

VIBES

International

BRINGING YOU THE BEST BRANDS

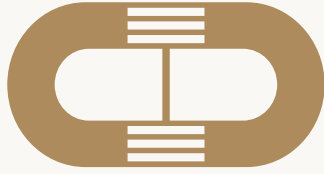


Dee Ocleppo





I'm Dee Ocleppo - entrepreneur, designer,
wife, mother, advocate, philanthropist and
friend.



Dee Ocleppo

As a former model, creative director of Judith Leiber, and wife of **Tommy Hilfiger**, Dee's vision combine the exceptional quality of Italian manufacturing with an unmistakably American point-of-view.

For Dee, quality and price should be synonymous. By bringing her collection to you directly from the source, Dee offer luxury product at an exceptional value.





Dee Ocleppo

Dee's global travel as a model awakened a deep appreciation for everything the world had to offer-she finds endless sources of inspiration in the detail and craftsmanship of each culture she encounters.



Dee Ocleppo

MADE IN ITALY





Dee Ocleppo

This passion inspired Dee to found her namesake brand Dee Ocleppo, a line of luxurious (yet affordable) goods including handbags, shoes, pajamas, silk scarves, and accessories, all of which represent the culmination of her lifelong fashion experience.

Together, Dee and Tommy are outspoken advocates for several autism organizations, and Dee serves on the boards of the Breast Cancer Research Foundation (BCRF) and Glam4Good. Their passion for philanthropy is significant and genuine.



Dee Ocleppo

Promise:

That she will work to inspire in every woman lasting self-confidence in a constantly changing world.

Why:

Because confidence is currency for the modern woman, and Dee believes every woman should overflow with it.

Beliefs/Values:

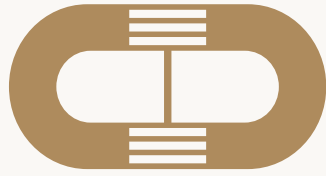
Timelessness. Elegance. Confidence.
"Living life well is an art in itself."Dee says. Looking at her life so far, one can only conclude that's true.

How:

By creating affordable luxury items that illuminate the wearer through elevated quality and timeless elegance.

Root Strengths:

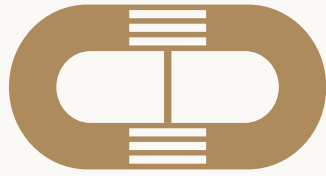
Affordability. Quality. Style. Relatability.



Dee Ocleppo

For the woman who desires a more lasting expression of fashion with a more personal touch. Dee Ocleppo is the personality and the brand of affordable luxury items that meets her needs.





Dee Ocleppo

The Gracious Visionary
Creative, Imaginative, Welcoming.



Dee Ocleppo Photography

The vision of living life well and how that living becomes art. Dee Ocleppo photography is inspired by a consistently elevated lifestyle, yet a lifestyle within reach. Photos always communicate worldliness, confidence and elegance that beckons to the viewer, suggesting she can have the life she sees Dee living, no matter who she is.



Product Photography

Dee Ocleppo product photography is minimal and always ensure the product remains the focal point. Some fun is allowed displaying products in order to catch the eye, but when pictured with other objects, those objects are selected for a believable combination and enhance the product's essence rather than distract from it.

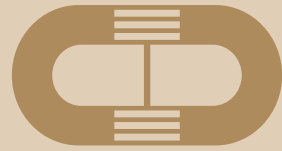


Lifestyle Photography

Dee Ocleppo lifestyle photography revels in a candidness that is elevated by setting. We want to see Dee and a diverse array of women confidently at home in higher culture, illuminated by Dee Ocleppo products, yet never seeming out of place. The goal? Encourage every viewer, regardless of background, to see herself in place of Dee.







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THANK YOU.



retail@vibesintl.com



www.vibesintl.com



+971 45 47 77 47



Jafza One Tower B, Office BB - 1101
Dubai - Jebel Ali - U.A.E