



ACC 超级饰

Membership *Accessory Store*

会员制快时尚饰品品牌

品牌简介

ACC 超级饰，致力于以时尚、简约、新潮的多元饰品，打破风格定义，点缀每一位年轻女性的无限可能，恣意让每一位时尚女性从每次搭配中，玩出全新灵感。品牌聚焦当下上万款流行饰品，捕捉热衷于用饰物表达自我，又追求特立独行的年轻人苛刻所需。

ACC Accessories, the brand is committed to breaking style definition and embellishing the infinite possibilities for every young woman with fashionable, simple and trendy diversified accessories, and it makes every fashionable woman tasting new inspiration from each match. The brand focuses on tens of thousands of popular accessories, capturing the demanding needs of young people who are keen to express themselves with accessories and pursue particulars.

Embellish
Your
Infinite
Possibilities



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Infinite
Possibilities*

会员模式
MEMBERSHIP
MODE

**购物满 99 元
立享售价 5 折
获超级会员 1 年**

会员相关权益最终解释权归“ACC 超级饰”所有



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Infinite
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Leader Of Fast Fashion Accessory Brands

快时尚配饰品牌引领者

Leader
Of Fast Fashion
Accessory
Brands

**每周上新
快速周转
不断满足用户的
新鲜感与搭配需求**

用户画像

18-30 岁，
Z 世代时尚女性，
他们个性独立，
追求变化与个性表达，
她们跟随时尚潮流变化。
面对生活与工作，
乐观而自信，
不论何时何地，
她们从来不迷失自己的
个性与品位。

Fashion women of Generation Z
who are aged of 18-30 have independent personalities,
pursue change and individual expression,
and follow the trend of fashion.
When facing life and work,
they are optimistic and confident,
no matter when and where,
they never lose their own personality and taste.



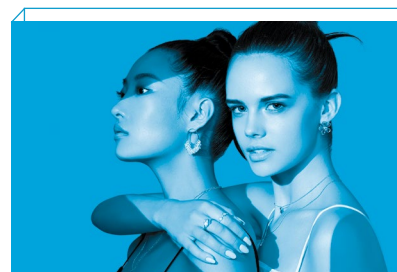
OUR
DESIGNER
TEAM



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Our Designer Team

**聚集全球
资深设计师和买手**



ACC 超级饰汇聚众多全球时尚买手团队与众多 Z 世代设计师，他们穿梭于日韩欧美等全球时尚之地，时刻了解饰品行业最前沿的设计风格与最新潮的时尚趋势，以实验性的设计方式推出更加符合国人气质的时尚配饰。

ACC Accessories gathers many global fashion buyer teams and many Gen-Z designers. They travel to Japan, South Korea, Europe and America and other global fashion places, always know the cutting-edge design styles and the latest trend of fashions in the accessory industry, and introduce the fashion accessories which fit the Chinese temperament with experimental designing style.

产品风格

Fashion Style

时尚



Cool Style

潮酷



Cute Style

萌趣



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Embellish Your Infinite Possibilities

点缀你的无限可能

CATEGORY PLANNING

品类规划



Earrings

耳环

价格区间
39.9-129.9 RMB



Necklaces

项链

价格区间
29.9-199.9 RMB



The rings

戒指

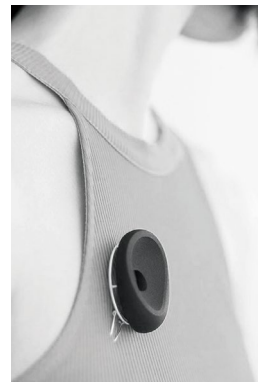
价格区间
29.9-129.9 RMB



Bracelet

手链

价格区间
29.9-129.9 RMB



Brooch

胸针

价格区间
29.9-99.9 RMB



Headdress

头饰类

价格区间
9.9-79.9 RMB



STORE SPACE

店铺空间

ACC 超级饰

线下实体店是中国消费者购买饰品的首选渠道，ACC 超级饰布局全国，聚焦 200 平米的线下体验中心，通过多元的时尚饰品与精致的店铺空间，为消费者带来更加沉浸式的购物体验。



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Your
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STORE SPACE
店铺空间

COOL STYLE



**大众点评全五星好评，
深圳卓悦汇店 & 广州正佳广场店 登顶饰品好评榜 NO.1**



FASHION SHOW

小红书

众多时尚小红书达人到店打卡，
引发 ACC 时尚浪潮！



拓展计划

2020 年

广州,深圳,武汉,上海,北京,
天津, 石家庄等城市开出超
过 **50** 家门店

2021 年目标 500 家店

2022 目标 1000 家店

2023 年目标 1500 家店





深圳市超极饰科技有限公司

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