

2019/20

BOTEIN

Claire la Nuit



Botein Company Profile

ELEGANCE IS LIKE DEW FOR
FLOWERS, IT MAKES A WOMAN
BLOSSOM FROM HER OWN BEAUTY

botein-femme.com

● Botein company profile

- Claire la Nuit is the pseudonym used by the Roman fashion designer Chiara Simeoni (born in 1985), graduated from the Academy of Costume and Fashion in Rome, where she was also assistant professor for the Academic Course on Knitwear and Denim.
Specialized in Design, Fashion & Graphic Design, Pattern Cutting and Packaging for clothing, she has collaborated in the costumes department with important film productions.
As a fashion designer, she has participated in several national projects and also collaborated as a high fashion graphic designer and embroiderer.
With BOTEIN he realizes the dream of all time.



- A brand totally Made in Italy, born in October 2018. Its customers are interested and attentive to sartorial quality, to new proposals and less and less interested in big brands.

An independent brand that acts as a fusion of casual and elegant. The basic concept of each collection is "comfort and elegance".



Mission ● Create simple garments with a precise identity, iconic and able to live for a long time

Vision ● Pay attention to quality, research and to design

Keyword ● #madeinitaly #concept #comfort #essential #elegance

That is simple to combine, to wear, suitable for any occasion, elegant and comfortable at the same time, which studies the female figure to highlight it, in order to dress all women and not exclude any.



Positioning ● Botein is positioned in the mid-high end boutiques, setting itself the goals that act as a glue between stylistic, conceptual and sartorial contents, placing them at the center as a strength.

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Product ● The Brand offers capsule collections that combine essentiality, tailoring, casual and minimal details.

Core Target ● Botein is designed and created for a refined woman, who loves to feel elegant and comfortable at the same time, who loves niche products appreciating their perpetual value over time, belonging to an age group ranging from 20 to 50 years, with Core Target 25/45.

Distribution ● Currently the Brand is distributed in a concept store in the center of Rome, at its botein-femme.com e-commerce site and through a digital platform followed worldwide by UFASHON.com.



Inspiration ●

Modern & Contemporary Architecture, Geometrical form, games of transparencies, Horse riding, Far East, Liberty, Nature.



Future Projects



Among the short-term objectives, surely to tighten up some collaborations that can bring the Brand ever higher. The consolidation of the Roman and Italian markets, the penetration of new markets such as Northern Europe, America and the Far East, are at the top of the future goals.

Press Preview



UNFOLDING ROMA

<https://www.unfoldingroma.com/moda/7870/b-o-t-i-n/>

BOTEIN was born, a brand totally Made in Italy that dresses every physicality and strengthens the self-esteem of women.

CHE SIA BENEDETTA LA MODA

Botein. INTERVIEW TO CLAIRE LA NUIT.

<https://www.chesiabenedettalamoda.com/post/botein-intervista-a-claire-la-nuit>

MEDINA ROMA

BOTEIN TEMPORARY STORE OF THE DESIGNER CLAIRE LA NUIT

<http://www.medinaroma.com/events/botein-temporary-store-della-designer-claire-la-nuit/>

TUA CITY MAG

<https://www.tuacitymag.com/claire-la-nuit-botein-la-mia-moda-made-in-italy-per-donne-forti-e-chic/>

BOTEIN

MODELS CULTURE A PARIS MAGAZINE

<https://www.modelsculture.com/photography/artistique/> (PAGE 86 TO 91)

BOOK FOR BUYERS

<https://bookforbuyers.com/news/botein-ss2019>

BOTEIN: MADE-IN-ITALY QUALITY AND COMFORT

Vogue UK

October, November e December (print issue and Vogue retail on digital artwork)

BOTEIN

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