



# Maithana

CHOICE

Maithana  
CHOICE

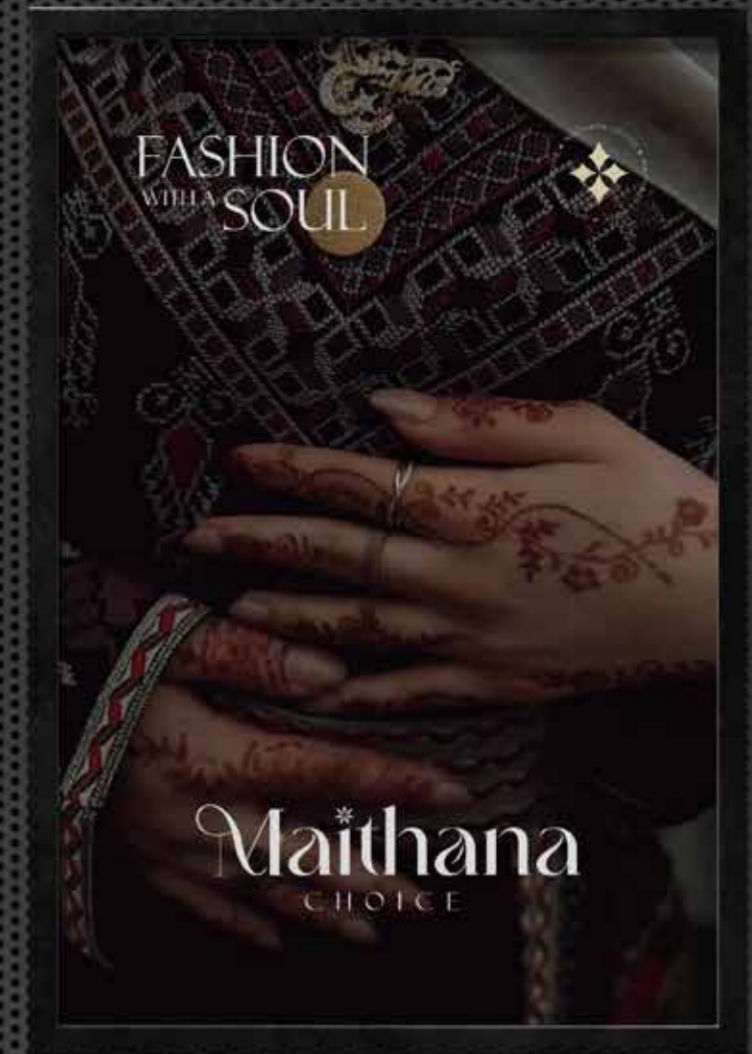


Maithana  
CHOICE



# Maithana

CHOICE



FEMININE ELEGANT CONVERSATIONAL ARTISANAL



FASHION  
WITH A SOUL

Updated  
May 2025

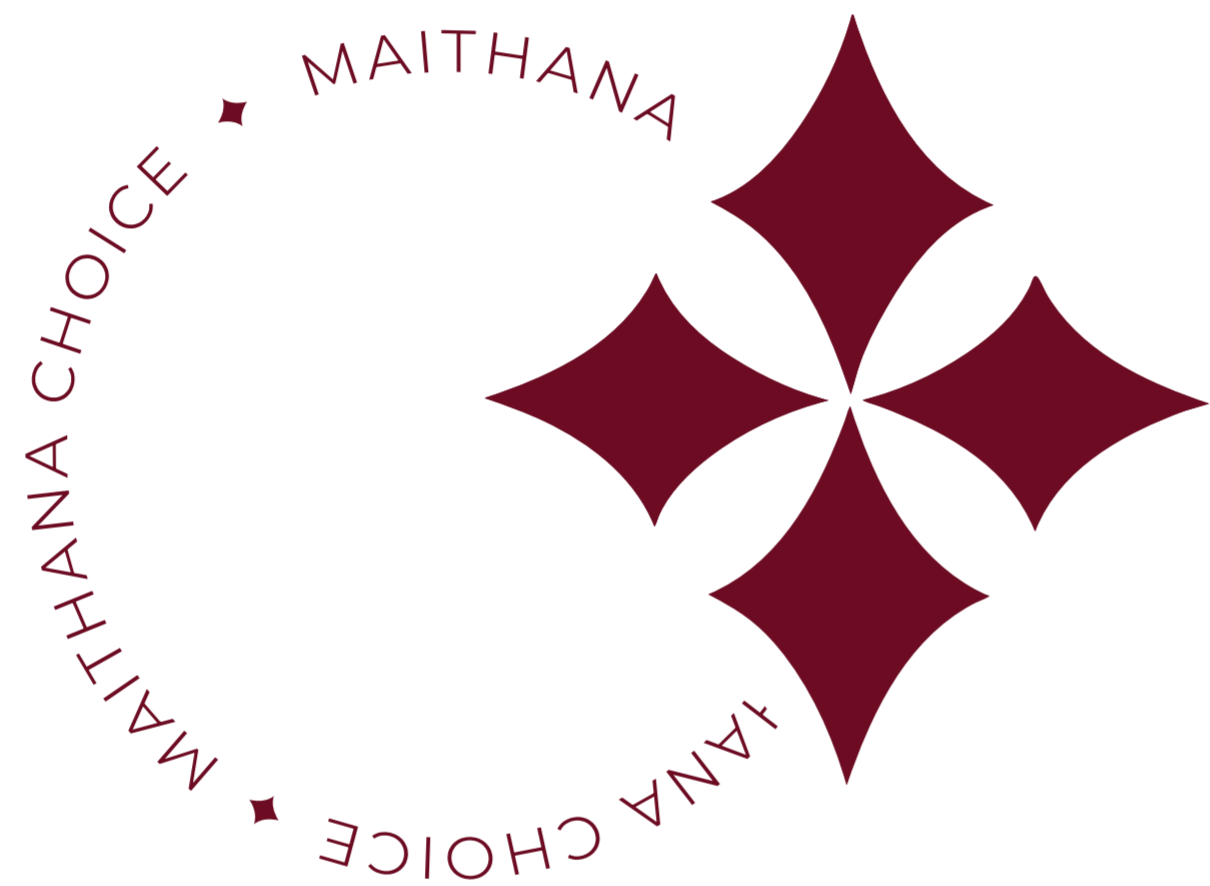


# MATHANA CHOICE BRAND GUIDELINES

# Maithana

CHOICE

Maithana Choice was born from a passion for elegance, individuality, and cultural beauty. Founded by an Emirati woman with an eye for fashion, the brand emerged from compliments and admiration she received from family and friends for her unique Mkawra (مخورة) selections garments worn beneath the Abaya that balance modesty with grace.



Inspired by her roots and influenced by the vibrant textile traditions of India, Maithana Choice blends two rich cultures — Emirati and Indian — into a distinctive fashion identity. Every piece is thoughtfully curated and customizable, allowing women to express their personal style while staying connected to their heritage.

# FASHION WITH A SOUL

This is not fast fashion. This is fashion with a soul, where the customer chooses, and Maithana adds the touch.

The brand stands for more than clothing; it celebrates femininity, cultural pride, and the power of choice. With soft pink tones, handcrafted elements, and a promise of elegance, Maithana Choice empowers women to wear pieces that are truly their own.

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- 25 mm wide for print
- 120 px wide for digital use

The Maithana Choice logo is a visual embodiment of the brand’s unique identity, a harmonious fusion of Emirati tradition and Indian craftsmanship.

To maintain clarity and visual impact, always keep a minimum clear space around the logo. This space should be equal to the height of the letter “M” in the logotype on all sides.



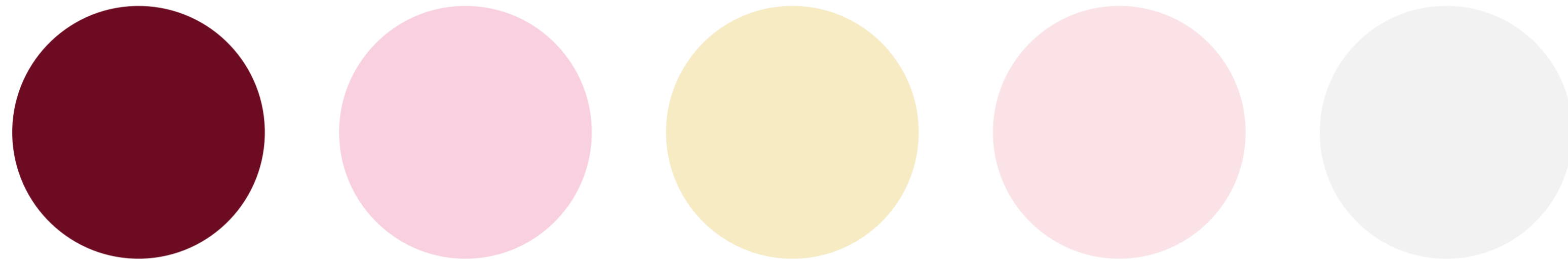
The “M” Letterform is elegantly shaped with a subtle influence of the Arabic letter “Meem” (م), representing the brand’s Arabic roots and regional authenticity.



Above the letter “i”, a stylized Indian decorative motif symbolizes the intricate detailing and textile artistry that India is renowned for — a nod to the handcrafted essence of our fashion pieces.



The leaf form in the “a” is inspired by ornamental patterns found in Mukwara (or Mukhawara) cloths, a staple in traditional Emirati and Gulf women’s wear, reflecting natural beauty, femininity, and cultural elegance.



This palette reflects the soul of Maithana Choice, where the softness of Emirati elegance meets the vibrance of Indian tradition. Blush pinks and creamy neutrals evoke grace and femininity, while deep maroon anchors the collection in timeless cultural richness. Each shade tells a story of heritage, modesty, and the fusion of two worlds united by beauty.



#6c0b22



#f8d1e0



#f7ecc4



#fae2e6



#f2f2f2

# THREADS OF IDENTITY

FEMININE



GRACEFUL



ELEGANT

DETAIL-FOCUSED



CONVERSATIONAL



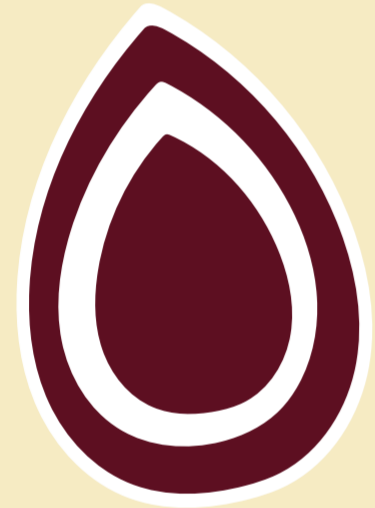
EMPOWERING



ARTISANAL

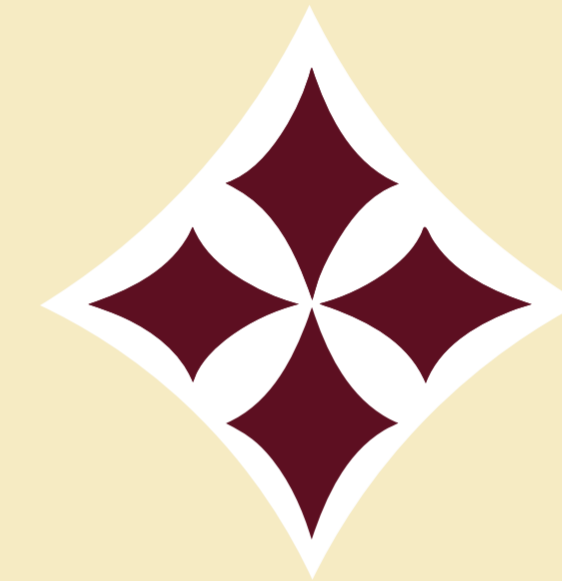
CULTURALLY  
RESPECTFUL

This icon reflects the classic mango paisley found in Indian textiles and henna art. It symbolizes grace and timeless beauty, ideal for use on garment tags, stickers, and printed material as a mark of refined tradition.



## A DROP OF TRADITION

## A SPARKLE OF STYLE



This symmetrical motif suggests luxury and precision, blending Indo-UAE artistry. Often used on shopping bags, embossed packaging, or foil finishes, it elevates the brand's premium feel.



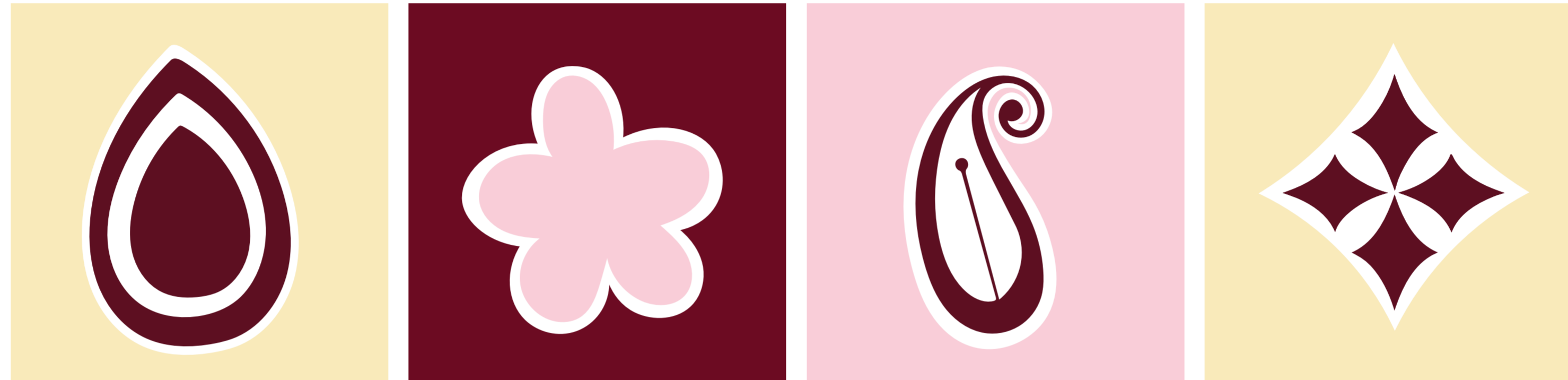
A soft, stylized flower representing charm and renewal. Used on thank-you cards, seals, and exclusive packaging, it reflects the freshness and femininity inherent in every Jalabiya piece.

## A BLOOM OF GRACE

## A CURL OF CULTURE



A modern paisley merged with Arabic calligraphic flair, symbolizing cultural richness and harmony. It appears in garment paper patterns and borders, adding elegance to brand visuals.



The sticker collection for Maithana Choice reflects a curated fusion of Indo-UAE culture, elegance, and tradition. These motifs are more than decorative elements—they are visual storytellers that communicate the essence of our brand across packaging, tags, and every fine detail in between.



Brand Fonts

Grailga

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

1234567890  
!@#\$%^&\*()



Maithana  
CHOICE

Brand Fonts

FELIX TITLING

AA BB CC DD EE FF GG HH II JJ KK  
LL MM NN OO PP QQ RR SS TT  
UU VV WW XX YY ZZ

1234567890  
!@#\$%^&\*()



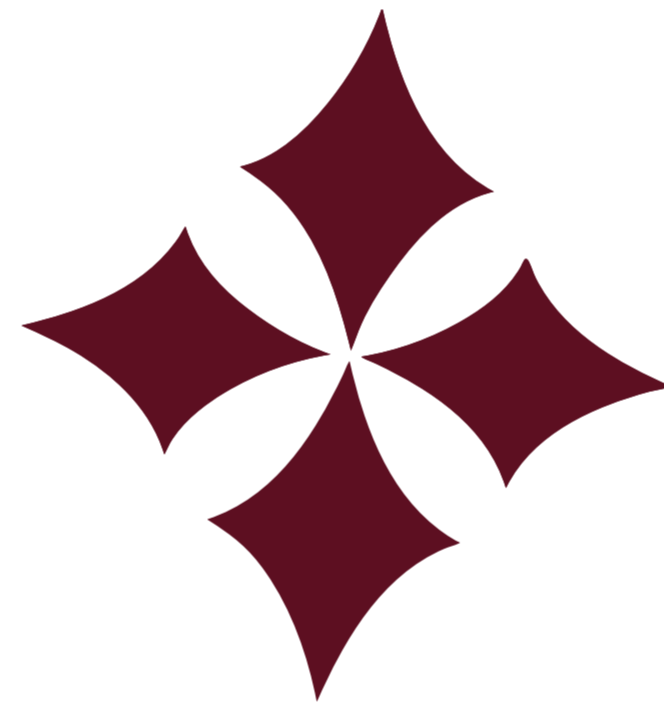
FASHION  
WITH A SOUL

Brand Fonts

# Space Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

1234567890  
!@#\$%^&\*()



Brand Fonts

# Plus Jakarta Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

1234567890  
!@#\$%^&\*()



# A CURL OF CULTURE



# Maithana CHOICE



Traditional motifs meet modern minimalism, creating a visual language that speaks to both cultures with grace and style.





**Thank You!**  
 For Choosing Maithana Choice

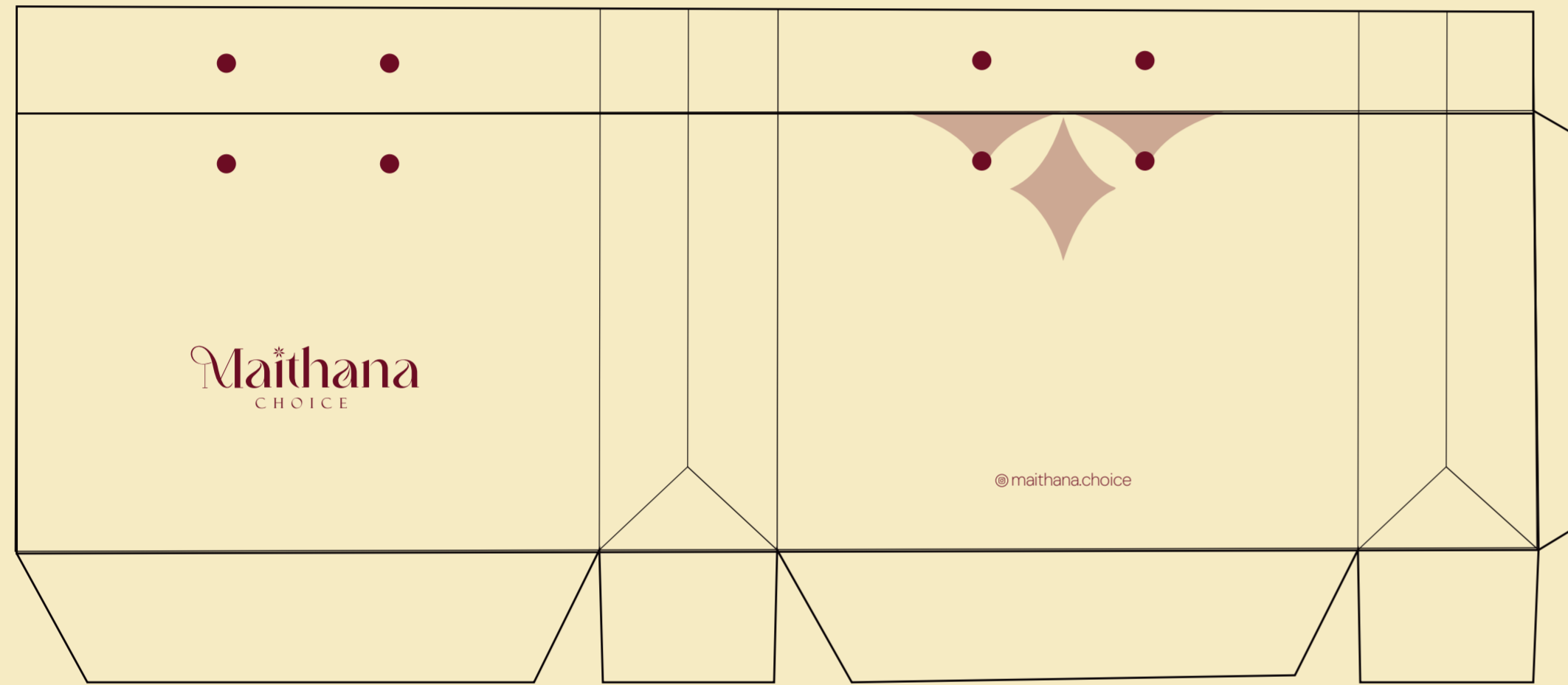
We are truly honored to be part of your style journey. Every piece from Maithana Choice is crafted with love, care, and deep respect for the beautiful traditions of India. Eternal elegance with Indian craftsmanship.

Your choice reflects more than fashion; it reflects individuality and grace. We hope this piece brings you joy as we felt while creating it.

With love,  
*M. Maithana*  
 P.S. We'd love to see how you styled it. #MaithanaChoice







The Maithana Choice shopping bag is more than just packaging — it's a statement of elegance and cultural pride. Crafted in soft blush tones with refined typography, the bag reflects the graceful essence of our brand. Designed for durability and beauty, it enhances the unboxing experience and proudly carries the story of Indo-UAE fusion with every purchase. You can use the two brand colours shown above to create variations while maintaining visual consistency.



Brand sticker designed for Maithana Choice packaging — a signature element that reinforces brand identity and adds a touch of elegance to every parcel. It not only seals the package but also symbolizes the care, beauty, and cultural fusion that define Maithana Choice.



**Thank You!**  
For Choosing Maithana Choice

We are truly honored to be part of your style journey. Every piece from Maithana Choice is crafted with love, care, and a deep respect for the beautiful traditions of our cultures, blending Emirati elegance with Indian artistry.

Your choice reflects more than fashion, it expresses identity, individuality, and grace. We hope this piece brings you as much joy as we felt while creating it for you.

With love,  
*Maithana*

P.S. We'd love to see how you styled it! Tag us @maithana.choice

Thank You card included with every Maithana Choice order — a heartfelt gesture of appreciation for your support. Thoughtfully designed to reflect our brand's warmth and elegance, it serves as a personal connection between us and our valued customers, expressing gratitude with every purchase.



FEMININE ELEGANT CONVERSATIONAL ARTISANAL

# Maithana

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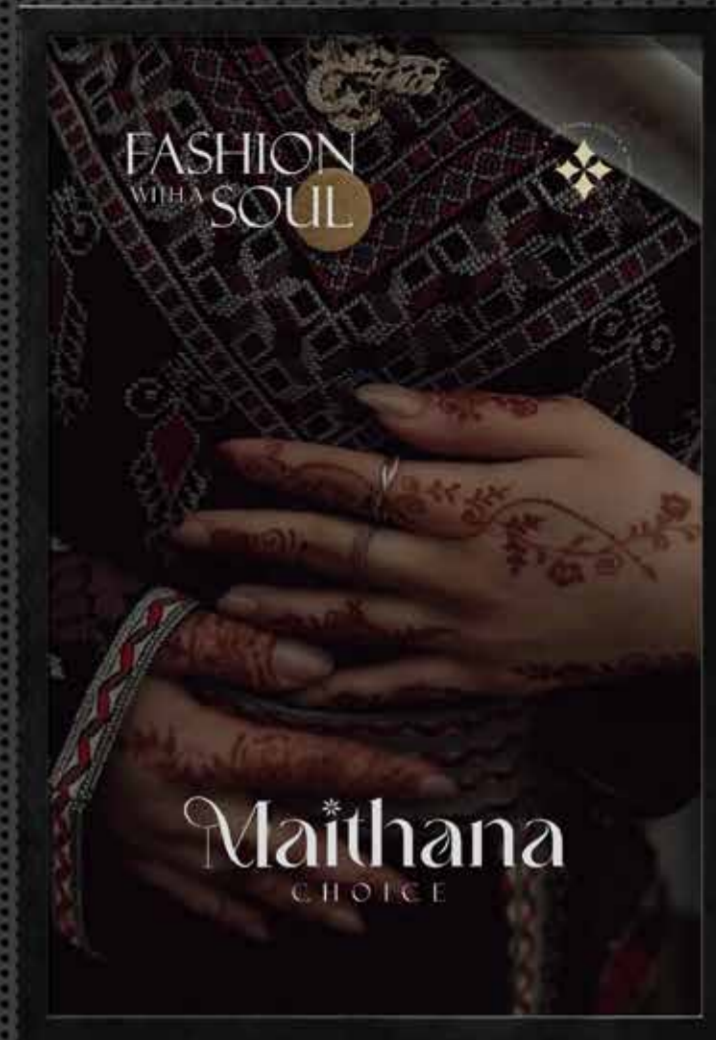
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Brand Identity  
Version 1.0

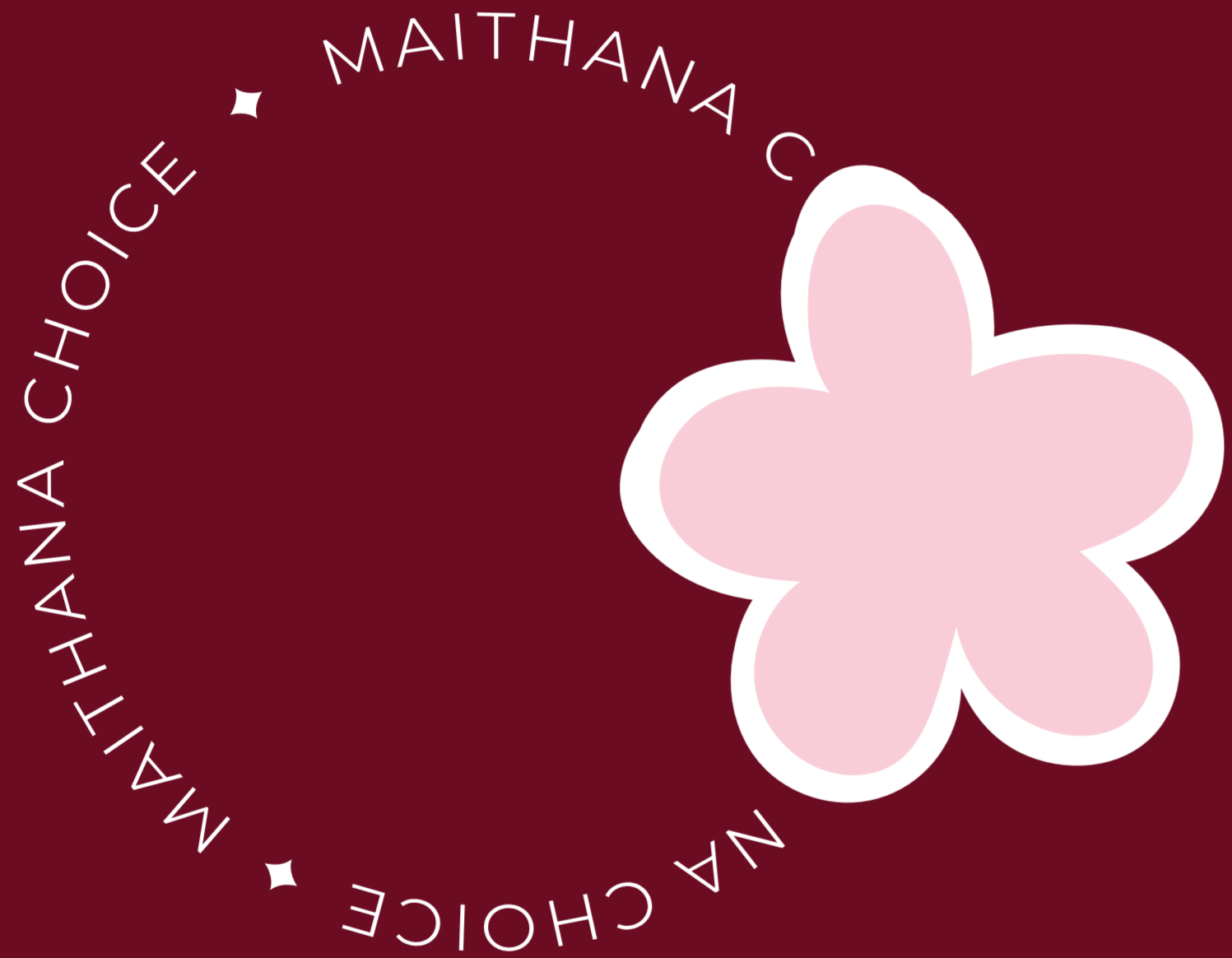
Maithana  
CHOICE



# A CURL OF CULTURE



Updated  
May 2025



# PHOTO & CONTENT GUIDELINES 2025



# FASHION WITH A SOUL



# A SPARKLE OF STYLE





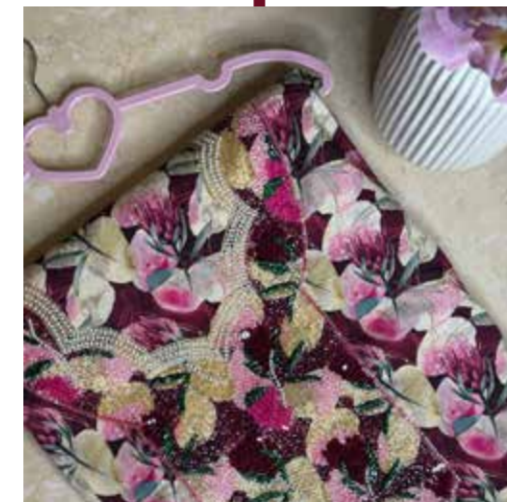


# PRODUCT PHOTOGRAPHY

- Use soft, natural lighting (or warm studio light)
- Shoot flat lays and model shots from above or eye-level angles
- Focus on fabric details, custom embellishments, and textures
- Incorporate props like jewelry, henna elements, cultural décor (UAE or Indian)

## Lifestyle Imagery:

- Showcase women confidently styling the pieces
- Include traditional settings or backdrops (majlis-style seating, Indian embroidery tables)
- Highlight modesty, elegance, and choice



Updated  
May 2025



# BRAND SOCIAL MEDIA 2025

9:35

100

< maithana.coice



Maithana.coice

399 posts

6,384 followers

1,012 following

Clothing (Brand)

Jalabiya Redefined ✨

Indo-UAE Fashion House

DM for Orders | Outlet Available

[www.behance.net/mrwan108](http://www.behance.net/mrwan108)

@maithana.coice

Follow

Message



Offer



New Stocks



Happy Cliets



Giveaway



Featue



Maithana CHOICE

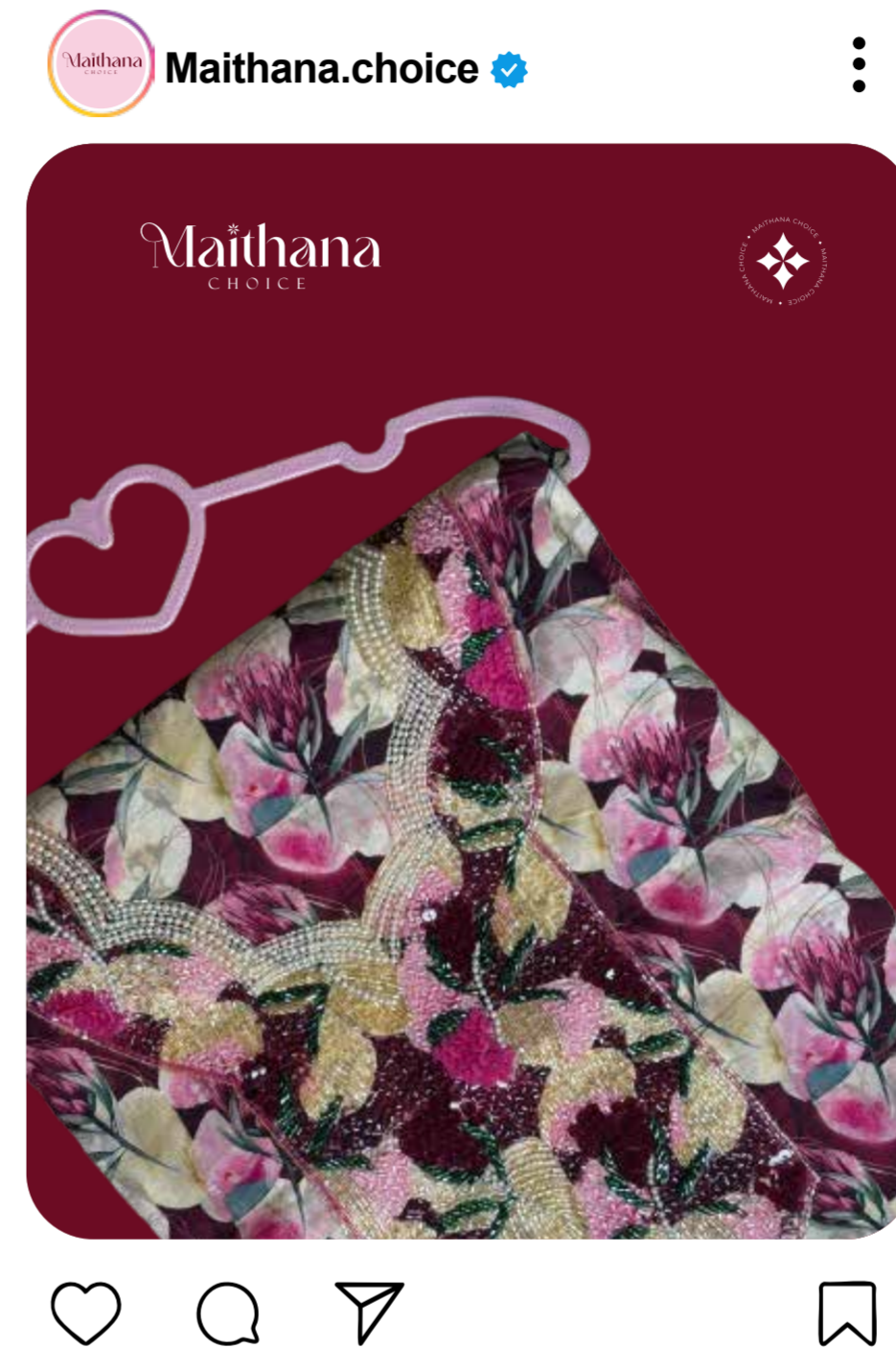
FASHION WITH A SOUL

FASHION WITH A SOUL

Brand Identity Version 1.0

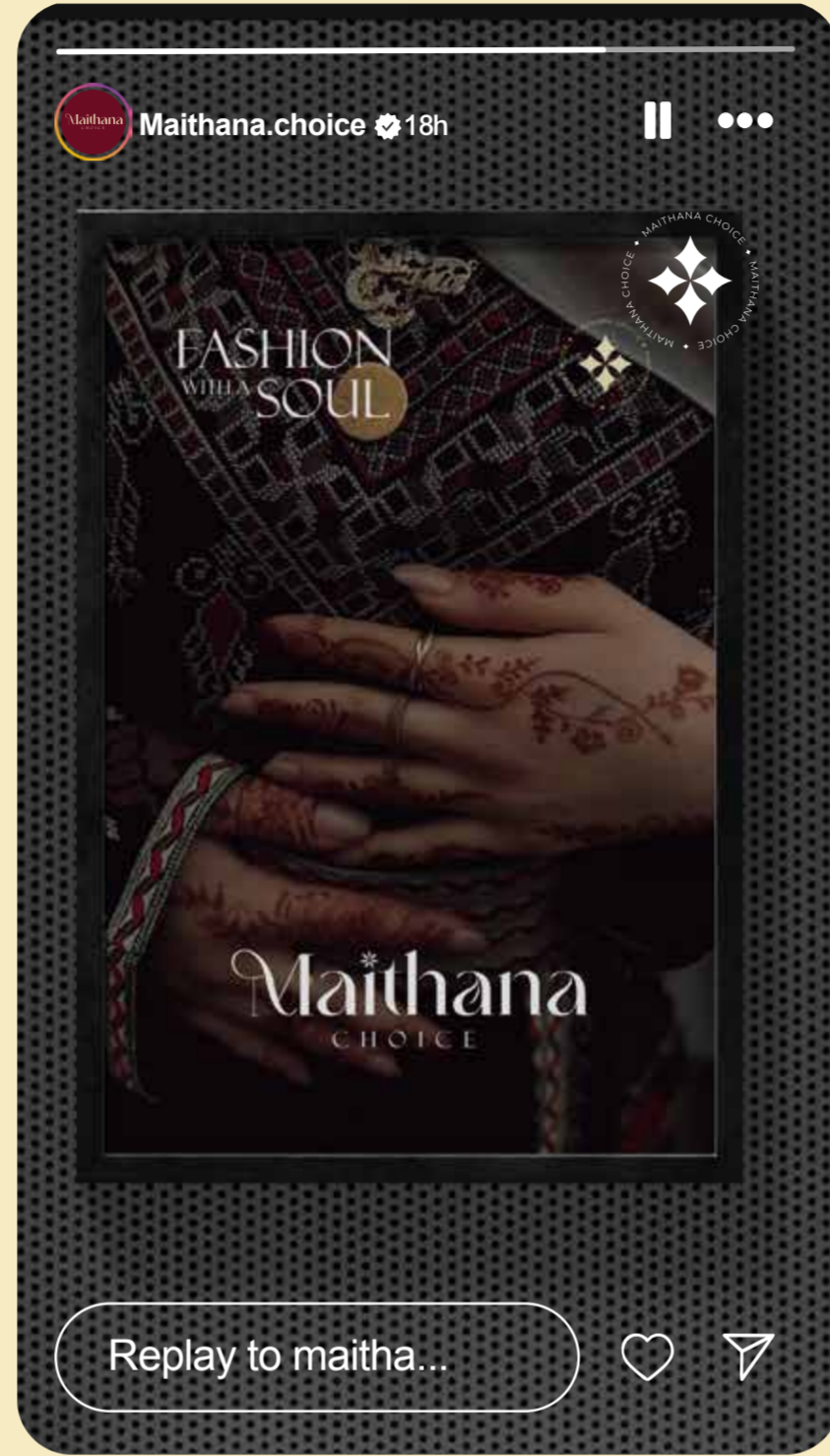
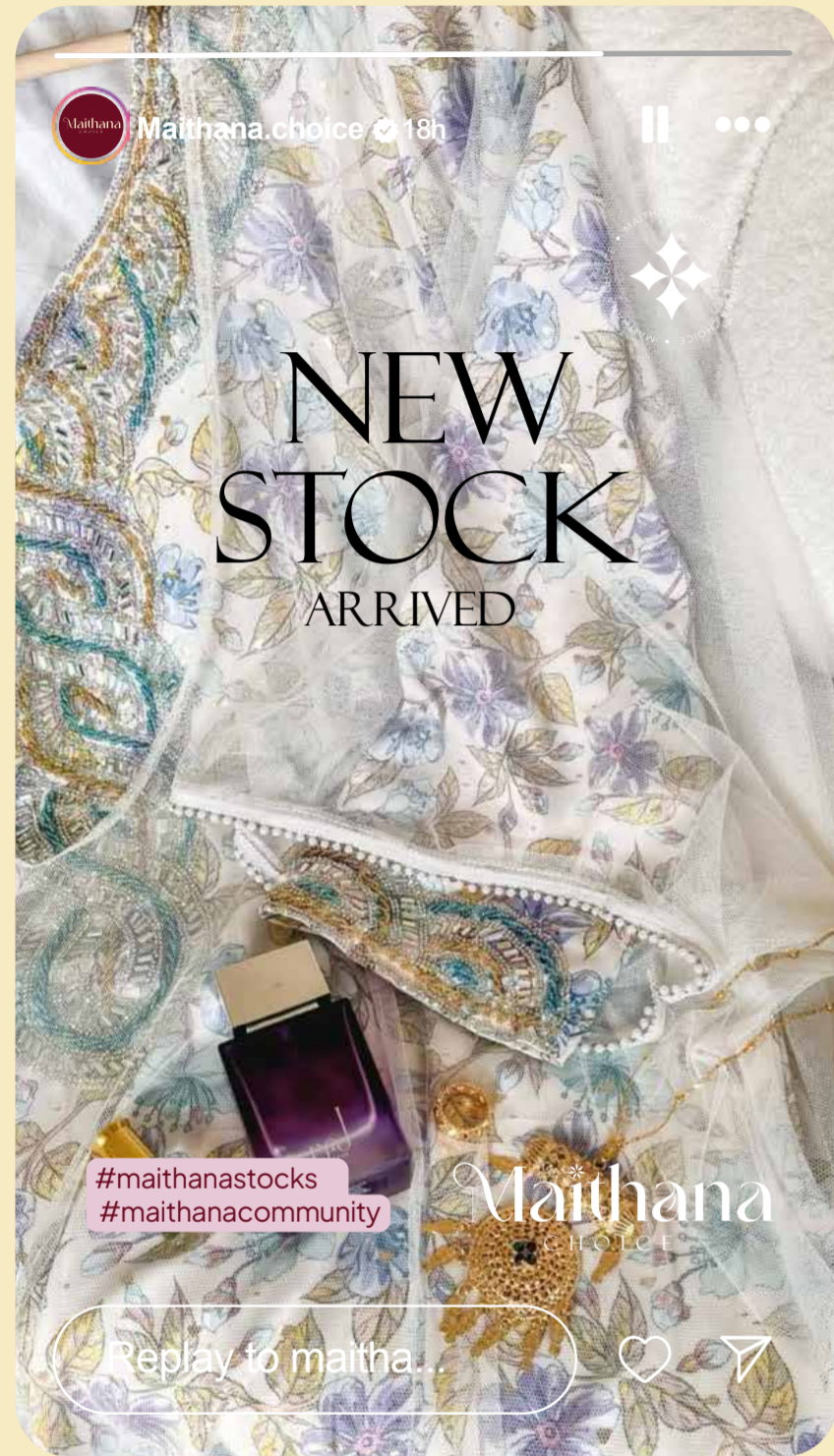


@maithana.choice  
#maithana



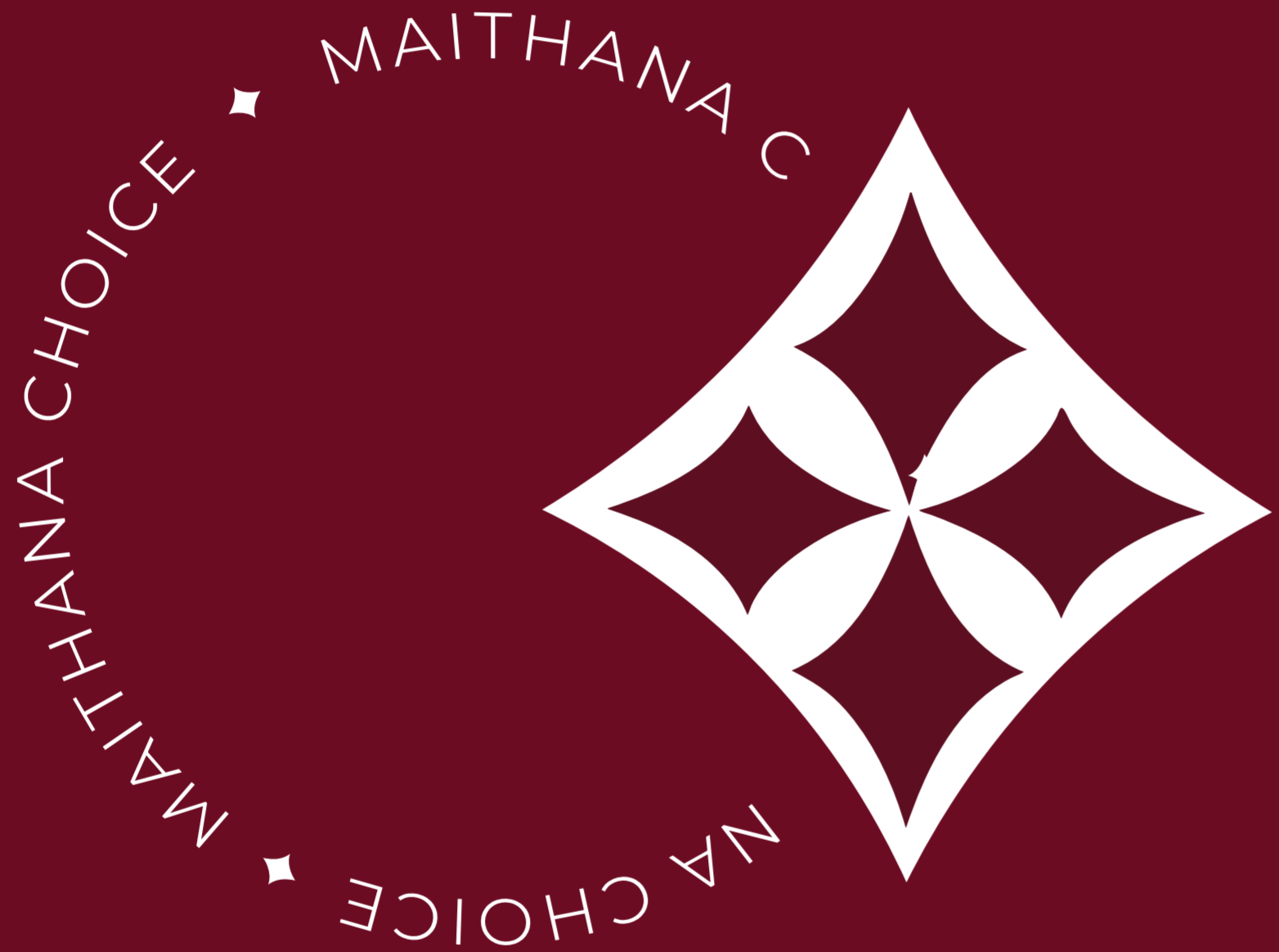
#maithanastocks  
#maithanacommunity







Updated  
May 2025



# BRAND OUTLET 2025



FEMININE ELEGANT CONVERSATIONAL ARTISANAL

FASHION  
WITH A SOUL

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# Maithana

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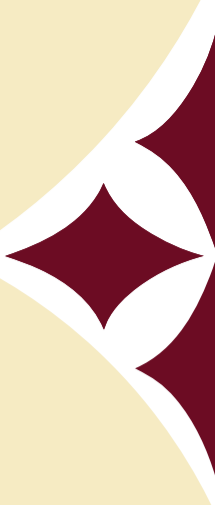
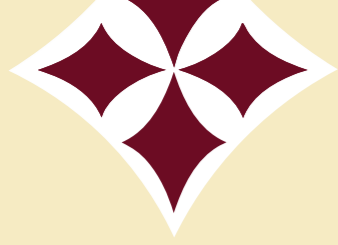


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Maithana Choice invites you to an exclusive opportunity to explore our exquisite collection firsthand at our outlet. Experience the elegance, craftsmanship, and cultural fusion that define every piece.



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