

Brent Emerson, Arizona Based Fashion Designer, Has Launched New Collection for Women Clothing

Arizona based Fashion Designer Brent Emerson has launched new women dresses and plans to enter the women's wear market with the launch of the new brand later on this year.



Arizona, Green Valley, Mar 18, 2021 ([Issuewire.com](https://www.issuewire.com)) - The newly launched e-commerce store of **Brent Emerson**, [Arizona Based Fashion Designer](#) launched his new festive collection which has been designed by him exclusively. The collection blends several biodegradable textiles such as eco-cotton with pastel colors and delicate checks. The brand's signature women's clothing was also launched online this week along with a collection of women's occasion wear. This new collection offers eternal, adaptable apparel in custom fits for working women. After serving customers online, they plan to enter offline retail with brand-owned stores.

Women might be spoilt for choice when it comes to apparel, but there is an area where they struggle: workwear. Offline or online, finding the right size, pattern, and fit can be an uphill struggle. The newly launched women's clothing collection will offer a vast selection of more than 1,500 styles of dress materials. The launch of the new private label has been conceptualized and designed based on the shopper trends on fashion-conscious women.

As per **Brent Emerson**, each fabric has been defined to have definite standards in regards to the weight per meter, yarn count/density, and composition. In addition, thorough tests were also carried out on the fabrics to make sure that they are shrink-proof with zero color loss.

Talking about the launch of the women's clothing collection, [Brent Emerson](#) said that over the years, women's fashion has witnessed wonderful growth both in regards to sales and meeting customer requirements. Keeping the momentum going, with this first women's collection launch– they plan to meet the increasing demand for celebrity and star-inspired looks amongst the increasing women customer base.

The women's collection wear has been curated, keeping in mind the vital parameters such as the seller's quality standards, design capabilities, sourcing, and manufacturing capabilities. Brent plans to augment the number of sellers as the brand develops. He has also been seen insistently expanding the fashion category in the present times. The women's collection has also been aggressive in launching several sales etc. to boost this category on the platform.

While the launch of a new women's collection is generally regarded as good for online marketplaces, the confront comes in building out the brand, cracking the business model, and growing further.

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