

## **ABOUT ERI**

Founded in 2010 by Eridani, the label Eri is well received by the public and slowly growing to gain the awareness and love from the industry. Eri is a home industries label that grown to fill the needs of easy effortless style with a twist. The mix between drapery and tailoring, as well as their smart multi style way of wearing brings their each pieces look light and easy yet stylish. The thoughtful use of comfort and easy maintenance materials are the essence of delivering comfortable, wearable, and fashionable in any occasion kind of concept for the label. It was created to cater the modern women who love to dress up nonchalantly, easy but not sleazy; she is smart, reserved, laid back, yet tenacious and independent.