

# Bellissima

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Harun Ćatić, manager

## **Mission**

Mission of fashion house Bellissima is to keep our customers and their needs in the very center of our unique business methods, including design, selection of high-quality fabrics, production of clothing items and their distribution and sales. The goal of fashion house Bellissima is to offer our customers an optimal ratio of price and quality, as well as design which follows the world's fashion market. All the time Bellissima is trying to be a brand which inspires confidence in customers and on which customers can count over the long term.

## **Vision**

Vision of fashion house Bellissima is to keep the leading position in B&H and regional textile industry, as well as to be a part of life and style of its customers. Bellissima is striving to be a brand which is regionally recognizable and which is a synonym for modern and preferable domestic product of high quality, where customers can recognize Bellissima as their brand and identify with it.

## **INFO**

Bellissima is existing on the market since 1997. and today it is a reputable and highly respected B&H fashion brand. This fashion house has proved itself for many years through the quality of its production, as well as through active following of world's trends regarding design, styles, colors and fabrics.

In order to produce final product of high quality and to promote it in the best way, Bellissima cooperates with reputable B&H designers, models, photographers, stylists.

Today this fashion house has 33 shops in Bosnia and Herzegovina, Croatia, Serbia, Montenegro and Kosovo, and currently there are new shops opening in Orašje, as well as appearing on the market of Albany.

Appearing on regional market and extremely successful positioning of this B&H fashion brand is a proof for quality recognition – either with domestic, or with regional customers.