

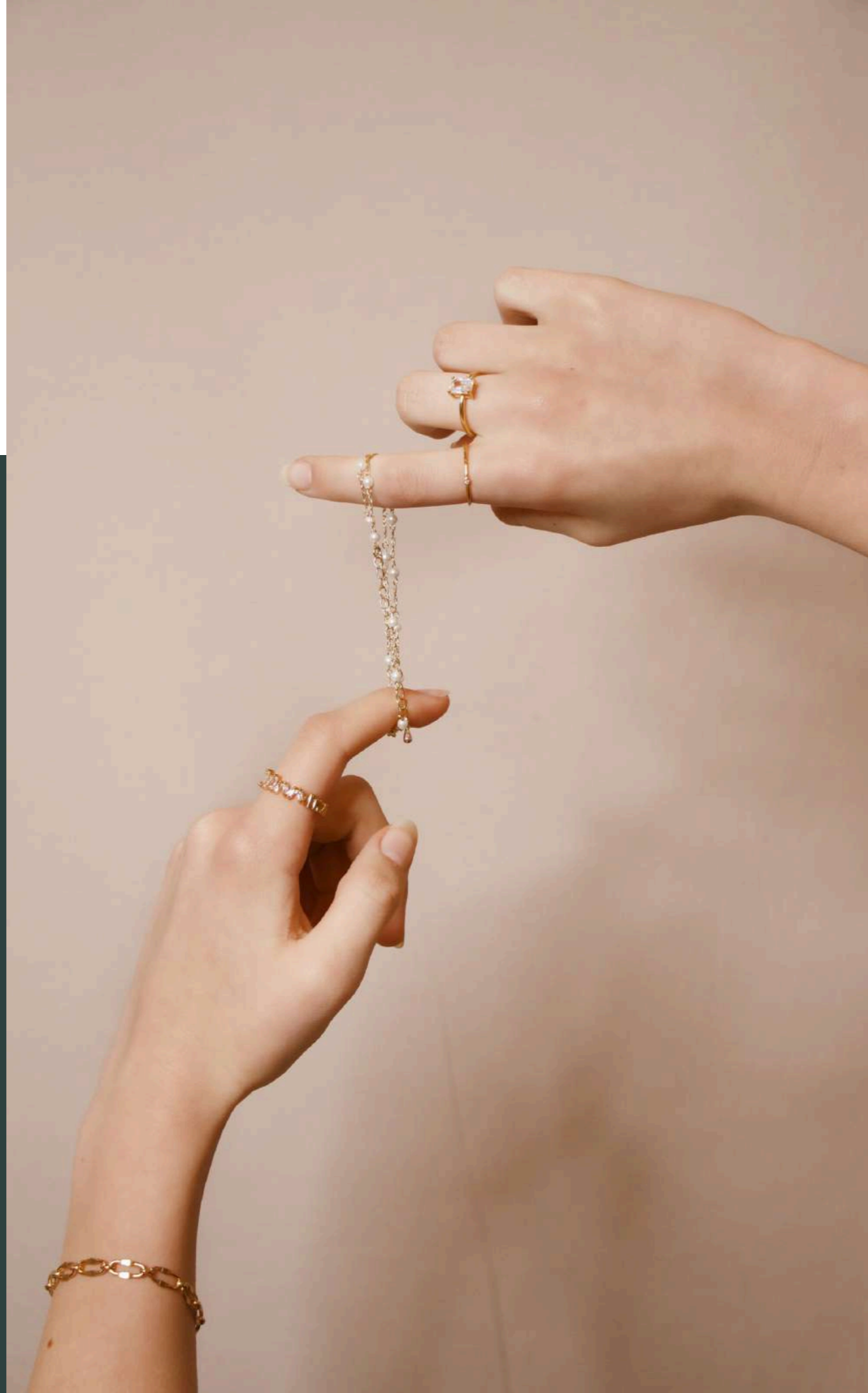
ANNA HORA

ANNA

Born from vision of
two sisters.

Anna is an
aspirational lifestyle
destination for
women.

A new concept in
luxury lifestyle retail.



A beautifully curated
environment, filled with
lovingly selected
products of the highest
quality.

We hand pick and design
our products to create an
environment that's
elegant yet comfortable,
unrestrained yet refined,
always unforgettable but
never over stated.

ANNA HORA

A LIFESTYLE CONCEPT STORE FOR TODAY'S WOMAN

An authentic experience /

Built around her /

Her needs and her community /

Affordable Luxury /

Created & Curated /

Own labels as well as renowned brands /



ANNA HORA

We are staying true to ANNA being a retail space.
It's primary role will always be that.
We love and truly enjoy that part!

At the same time, HOW people feel when they shop
in our space, is equally as important to us.

The environment. The service. The experience.
We would love to reinvent how shopping should feel.

A CONCEPT RETAIL SPACE



ANNA HORA

OUR PURPOSE



A luxury lifestyle destination.

We believe in making the most of life's simple pleasures.

It's the little things that matter.

Precious moments of uncomplicated happiness are our constant inspiration.

We hand pick & design our products in a way which helps to create a space, an atmosphere and a feeling, in which we can help her to lose-and find-herself.



OUR HOW ?

CHANGE RETAIL LANDSCAPE IN A PLACE WHERE RETAIL IS STILL VIEWED THROUGH A THROUGH AN OLD-FASHIONED LENSE.

- Support local retail landscape through active engagement in local retail community
- Support local talent
- Diversify local retail offering - challenge status quo (e-commerce & brick&mortar)
- Support local community (charity partnership)

OUR WHY ?

CHANGE WOMEN'S MINDSET & BEHAVIOUR.

- Turning self-care into a habit that's not seen as selfish, but as necessary
- Creating a local community-centre feel

Luxury doesn't
mean not-accessible



Experience is the driver /
Always / Doing things the
right way, with love, for our
customer /

Commerciality is the
by-product of the experience
/ Never the driver /

The key is a genuine
customer love

ANNA HORA

WHO IS ANNA?

Modern, professional woman 30-45. Elegant, creative and inspired in her taste. She's educated, successful and affluent enough to live the way she wants. She knows the things she likes. But like us, she's often disappointed with the 'good enough' experiences offered by corporate retail solutions.

This will be the place she feels at home - full of exactly those things she deems important to herself, her family and her home.



ANNA HORA

SMALL, FEEL-GOOD MOMENTS

A photograph of two women walking away from the camera on a metal pier. The woman on the left has long, wavy brown hair and is wearing a light grey sweatshirt and blue jeans. The woman on the right has her hair in a bun and is wearing a brown knit sweater and blue jeans. They are walking on a metal grate pier that extends into a body of water. In the background, there are hills and a town under a cloudy sky. A sailboat is visible on the water.

...a feeling or moment, ordinary or extraordinary - cosy, charming or special.

...requires consciousness, slowness, and the ability to not just be present – but recognize and enjoy the present.

We distill it down to being a ‘feeling’.



BY CREATING SIMPLE RITUALS WITHOUT EFFORT

Such as brewing real tea with a little china cup every evening, or stopping at your favourite flower shop every week.

A natural extension rather than a forced and stressful event.

So whether it's making coffee a verb by creating a ritual of making it every morning to a cosy evening in & the simple act of lighting a candle, for us it is just about being aware of a good moment.

SELFCARE/ WELLBEING



Beauty



Loungewear



Homeware

ANNA HORA

Sensational
pieces that
make her feel
beautiful

FINEST MATERIALS
LUXURIOUS STAPLES
WARDROBE BASICS &
STATEMENT PIECES
EACH PIECE HAND SELECTED
AFFORDABLE LUXURY
CURRENT & TIMELESS
QUALITY OVER QUANTITY
FOCUS ON SIMPLICITY &
ATTENTION TO DETAIL

OUR
PRODUCT



YOU TIME

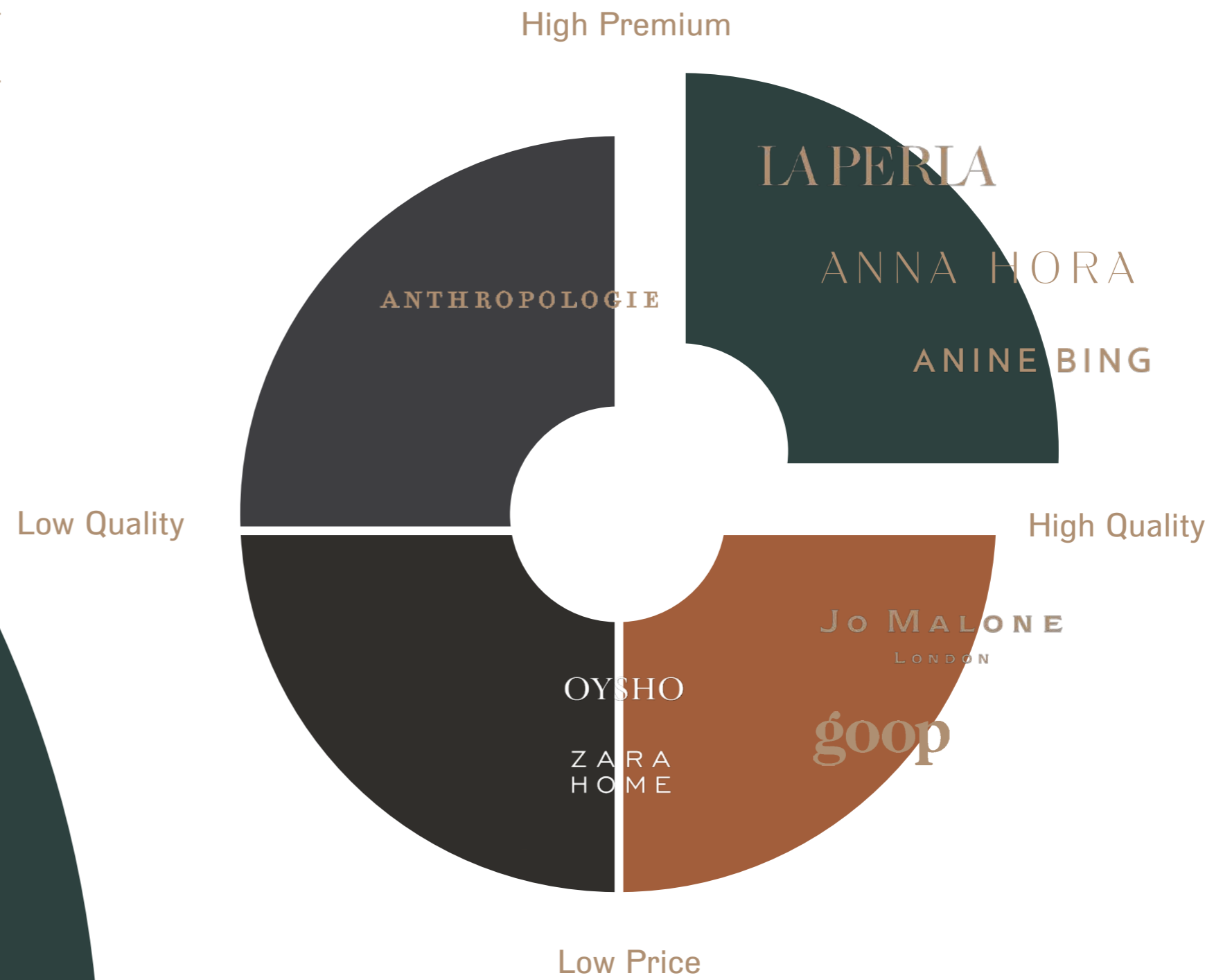
ANNA | A HOW COMPANY

Looking for that small detail. We absolutely know what we like and don't give up until we've found it. We have always searched for the best quality stuff, Those small things which make us feel special. For us.

We understand the need of women to feel special, for them. Our product collection should be the shortcut to those uncomplicated moments. Small things which help you enjoy those all so important moments of now. Moments of happiness. You time.



HIGH PREMIUM HIGH QUALITY



ANNA HORA

OWN LABEL
PRODUCT RANGE

ANNA HORA
COLLECTION

CURATED
PRODUCT RANGE

ANNA HORA

PRIVATE, INVITE ONLY
EVENTS

ANNA SWAP

SOCIAL BASED
SELLING

A-Luxury Closet

COLLABORATIONS AND
PARTNERSHIPS

ANNA HORA by ...



ANNA HORA

ANNA HORA

COLLECTION

ANNA HORA

ANNA SWAP

A-Luxury Closet

OWN LABEL
PRODUCT RANGE

CURATED
PRODUCT RANGE

PRIVATE,
INVITE ONLY EVENTS

SOCIAL BASED
SELLING

PREMIUM CORE
Curate & Create

PREMIUM CORE
Support platform to core

STANDALONE
Reach & data



E-COMMERCE / PHYSICAL RETAIL

EVENTS /
ONLINE STYLE
CONSULT

SOCIAL MEDIA ONLY



ANNA HORA

Product



ANNA IS...

Service



Quality

ANNA IS A CONCEPT

