

# ALLISON IZU



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1114 11th Avenue, Honolulu, Hawaii 96816

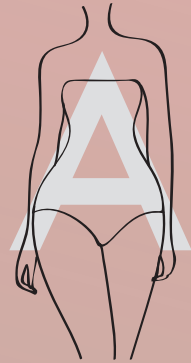
877.IZU.IZU1

[allisonizu.com](http://allisonizu.com)

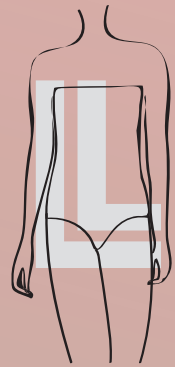
*#liveyourletter*



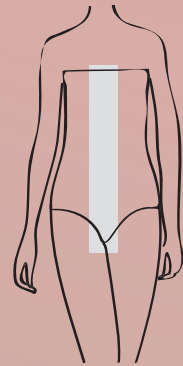
# IZU BODY TYPING



*wide hips*



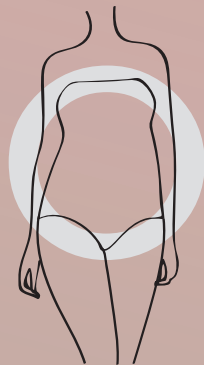
*athletic/straight*



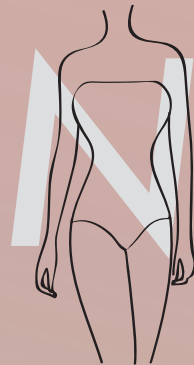
*elongated*



*curvy*



*wide mid-section*



*broad shoulders*

## FINDING MY *Authentic Self*



I've gone through a spiritual awakening over the last few months, a path to finding my true authentic self. It wasn't something I chose consciously. It just happened. Call it serendipity or synchronicity, but contemplating the future of Allison Izu has brought me back to the beginning, to understanding the why of my life and my brand.

For the first 10 years of my business, I thought my purpose was to be the best designer, to hone my craft and create well fitting clothing using high-quality fabrics. Now, I'm ready for the next chapter. Being a mom and watching the evolution of women today, I realize I have matured, too. I want something more for my clients. Clothing is not just for looks, but also for feeling. When we feel good, we look good. I believe my newfound purpose is to empower and inspire other women through Allison Izu—to become their best self, who they were always meant to be.



It came to me quietly one day while I was doodling on some paper—A-LL-I-S-O-N. My name was the opportunity to develop myself, personally, side-by-side with my brand. Every letter in my name, and each letter's corresponding shape, represents one of you. We all are different, yet we all have the opportunity to empower ourselves and each other.

I encourage you to #LiveYourLetter, to accept the outside shape of your body and, in turn, accept your inner beauty. Every letter, every curve and shape, has a meaning and intent. "A" is the triangle who is also Ambitious. "LL" is a rectangle who Loves Life. "I" is a narrow shape that is Invincible. "S" is the hourglass that oozes Strength. "O" is an ellipse that

is always Optimistic. And "N" is an inverted triangle that Never gives up.

How can we be our best if we're not comfortable with what we are wearing? If we all start dressing for the letter we are, we can work together to build a community.

With the right clothing, we can empower ourselves and embrace who we are right now, as is. Once we start to accept and understand our bodies, we can together live our most amazing and authentic life. I welcome you to take the first step (turn the page) on this journey to #LiveYourLetter.

*Don't worry.  
I'll be here with you  
the whole way!*

# IZU YOUR LETTER

*Narrower  
shoulders  
and fuller  
hips*



*Tops should  
finish at the  
widest point of  
the hips*

*Wear a  
wider top  
with a  
slim pant*

JERRI KIMONO TOP:  
\$86

KIKI CAPRI:  
\$112



### SUNRISE SWEAT PANT \$118

Slim cut elongates legs

Elastic cuff slims frame

Wear it gathered at the  
hem, like a shorter capri

### LOREN COVER-UP \$98

Long hem hides hips

Layering adds dimension

Wear it tucked in to tied



### SAMI TOP \$86

Boat neck makes your  
shoulders appear broader

Dolman sleeve adds fullness  
to the top

Princess seams slim the body

#Live  
Your  
Letter

element

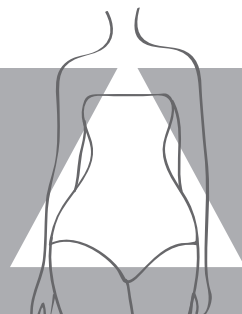
FIRE

words

AUTHENTIC,  
AMBITIOUS

people

RACHEL BILSON,  
JENNIFER LOPEZ





# IZU YOUR LETTER

*Broad  
shoulders and  
straight figure*

*V-necks  
and wrap  
tops add  
shape*

*Wear a loose-  
fitting top with a  
straight pant*

CANDICE  
CONVERTIBLE  
TOP: \$89  
SUNRISE SWEAT  
PANT: \$112



### BECCA TOP \$78

V-neck elongates your neck

Set-in sleeve minimizes  
shoulder

Curved hem adds interest

### KIKI PANT \$132

Higher knee break lengthens  
the leg line

Interesting hem detail



### BOBBI TOP: \$98

Wide drop sleeve button down

Curved hem

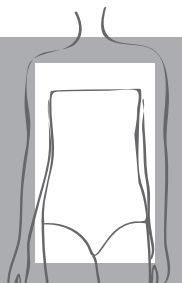
Wear it as a top or open as  
a jacket

#Live  
Your  
Letter

element  
EARTH

words  
LIVELY, LOYAL,  
LEADER

people  
PRIYANKA CHOPRA,  
MICHELLE OBAMA





# IZU YOUR LETTER

*Elongated  
body with  
long limbs*



*Wear a top  
with detail  
to add  
interest*

*Two colors  
will define  
the waistline*

ALEX TOP \$82  
WAIKIKI JEANS  
\$168



SHOP



**BISHOP PENCIL  
SKIRT \$108**

*Slight contour adds curves*

*Knee-length hem is the  
perfect length*

**CLAIRE TOP \$86**

*Standing boat neck to add  
interest*

*V-shaped body defines waistline*

*Athletic pockets*



**MANDY TOP \$86**

*Side slit detail to half tuck*

*Tie one side for an  
asymmetrical look*



*#Live  
Your  
Letter*

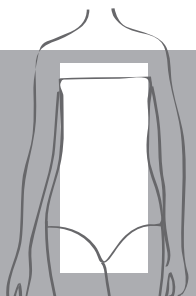
*element words*

WOOD

INSPIRATIONAL,  
INTUITIVE,  
INVINCIBLE

*people*

EVA LONGORIA,  
SANDRA OH





IZU  
YOUR  
LETTER

S

*Smaller waist  
with curvier  
bust and hips*

*Shorter  
cap sleeves to  
minimize bust*

*French tuck will  
add dimension*

ROMY ROMPER: \$128



NICOLE KOTO: \$86

Asymmetrical hem, to add interest

Half tuck to accentuate waist



HOTEL & SMITH  
STRAIGHT JEAN  
\$168

Higher knee break lengthens  
the leg line

Shorter inseam

Wear it cuffed for a  
modern look



MARI SWEATER \$118

Convertible sweater for versatility—  
wear it eight ways, and counting

Great for travel

Flatters all body types

#Live  
Your  
Letter

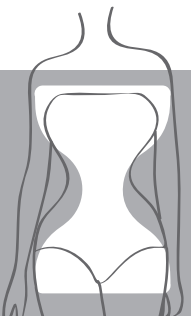
element words

WATER

STRONG,  
SUCCESSFUL, SMILE

people

SCARLETT JOHANSSON,  
INDIA.ARIE





# IZU YOUR LETTER



*Smaller  
shoulders and  
legs with a fuller  
midsection*

*Wider  
draped tops to  
minimize and  
flatter*

*Keep the silhouette  
straight*

NADIA DRESS \$118  
SARAH TOP \$92



**JOANNA TOP: \$86**

- Fitted 3/4 Sleeve
- Center front seam to elongate body
- Wide hem opening for drape



**KOKO PANT: \$134**

- Slim cut elongates legs
- Elastic cuff slims frame
- Perfect pant for all body types

**MILLA DUSTER \$112**

- Tea-length jacket
- Front patch pockets
- Princess seams slim body



#Live  
Your  
Letter

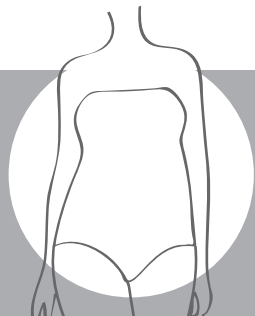
element words

METAL

OPTIMISITC,  
ORIGINAL,  
OPEN-HEARTED

people

OPRAH





# IZU YOUR LETTER



*Wider shoulders and back with narrow hips and slim legs*

*Select tops with a longer hem*

*Dolman sleeves to minimize shoulders and back*

SANNA TOP \$92  
CORAL PANT \$136



## HOTEL & SMITH STRAIGHT JEAN \$168

- Higher knee break lengthens the leg line
- Elastic back for a comfortable fit
- Curved hem detail for interest



## CASSIE JACKET \$118

- Flat front scoop neck jacket
- Interesting seam details
- Raglan 3/4 sleeve



## SHELLY TOP \$86

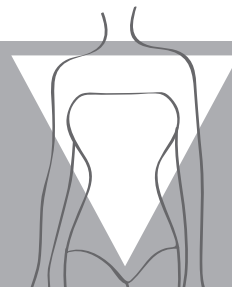
- Boat neck shell
- Chiffon hem detail
- Bust darts to create shape

#Live Your Letter

element  
AIR

words  
NATURAL,  
NOTEWORTHY

people  
PINK,  
MERYL STREEP





# MAKE YOUR OWN IZU BOX

And simplify your life with *three hand-picked styles* in every box

Now that you know your IZU Body Type, it's time to #LiveYourLetter. There's no easier way to do it than with the IZU BOX, Allison Izu's monthly membership box.



x3

Based on your IZU Body Type and a quick Q&A about you, we select three pre-designed styles—created with your body in mind—and mail the pieces right to your door in the IZU BOX.

And don't be afraid to return any item if need be. There's a pre-paid shipping label included in the box or you can always visit our Kaimukī boutique for a quick exchange.



FASHION IS SUPPOSED TO BE FUN.

NOW, THE IZU BOX IS HERE TO MAKE IT PAINLESS AND EASY.

**Become a member in-store or online at [izubox.com](http://izubox.com) and save up to 25% off retail.**



# HOW TO SHOP ALLISON IZU

Time is precious and we know you value yours, so we made it easy to shop Allison Izu. Come into our Kaimukī boutique for a free, private styling session or plan a style party with your friends—mimosas are on us!



Allison Izu's Kaimukī Boutique  
1114 11th Avenue  
Between Waialae  
and Harding Avenues  
Free parking in front



*Get the  
perfect fit*

with complimentary alterations when  
you shop at our Kaimukī boutique.

## PRIVATE STYLING

Let us curate a selection of styles to best fit your body and lifestyle. Schedule a free, 60-minute, one-on-one styling session at our Kaimukī boutique.

## STYLE PARTY

We create a fun-filled, 90-minute private shopping experience with a comfortable atmosphere for you to shop effortlessly with friends.

## WALK IN

The doors are always open from Monday through Saturday, 10AM to 6PM, at our Kaimukī boutique. Feel free to ask for a tour of our design workspace upstairs and see where the magic happens.

## ONLINE

Browse new styles from the comfort of your home or office at [allisonizu.com](http://allisonizu.com). Learn more about the IZU Body Types and find the perfect fit.

## IZU BOX

Your stylist will become your best friend when you become an IZU Box member. Get the newest styles at up to 25% off, delivered straight to your door. Sign up in-store or at [izubox.com](http://izubox.com).

## SEMINAR

Want to learn more about your IZU Body Type? Reserve your spot online or via email for an informational and fun discussion with the designer at our Kaimukī boutique, followed by a semi-private fitting and shopping experience.