

VELURA™ ROBE AND SLIPPERS

CASE STUDY



INDUSTRY: Photography

END USER: Home buyers

OBJECTIVE: The client wanted to thank clients and models with a unique gift that they could treasure and use over and over.

ITEMS: Velura™ robe and matching slippers presented in a sea grass gift basket.

RESULT: The client presented their customers and models with Kanata's super-soft Velura™ robe, complete with matching slippers, presented beautifully in a sea grass basket.

RESPONSE: Those who received the gift were delighted; they described it as "so unexpected and so thoughtful, a gift we can actually use and the sea grass basket is beautiful, I will definitely use this as decoration in my home." Our client was also very pleased with the feedback she received on these gifts, saying that it is a fantastic way to self-promote: "Every time my clients wear the robe or slippers they will remember where they got it."