



LC-FC-001

THE FOUNDER'S CHARTER

The Foundation of LA'COR Luxury Reimagined™

EDITION 1.0

FOUNDER & CREATIVE DIRECTOR

Corey Martin



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WE BELIEVE

A FOUNDER'S MESSAGE

We believe luxury deserves
more than a storefront.
It deserves a stage.

For generations, luxury has been displayed behind glass,
confined to storefronts, catalogs, and traditional runways.
We believe there is a better way.



We believe every collection deserves a story.



We believe every designer deserves a global audience.



We believe every runway deserves emotion.



We believe every production should leave people
inspired long after the lights go down.

That belief became **LA'COR.**

LA'COR was founded to reimagine how the world experiences luxury—
not simply by showcasing fashion, but by transforming it into
cinematic experiences that connect people, brands, and creativity
on a global stage.

We are not building another fashion label.
We are building a platform where storytelling, technology,
and craftsmanship come together to create unforgettable
luxury experiences.

EVERY DECISION WE MAKE BEGINS WITH ONE QUESTION:

Does this elevate the experience of luxury?

If the answer is yes, it belongs in LA'COR.

If the answer is no, we keep searching until it does.

This is our foundation.

This is our promise.

This is LA'COR Luxury Reimagined.™



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MISSION & VISION



OUR MISSION

We believe luxury deserves more than a storefront.
It deserves *a stage*.

LA'COR is building the world's premier cinematic platform
where fashion brands create unforgettable experiences,
captivate global audiences, and transform
inspiration into connections.



OUR VISION

To become the world's leading luxury fashion platform,
empowering brands to create, showcase,
and sell through cinematic experiences that
redefine how people discover and connect with fashion.



OUR CORE PURPOSE

To elevate luxury through
storytelling, innovation, and meaningful connections.





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OUR PHILOSOPHY

At LA'COR, our philosophy is the foundation of every decision, every production, and every experience.



LUXURY SHOULD BE EXPERIENCED, NOT MERELY DISPLAYED.

We create experiences that move people, inspire emotion, and elevate the meaning of luxury.



EVERY COLLECTION DESERVES A STORY.

We believe fashion is more than what you wear—it is a story waiting to be told on a global stage.



EVERY DESIGNER DESERVES A GLOBAL AUDIENCE.

We are here to connect visionary designers and brands with the world through cinematic storytelling and innovation.



EVERY PRODUCTION SHOULD LEAVE A LASTING IMPRESSION.

We pursue excellence in every frame, every detail, and every moment we create.



TECHNOLOGY SHOULD ELEVATE CREATIVITY, NEVER REPLACE IT.

We embrace innovation as a tool to empower imagination and push the boundaries of what is possible.



These beliefs guide us. They challenge us.
They remind us that luxury is not just what the world sees—
it is what the world feels.



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THE LA'COR ECOSYSTEM

ONE PLATFORM. ENDLESS CONNECTIONS.

LA'COR is more than a platform.

It is a connected ecosystem where luxury meets innovation, creativity creates impact, and every experience elevates the world.



TOGETHER, WE ARE BUILDING
The Future of Luxury.