

ONE step forward

*Choosing natural dye
to protect
our environment*

DORINA

EARTH

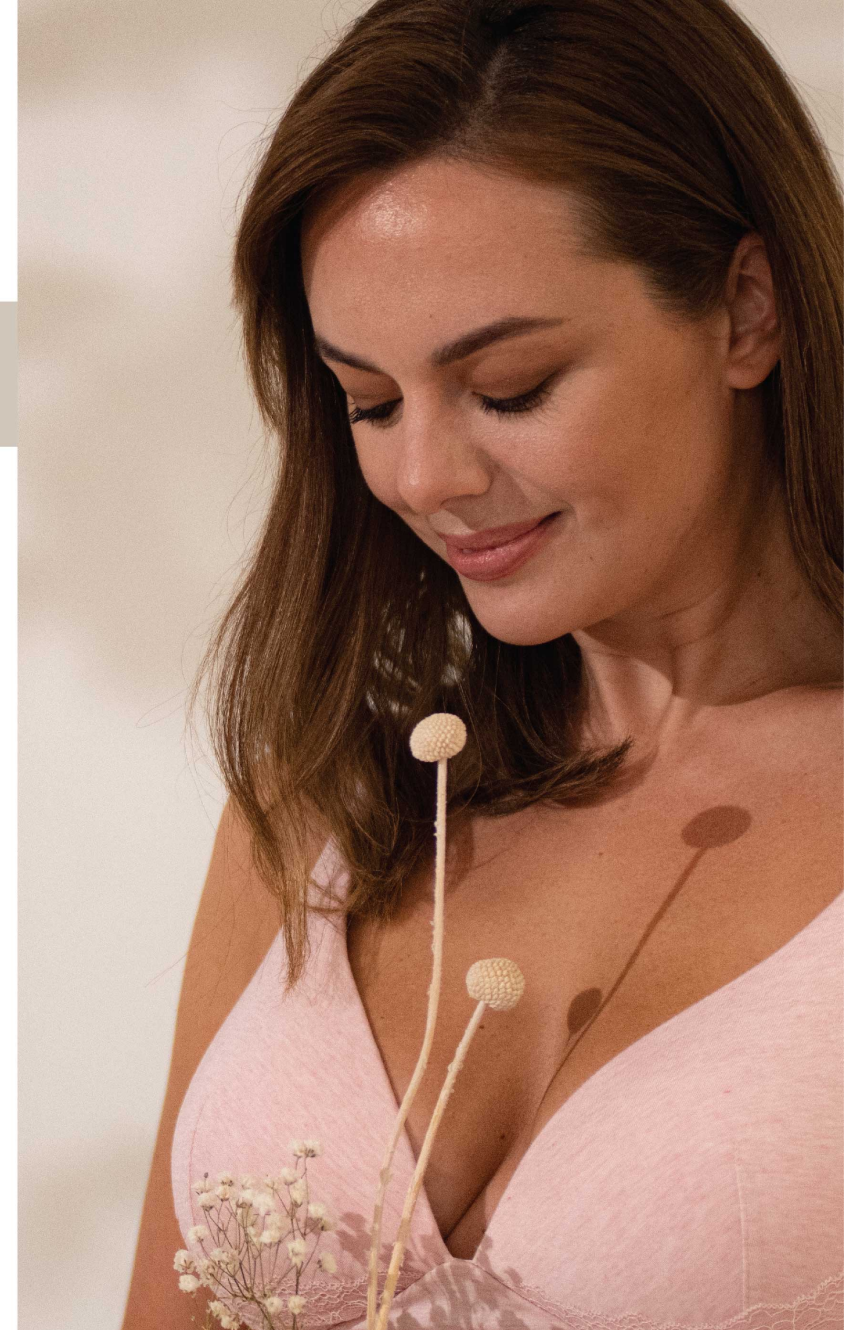
ONE step forward

CHOOSING NATURAL DYES TO FURTHER PROTECT
OUR ENVIRONMENT



Taking our ECO responsibility **ONE STEP FORWARD**, the new **DORINA earth** collection is one of the most sustainable offerings from the brand. Highly environmentally friendly and responsible through its innovative plant dye process, this collection marks the enormous progress in DORINA's sustainability journey.

Four years later we are proud to have made enormous progress in our sustainability



DORINA

WE CARE ABOUT YOU



GOOD FOR YOUR SKIN, SAFE TO HEALTH

100% NATURAL

Antibacterial and antioxidant

Mild pH value of the fabric

which are all good for your skin and helps in skin issue

Key customers - Pregnant woman, customers who care about their skin

WHAT IS NATURAL DYE?

Natural dye is a traditional dyeing method that extracts pigments from natural resources such as plants and minerals. It is a more environmentally friendly dyeing method compared to synthetic dye.

This specific collection uses natural dye extracted from Chinese herbal medicine, that is cultivated in China and India.



Rubia



Cape Jasmine

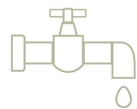


Chestnut

Resources saving



Reduce
electricity used



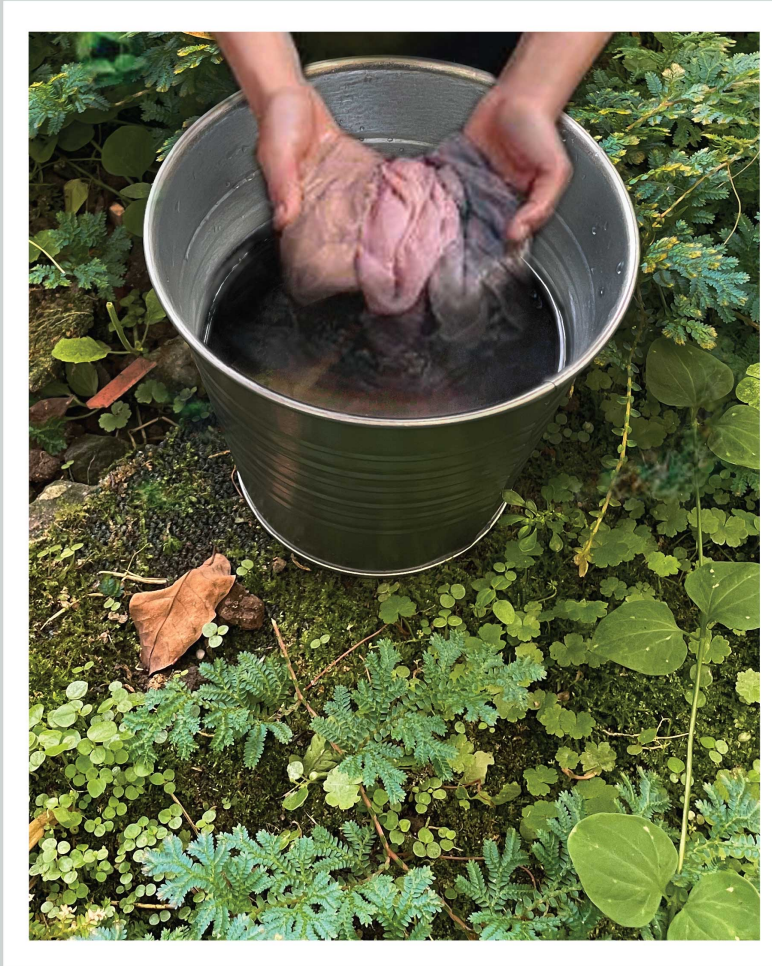
Reduce
water used

CO₂

Reduce
CO₂ emission



4 REASONS TO ADOPT NATURAL DYES



1 PARTICULARLY SUITABLE FOR SENSITIVE SKIN
Since they do not contain any harmful products, plant-dyed textiles can be suitable for all skin types and especially the very sensitive skin.



2 A VARIED AND UNIQUE COLOUR PALETTE
Nature offers multiple possibilities of colours to dye fabrics. In natural dyeing, colours can be considered 'alive' as they evolve with time, in the shade or in the sun. Variations can be seen in the shades .



3 PROTECTING THE ENVIRONMENT
Natural dyes are not harmful to the environment since they come 100% from natural and renewable sources.



Natural dyes also consume less water than synthetic dyes. The dye and wash baths can be reused several times.

4 THE INGREDIENTS USED ARE BIODEGRADABLE
The ingredients used in natural dyes are 100% biodegradable and this is a major asset for our environment.



DORINA

EARTH



DORINA

ACTION PLAN

HOYA COLLECTION – One Step Forward



With the touch of Spring, a perfect launch time for this nature grow sustainable collection - **HOYA**
Feel the softness, comfort and natural experience with the Tencel fabric.

HOYA offers soft bra, bralette, cami, shorts and long pants. Which fits all your everyday needs.

- To boost the and raise people's interest in Plant Dye.

Introduction of natural dye ingredients & its benefit - FB , IG & LinkedIn post

(we plan to invite 3 KOLs, namely eco lover, skin allergic girl, and a mum who cares about her baby's health, to endorse our products)

- Collection highlight

- Sponsored giveaway for follow, comment & share Hashtags

- Hyperlink divert to Ecom Platforms



DORINA EARTH Collection:

- Natural-dye Modal
- 100% natural
- NO harm to skin & health
- Preserve CO2 emission, water & energy

A photograph of four models of diverse ethnicities and body types, wearing white and light-colored lace underwear. They are posed in a row, with some looking towards the camera and others looking down or to the side. The background is a soft, out-of-focus light color.

EARTH COLLECTION

*Introducing our Modal With Lace Collection
From Plant Dye Process*



LIGHT PADDED DEMI
D002026MO009
Col: IVORY/PINK

- Recycled floral lace with modal
- Brushed straps
- Bagged-out workmanship



LIGHT PADDED SOFT BRA
D001981MO009
Col: IVORY/PINK

- Recycled floral lace with modal
- Brushed straps
- Bagged-out full cradle

HIPSTER CLASSICS
D001864MO009
Col: IVORY/PINK

- Recycled floral lace with modal



BRIEF
D001982MO009
Col: IVORY/PINK

- Recycled floral lace with modal



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NON PADDED BRALETTE

D002026MO009

Col: IVORY/PINK

- Recycled floral lace at front with modal
- Brushed straps
- Wide underbust elastic



DORINA



BRIEF

D001982MO009

Col: IVORY/PINK

- Recycled floral lace with modal



HIPSTER
D001976MO009

- Grey mélange modal
- Sheer mesh insert

LIGHT PADDED DEMI
D001972MO009

- Grey mélange modal
- Brushed straps
- Sheer mesh wing



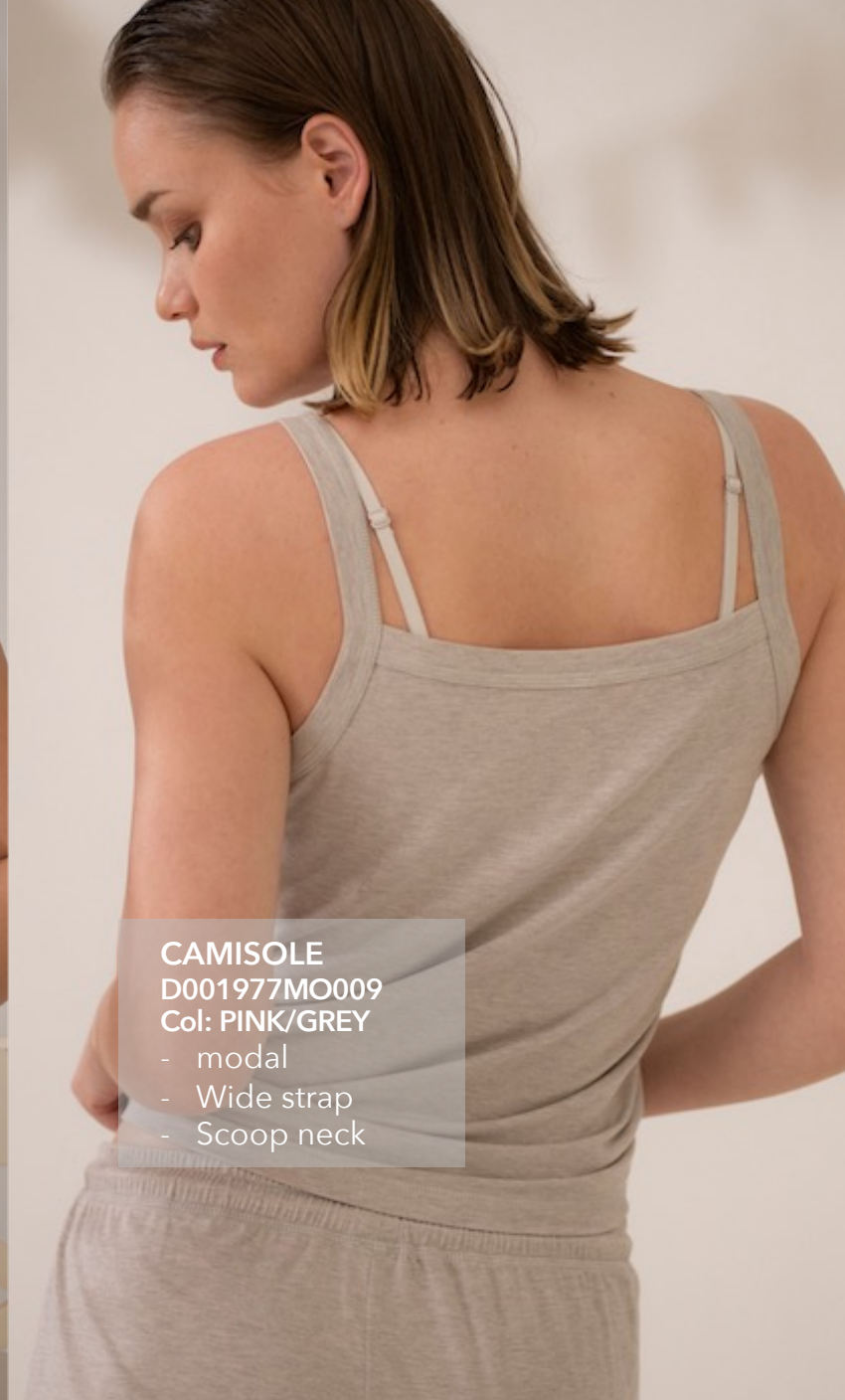
NON-PADDED WIRED BRA
D001973MO009

- Grey mélange modal
- High Apex Mesh Shoulder straps
- Sheer mesh wing





SHORTS
D001978MO009
Col: PINK/GREY
- modal
- Loose fit



CAMISOLE
D001977MO009
Col: PINK/GREY
- modal
- Wide strap
- Scoop neck

HOYA



D002026MO009-IV0022
LIGHT PADDED-DEMI
(with wire)



D002026MO009-PK0106
LIGHT PADDED-DEMI
(with wire)



D002027MO009-IV0022
NON PADDED-BRALETTE
(wireless)



D002027MO009-PK0106
NON PADDED-BRALETTE
(wireless)



D001972MO009-GY0065
LIGHT PADDED-DEMI
(with wire)



D001977MO009-PK0106
CAMISOLE



D001977MO009-GY0065
CAMISOLE



D001981MO009-IV0022
LIGHT PADDED-SOFT BRA



D001981MO009-PK0106
LIGHT PADDED-SOFT BRA



D001982MO009-IV0022
BRIEF



D001982MO009-PK0106
BRIEF



D001973MO009-GY0065
NON PADDED-WIRED BRA
(with wire)



D001978MO009-PK0106
SHORTS



D001978MO009-GY0065
SHORTS



D001864MO009-IV0022
HIPSTER CLASSIC



D001864MO009-PK0106
HIPSTER CLASSIC



D001976MO009-GY0065
HIPSTER CLASSIC

A photograph of three women from the waist up, wearing lace underwear. The woman on the left is wearing a green lace bra and matching green lace underwear. The woman in the middle is wearing a beige lace bra and matching beige lace underwear. The woman on the right is wearing a white lace bra and matching white lace underwear. They are standing close together, with their arms around each other's shoulders. The background is a bright, slightly blurred indoor setting with white curtains.

EARTH COLLECTION

*Introducing our Signature Lace
with Plant Dye Colours*

Collection highlights

3 colours:

Undyed



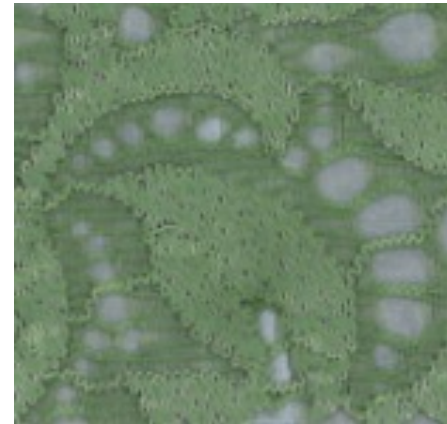
- ALL materials are undyed
- No chemical dyestuff used

Plant-dyed



- Lace and mesh dyed with plant-dye
- Dyeing origin from Acacia infuse

Plant-dyed



- Lace and mesh dyed with plant-dye
- Dyeing origin from mulberry leaves

Collection highlights

Gentle to skin:

- All bras are lined with undyed modal inner lining at the cups.
- Suitable for sensitive skin, friendly for the planet.



- All Nursing bras are lined with undyed organic cotton sling lining at the inner cup.
- Gentle for your skin, your baby and the planet.



THANK YOU

