

THE HOUSE OF
ENLYTEN

COMPANY BIBLE

"Illuminate and step out of the shadows"

Compiled April 7, 2026 · Sydney, Australia

MISSION

To make light the defining signature of the next great luxury fashion house.

VISION STATEMENT

"For years I dimmed my light and stayed in the background, even though that was never who I really was. This project is my way of stepping fully into visibility — expressing myself creatively, musically, and visually. It feels like I'm finally becoming the version of me I was always meant to be."

TAGLINE

"Illuminate and step out of the shadows"

WHAT WE'RE BUILDING

Enlyten is a luxury fashion label where elegantly integrated LED technology transforms garments and accessories into illuminated works of art. We create pieces that command the same reverence as Dior, Hermès, and Louis Vuitton, with light as our unique design language.

TWO DIVISIONS

- Couture: LED-integrated high fashion garments and accessories
- Stage Performance: Illuminated pieces for live musical performance and visual expression

WHERE WE'RE HEADED

Imagine a Met Gala where half the red carpet glows. A world where "who are you wearing?" includes "and does it illuminate?" Enlyten is the house that makes light synonymous with luxury, the brand celebrities reach for when they want to be unforgettable, and the name collectors whisper when they talk about the future of fashion. Not a tech company playing dress-up. A fashion empire that happens to glow.

Ambition: Viral brand the size of Dior, Louis Vuitton, and Hermès within 3–6 months.

DESIGN AESTHETIC

- Dark, editorial luxury aesthetic
- Ethereal, couture-inspired
- Dramatic impact (reference: black gown with gold LED serpentine)
- Elegant, single, gorgeous LED integration (never flashy)

17 CORE LED INTEGRATION TECHNIQUES

- 1 Falling back belt with LED-sewn stringed fabric
- 2 LEDs in transparent fabric patches
- 3 Tiered hem lighting (4 inches up from hem, LED in tiered pleats)
- 4 LED within Polish traditional embroidery
- 5 LED within lotus embroidery
- 6 Fiber optic single strands
- 7 Light shapes embroidered into fabric
- 8 Light under inside tiered fabric layers
- 9 LED/light lines throughout
- 10 Intricate body-shaping light designs
- 11 Light weave in/out of fabric
- 12 Diagonal lighting strips under transparent fabric
- 13 Large illuminated areas
- 14 LED stockings (lighting up legs)
- 15 Lighting laces
- 16 Fiber optic with sparkle material
- 17 Transparent skirt + blazer/shorts romper concept

COMPANY DETAILS

- Parent Company: The House of Enlyten
- Headquarters: Sydney, Australia
- Founder: Dual citizen (Australia/US), access to US funds
- Company Name Spelling: Enlyten (specific)

BUSINESS MODEL & PRICING

- Production costs: \$1,200–\$2,500 per piece
- Markup strategy: 30–50% per piece to fund subsequent production runs
- Retail price range: \$1,560–\$3,750+ per piece
- Positioning: Handcrafted couture — scarcity and exclusivity drive value

MANUFACTURING & PRODUCTION

PRIMARY MANUFACTURER (PROTOTYPING)

Thai Son S.P (Vietnam) — \$1,200–\$2,500/piece, conductive embroidery expertise.

Contact: Ms. Kiki at kiki@lhc.vn (inquiry email sent).

BACKUP MANUFACTURERS

- LED Clothing Studio (Seoul) — \$1,250–\$3,600/piece, 2–3 week lead time
- LUMISONATA (Shenzhen) — \$1,350–\$2,750/piece, fiber optic specialist, 4-week lead time
- ODD Factory (Sydney) — zero shipping, rapid sampling

STRATEGY

Start with specialized LED fashion manufacturers for first 2–3 hero pieces (stage performance + couture), then scale with e-textile manufacturers.

INVESTMENT TO LAUNCH (MONTHS 1–3)

- Prototyping: \$3,600–\$7,200 (2–3 hero pieces)
- First production batch: \$20,000–\$30,000 (20–50 units)
- Total: ~\$25,000–\$40,000
- Prototype status: On hold until funds available

INTELLECTUAL PROPERTY & TRADEMARKS

PRIMARY TRADEMARK

ENLYTEN — filed/established.

SECONDARY EXPLORATION: ENLYTENNOIRE

- Australia: Clear to file (~90% success). File via IP Australia TM Headstart (~AU\$1,200–\$1,550).
- US: 75–85% rejection risk. Existing ENLYTEN mark held by T. Lynn Mitchell Companies (nutritional supplements). Options: negotiate coexistence agreement or rebrand.

"THE HOUSE OF ENLYTEN" + SUB-BRANDS

All four marks (parent + Luxury/Cuisine/Jewelry subs) registrable in both jurisdictions, 60–92% success odds. Different trade channels = zero consumer confusion risk.

- Investment: \$5,000–\$8,000 USD (both jurisdictions)
- Timeline: 8–10 months to final registrations
- Next Step: Hire US-based trademark attorney; file AU applications within 2 weeks.

SOCIAL MEDIA & DIGITAL PRESENCE

- Handle: @EnlytenFashion (all platforms)
- Platforms: Instagram, TikTok, Twitter/X, YouTube, Facebook
- Status: All usernames claimed. Content collateral created.
- Launch: Held pending prototype completion.

TWEETS POSTED

- 1 Brand introduction tweet (Day 5)
- 2 Behind-the-vision: "Conductive thread isn't technology. It's a new kind of embroidery."

WEBSITE

- URL: <https://thehouseofenlyten.polsia.app>

- Status: Live and healthy
- Features: Hero, About/Vision, Collection Preview, Waitlist (PostgreSQL), Our Story, Collection Pricing, Press Section

COMPETITIVE LANDSCAPE

Analysis of 5 LED fashion competitors: CuteCircuit, Lumen Couture, Lumisonata, Neon Cowboys, and legacy luxury houses.

KEY FINDING

The \$1,200–\$2,500 luxury couture tier is completely unoccupied. This is Enlyten's white space.

OUTREACH STATUS

FASHION EDITORS (EMAILS SENT)

- 1 Christine Centenera — Vogue Australia
- 2 Jillian Davison — Harper's Bazaar Australia
- 3 Sara Kelly — Harper's Bazaar Australia
- 4 Justine O'Neill — Elle Australia

MANUFACTURER

Thai Son S.P inquiry sent, awaiting reply.

Follow-up Window: April 12+ for non-responding editors.

FASHION WEEK STRATEGY

PRIMARY TARGET: AAFW MAY 2027

- 13 months runway for LED integration perfection
- Tier-1 platform: 2,000+ attendees, international press, 200+ wholesale buyers
- 15–25% acceptance rate

OPTIONAL SOFT LAUNCH: MELBOURNE FASHION WEEK AUGUST 2026

Lower-stakes test platform to validate designs and build press relationships ahead of AAFW.

TIMELINE TO AAFW 2027

- April 15, 2026: Lock 8–12 designs + LED strategy
- May–June 2026: Build 2–3 hero prototypes
- July–Sept 2026: Expand designs, optional MFW test
- Oct–Nov 2026: Design freeze, lock suppliers
- Dec 2026–Feb 2027: Manufacture 10–12 final pieces
- March 2027: Submit to AAFW
- May 2027: Showcase

BUDGET & GRANTS

- Show budget: AUD \$18,600–\$32,200
- Potential grants: AUD \$10–25K (Create NSW, AFDA)

REPORTS ON FILE

- Trademark Availability Research
 - Competitive Analysis — LED Fashion Landscape
 - Australian Fashion Week 2026 Timeline & Emerging Designer Opportunities
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