



BRAND / GUIDE

MEI LONDON

— WWW.MEILONDON.CO.UK

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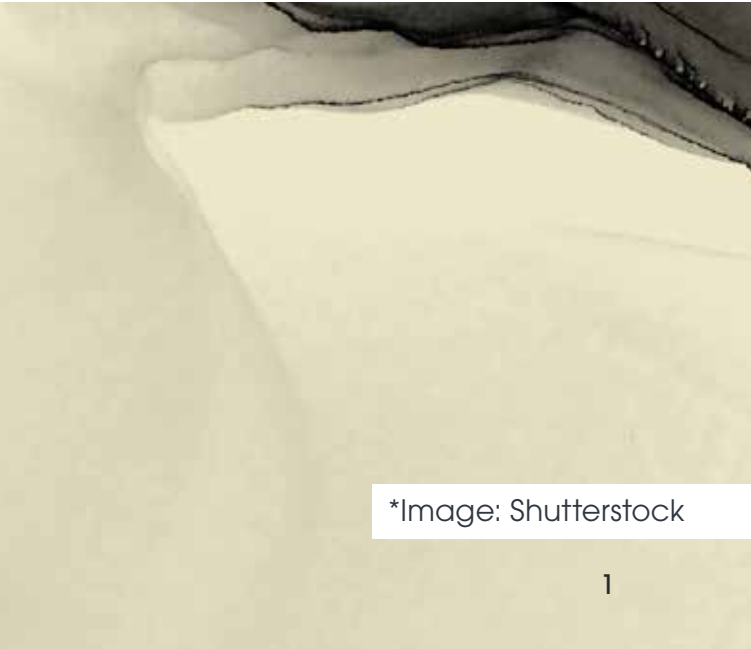
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*Image: Shutterstock

01

Brand Overview

Mission Statement

“

The mission of Mei of London is to redefine luxury resort wear by creating garments that are as functional as they are elegant. We are committed to empowering women through sustainable, innovative designs that support their well-being and elevate their travel experiences. Our mission is to craft clothing that transcend fashion, offering a holistic experience that nurture the body, mind, and spirit while promoting ethical practices and sustainability.

”

lrh

Laura Holmes, Founder

*Image: Shutterstock

01

Brand Overview

Brand Vision

Mei of London envisions becoming a global leader in luxury resort wear, empowering individual through innovative design and transformative experiences. We are committed to building a pioneering team of industry creatives and collaborating with luxury resorts to create exclusive collections that reflect the essence of their locations and support local craftsmanship. Through the virtual reality platform, we will offer immersive, personalised experiences that connect our customers with our brand uniquely and meaningfully. At the heart of Mei of London is the essence of Transformative Luxury that empowers and evolves with our community.

*Image: MidJourney

01

Brand Overview

Core Values

The Fabric of Mei London

SUSTAINABILITY

We prioritise the use of natural,regenerative materials and eco-friendly practices in all aspects of our business.

EMPOWERMENT:

Our designs are a celebration of the feminine form, designed to empower women of all shapes and sizes, making them feel confident and comfortable in every stage of life.

INNOVATION

We incorporate cutting-edge wellness technologies into our garments, ensuring that our products are beautiful and beneficial to the wearer's health.

EXCLUSIVITY

Each of our collections is carefully curated, often in collaboration with luxury resorts, to create unique, limited-edition pieces.

TIMELESS QUALITY:

We are dedicated to creating high-quality garments that withstand the test of time,both in terms of style and durability.

01

Brand Overview

Brand Story

Mei of London was born from a passion for travel, family, and the transformative power of stepping into new environments. Inspired by cherished memories of exploring the world with her children, founder Laura Holmes sought to create a brand that would encapsulate the essence of these experiences. Recognising a gap in the market for functional, luxurious resort wear with year-round availability, Laura combined her love for sustainable fashion with her expertise in strategic business management to launch Mei of London. The brand's collections are invitations to explore new possibilities, embrace change, and create lasting memories.

*Image: Shutterstock

01

Brand Overview

Target Audience

Mei of London targets affluent women who value quality, style, and wellness. These women are typically aged 35-55, health-conscious, and frequent flyer's who appreciate the finer things in life. They are sophisticated and confident and seek out products that align with their values of sustainability, authenticity, and personal growth. Our audience is composed of women who aspire to live balanced lives, harmonising hard work with well-being and rewarding themselves through travel and meaningful experiences.

*Image: MidJourney

01

Brand Overview

USP

Mei of London's unique selling proposition lies in its ability to combine luxury with functionality. We offer resort wear that looks beautiful and supports the wearer's well-being. Our garments are made from natural, regenerative materials and incorporate wellness technologies such as skin-boosting fabrics and climate-adaptive features. Mei of London stands out in the market by providing year-round accessibility to high-quality resort wear that caters to the evolving needs of modern women.

*Image: Shutterstock

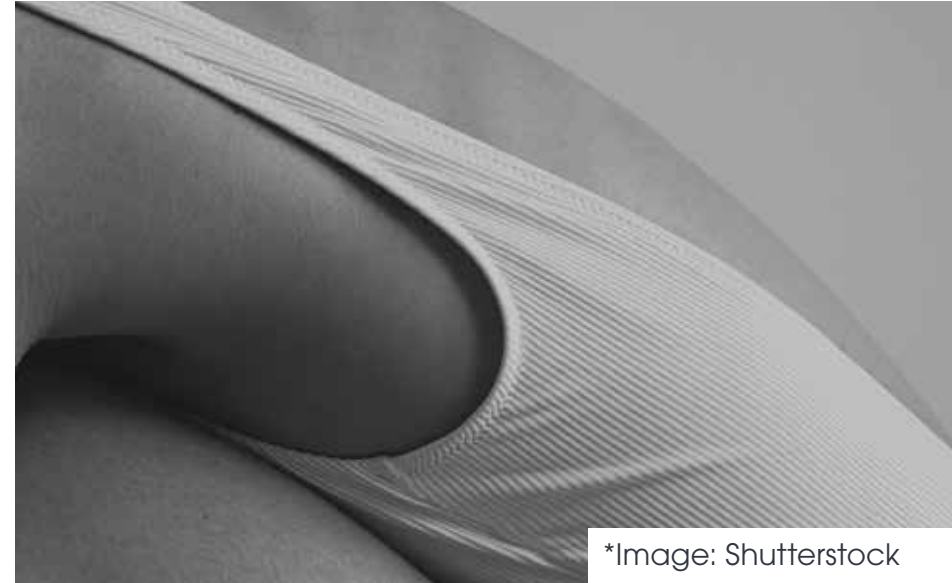
01

Brand Overview

Brand Personality



*Image: MidJourney



*Image: Shutterstock

Mei of London embodies a personality that is:

Sophisticated, Innovative, Nurturing & Powerful.

We speak to individuals who are leaders in their fields and seekers of depth and authenticity in their personal and professional lives. Our brand is authoritative and approachable, focusing on empowering and inspiring our audience. Mei of London exudes elegance and confidence, offering a sense of calm and reassurance to women who value meaningful connections and personal evolution.



*Image: MidJourney

01

Brand Overview

Brand Promise

Mei of London promises to provide luxurious, sustainable, and innovative resort wear that empowers women and enhances their well-being. We are committed to delivering high-quality garments that are versatile, functional, and stylish, ensuring that our customers feel confident and comfortable no matter where their journeys take them. Our brand promises to maintain ethical practices, prioritise customer satisfaction, and continually innovate to meet the needs of our discerning clientele.

*Image: MidJourney

01

Brand Overview

Brand Positioning

Mei of London is positioned as a premium luxury resort wear brand that caters to the sophisticated, health-conscious woman who values quality, style, and sustainability. We occupy a unique space in the market by offering year-round resort wear that combines elegance with functionality, making it the perfect choice for women who seek comfort and versatility in their travel attire. Mei of London is not just a fashion brand; it is a lifestyle that resonates with women who appreciate the finer things in life and are committed to living authentically and meaningfully.

*Image: MidJourney

EXCITING, SOPHISTICATED, INNOVATIVE,
TIMELESS, ELEGANT, STYLISH, TRANSFORMATIVE,
LUXURIOUS, RESTORATIVE, EMPOWERING,
SUSTAINABLE, ETHICAL, INCLUSIVE, AUTHENTIC,
NURTURING, RESILIENT

Logo Usage

MASTER LOGO MARK

The Mei London logo mark is a sophisticated blend of geometric precision and timeless elegance, designed to leave a lasting impression. The design is rooted in clarity and simplicity, utilizing clean, geometric shapes that are both powerful and memorable. This structured form embodies strength and adaptability, making the logo versatile across various applications, from digital to print.

mei
LONDON

02

BLACK & WHITE VARIANTS

Using a logo in black and white is crucial because it ensures that the design remains effective and recognizable across all mediums and situations. A black-and-white version of a logo strips away any reliance on colour, highlighting the core elements of shape, contrast, and structure. This simplicity tests the logo's adaptability and versatility, ensuring that it maintains its impact in diverse contexts.

mei
LONDON



LOGO USAGE

The logo mark CANNOT be displayed in any other colours, other than the master pallet, black & white.



Distortion of the logo mark is NOT allowed.



Rotation of any kind is NOT allowed.



The logo mark must have clarity if displayed over images.



Enhancing the Identity

SECONDARY LOGO MARK

An associated logo mark is vital as it encapsulates and communicates a brand's essence through a single, recognizable symbol. It creates a visual identity that fosters brand recognition and recall, making the brand memorable in a crowded marketplace.

By consistently representing the brand's values and mission, the logo mark builds trust and strengthens emotional connections with customers, serving as a powerful tool to enhance the main identity for brand cohesion and distinction.

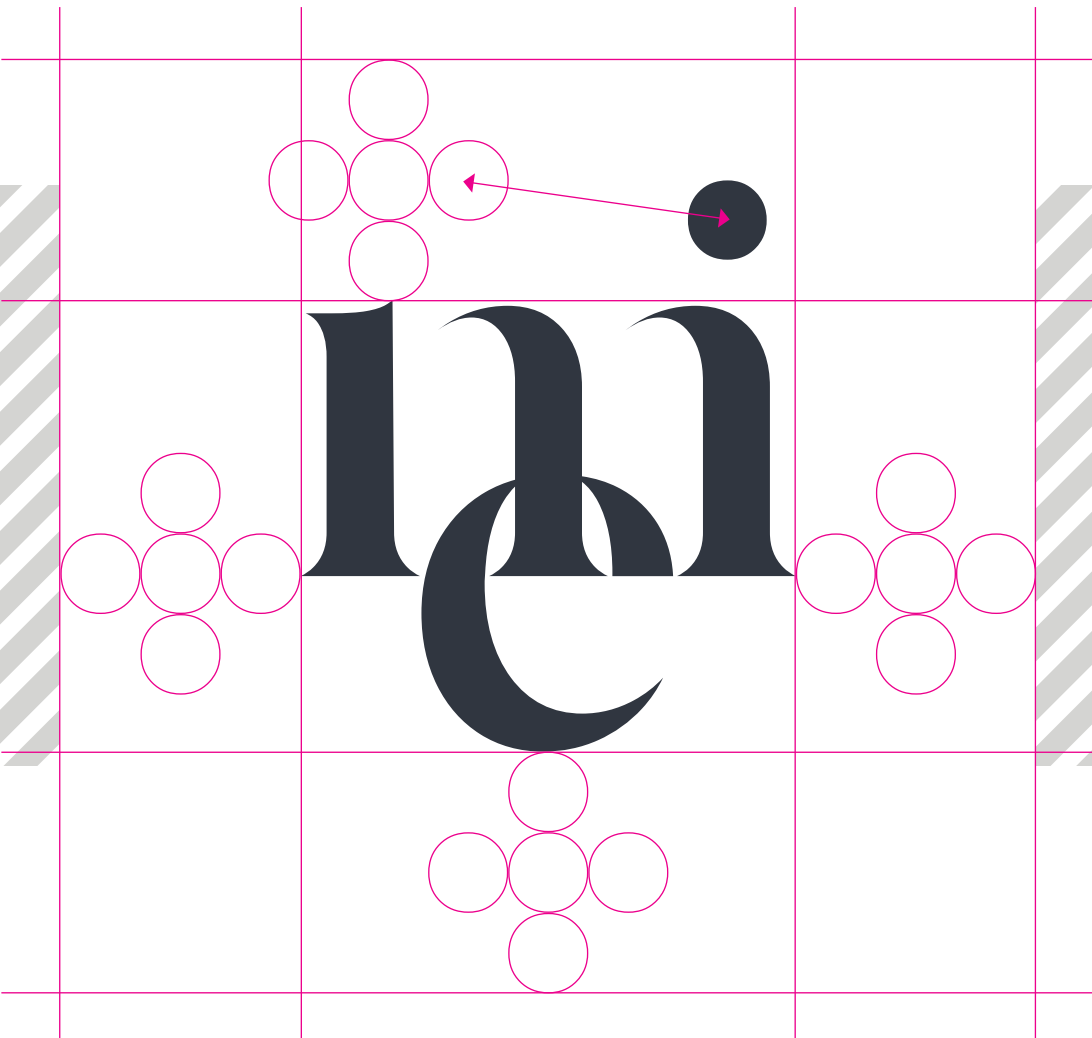


LOGO MARK SAFE ZONES



* The safe zone must exist to balance the main bulk of the logo marks centrally.

ASSOCIATED LOGO MARK SAFE ZONES



Visual Identity

Main Pallet

MASTERING IMPACT

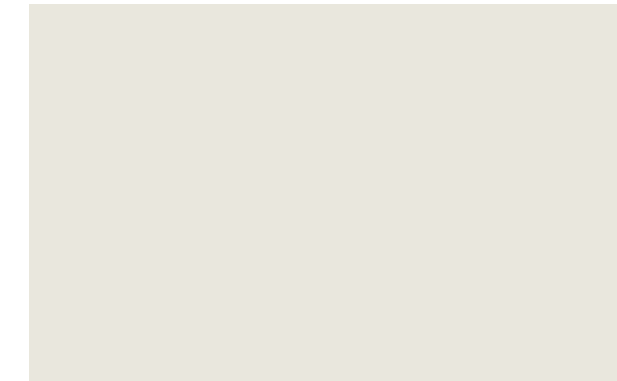
At Mei London, the strategic use of colour is integral to our brand identity, blending soft, neutral tones with strong, powerful hues to reflect our dual commitment to timeless elegance and dynamic sophistication. Soft neutrals evoke a sense of serene luxury and classic refinement, aligning with our ethos of enduring style and sustainable fashion.

Matt Black (Primary)



RGB: #30363f
CMYK: 76 66 54 50

Soft White (Secondary)



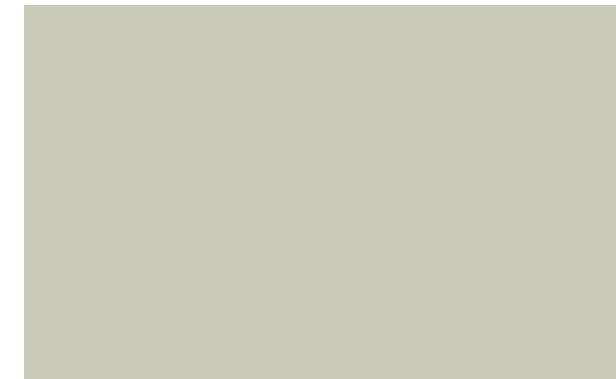
RGB: #e8e6dc
CMYK: 0 1 6 10

Midnight Blue (Additional)



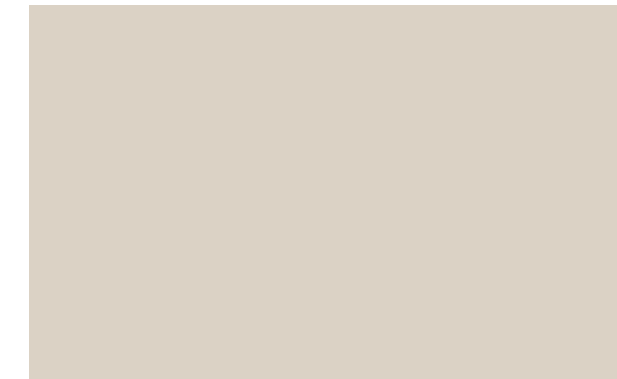
RGB: #384a54
CMYK: 78 60 54 35

Summer Sage (Additional)



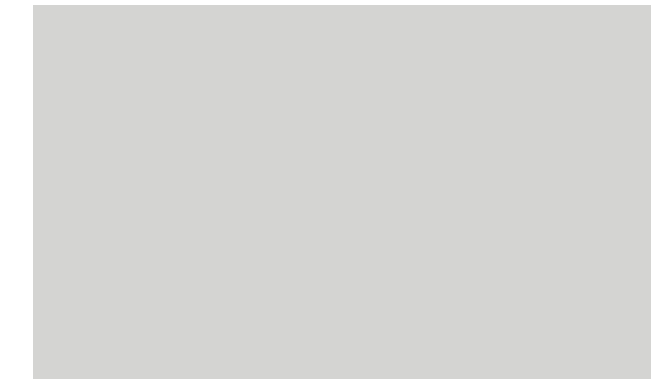
RGB: #c9cab7
CMYK: 21 14 27 0

Warm Stone (Additional)



RGB: #dad1c4
CMYK: 13 14 20 0

Pebble Grey (Additional)



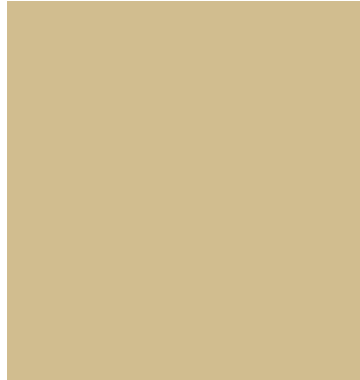
RGB: #d3d4d2
CMYK: 16 11 13 0

Rich Brown



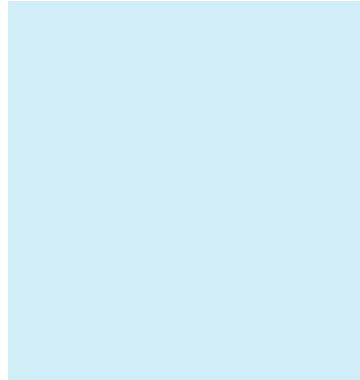
RGB: #85663d
CMYK: 40 52 81 22

Sand Brown



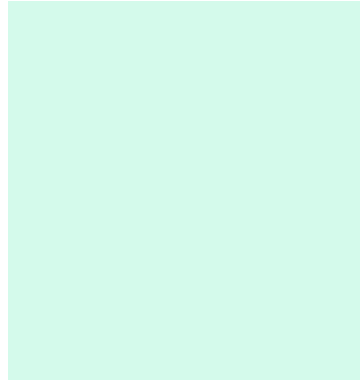
RGB: #d1bd8f
CMYK: 18 22 48 0

Sky Blue



RGB: #d1edf7
CMYK: 16 0 2 0

Sea Green



RGB: #d4faeb
CMYK: 14 0 11 0

Sun Yellow



RGB: #ffe8a1
CMYK: 1 7 44 0



*Image: Shutterstocky

Primary Typeface Hero

GEOMETRIC SOPHISTICATION

The typeface Gloock is crucial to Mei London's brand identity, offering a perfect blend of modern sophistication and timeless elegance. Its clean, geometric lines and distinctive character enhance our visual presence, reflecting our commitment to luxurious, innovative design. Gloock not only reinforces our brand's unique style but also ensures clarity and consistency across all communications.

Gloock

By: Google Fonts

Hero Headings: Kerning: -10 / Leading: +10 (relevant to font size)

AaBbCcDdEeFfGgHhIiJjK

LlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

0123456789 (&?!/,,:-_*")

*Headline copy example (Primary font)

ELEVATE YOUR ES- CAPE

EXAMPLE OF BODY COPY

Mei London's resort wear is a master-class in effortless sophistication, redefining what it means to vacation in style. Each piece is a blend of understated luxury and modern elegance, designed to elevate your wardrobe and your mood simultaneously. The collection's meticulous craftsmanship, combined with its exquisite fabrics and timeless silhouettes, ensures that every item not only complements your natural grace but also amplifies your confidence. Whether you're lounging poolside or exploring coastal cities, Mei London transforms the ordinary into the extraordinary, making every moment of your getaway a statement in refined living.

Beyond aesthetics, Mei London's resort wear is designed with an innate understanding of how fashion influences our emotions. The collection's serene colour palette and fluid designs are more than just visually appealing; they're imbued with a sense of tranquillity and optimism. Wearing Mei London isn't just about looking good—it's about feeling good, too. The careful attention to detail in every stitch and seam enhances comfort, allowing you to move through your day with ease and grace. As you slip into each piece, you'll find your mood elevated, your outlook brightened, and your entire experience of leisurewear transformed into something truly exceptional.

*Image: Shutterstock

Secondary Typeface

Body Copy

THE DETAIL

The use of ITC Avant Garde Gothic as a secondary font is pivotal for ensuring clarity in detailed copy. Its clean, geometric design provides excellent readability and a modern touch, making complex information more accessible and engaging. By complementing the primary typeface Gloom, ITC Avant Garde Gothic enhances visual hierarchy and emphasis, ensuring that important details stand out while maintaining a cohesive and sophisticated brand presentation.

ITC Avant Garde Gothic

By: ITC

Body and Sub Headings: Kerning: 0 / Leading:+6 (relevant to font size)

Book

AaBbCcDdEeFfGgHhIiJjK LIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_ *")

Medium

AaBbCcDdEeFfGgHhIiJjK LIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_ *")

Bold

AaBbCcDdEeFfGgHhIiJjK LIMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,,:;-_ *")

02

Visual Identity

Style of Brand Imagery

OUR STYLE

The precise use of photography is vital for Mei London as it captures the essence of our brand's luxury and sophistication with clarity and elegance. High-quality, meticulously styled images not only showcase the intricate details and craftsmanship of our designs but also convey the brand's commitment to timeless beauty and modern innovation. This careful attention to photographic precision ensures that our visual narrative remains consistent, compelling, and reflective of Mei London's dedication to excellence in every aspect of our presentation.

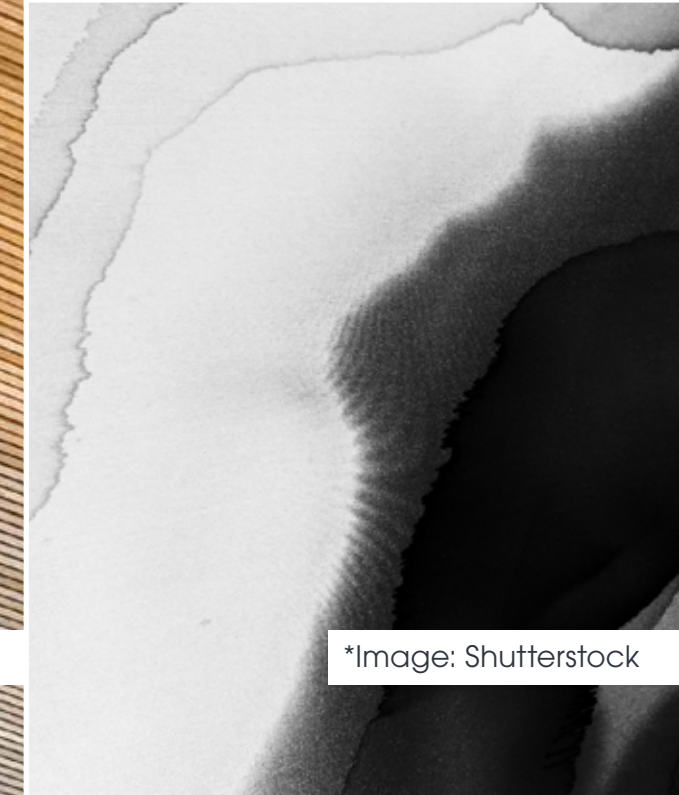
*Image: Shutterstock



*Image: Shutterstock



*Image: MidJourney



*Image: Shutterstock



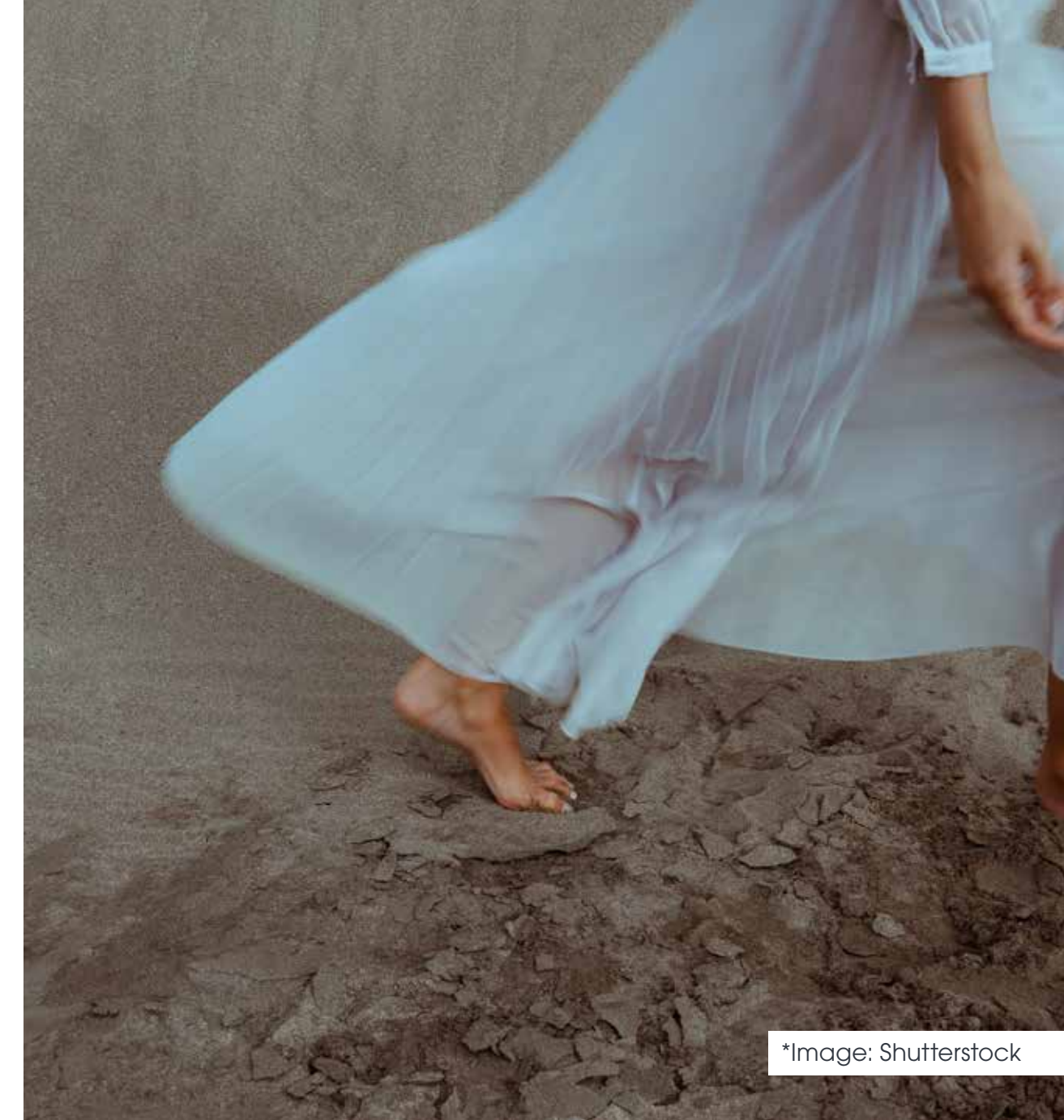
*Image: Shutterstock

02

THE CROP

Correctly cropping images in brand photography is crucial as it enhances focus and clarity, ensuring that every visual element aligns with the brand's identity. Proper cropping can highlight key details, create a balanced composition, and eliminate distractions, allowing the core message of the image to resonate more effectively with the audience. This attention to detail not only improves the overall aesthetic but also reinforces the brand's professionalism and commitment to presenting a polished, cohesive image.

*Image: Shutterstock



*Image: Shutterstock

02

Visual Identity

Iconography



03

Tone of Voice and Messaging

Tone of Voice

Setting the Tone

SOPHISTICATED AND ELEGANT

Elegant Mei of London speaks with a tone that exudes sophistication and elegance. Our language is refined, polished, and thoughtful, reflecting the luxury and timeless quality of our brand.

EMPOWERING AND INSPIRATIONAL

Our tone is empowering, encouraging women to embrace their femininity, strength, and individuality. We inspire our audience through messages that uplift and motivate, always emphasising their potential and worth.

WARM AND NURTURING

Mei of London's voice is warm, welcoming, and nurturing. We communicate with care and compassion, making our customers feel valued and supported in every interaction.

INNOVATIVE AND FORWARD THINKING

Our tone also reflects our commitment to innovation and sustainability. We are forward-thinking in our messaging, showcasing our dedication to pushing boundaries and creating products that are both luxurious and beneficial to the environment and our customers' well-being.

AUTHORITATIVE YET APPROACHABLE

While we maintain an authoritative presence, especially in areas of expertise like fashion, sustainability, and wellness, we remain approachable and relatable. Our communications knowledgeable without condescending, ensuring our audience feels informed and included.

03

Tone of Voice and Messaging

Key Messaging

The Right Message

TRANSFORMATIVE LUXURY

Mei of London provides transformative luxury that empowers and elevates every aspect of your journey.”

SUSTAINABILITY AT HEART

“Our commitment to sustainability is woven into every piece, ensuring that your choices support not only your style but also the well-being of our planet.”

EMPOWERING WOMEN

“At Mei of London, we celebrate and support women in every stage of life, offering garments that enhance your natural beauty and confidence.”

TIMELESS ELEGANCE

“Our designs are timeless, combining sophisticated style with the highest quality materials to create pieces that last beyond seasons.”

INNOVATIVE WELLNESS

“Experience the future of fashion with Mei of London’s innovative designs, incorporating wellness technologies that nurture your body and soul.”

CULTURAL CONNECTION

“Each collection is a journey, blending the unique essence of luxury resorts with local craftsmanship to create meaningful, culturally rich garments.”

03

Tone of Voice and Messaging

Writing Style

Keeping it Consistent

CONSISTENT TERMINOLOGY

Use consistent terminology across all platforms. For example, refer to the garments as “pieces” or “collections” rather than just “clothes.” Refer to customers as “you” to create a direct and personal connection.

POSITIVE AND AFFIRMATIVE LANGUAGE

Always use positive, empowering language. Avoid negative terms or phrases that might detract from the brand’s uplifting and inspirational tone that your choices support not only your style but also the well-being of our planet.

CLEAR AND CONCISE

Ensure that all communications are clear and to the point. While the tone should be elegant, avoid overly complex sentences or jargon that could confuse the reader.

PERSONALISATION

Where possible, personalise communication whether it’s a newsletter or a social media post, aim to speak directly to the reader’s needs, desires, and aspirations.

ACTIVE VOICE

Use active voice to make the messaging more dynamic and engaging. For example, say, “Wedesign pieces that inspire,” rather than “Pieces that are designed to inspire.”



WELCOME STATEMENT

“
Welcome to Mei of London, where every piece is designed to transform your journey into a luxurious experience. We invite you to explore our collections, crafted with care and inspired by the elegance and resilience of women like you.
”

*Image: MidJourney

PRODUCT DESCRIPTION

“
Discover the serenity of our [Product Name], a dress that seamlessly transitions from day to night. Made from sustainable Irish Linen, it's designed to move with you, offering comfort, style, and a touch of transformative luxury.
”

03

Tone of Voice and Messaging

Messaging for Different Platforms

The Right Tone for The Right Platform

EMAIL NEWSLETTERS

Keep the tone personal and exclusive, making the reader feel like a valued Mei of London Community member. Highlight new collections, promotions, and behind-the-scenes content, always aligning with the brand's key messages.

CUSTOMER SERVICE

The tone should be warm, empathetic, and solution-oriented. Whether responding to enquiries or handling complaints, ensure that the messaging reinforces the brand's commitment to customer satisfaction and empowerment.

SOCIAL MEDIA POST

“

In every stitch, there's a story. In every piece, there's a purpose. At Mei of London, we believe in fashion that empowers. Discover our latest collection and enter a world where luxury meet sustainability.

”

CUSTOMER RESPONSE

“

Thank you for reaching out! We're here to help. At Mei of London, we want every experience with us to be as seamless as possible. Let's work together to find the perfect solution for you.

”

04

Brand Application

Packaging

CARE IN EVERY DETAIL

Our packaging reflects the intersection of luxury, wellness, and sustainability. Each Mei pouch is meticulously designed with an inner lining infused with protective copper fibers, renowned for their natural virus resistance.



04

Brand Application Packaging



04

Brand Application

Digital Presence Pre Launch

LANDING PAGE

The welcome landing page starts with a popup announcement of the launch of Mei of London, with a call to action requesting consumers to enter their email addresses. Once the action has been activated, the popup disappears.

As the consumer moves around the page, they will realise that their movements create a logo reveal from underneath the sand. Pre launch future plans also include integrating features like a virtual store with resort experiences, where customers can engage with the brand uniquely.



04

Brand Application

Digital Presence E-Commerce

BRAND REFLECTION

Ensuring the website design reflects Mei of London's luxury positioning. This includes a clean, sophisticated layout with high-quality logos and images, elegant brand typography, and a cohesive brand colour palette.

USER EXPERIENCE (UX):

Seamless and intuitive user experience. This includes easy navigation, fast load times, and mobile optimisation.

E-COMMERCE FUNCTIONALITY

The Mei of London website has been created on the Shopify platform, which has the reputation of being a robust e-commerce platform that supports product showcases, easy checkout processes, multiple payment options, and customer reviews. Shopify is also compatible with the future expansion plan of creating a virtual store.





Brand Application

Digital Fonts

APPLICATION

Our digital font set aligns seamlessly with our print font set, ensuring brand consistency across all platforms. It should be thoughtfully applied throughout all digital outlets, including websites, marketing materials, email campaigns, and banners.

The “Gloock” font is freely accessible through Google Fonts, while “Avant Garde Gothic” can be acquired via Adobe or ITC.

Gloock By: Google Fonts

HERO HEADERS & HEADERS

Hero Headings: Kerning: -10 / Leading:+10 (relevant to font size)

We should use for:

Hero Headers
Headers
Mastheads
CTA’s

This should be consistently aligned with our overall font usage across advertising and marketing materials.

When using Gloock on digital platforms, it’s essential to ensure it meets all user experience standards and remains highly legible at all times.

ITC Avant Garde Gothic By: ITC

BODY COPY AND SUB HEADERS

Kerning: 0 / Leading:+6 (relevant to font size)

ITC Avant Garde Gothic is our standard font for body copy. It can be applied in various weights to suit the context

We should use for:

Navigation Items
Buttons
Body Copy
Subheaders

It’s crucial to ensure that its usage adheres to all user experience standards, maintaining high legibility at all times.

04

Brand Application

Advertising and Print Materials

EVERYTHING ON POINT

Advertising is crucial for Mei London, connecting the brand with its discerning clientele and conveying its identity with precision. Each ad must be clear, purposeful, and unmistakably on-brand, reflecting the elegance and exclusivity of the collection. The messaging is concise and direct, ensuring the audience clearly understands what Mei London represents. Each ad reinforces the brand's sophisticated image, effectively showcasing the allure of its high-end resort wear.



*Image: Shutterstock

05

Social Media and Content Strategy

Social Media Styling

BEING SOCIAL

Socials are crucial for Mei London as it provides a dynamic platform to showcase our brand's unique blend of sustainability, timeless elegance, and innovative design. It allows us to connect directly with our audience, sharing the story behind each and every piece.

Through visually engaging content, we can present our collections in inspiring settings, demonstrating how our garments embody effortless style and feminine empowerment.

SHARE THE LOVE

We can share with our audience, not just our products, but also the values that drive us. We can give behind-the-scenes insights.

This approach fosters a deeper connection with our audience, building brand loyalty and aligning our community with the Mei ethos.

AVATAR

An avatar is essential for Mei London on social platforms as it serves as the visual embodiment of our brand identity. It offers an immediate, recognisable symbol that reflects our values of sustainability, timeless elegance, and innovation.



*Image: MidJourney

05

Content

Empowered Elegance

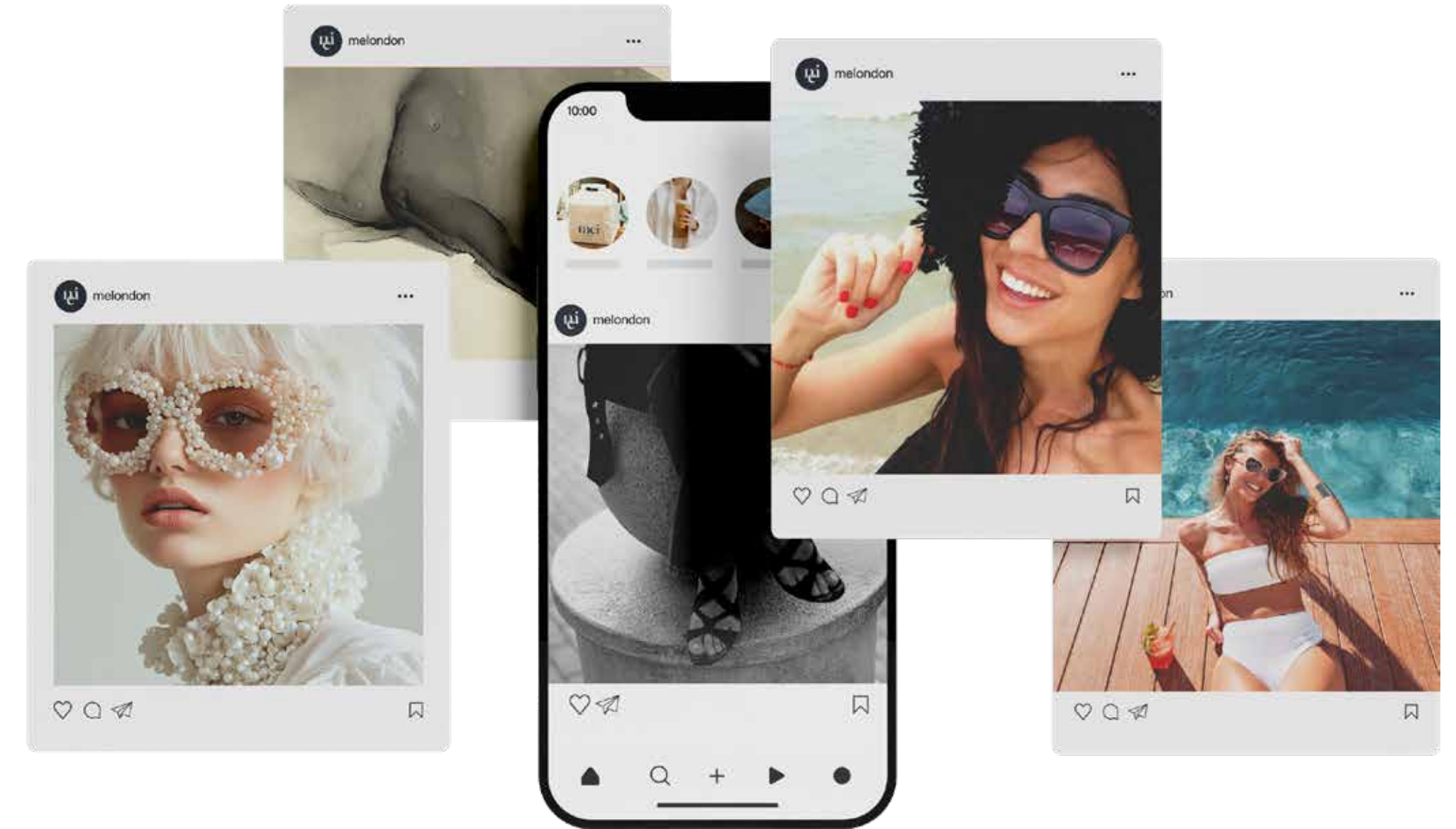
COLLABORATION

Through visually engaging content, we can present our collections in inspiring and luxurious locations around the world. We can showcase any collaborations and partnerships with major resorts like Melia Hotels.

Through this we can demonstrate how our garments embody effortless style and feminine empowerment from around the world. We can share with our audience, not just our products, but also the values that drive us.



*Image: Shutterstock



*Images: Shutterstock/Shutterstock

Platform Specific

Platforms

INSTAGRAM

**Focus**

Building community and storytelling round the brand’s identity, values, and lifestyle.

Content

XXXX

Storytelling Posts

Share the brand’s journey, values, and the inspiration behind collections. Use storytelling to connect emotionally with the audience.

Minimal product showcase

When showcasing products, focus on how they fit into the larger lifestyle narrative rather than as standalone items highlight the experience and feeling associated with wearing Mei of London.

TIKTOK

**Focus**

Trend-driven content, behind-the-scenes, and quick, engaging videos.

Content:

short-form videos showcasing the brand’s products, styling tips, travel inspirations, and collaborations.

Frequency

3-4 posts per week

Minimal product showcase

When showcasing products, focus on how they fit into the larger lifestyle narrative rather than as standalone items highlight the experience and feeling associated with wearing Mei of London

LINKEDIN



Focus

Professional content, brand story, and thought leadership.

Content

Articles on sustainable fashion, industry insights, company updates, and collaborations.

Frequency

2-3 posts per week

Engagement

Engage with comments on your posts and participate in relevant industry conversations.

FACEBOOK



Focus

Community building, customer engagement, and promotional content.

Content

A mix of product showcases, brand stories, user-generated content, and promotional offers.

Frequency

3-4 posts per week

Engagement

Create events, share customer testimonials, and run Facebook-exclusive promotions.

PINTEREST



Focus

Inspiration boards, product pins, and lifestyle content.

Content

Curated boards featuring Mei of London products, travel inspirations, and sustainable fashion innovations.

Frequency

Pin regularly throughout the week, with a goal of 15-20 pins.

Engagement

Link pins directly to the product pages on the website.

Guidelines for Hashtag Usage

Primary Hashtags

#MeiofLondon
#MeiLondon
#TransformativeLuxury
#EmpoweredElegance
#SustainableStyle
#ResortWear365
#LuxuryTravel
#MeiMoments

Branded Hashtags

Always use primary branded hashtags, like #MeiOfLondon and #MeiMoments to build brand recognition and community.

Content-Specific Hashtag

Use secondary hashtags based on the content type (e.g., #SustainableStyle for posts about sustainability, #LuxuryTravel for travel-related content).

Platform-Specific Strategy

Adjust the number of hashtags based on the platform. Instagram allows up to 30 hashtags, but focus on the most relevant ones. On platforms like LinkedIn, keep hashtags minimal (3-5) to maintain a professional tone.

Secondary Hashtags

#LuxuryFashion
#TravelStyle
#EthicalFashion
#SlowFashion
#ResortFashion
#ConciousLuxury

Trending Hashtags

Occasionally use trending hashtags if they align with the brand's identity, but avoid using irrelevant or overly generic tags just for reach.

Trending Hashtags

Occasionally use trending hashtags if they align with the brand's identity, but avoid using irrelevant or overly generic tags just for reach.

06

Sustainability and Ethical Practices

Sustainability Commitment

At Mei of London, sustainability is at the heart of everything we do. We are committed to creating luxury resort wear that empowers women and respects and preserves the planet. Our approach to sustainability encompasses every stage of our business, from sourcing and production to packaging and beyond. We believe that true luxury is sustainable, and we are dedicated to continuously improving our practices to minimise our environmental impact and contribute to a healthier, more sustainable world.

*Image: MidJourney

Sustainability Commitment

PRODUCTION

Sustainable Manufacturing Processes

Our production partners are carefully selected based on their adherence to sustainable manufacturing practices. We collaborate with factories, prioritising energy efficiency, water conservation, and waste reduction. We also support small-scale, local artisans and workshops that contribute to cultural preservation and provide fair wages.

Wellness Technologies

We integrate advanced wellness technologies, such as skin-boosting and adaptive fabrics, designed to enhance the well-being of our customers while minimising environmental impact. These innovations include materials like Aloe-infused, hyaluronic acid-enhanced, and SPF-protective fabrics.

PACKAGING

Eco-Friendly Packaging

Our production partners are carefully selected based on their adherence to sustainable manufacturing practices. We collaborate with factories, prioritising energy efficiency, water conservation, and waste reduction. We also support small-scale, local artisans and workshops that contribute to cultural preservation and provide fair wages.

Minimalist Design

Our packaging is designed to be minimalist yet elegant, reflecting our brand's luxury ethos while minimising waste. We encourage our customers to reuse or recycle all packaging components.

06

Sustainability and Ethical Practices

Ethical Standards

Mei of London upholds the highest ethical standards in all aspects of our business, from the treatment of our workers to the environmental impact of our operations. We believe in operating with integrity, transparency, and responsibility, ensuring that our brand delivers beautiful products and contributes positively to society and the planet.

*Image: Shutterstock



Sustainability and Ethical Practices

Ethical Standards

LABOUR PRACTICES

Fair Wages and Safe Working Conditions

We are committed to ensuring that all workers in our supply chain are treated with dignity and respect. This included providing fair wages, safe working environments, and opportunities for professional development. We work with suppliers and manufacturers who adhere to international labour standards and regulations.

Support for Artisans

We actively collaborate with local artisans and craftsmen, providing them with fair compensation and supporting the preservation of traditional skills and techniques.

ENVIRONMENTAL IMPACT

Carbon Footprint Reduction

We are committed to reducing our carbon footprint through sustainable sourcing, energy-efficient manufacturing, and minimising waste. We continually assess our operations to identify areas where we can reduce our environmental impact.

Circular Economy Practices

Mei of London is exploring circular economy initiatives, such as garment recycling programs and the use of up cycled materials, to extend the life cycle of our products and reduce waste.

TRANSPARENCY IN MARKETING AND COMMUNICATIONS

Honest and Transparent Claims

We are committed to transparency in all our communications, ensuring that all sustainability claims are accurate, substantiated, and free from green washing. We provide clear information about the materials, processes, and practices that go into creating our products, allowing our customers to make informed choices.

Third-Party Certifications

Where applicable, we seek third-party certifications to validate our sustainability claims, such as GOTS (Global Organic Textile Standard), OEKO-TEX, and Fair Trade certifications.

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Customer Experience

Customer Service Guidelines

At Mei of London, we believe that exceptional customer service is an integral part of the luxury experience. We are committed to providing our customers with a seamless, personalised, and supportive journey from the moment they discover our brand to long after they receive their products. Our customer service approach is guided by the principles of care, responsiveness, and professionalism, ensuring that every interaction reflects the value of our brand.

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Customer Experience

Customer Service Guidelines

CUSTOMER SERVICE GUIDELINES

Personalised Assistance

Every customer interaction should feel personal and tailored to the individual's needs. We encourage our customer service team to engage warmly and genuinely with each customer, addressing them by name and providing thoughtful, customised solutions.

Responsiveness

Timely communication is key to building trust and maintaining satisfaction. We strive to respond to all inquiries, whether via email, social media, or phone, within 24 hours. Customers should be informed of the progress and estimated resolution time for more complex issues.

Product Knowledge

Our customer service representatives are experts on all Mei of London products. They are trained to provide detailed information about our garments, including materials, care instructions, sizing guidance, and our brand's sustainability and ethical practices.

Problem Resolution

In the event of an issue or complaint, our priority is to resolve the matter swiftly and to the customer's satisfaction. We empower our customers and customer service team to offer solutions such as exchanges, returns, or refunds when necessary. All resolutions should align with the brand's commitment to fairness and transparency.

Proactive Communication

Anticipating customer needs is a hallmark of luxury service. We proactively contact customers for follow-ups, order updates, and feedback requests. This helps to maintain a strong relationship and demonstrates our ongoing commitment to their satisfaction.

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Customer Experience

Community Engagement

Building a robust and connected community is a cornerstone of Mei of London's brand philosophy. We believe in fostering meaningful relationships with our customers, encouraging them to engage with the brand and each other in ways that go beyond transactions. Our community engagement efforts are focused on creating a sense of belonging and shared values among our customers.

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Customer Experience

Community Engagement

COMMUNITY ENGAGEMENT

Social Media Interaction

We actively engage with our community on social media platforms, responding to comments, sharing user-generated content, and hosting interactive sessions such as live Q&As, polls, and giveaways. This boosts engagement and strengthens the bond between the brand and its customers.

Customer Spotlights

These spotlights celebrate our customers' diversity and unique journeys, creating a deeper connection and fostering a sense of community.

Events and Experiences

Mei of London hosts exclusive events, both virtual and in-person, to bring our community together. These include presentations, pop-up shops and virtual experiences. These events immerse customers in the Mei of London lifestyle and build lasting relationships.

Collaborative Initiatives

We encourage our community to contribute ideas and feedback through surveys, focus groups, and direct communication channels. This collaborative approach ensures that our customers feel heard and valued and helps us continuously improve our products and services.

Charity and Social Responsibility

Mei of London is committed to giving back to the community and supporting causes that align with our values. We involve our customers in these initiatives whether through charity collaborations, donation programs, or volunteering opportunities. This reinforces our commitment to social responsibility and allows our customers to participate in making a positive impact.

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Legal Considerations

Trademarks and Patents

TRADEMARKS

Logo

The “Mei London” logo is a registered trademark, protected under the Trade Marks Act 1994, across the United Kingdom and Ireland. This legal protection extends to any visual, textual, or digital representation of our brand. Unauthorized use, reproduction, or any form of misrepresentation of the “Mei London” brand image is strictly prohibited and will be met with appropriate legal action.

We take the integrity of our brand very seriously, and any infringement on our intellectual property rights will be pursued to the fullest extent of the law. We appreciate your respect for our brand and its legal protections.

Patents Pending

We would like to inform our customers and partners that several of our innovative fashion products are currently under patent pending status. These patents cover unique designs, materials, and production techniques that set our products apart in the market. While these patents are pending, we continue to vigorously protect our intellectual property rights. Any unauthorized reproduction, use, or sale of our patented or patent-pending products will be subject to legal action.

We appreciate your understanding and support as we work to bring these ground breaking products to market while safeguarding our creative innovations.

Wording

The name “Mei London” is a registered trademark, safeguarded under the Trade Marks Act 1994, within the United Kingdom and Ireland. This protection applies to all uses of the name, whether in written, spoken, or digital formats. Any unauthorized use, imitation, or misrepresentation of the “Mei London” name is strictly forbidden and will result in legal action.

We are committed to preserving the integrity of our brand, and any infringement on our intellectual property rights will be addressed to the fullest extent of the law. We appreciate your compliance with these regulations and your respect for our brand.

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Contact Information

info@meilondon.co.uk

If you would like to contact us you can do so through the email address above or through our website **www.meilondon.co.uk** or our instagram account **@meilondon**

Thank You
Mei London

INSIDE BACK COVER

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LONDON