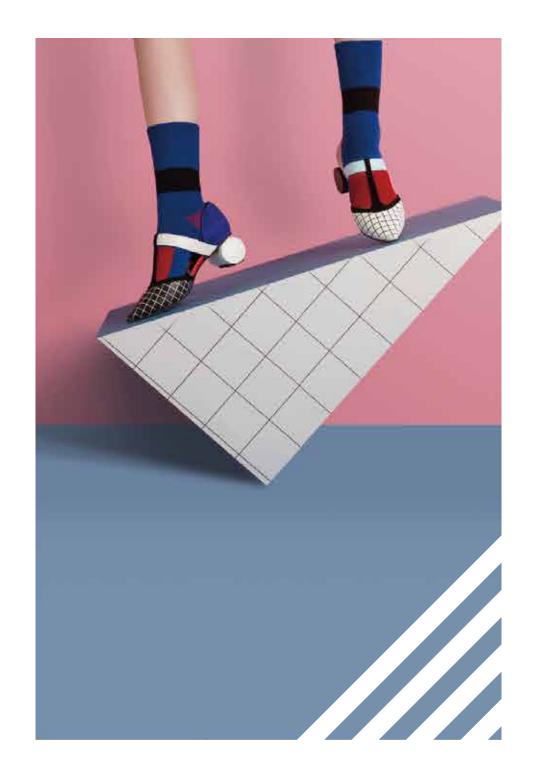


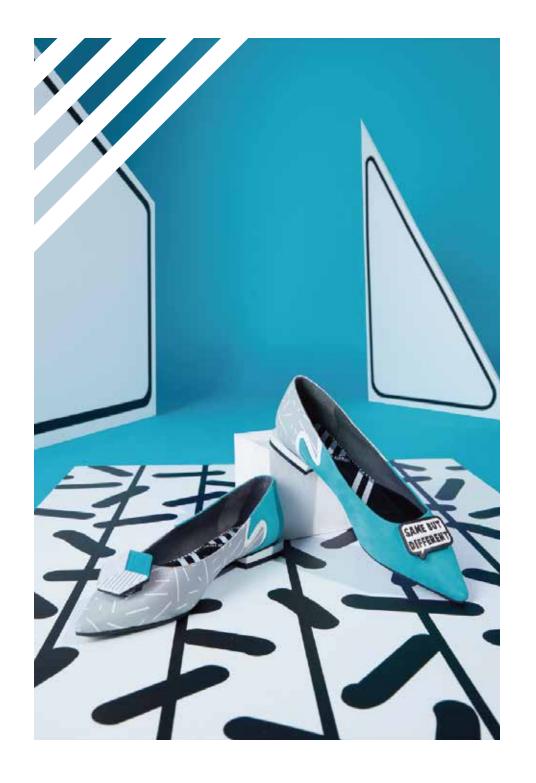
#### About HOUSE OF AVENUES

#### POP ART · ORIGINAL · FUN

House of avenues was established in 2010, the foundation of our brand aims to pursue the concepts of "creativity" and "originality". to bring a unique, young attitude towards life of fashionable women.

we hope to enrich and fulfill the requirements towards an abundant life through our innovative design. the combination of the unique design and variety of colour and materials show that our brand has a sense of humor and the originality of our creation.





## Vision of HOUSE OF AVENUES

Although HOUSE OF AVENUES is a new emerging brand in Hong Kong, it has gathered a group of people who are love fashion, bold and interested in designing fashion.

We have a lofty goal, hoping that in the near future maybe stationed in the chinese market, and even develop in southern asia, europe and other regions, bringing a unique fashion, and a comfortable and incomparable experience for every HOUSE OF AVENUES lovers.

## Deigner INTRODUCTION

#### JOYCE, MAK WING FONG

Growing up in Hong Kong, a local footwear & accessories designer with 5 years of experience. Joined a Hong Kong local Designer Brand - House of Avenues in 2013 until now.

The biggest difference between most other designer brands and commercial brands is the inspiration and expression of product design.

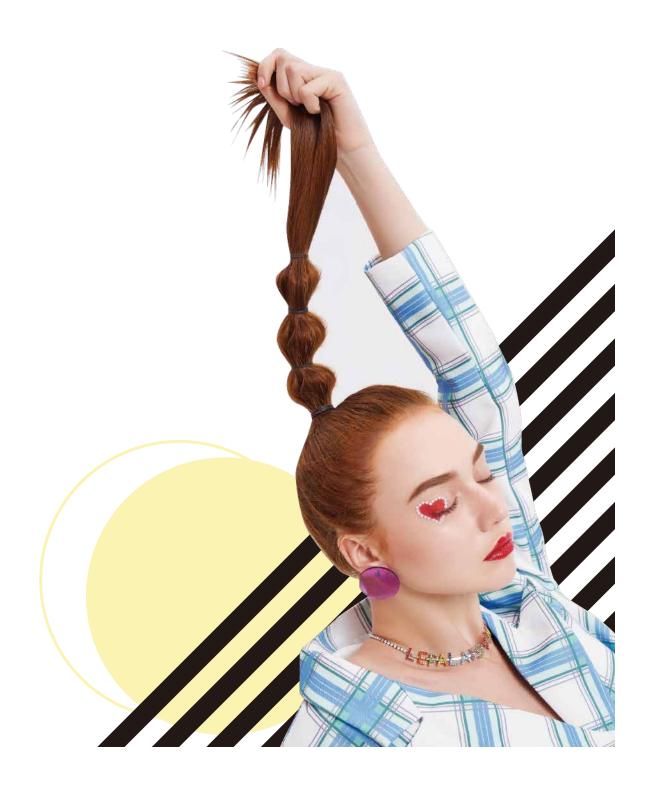
Designer label expresses the way in which the designer and the brand themselves reflect on life, art, culture and the whole world view, and presents their values, preferences and attitudes through the products.

What I and House of Avenues want to express is a "Just being is fun" attitude, an attitude of refusing to be rigid, and say No to a boring life.



WHO IS
HOUSE
OF
AVENUES
GIRLS

LOVE to pursue FASHION TREND.
PLAYFUL and STYLISH but APPROACHABLE.



## PRESTIGE PRICE **BALENCIAGA** Maison Margiela **ALEXANDER WANG MOSCHINO OFF-WHITE SWEET STYLISH** Yazbukey **AFFORDABILITY**

### PRICE RANGE













HKD	1,095	995	1,095	1,895	1,095	895
USD	140	127	140	240	140	115
JPY	14,990	13,490	14,990	24,990	14,990	11,990
TWD	4,390	3,990	4,390	7,490	4,390	3,590

#### BRANDS LLABORATION

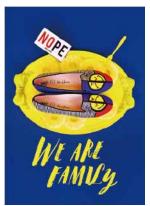
SS17 AW17

SS18

SS18

AW18 AW18

FW19



























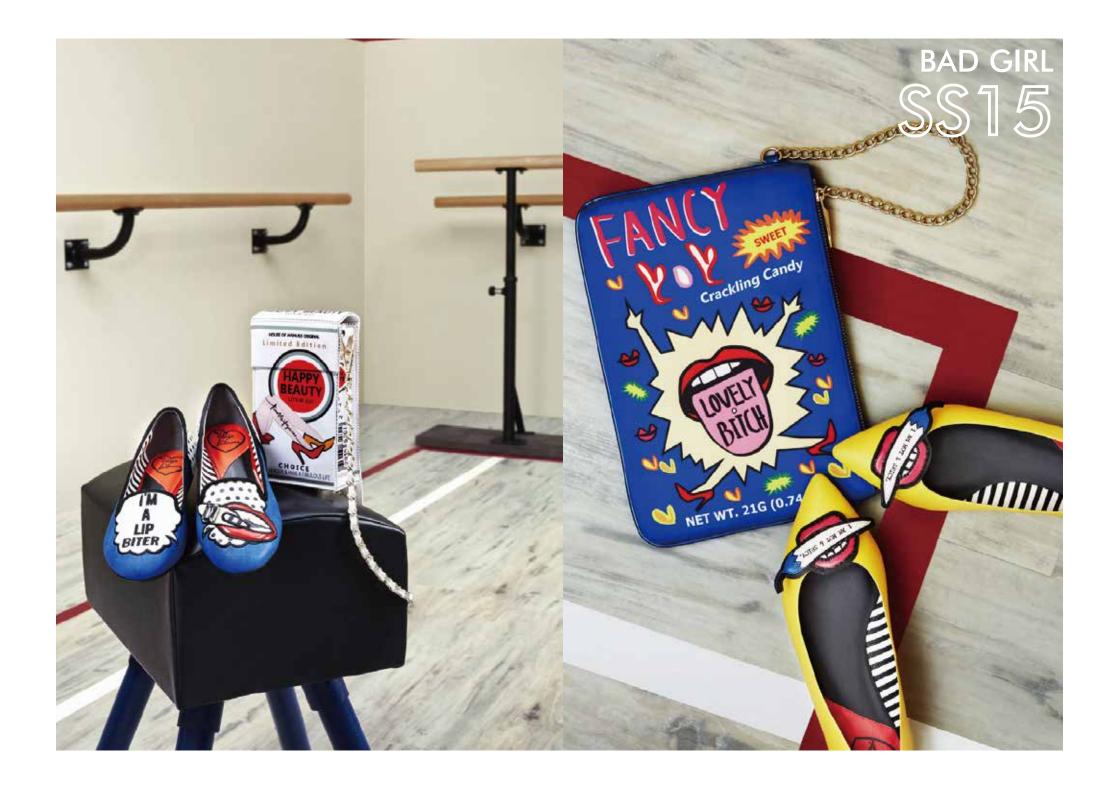
# COLLECTIONS CAMPAIGN























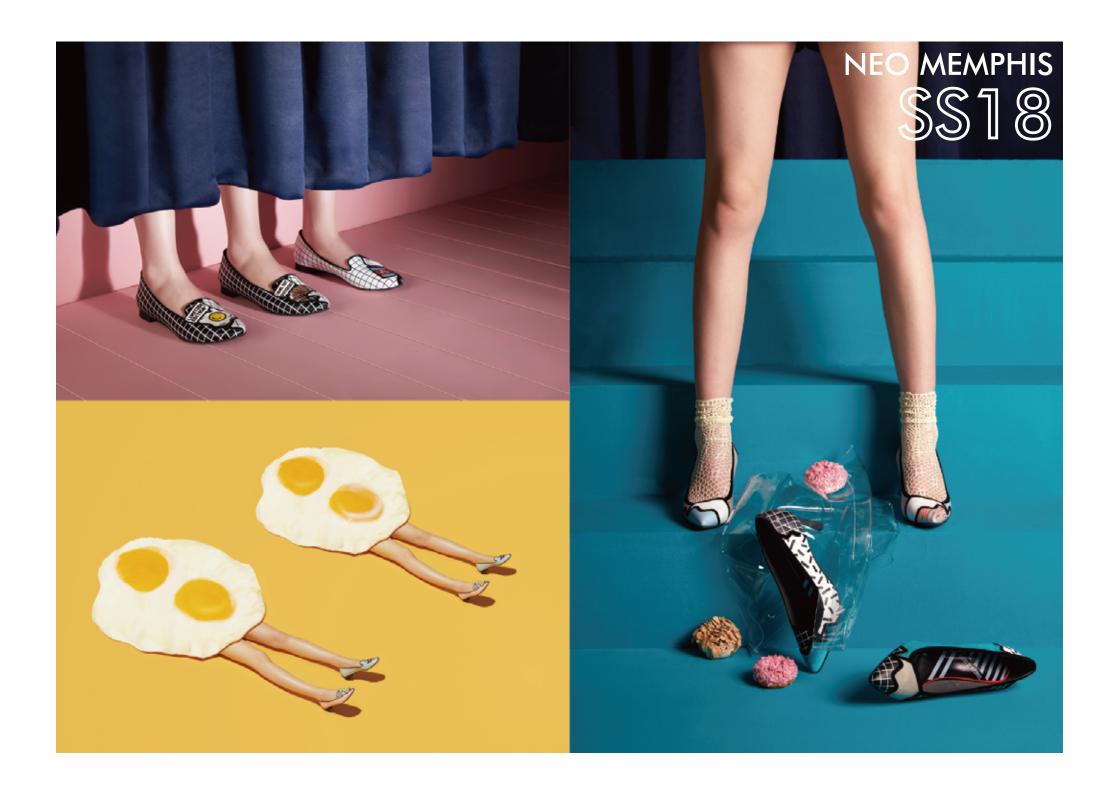












## HOA X LINEFRIENDS





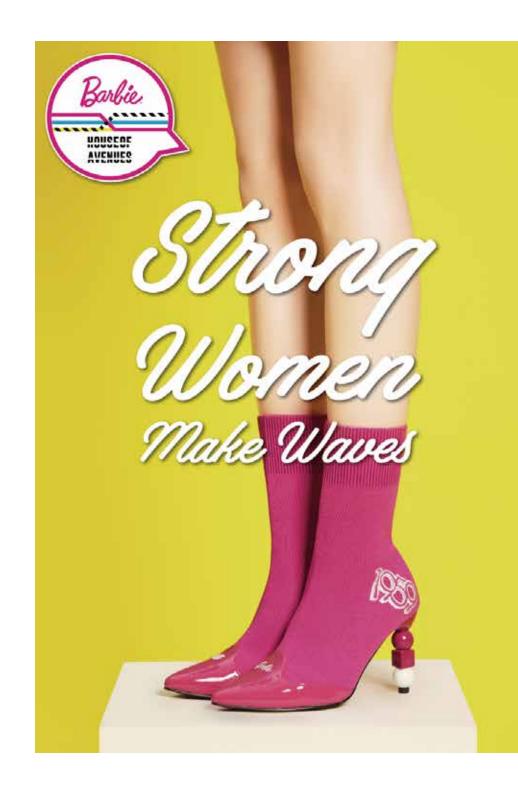


# HOA X SPONGEBOB

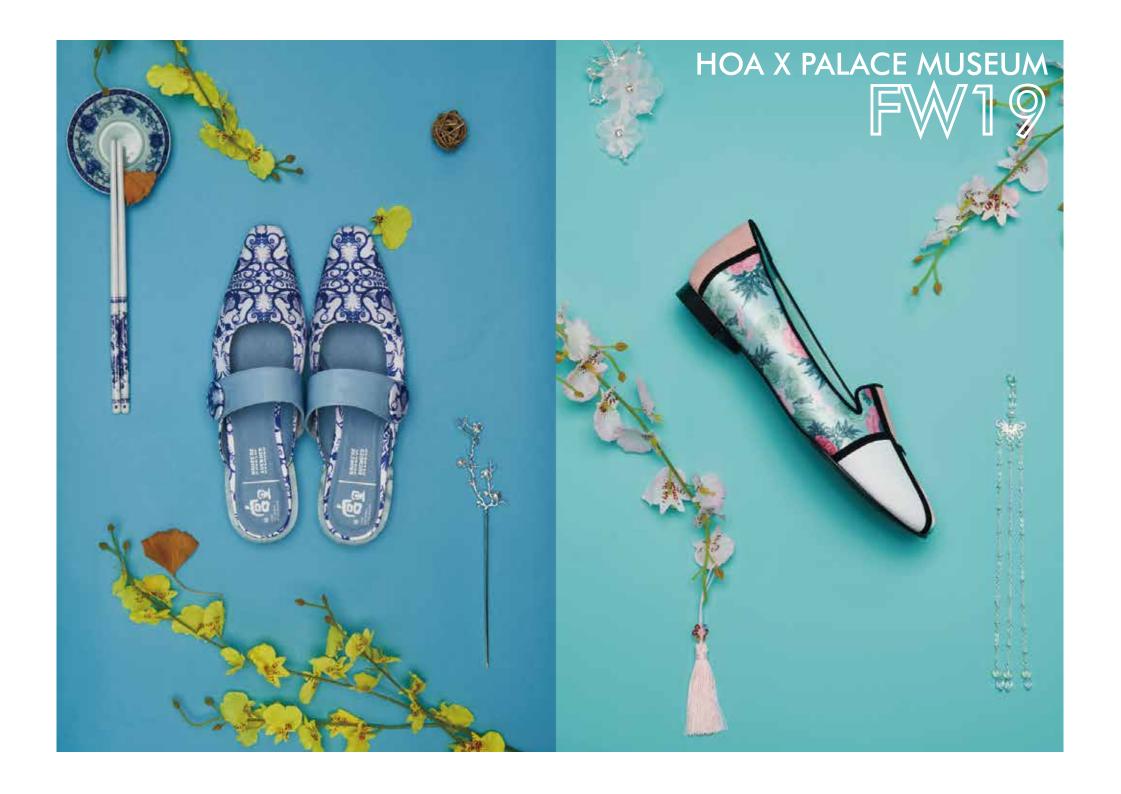






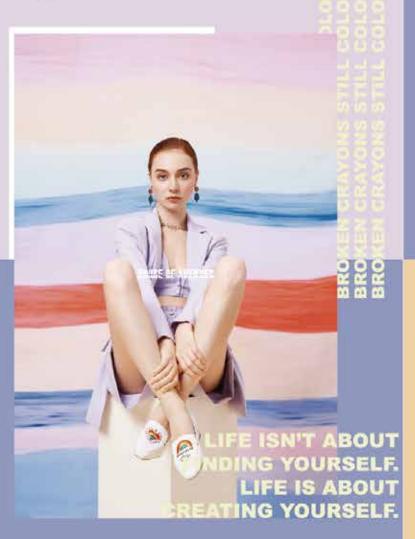








#### LOVE IS UNIVERSAL S\$20









HOUSE OF AVENUES



#### OUR LOCATION

CENTRAL LG/F., 37-43 COCHRANE STREET

CAUSEWAY BAY
6/F., SOGO DEPARTMENT STORE /
SHOP 710-711, HYSAN PLACE

MONG KOK SHOP 10, B1 LANGHAM PLACE

TMALL HOUSEOFAVENUES女鞋旗舰店

