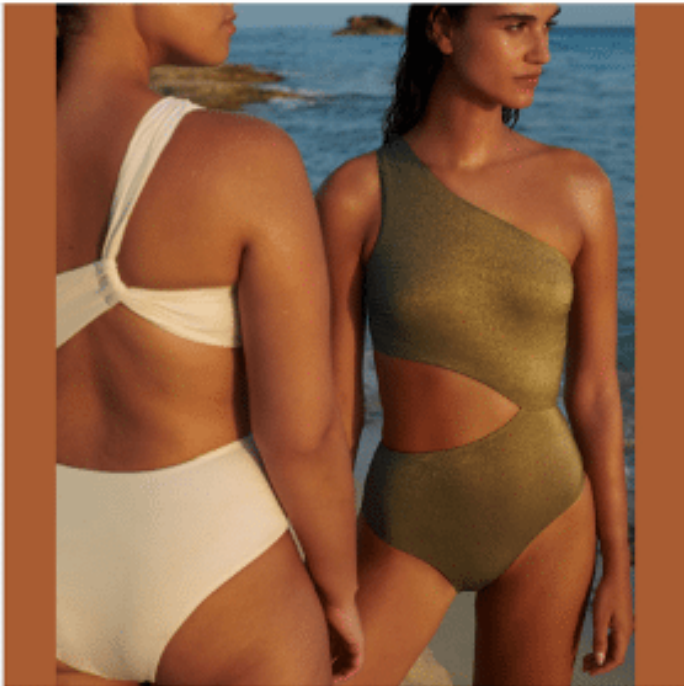
Promote Website

Not yet rated (0 Reviews)

Edit details

Add hobbies

Add featured



business.facebook.com/latest/home?asset\_id=100464039546181&nav\_ref=profile\_plus\_profile\_left\_nav\_button

Gmail YouTube Maps News Translate denim Comeo Centennial eCentennial

Meta Business Suite

Magdalena Besc...

Home

Notifications

Inbox

Posts & stories

Planner


Ads

Insights

All tools

Get started

Help



Magdalena Beachwear

Manage Facebook Page | Go to Instagram

Create post

Create ad

Create story

Audience

Current

Facebook Page

followers

0

Instagram followers

0

Get familiar with Meta Business Suite

Steps to get started

0 of 4 steps completed

See all steps

Create a post

Incomplete

Share updates about your business on both Facebook and Instagram.

Reply to messages

Incomplete

Save time by replying to all messages in one place.

Schedule a post

Incomplete

Connect regularly with your audience by scheduling a post.

Invite friends

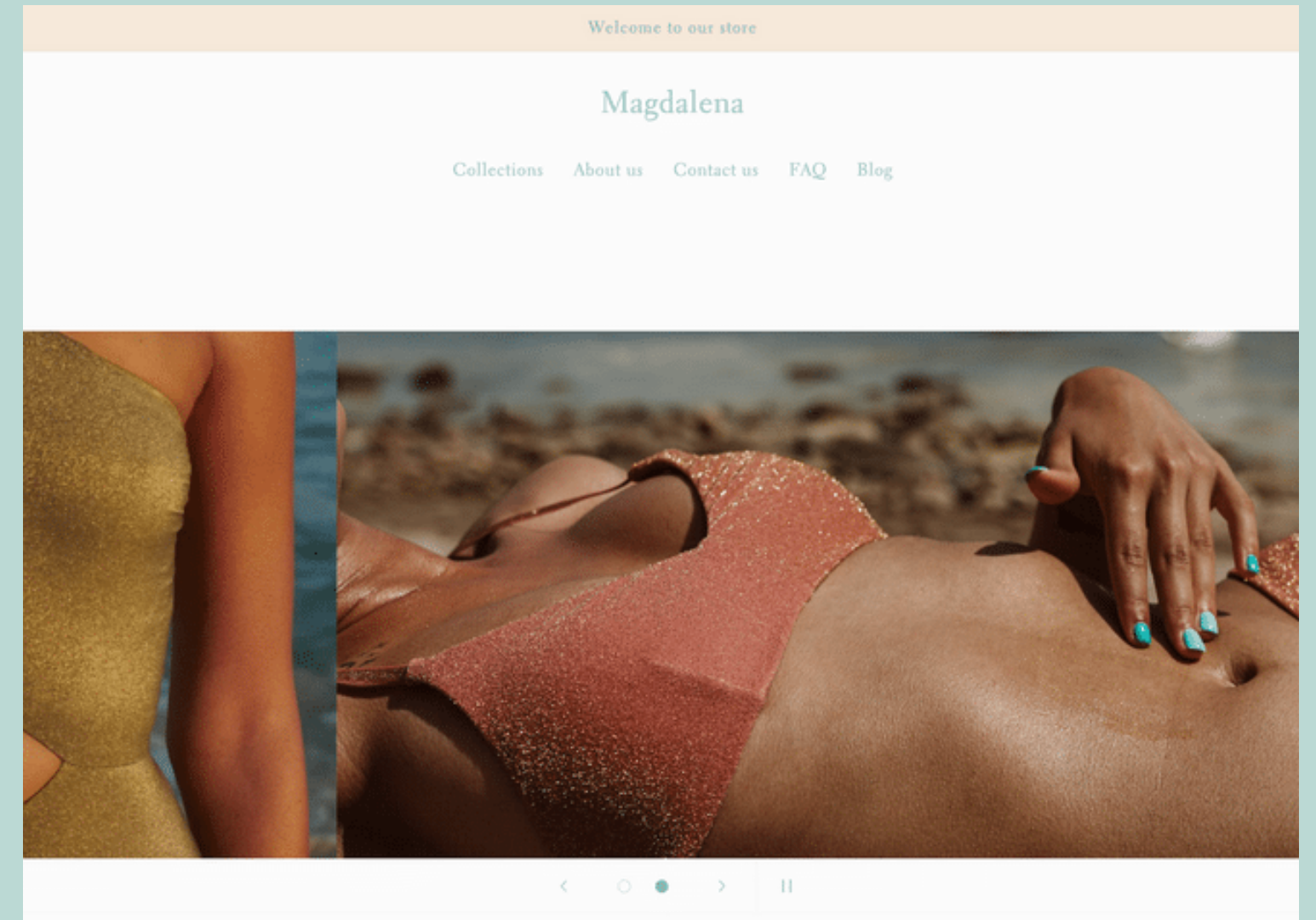
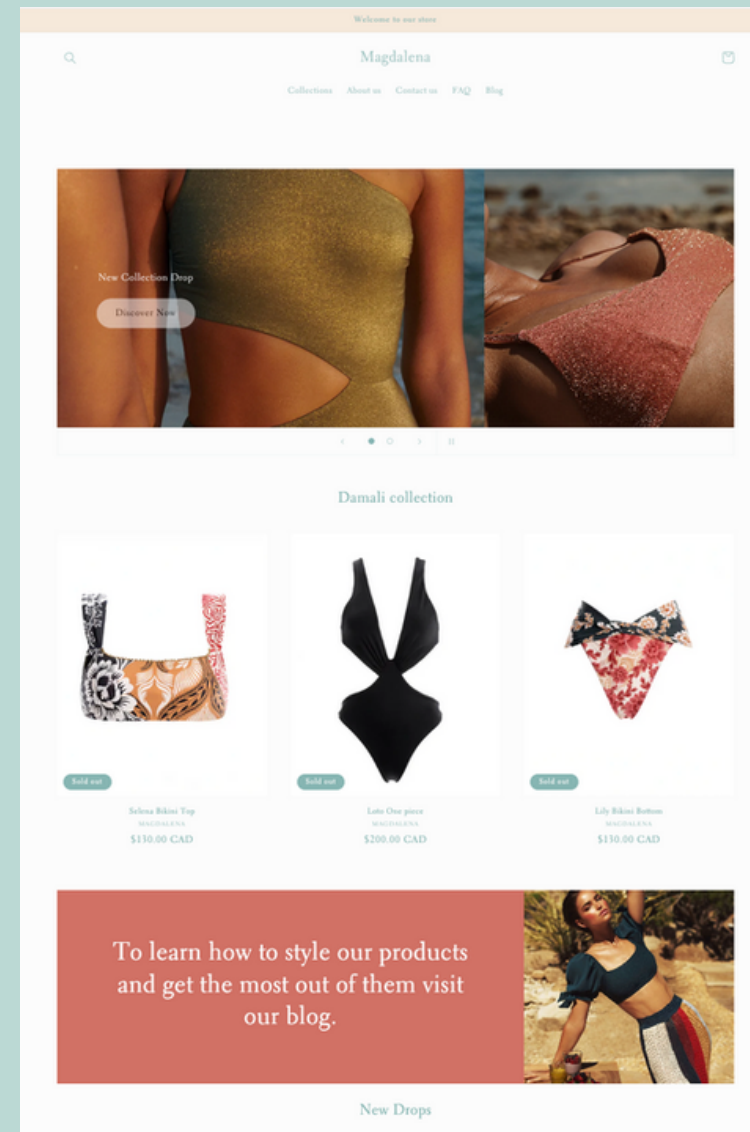
Incomplete

Get Started on Meta Business Suite

0 of 4 steps completed



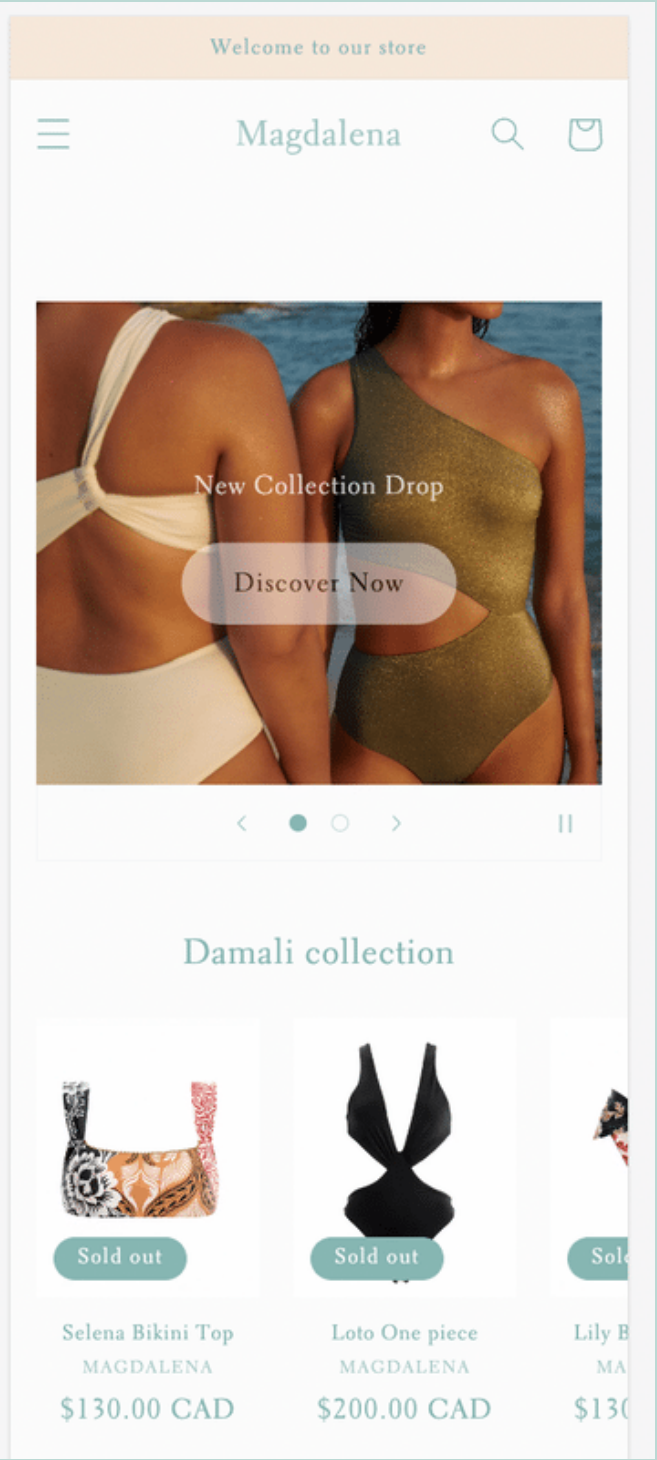
# Desktop View



MAGDALENA



# Mobile View



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