

Your  
essence in  
the  
foreground

SHOWROOM DUBAI

48 Burji Gate, 10th Floor, room  
#1001, Downtown - Dubai - EAU  
+971 43216260

ELLE DD

Via G. Leopardi 2 - Milano  
+39 345 5609620  
Info@elledd.com

*Be Collection*

Via Provinciale, 1525055 Pisogne (Brescia)  
+39 3490053383  
bellavita@becollection.it  
www.becollection.it

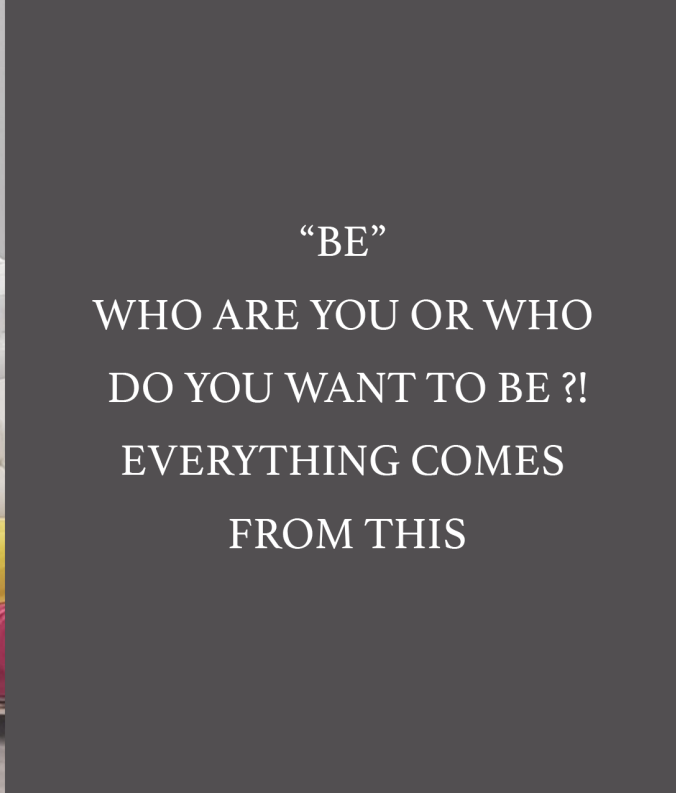




## Who we are

After almost 45 years of life,  
I have long questioned and  
understood myself, I felt  
the need to look for a direction  
to find my identity and bring out my ego.

My name is Verena, I was born in 1973,  
from a very simple family, in a small  
town in the province of Brescia (Pisogne).



“BE”

WHO ARE YOU OR WHO  
DO YOU WANT TO BE ?!  
EVERYTHING COMES  
FROM THIS



When asked what do you want?  
**THE LIGHTING HAS COME “BE” .. TO BE!**

I have always been  
unable to be satisfied,  
the verb that represents me,  
in addition to BE, is WANT and  
I don't want to (conditional).  
Hence the need to want to  
be happy (BE HAPPY),  
to love me (BE LOVE)  
and to be free (BE FREE).  
Existential and essential  
conditions of life.

In the commercial sector for  
more than 20 years and in the  
clothing sector for more than  
10 years, I said to myself:  
"go for it and try it !!! .. express your  
creative side and your inner self! "

Here we are!! with my BE Collection,  
aimed solely at a female audience,  
who wants to bring out and express  
their self, identifying and  
distinguishing themselves in the  
personal choice of their BE.

The collection includes various themes,  
oriented on inner strength and the  
essence of fundamental human values,  
as well as fashion mood expressions





BE DIFFERENT ?!  
Because seeming  
doesn't mean BE!

(BE GOOD - BE TRUE - BE STRONG  
- BE YOU - BE SUN - BE CHIC ..  
and many others that will be born)

As a Woman, I WANT all women  
to shine with their own light,  
expressing all their magnificence.  
So I thought of enhancing this reflection,  
adding a bijoux jewel choker  
to the collection as a decoration  
to further embellish one's self.

Thus was born the BE Collection,  
creative fashion style - design decor  
of T-shirts and Jewel Dresses,  
to be what you are or choose  
who you want to be, making us  
stand out in total beauty !!!

I hope that my creativity reaches you,  
that it can involve and please and  
wearing it can be completed with  
each of you !! Feelings and  
emotions in the foreground.

Passeportout garment par excellence,  
which transforms and becomes COOL  
thanks to jeweled necks and  
phrases that speak about us.

