

COMPANY PROFILE



eve in paradise

FINEST NATURAL QUALITY

| PHILOSOPHY |

NATURE, FASHION & FAIR... the brand motto! These guiding principles are firmly anchored in how we see ourselves, how we behave towards people and how we experience our brand day after day. These are the pillars on which the idea of our founder Yutang Wu is based:

"We work mainly with high-quality natural materials to develop fashionable, feminine and wearable styles with a perfect fit. Trend-inspired colours, modern creative prints and seasonal key pieces define our collection and guarantee a high degree of combinability, without losing sight of our social responsibility for our planet and fair working conditions."



| MATERIALS |

NATURAL, CLASSY & LUXURIOUS... these are the material properties of our LovePieces! Working mainly with natural raw materials that you'll never again want to be without:

cashmere

merino wool

yak wool

alpaca wool

pima cotton

silk

linen

viscose

modal

tencel

We continue the development of our fabrics from collection to collection, giving our qualities that softer skin sensation.

*See it
Feel it
Love it*



| HISTORY |

PAINTING, NATURE & SILK... the building blocks of our label! *eve_{in}paradise* has its origins in a love of painting and nature. Yutang Wu grew up in a very rural region of China, where nature has always played an important role. As a little boy, he was fascinated by the process of silk production. Driven by his hobby, painting, he started painting silk scarves by hand as a young man. Success came very quickly, because with their colours and unusual motifs, the scarves had an unmistakable unique selling point.

This affinity for silk and nature led Yutang Wu to found the *senas* label in 1992. The name *senas*, a German acronym for silks and natural fabrics, is still the primary wellspring of our work and the brand essence, and as the first label, *senas* remains a hallmark of high-quality scarves and shawls to this day.

Shortly afterwards, the *Senatex* team in Hanover developed the first women's wear collection under the same name. With a relaunch of the focus of our design and collections in the spring/summer season 2012, *eve_{in}paradise* was born. Today more than ever, the brand stands for an unbelievable soft sensation with a sense of feeling good.

eve_{in}paradise is designed and developed by a small team in the heart of Hanover with a great deal of passion and love for detail, using high-quality and luxurious materials. So we are the ideal partner for up-market specialists and retail stores.



| SUSTAINABILITY |

SUSTAINABILITY & RESPONSIBILITY... the focus of our brand! We are aware of our social responsibility towards our planet, the people we work with daily and those who we have been working with for many years. For us, fairness and respect are matters close to our hearts. That's why we work meticulously and very closely with our partner companies around the world.

We see the issue of sustainability as an ongoing process in terms of people, animals and the environment. Our work on this important issue is based on our values and our long-standing relationships with our partner companies at home and abroad. For us, sustainability today is in harmony with fashion trends, beautiful worlds of colour and our feminine, sustainably wearable fashion.



| GOOD TO KNOW |

Number of collections	2 per year
Delivery	8 dates per year
Collections available	pre-order and seasonal stock
Colour themes	4 per season
Sizes	XS - 2 XL 34 - 46
Top sellers	knitwear and ready-to-wear



INSTORE PRICE RANGES

Starting prices for knitwear	€ 79.90 - € 99.90	€ 119.90 - € 179.90
Starting prices for blouses	€ 79.90 - € 99.90	€ 119.90 - € 149.90
Skirts	€ 89.90 - € 149.90	
Dresses	€ 99.90 - € 179.90	
Trousers	€ 99.90 - € 159.90	
Jackets/coats	€ 159.90 - € 399.90	
T-Shirts/shirts	€ 39.90 - € 79.90	

| CONTACT |

Many thanks for your interest in our beautiful inspirational women collection, we look forward to hearing from you. For any questions you may have, your contact person is:

Harald Kirsch

Head of Brand

☎ +49 (0) 511 - 899 593 - 22

📠 +49 (0) 172 - 2452139

@ h.kirsch@senatex.de

🌐 www.eve-in-paradise.de



Experience a pleasing and
unmatchable soft skin sensation!

eve in **paradise**
FINEST NATURAL QUALITY



*See it
Feel it
Love it*

Senatex GmbH | Vahrenwalder Straße 221 A | 30165 Hanover
☎ +49 (0) 511 - 899 593 - 0 | 📠 +49 (0) 511 - 899 593 - 10 | @ info@eve-in-paradise.de | 🌐 www.eve-in-paradise.de
Managing Director: Yutang Wu | Commercial Register: Hanover Local Court | HRB 52988 | VAT ID: DE 115685159

