

JP Fashion Opens Its First Store in the US and Sets a New Level of Shopping Experience for Fashion Enthusiasts

STANTON, CA, USA, July 28, 2023

/EINPresswire.com/ -- JP Fashion, the iconic fashion brand that originated in Vietnam in 2003, is all set to make its mark in the United States with the Grand Opening of its first-ever U.S. store in Southern California. Founded by the visionary Doce Pham, the brand's name, JP Fashion, pays homage to the timeless fashion styles of "Jean" and "Polo," which were at the height of popularity during its inception. What began as a single store in a suburban area of Saigon has now blossomed into a remarkable network of 20 stores by 2023, featuring two distinct brands: JP Fashion and Cocolu.

The journey of JP Fashion has been one of tenacity and creativity, fueled by the desire to bring the prettiest pieces of clothing to women everywhere, celebrating their beauty and individuality. From its humble beginnings in Vietnam to its global expansion, JP Fashion has embraced the essence of diverse fashion cultures, incorporating styles ranging from Eastern classics like Y2K and Derrierr to dynamic and trendsetting K-pop-inspired fashion.

Guided by a steadfast commitment to excellence, JP Fashion has fostered collaborations with 30 high fashion designers within its own company, pushing the boundaries of creativity and design. Beyond that, the brand has nurtured partnerships with a multitude of new and fresh designers from all over the world, from Asia to Europe, aiming to present its customers with the most unique and captivating fashion choices.

"We believe that every woman deserves to feel beautiful and empowered, and that's the heart and soul of JP Fashion," said Doce Pham, the founder of JP Fashion. "We carefully curate our collections, always striving to choose the best materials, designs, and price points for our



customers. Our brand stands for elegance, style, and inclusivity, and we are thrilled to share our passion for fashion with the U.S. market."

In an exciting and strategic move, Doce Pham partnered with Kim Hoang, the founder, and CEO of Marketin247, a profound marketing agency based in the United States. This collaboration marks a pivotal moment for JP Fashion, as it sets its sights on expanding its horizons and establishing a presence in one of the world's most vibrant fashion markets.

The Grand Opening of JP Fashion's first U.S. store will be an affair to remember, scheduled to take place on Saturday, July 29th, at 12885 Beach Blvd, Stanton, CA 90680. The event promises to be an immersive celebration of fashion, style, and creativity, leaving a lasting impression on fashion enthusiasts, influencers, and guests alike.

Upon entering the JP Fashion store, visitors will be enchanted by an ambiance that reflects the brand's ethos of elegance and sophistication. The store's tastefully designed layout will showcase the brand's diverse collections, blending modern aesthetics with classic touches, creating an inviting space for fashion enthusiasts to explore and discover their unique style.

The Grand Opening event will kick off at 3 pm, and attendees will be treated to an array of delightful experiences. The festivities will include a delectable selection of food and drinks, adding to the overall celebratory atmosphere. The highlight of the occasion will undoubtedly be the mesmerizing fashion show, where JP Fashion will unveil its latest collection, offering guests a sneak peek into the brand's captivating designs and trends.

"We are more than grateful to host this event at our Southern California location," Kim Hoang stated. "Our grand opening is a momentous occasion for us as we take our brand's journey



A promotional collage for JP Fashion. The top section features four images of models in various outfits: a pink two-piece set by the ocean, a blue jumpsuit with a black blazer, a white floral crop top with denim shorts, and a white jumpsuit on a rocky beach. The text "PRETTY TO WEAR" is overlaid on the top right. The bottom section is a promotional flyer with a pink background. It features the JP Fashion logo, "SINCE 2003", and the tagline "WHOLESALE PRICE Designer Style". It lists giveaways: FREE celebrity-style accessories, FREE crossbody bag, and a \$50 coupon for first-time customers. It also mentions a livestream of new designs every day from 6:30pm to 8pm. Social media handles for Facebook, Instagram, and YouTube are provided. A QR code and website URL (www.JPfashion.us) are included, along with the address: 12885 Beach Blvd., #18-19-20, Stanton, CA 90680. A "PROMOTION CODE" field is at the bottom. On the right side of the flyer, a model is shown wearing a black backless top and olive green pants, with the text "FASHION J.P. FA" written vertically.



JP FASHION
SINCE 2003


WHOLESALE PRICE
Designer Style

Giveaways:

- FREE celebrity-style accessories for every purchase
- FREE crossbody bag for orders from \$129
- \$50 coupon for 1st time customers
- Easy Exchange & Return in 14 days

Livestream new designs
everyday from 6:30pm to 8pm

on  /jpfashion.us
 /jpfashion.us
 /jpfashion.us

 www.JPfashion.us
12885 Beach Blvd., #18-19-20
Stanton, CA 90680

PROMOTION CODE

FASHION J.P. FA

worldwide, with the ambition to present our customers with fresh designs and trends every week. It's an invitation to embrace a new lifestyle, a passion for fashion, and a deeper connection with style."

The establishment of JP Fashion's first U.S. store signifies an exciting chapter in the brand's story, as it embarks on a global journey to cater to fashion enthusiasts around the world. The expansion into the U.S. market is a testament to the brand's unwavering commitment to spreading its unique vision of fashion beyond borders.

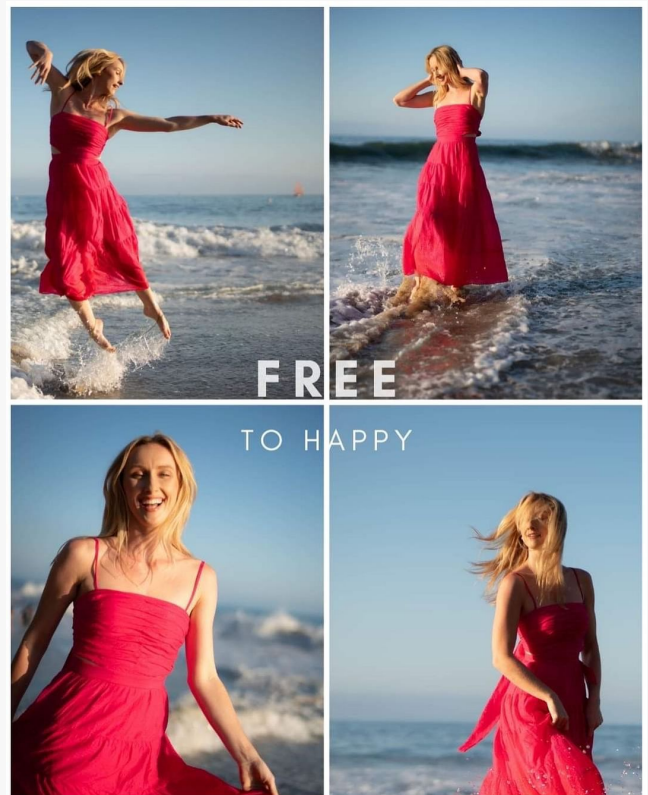
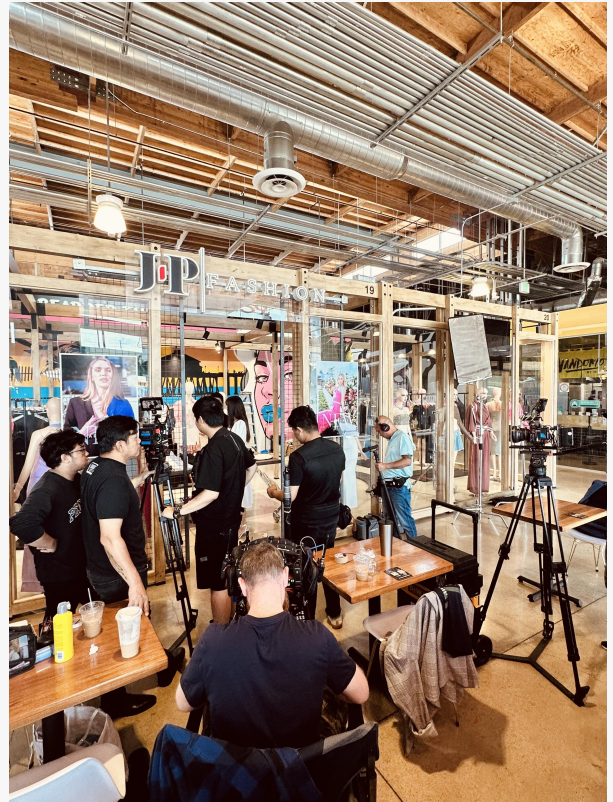
As a brand, JP Fashion has always recognized its responsibility toward sustainability and ethical practices. With a focus on responsible sourcing, eco-friendly materials, and fair labor practices, the brand strives to make a positive impact on the fashion industry and the world at large.

"We believe that fashion should be a force for good, and we are committed to making conscious choices that respect the environment and support our global community," added Kim Hoang.

JP Fashion's Grand Opening event serves as an invitation to everyone who shares a passion for fashion, style, and creativity to join in the celebration. The brand extends a warm welcome to fashion enthusiasts, influencers, media partners, and the general public to witness the dawn of a new era in fashion at their U.S. Grand Opening.

The doors of JP Fashion's first U.S. store will swing open on July 29th, welcoming guests to experience the world of high fashion, where elegance meets creativity, and trends come to life.

The store's location at 12885 Beach Blvd, Stanton, CA 90680, will be buzzing with excitement and anticipation, as fashion enthusiasts and influencers alike come together to witness the unveiling of JP Fashion's captivating designs.



About JP Fashion:

JP Fashion, founded in 2003 by Doce Pham, represents an iconic fusion of elegance and style. With two brands, JP Fashion and Cocolu, the brand has grown from a single suburban store to an expansive network of 20 stores. JP Fashion collaborates with high fashion designers and emerging talents from across the globe to provide a diverse range of fashion styles, catering to the evolving tastes of fashion enthusiasts.

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