

MAYA B LIFESTYLE

We Know What Suits You.

1. Brand Story

It's Not Just About What You Wear. It's About What Suits You.

Fashion is everywhere. Trends change every season. But personal style is different.

At **Maya B Lifestyle**, we believe the most beautiful fashion isn't necessarily the most expensive, the most popular, or the latest trend.

It is the one that feels right on you.

Maya B Lifestyle was created with a simple idea: to make discovering beautiful, trendy and affordable fashion easier for people in Bangladesh.

From elegant jewelry and everyday accessories to traditional-inspired pieces and modern fashion essentials, we carefully explore styles that can complement different personalities, ages, occasions and lifestyles.

Whether you're looking for a delicate piece for everyday elegance, something special for a celebration, a cute accessory for a child, or a stylish addition to a man's everyday look—we want to help you discover something that feels uniquely yours.

Because we don't believe in telling you what you *should* wear.

We believe in helping you discover what suits you.

Maya B Lifestyle brings together **style, individuality, affordability and convenience** in one online destination.

Our journey is about more than selling products.

It's about helping people feel a little more confident when they look in the mirror.

Maya B Lifestyle

We Know What's Suits You.

2. About Us

Who We Are

Maya B Lifestyle is a Bangladesh-based online fashion and jewelry e-commerce brand serving **women, children and men** with carefully selected trendy and lifestyle products.

Our collections combine **contemporary fashion, traditional inspiration and everyday practicality** to create accessible styles for different personalities and occasions.

We believe online shopping should be simple, inspiring and trustworthy.

That's why we focus on:

- Curated and trend-conscious collections
- Stylish designs at accessible prices
- Women's, kids' and men's fashion accessories
- Traditional and contemporary-inspired jewelry
- Everyday and occasion-ready styles
- Easy online shopping
- Customer-focused service
- Continuous discovery of new trends

Our Philosophy

We don't want to simply fill your wardrobe or jewelry box.

We want every product you choose to have a purpose:

to complement your look, express your personality and make you feel confident.

3. Mission

Our Mission

To make stylish fashion and jewelry **accessible, enjoyable and personal** for everyone.

We aim to curate fashionable, affordable and versatile products that help **women, children and men** express their individuality while making online shopping in Bangladesh easier and more inspiring.

Our Mission in One Line

To help every customer discover something beautiful that truly suits them.

4. Vision

Our Vision

To become a **trusted Bangladeshi lifestyle and fashion destination** where people come to discover products that match their personality, lifestyle and sense of style.

We envision Maya B Lifestyle growing from an online jewelry business into a recognizable lifestyle brand—connecting **Bangladeshi customers with accessible, expressive and trend-conscious fashion.**

Our Long-Term Vision

From a jewelry page to a lifestyle destination.

A place where customers don't simply shop for products—

they discover their style.

5. Brand Values

01 — PERSONAL STYLE

You don't have to follow every trend.

We believe fashion should work for the individual. We encourage customers to discover pieces that complement who they are.

02 — QUALITY WITH VALUE

Beautiful doesn't have to mean unaffordable.

We aim to provide products that balance style, usability, quality and accessible pricing.

03 — TRUST

Every relationship begins with trust.

We strive for honest product presentation, transparent communication and dependable customer service.

04 — CURATION

Less searching. Better discovering.

Instead of overwhelming customers with endless choices, we focus on discovering and presenting styles worth considering.

05 — INCLUSIVITY

Style belongs to everyone.

Our vision includes **women, children and men**, with collections for different ages, personalities, occasions and lifestyles.

06 — CULTURAL CONNECTION

Modern style. Familiar roots.

We appreciate Bangladesh's rich fashion culture and look for ways to bring traditional inspiration together with contemporary trends.

07 — CONFIDENCE

The right accessory can change how you feel.

Our products are selected not simply to complete an outfit, but to help customers express themselves with greater confidence.

08 — CUSTOMER FIRST

Your satisfaction matters.

We want every interaction with Maya B Lifestyle to feel helpful, respectful and worthwhile—from discovering a product to receiving an order.

6. Brand Personality

Maya B Lifestyle should feel:

Elegant — refined without being intimidating.

Modern — aware of trends without blindly following them.

Warm — personal, friendly and approachable.

Trustworthy — honest, clear and dependable.

Fashion-forward — constantly discovering fresh styles.

Inclusive — designed for women, kids and men.

Bangladeshi at heart — locally relevant while maintaining a contemporary global aesthetic.

7. Brand Voice

We sound:

- Confident, but not arrogant
- Premium, but not pretentious
- Friendly, but not overly casual
- Stylish, but easy to understand
- Inspirational, but realistic
- Personal, but professional

We avoid:

- Excessive luxury claims
- Fake scarcity
- Overpromising product quality
- Aggressive sales language
- Complicated fashion terminology

Our communication principle:

Inspire first. Sell second.

8. Core Brand Message

Primary Message

We Know What's Suits You.

Supporting Messages

Your style. Your choice. Your expression.

Discover what feels right for you.

Style that complements you.

Trend-inspired. Personally yours.

Beautiful choices for every personality.

Wear what suits you.

9. Brand Positioning

Maya B Lifestyle is:

A curated online fashion & jewelry destination for Bangladesh.

We help customers discover **affordable, trendy and personality-friendly accessories** for women, children and men.

The difference:

Many fashion stores ask:

“What’s trending?”

Maya B Lifestyle asks:

“What suits you?”

That distinction should become the heart of the brand.

10. Facebook Page Bio

Maya B Lifestyle | We Know What’s Suits You.

Trendy Jewelry & Fashion Accessories for **Women • Kids • Men.**

Discover stylish, affordable & carefully selected pieces that complement your personality, outfit & lifestyle.

Your Style. Your Choice. Your Maya B.