



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION  
(FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**

**COURSE CODE/NAME:**

ENT530 | PRINCIPLES OF ENTREPRENEURSHIP

**LECTURER NAME:**

NURHUDA HAJI NIZAR

**TITLE:**

SOCIAL MEDIA PORTFOLIO

**NAME:**

RAHIZAM BIN HAMEDAN

**ID NUMBER:**

2018455048

**PROGRAMME:**

FF236

## ACKNOWLEDGEMENT

Firstly, I would want to express my sincere gratitude to God, the Almighty who has bestowed His blessings upon me in the first place. Having finally completed my social media portfolio, I am pleased with my accomplishment. After that, I want to express my heartfelt gratitude to my lecturer, Nurhuda Haji Nizar, for providing me with so many opportunities to succeed despite the fact that I'm having so many difficulties finishing this portfolio. I would not have been able to complete it successfully if it had not been for her honesty in instructing. Throughout the session, she did her very best in terms of teaching and leading us. It was a pleasure to be placed under her supervision.

I am also extremely thankful for all of the advice and assistance I received throughout the course of preparing this portfolio. A special thank you goes out to both of my parents for their constant support throughout the years. Lastly, my fellow classmates of FF237 as well as myself, were grateful for their assistance. I would not be in this phase if it were not for them. All of the hard work has finally been being paid.

## EXECUTIVE SUMMARY ✓

With a tagline “Get designer goods for less. Yes, luxury doesn't come cheap, not until you met us”, Hype Crave Store intended to bring numerous designer and luxury goods to any categories of people. Back then, most people do not have an opportunity to wear and buy designer and luxury goods due to the expensive value. There are individuals who cannot afford to purchase luxury goods as well. Due to that, Hype Crave Store was created to give opportunity to the unfortunate individuals to wear designer and luxury goods within their budget.

Hype Crave Store focusing on the authentic branded goods such as Adidas, Nike, Vans and Converse. Since now demand on the sneakers has been rising, we created this platform to ease them. We sell all these designer goods with a bargain price. Other than that, we also focused on selling numerous authentic luxury fragrance line such as Paco Rabanne, Anna Sui, Lancome and many more. We provide the fragrance in full bottle or in Miniature size. All the fragrances that we are selling fall within the budget, bargain and also suitable for any categories of classes. For instance, entrepreneur, professional working people, and even the students. Students also wanted to try the luxury goods, and desire to smells good as well.

To fulfil the requirement of Covid-19 era, we created Facebook page to expand our business to higher level since now entrepreneurs are advised to focus their business virtually. Through this platform, we developed our marketing and advertising skills by implementing teaser video or poster, soft sell as well as hard sell. All these techniques were created to attract our target markets' attention. This also to positioned ourselves to the publics' mind that we are selling authentic luxury goods. We also strive to provide more authentic luxury goods soon. We need to keep our interaction with customers in order to ensure they know us and market us to other people with mouth-to-mouth marketing. We are planning to be one of the companies that will provide our own luxury goods which suitable with all type of classes and ages in the upcoming years.


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# GO-ECOMMERCE REGISTRATION



PERSONAL PROFILE
BUSINESS PROFILE



**RAHIZAM HAMEDAN**

**Personal Information** [Edit](#)

Name	RAHIZAM HAMEDAN	Phone/Mobile	
New Identity Card No.		Home Address	
Email Address			
City		District	
State		Postcode	
Personal Facebook		Personal Instagram	http://instagram.com/izxm.say
Gender	Male	Race	Malay
Marital Status	Single	Special Need Required	No

**Institution Information** [Add New](#)

UITM Puncak Perdana - NHN ENT530

Type of Institution	IHL	Institution List	Universiti Teknologi MARA
State of Institution	Selangor	Name of Institution	UITM Puncak Perdana
Address of Institution	Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	Puncak Perdana
		Postcode	40150
District of Institution	Petaling		
Level of Study	Bachelor Degree	Study Status	Full time <span style="float: right;"><a href="#">Edit</a> <a href="#">Delete</a></span>
Course Name	NHN ENT530	Class Name	FF2374A
Subject Name	Principles of Entrepreneurship	Year Enrolling the subject	2021
Month Enrolling the Subject	3	Lecturer Name	NURHUDA BINTI HAJI NIZAR
Internship Enrollment	No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	2021	Expected Month To Complete Study	12
Related To Study Field	Yes		

**Certificates**

PERSONAL PROFILE
BUSINESS PROFILE



**RAHIZAM HAMEDAN**

Company Name	Hype Crave Store	Company Registration No.	
Type Of Business	Enterprise	Business Role	Product Owner <span style="float: right;"><a href="#">Edit</a></span>
Facebook Page	Hype Crave Store	Business Category/Business Sub-Category	Apparel, Health & Beauty / Fashion & Lifestyle
Wechat for Business		Business Instagram Page	
Marketplace	Others	Business Website	
Business Related to Your Study Field	Yes	Type Of Website	
		Experience in International Export	No

## INTRODUCTION OF THE BUSINES ✓

Name of Business	Hype Crave Store
Tagline	Get designer goods for less. Yes, luxury doesn't come cheap, not until you met us
Business Address	
Telephone Number	
Form of Business	Sole Proprietorship
Corresponding Address	hypecravestore@gmail.com
Main activities	Luxury goods

## ORGANIZATIONAL CHART



Since Hype Crave Store has been established in the early 2021, it is classified as a sole proprietorship business form. This is because the present business is only a kick-start business which operates in a small way. Thus, the organizational chart only consists the owner of the business is only Rahizam with the little helps from his brother.

## MISSION AND VISION ✓

### **Mission**

To provide an opportunity to average classes to own the luxury goods from various exclusive brands without the needs of spending tons of money.

### **Vision**

To be one of the well-known companies that will be producing our own luxury goods that offer an affordable value which suitable with all type of classes and ages.



## DESCRIPTION OF PRODUCTS ✓



### **Sneakers**

In this day and age, people tend to hype varieties types of sneakers. Not only running shoes, casual and sport shoes are also included. They are not taking the function of the shoes seriously, but focus on the design and hyped. They are enjoying the mix 'n' match session with their wardrobe. Unfortunately, it's hard for people from average class to match their outfits freely due to the limited quantity of sneakers. If they wanted to change sneakers frequently, they need to spend lots of money since authentic sneakers are being retailed in high values. Not everyone could afford of buying the sneakers frequently. To solve that, here we are. Striving in selling various types of authentic sneakers from different famous brands.



## **Fragrance** ✓

We are focusing on the niche of selling authentic fragrances with affordable prices. All the fragrances are being sold with below market prices. People will have an option whether to buy fragrances from our store with below market prices, or through the authorized seller at mall with standard market price. We came out with this business line since the demand for fragrances are increasing as well. We strive to deliver satisfaction to our customers. With our business, people finally can experience luxury and designer fragrances without hurting their bank account. Most importantly, all the fragrances are authentic with moneyback guaranteed. We offer moneyback guaranteed in order to convince our customers that all we are selling authentic perfumes. Now, everyone can smell so good and find their fragrance 'soulmate'.

PRICE LIST



Nike Airmax React 270

Colour: Coral Bleach

**Price: RM450**



Nike Airmax React 270

Colour: Plum Chalk

**Price: RM450**



Nike AJ1 Mid Royal Blue

**Price: RM469**





1 Million by Paco Rabanne 100ML EDP

**Price: RM280**

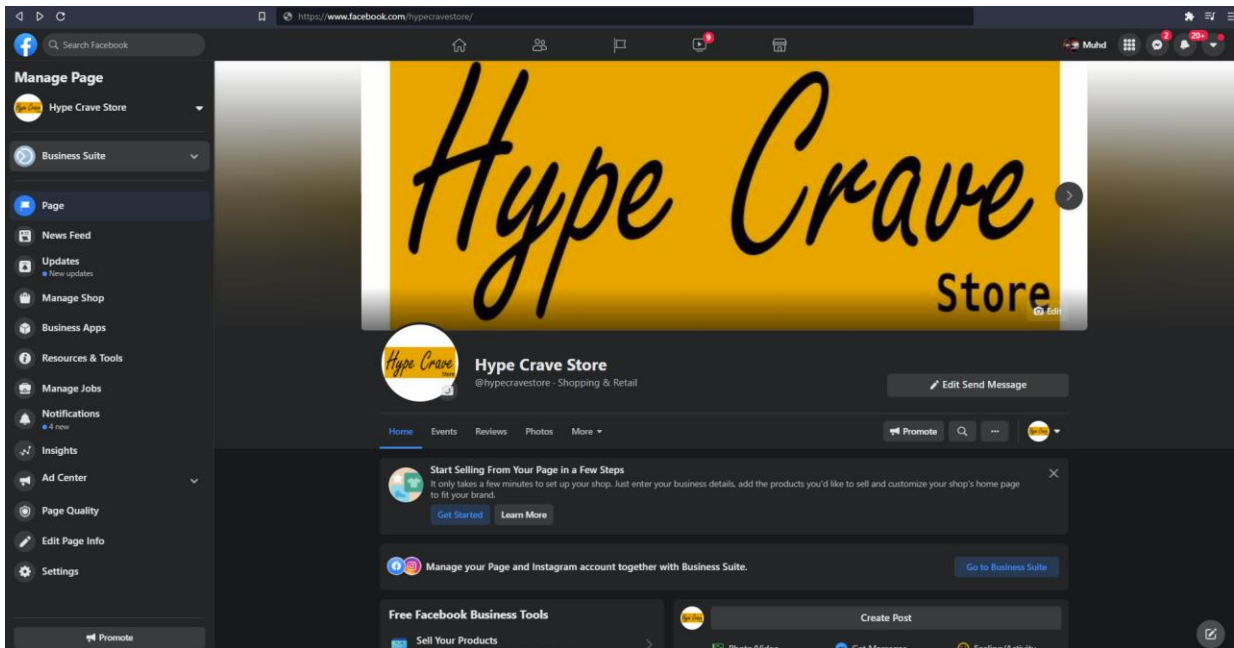


Fantasy by Britney Spears 100ML EDP

**Price: RM170**



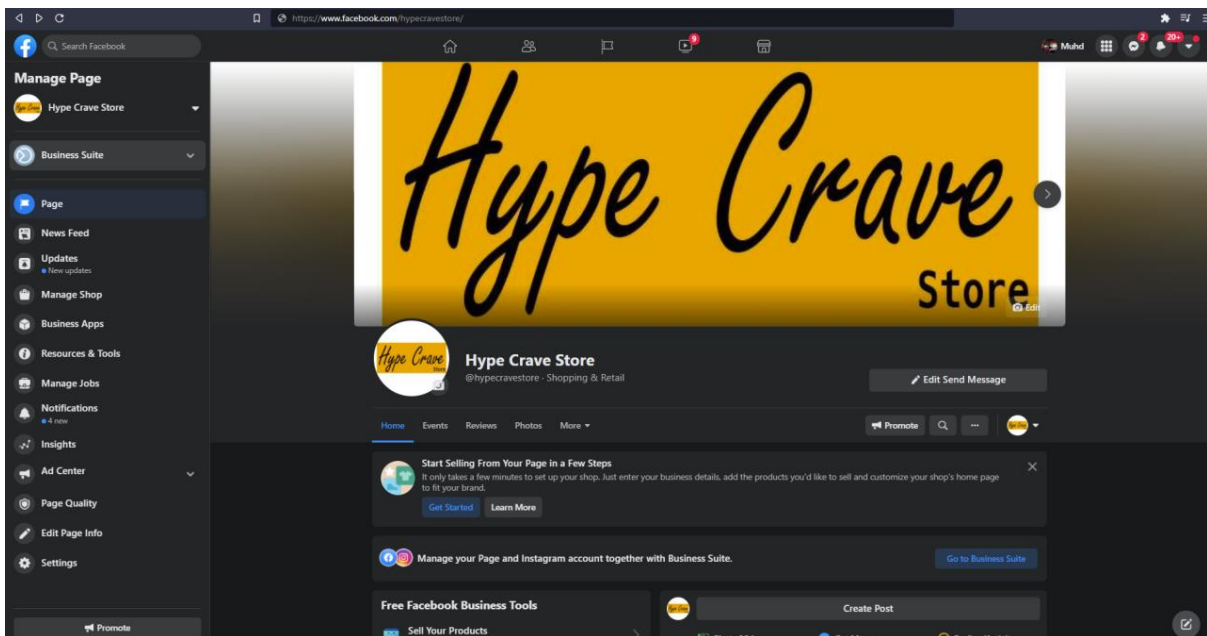
## CREATING FACEBOOK PAGE



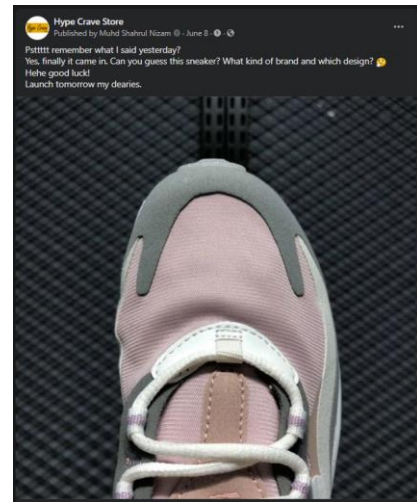
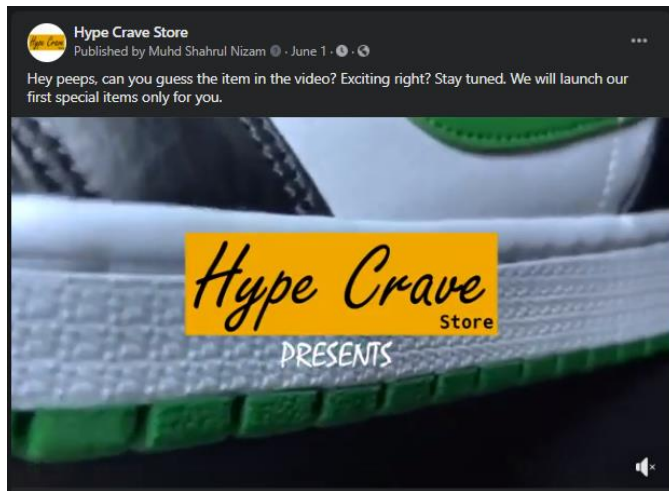
## CUSTOMING URL FACEBOOK PAGE

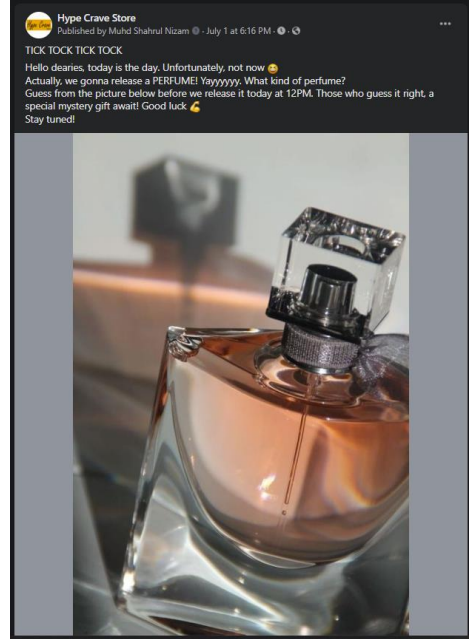
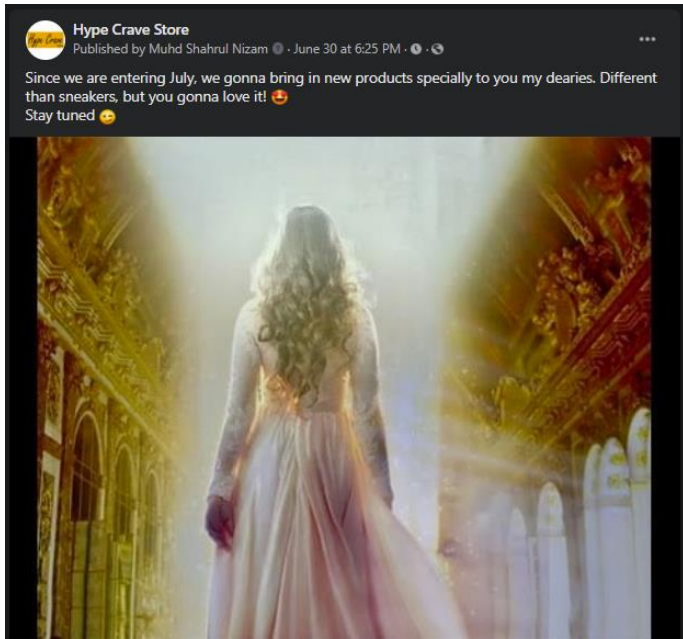


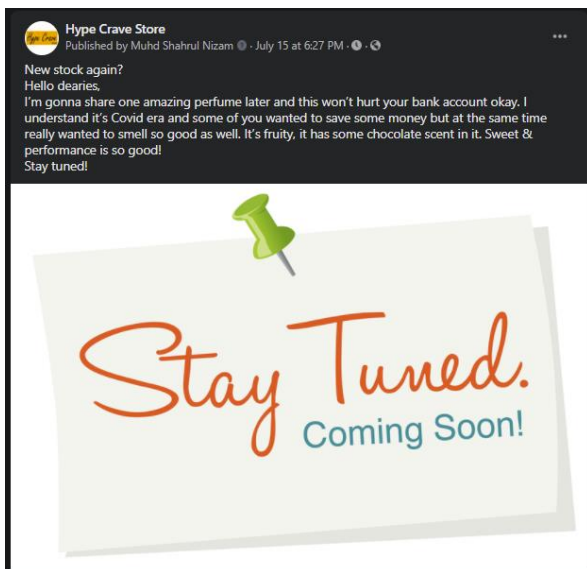
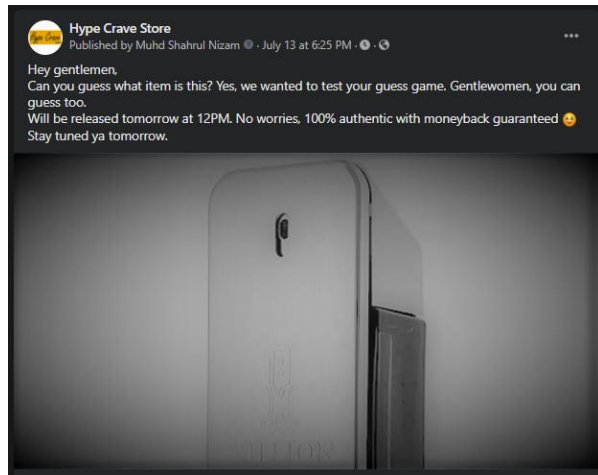
<http://www.facebook.com/hypecravestore>



## FACEBOOK POST – TEASER









## FACEBOOK POST – COPYWRITING (HARD SELL)


**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 4 · 🌐 · 📍 · 📞

Hello everyone, how are you today?  
Good news to you. We bring in one of the best seller item in Malaysia. Guess what?  
Yes, its a Nike Airmax React Coral Bleached.  
Item: Nike Airmax React 270  
Colour: Coral Bleached  
Price: RM350  
Get yours now. Kindly click the messenger button!



**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 5 · 🌐 · 📍 · 📞

The History of Adidas Superstar  
The adidas Superstar is a low-top basketball shoe that first released in 1969. It features a rubber shell toe with a mix of leather and a herring-bone patterned outsole. The shoe was made famous by basketball legend Kareem Abdul-Jabbar and Queens hip-hop group Run DMC.  
What are you waiting for ? get it from us @RM399




**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 7 · 🌐 · 📍 · 📞

Fire up your look with the Old Skool Flame skate shoe from Vans. Sporting a sturdy suede and canvas upper with signature side stripes, vibrant flame prints, and the signature waffle outsole for flexible grip and traction – this shoe brings the heat to your closet, only @RM259



**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 10 · 🌐 · 📍 · 📞

They will definitely look down on you. Of course they will, they look at your shoe !!  
get this Air Jordan 1 Bred toe for only RM469




**Hype Crave Store** added 2 new photos from June 11 at 6:21 PM.  
Published by Muhd Shahrul Nizam · June 11 · 🌐 · 📍 · 📞

Oh ya, while we are busy with Plum Chalk edition, this Coral Bleach still can be purchased. We still have a few stocks for size 9, 37 and 39 only @ RM450.  
🔥 authentic with moneyback guaranteed.  
Tomorrow we have a postage yay. You may join a postage tomorrow 🙌  
Click the messenger button to order




**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 12 · 🌐 · 📍 · 📞

All Mid Royal Blue in the house !  
Get it now @RM469 only




**Hype Crave Store** added 3 new photos from June 13 at 6:21 PM.  
 Published by Muhd Shahrul Nizam · June 13 · 🌐 · 📷 · 🔄

For gentlemen like you, this AJ1 Mid Royal Blue also still in stocks. Only a few left. Get yours now!  
 You can style it now @ RM469 only.  
 Size that left: 41,42,43 only.  
 Messenger us now!




**Hype Crave Store** added 3 new photos from June 15 at 6:22 PM.  
 Published by Muhd Shahrul Nizam · June 15 · 🌐 · 📷 · 🔄

Hello ladies and gentlemen,  
 Stocks for Nike Airmax 270 React (Plum Chalk) is still available. Stocks are running low. Get yours now girls.  
 For gentlemen, you may buy this sneaker to your sister or girlfriend as a gift. They will like it so much 🥰. You might buy one for yourself too if you love to wear pastel color on your feet 🥰.  
 Description:  
 Nike Airmax 270 React in Plum Chalk  
 Available size: 36 & 37 only  
 Kindly hit us through Messenger




**Hype Crave Store** added 2 new photos from June 10 at 6:20 PM.  
 Published by Muhd Shahrul Nizam · June 10 · 🌐 · 📷 · 🔄

Heleooooo dearies. So like what we told you yesterday, today we will launch our new item. Here it comes!  
 One of the best seller besides Coral Bleach, Yes, Nike Airmax 270 React gurlssoss.  
 Item: Nike Airmax 270 React  
 Colour: Plum Chalk  
 Size: 36-39  
 Get yours from hypecravestore now! This item is so limited and vibrant 🥰.  
 Click the messenger button to order!




**Hype Crave Store**  
 Published by Muhd Shahrul Nizam · June 5 · 🌐 · 📷 · 🔄

You like jogging ? running ?  
 Worry no more because Nike will take your rotation to the next level. RM499 only @ Hype Crave Store




**Hype Crave Store**  
Published by Muhd Shahrul Nizam · July 2 at 6:22 PM · 🌐 · 📍

WHY perfume is the PERFECT gift?  
With beautiful packaging and lovely scent, perfumes signal that the recipients is worth the expense! This is one of my favorites as well.  
It's the famous Lancome La Vie Est Belle 🥰  
We bring in their Miniset which is hard to get 🙄  
Set Includes:  
4ml perfume  
50ml shower gel  
Release price: RM100  
Was: RM150  
Get yours now! 100% authentic with moneyback guaranteed 🙄  
ONLY FEW STOCKS THAT WE MANAGED TO GET.  
Click the Messenger button



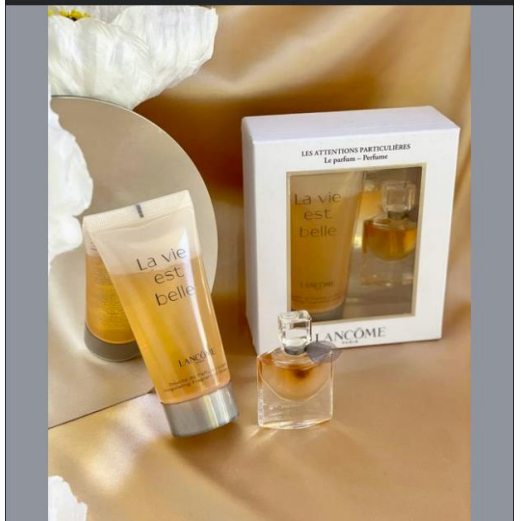
**Hype Crave Store**  
Published by Muhd Shahrul Nizam · July 10 at 6:23 PM · 🌐 · 📍

Hello ladies and gentlemen, today we are going to release this mesmerizing perfume. What kind of perfume? Jeng jeng jeng!  
ITS 1 MILLION BY PACO RABANNE EDT  
1 million by Paco Rabanne EDT is no. 4 top selling OF ALL TIME!  
The scent is mouth watering, which also included as sweet perfume for men. Its one of the attention getter! One of the perfume that leave the trail behind.  
The scent is not overly sweet spicy cinnamon and masculine! Its like wearing an exclusive scent which not overly sweet, suitable for 20s and above. You will feel like you're one of the successful entrepreneur out there! 🙄  
Most important is, 100% authentic with moneyback guaranteed 🙄  
Price: RM280  
RP: RM400++  
Capacity: 100ML  
Get yours now! Click the messenger button



**Hype Crave Store**  
Published by Muhd Shahrul Nizam · July 14 at 6:23 PM · 🌐 · 📍

Hello dearies, our Lancome LVEB Miniset is still available to purchase. Only few stocks that available, get yours now!  
This is a rare item, so don't wait too long 🙄  
Set Includes:  
4ml perfume  
50ml shower gel  
Release price: RM100  
Was: RM150  
its 100% authentic with moneyback guaranteed. No copy/grade since we don't support that.  
Get yours now by messaging us



**Hype Crave Store**  
Published by Muhd Shahrul Nizam · July 15 at 8:00 PM · 🌐 · 📍

You know every time am wearing this perfume, there will be people who asked me "wanginya, what perfume that you are wearing?"  
Now I reveal it. This one, it's just as good as the others flanker. Everyone knows this perfume was a magic with affordable price. Performance is so good. I sprayed at my shawl, 3 days still can detect the smell 🙄  
Fantasy EDP By Britney Spears  
RM170 for 100ml.  
Authentic with moneyback guaranteed.  
Hit the messenger button now!





## FACEBOOK POST – COPYWRITING (SOFT SELL)

**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 2 · 🌐 · 🌐 · 🌐

What can you notice if you are on your high heels? You easily get tired, right? Worry less now ladies! It is time to choose wearing sneakers.  
For men, you can buy as a gift to your girlfriend, mother, or sister. Or you can just buy men sneakers for yourself ahaks.  
Anyway, below are the amazing benefits of wearing sneakers:


- 👉 Sneakers are very comfortable to the feet.
- 👉 You can walk and run easily with your sneakers.
- 👉 You are less prone to injuries if you are on your sneakers. You have a good balance if you are on your sneakers because they are flat. Footwear with heels can always give you the tendency to slip, fall and be injured.
- 👉 Sneakers cause less pressure on your leg.

Today, our shop is officially launched. Grab yours now while stock last! 100% genuine item with triple moneyback guaranteed. Why pay more when you can pay less?  
credit to:  
<https://gotsneakers.com/benefits-shoes-theyre-important/>




**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 2 · 🌐 · 🌐 · 🌐

**Nike Air Force 1 Low**  
The low sneaker was released in '83 (a year after the high top) and caught the attention of the sneakerhead community; it was presented as a casual alternative to the original.  
Production of the Air Force 1 Low ended in '84 at the end of its year life-cycle, but the demand was so great that Nike eventually caved and brought back the sneaker in '86.  
In the late 90s, the sneaker became a symbol of the everyday hustler, admired in equal part for their design and comfort. Idolised by some of the 90s biggest rap artists, the adoption by the Hip-Hop community took the Air Force 1 Low to new heights. It remains the most popular version of the Air Force 1 to date.  
The interesting history right? 🤔




**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 4 · 🌐 · 🌐 · 🌐

Inspired by the original that debuted in 1985, the Air Jordan 1 Low offers a clean, classic look that's familiar yet always fresh. It's made for casual mode, with an iconic design that goes with everything and never goes out of style.  
An encapsulated Air-Sole unit provides lightweight cushioning. Genuine leather in the upper offers durability and a premium look. A solid-rubber outsole enhances traction on a variety of surfaces.  
Interested enough? 🤔



**Hype Crave Store**  
Published by Muhd Shahrul Nizam · June 4 · 🌐 · 🌐 · 🌐

**FOR THE CLASSIC SHOE LOVERS OUT THERE!**  
Let's just say there is no one who does not know the Converse Chuck Taylor All Star Hi sneakers! And that's no wonder - such a unique design simply does not exist a second time.  
The classic canvas shoe was 1917 still thought of as basketball shoes and when it got the famous logo of basketball legend Chuck Taylor in 1923 it immediately mutated into a cult sneaker.  
And the most important thing: it always fits. Whether casual, chic or sporty, to elegant pants, chic skirt, sweatpants or just jeans - you can wear the Chucks everytime and everywhere. Just a sneaker for all occasions! Do not miss it and find your Chuck for your everyday life!




Hype Crave Store added 3 new photos from June 6 at 6:12 PM.  
Published by Muhd Shahrul Nizam · June 6 · 🌐 · 📷

**HELP IM CONFUSED ON HOW TO STYLE MY SNEAKERS!!**  
Hello, I bet you always face this kind of issues where you really blank and don't know on how to style your sneakers based on the occasions.

below is the several tips and tricks on how to style your sneakers based on your occasions.

**For the Family picnic**  
Family picnics call for a laid-back and relaxed look. Go for a casual polka-dot dress in red or orange to match the fall scenery, and don a pair of chunky white sneakers to complete your look. White sneakers are a timeless classic and work wonders with polka-dot dresses.

**For Sunday brunches with your girl-gang**  
Sunday brunches have now become somewhat of a ritual. It is the perfect occasion to get all dressed up and take insta-worthy pictures with your girl gang. For your next brunch, opt for an off-shoulder dress in pastel colour and pair it with metallic sneakers. The contrast will enhance your overall look and make you stand out.

**For your next shopping spree**  
With festive season approaching soon, you are bound to make multiple trips to the nearest mall to check-off every item on your festive shopping list. You are literally going to be on your toes 9to5, and you will want to ensure you are comfortable while making your way through the long queue of shoppers. Go for a pair of comfortable joggers and a relaxed t-shirt in solid colours like beige or tan. Pair it with solid black sneakers and you are sorted for the entire day. This ensemble will make you look effortlessly stylish and fashion forward.

**For your next cocktail party**  
Cocktails are always a heavy-duty affair and there is a lot of pressure of on everyone to put their best foot forward. Instead of going all bling and glam, go for a simpler yet impactful approach this time. Bring out that ever so gorgeous LBD, pair it with neon sneakers, pump your post red, sit back and let the compliments roll in. Neon sneakers will ensure you are the belle of the ball, so, are you feeling revived now?

credit: <https://www.india.com/.../tips-to-style-sneakers-for-...>






Hype Crave Store  
Published by Muhd Shahrul Nizam · June 7 · 🌐 · 📷

Hello my dearies, since now we are still under Covid-19 era I would like to share on how to avoid yourself from diagnosed by this disease. You really need to take care of yourselves during this era. We share because we care about you. Ps: While reading, you may thinking in buying at least 1 sneaker from us 😊

**World Health Organization**  
Home care for people with suspected or confirmed COVID-19  
Take care of yourself and your family

**For caregivers**

Ensure the ill person rests, drinks plenty of fluids and eats nutritious food.		Wear a medical mask when in the same room with an ill person. Do not touch the mask or face during use and discard it afterward.
Frequently clean hands with soap and water or alcohol-based rub, especially: <ul style="list-style-type: none"> <li>after any type of contact with the ill person or their surroundings</li> <li>before, during and after preparing food</li> <li>before eating</li> <li>after using the toilet</li> </ul>		Use dedicated dishes, cups, eating utensils, towels and bedlinens for the ill person. Wash dishes, cups, eating utensils, towels, or bedlinens used by the ill person with soap and water.
Identify frequently touched surfaces by the ill person and clean and disinfect them daily.		Call your health care facility immediately if the ill person worsens or experiences difficulty breathing.

EPI-WIN [www.who.int/covid-19](http://www.who.int/covid-19)

Hype Crave Store  
Published by Muhd Shahrul Nizam · June 9 · 🌐 · 📷


**WHAT YOU FAVOURITE SNEAKERS BRAND?**  
What is your preferred brand? Adidas, Nike, Puma, other brands? Isokay we understand. In this post, we would like to focus on the Adidas brand. What is the benefit of buying their products?

Here we go 🌟🌟

**Benefits of Adidas**  
Adidas shoes and clothes are some of the best in the industry today. It has been a very long time since Adidas started producing different kinds of shoes such as sneakers and running shoes and many others. They have a wide selection of clothes and shoes that can be worn by both men and women. The following are benefits of Adidas.

- 1. Benefits athletes**  
Most athletes prefer Adidas shoes over other shoe brands due to the numerous benefits they get from using them. In fact, running shoes made by Adidas are some of the most beneficial ones that a professional runner can have. The shoes are produced from suede material to make certain that they are soft and light, which is an essential criteria for running shoes.
- 2. Stylish shoes**  
Not only are shoes produced by Adidas useful, but they are also trendy and stylish. The distinctive mixture of different colors with silver is quite appealing. Shoes are produced with great color combination, with the stripes being popular amongst young people. Adidas sneakers as well as running shoes can be accessed in different vibrant colors such as orange, blue and red among others.
- 3. Great clothing line**  
Making certain that you are properly clothed with the correct shoes and clothes is an essential aspect of being successful and active in sports. Adidas has a popular clothing line that offers products ranging from warm-up clothes to soccer gear. Adidas workout clothing enables the user to sweat easily while offering protection from rain as well as other weather situations. Workout gear is also suitable in other places apart from only the gym. For instance, Adidas basketball jerseys make an excellent gift for basketball fans. Other accessories made by Adidas include hats and bags among others.

So, which brand is your preference?  
Credit: <http://benefitof.net/benefits-of-adidas/>




Hype Crave Store added 3 new photos from June 9 at 6:13 PM.  
Published by Muhd Shahrul Nizam · June 9 · 🌐 · 📷

**HOW TO WEAR FASHION SNEAKERS** 👗 👖 👟  
**WEAR YOUR SNEAKERS WITH YOUR CLASSICS**  
Start with the classics: jeans and a tee, little black dress, leggings and your favorite pullover... You get the idea. We're talking the usual suspects of anything you typically reach for without overthinking. These go-tos make the perfect foundation for adding sleek and chic fashion sneakers. Our suggestion? The trend-forward jeans and a super-soft tee or button-up.

**SPORT YOUR SNEAKERS WITH YOUR GYM FAVES**  
Break out your sporty go-tos like sculpting leggings and your favorite hooded pullover, then slip on a pair of lace-up fashion sneakers to take your look beyond the gym. Retro versions sporting an apropos label like Nike are on trend and cement a sporty-chic appeal.

**DRESS UP YOUR SNEAKERS FOR DATE NIGHT**  
If you typically reach for flats or heels for date night looks, consider opting for a fashion sneaker. In leather, suede or boasting some fun embroidered detail, these can expertly contrast a flirty frock or a sleek skirt-and-blouse combination. Add a crossbody bag and you're ready for a sunny picnic or catching a movie with your beau.  
Credit: <https://www.stitchfix.com/.../ask.../fashion-sneakers-work/>




Hype Crave Store added 4 new photos from June 11 at 6:14 PM.  
Published by Muhd Shahrul Nizam @ June 11 · 🌐 · 📷

**LONG DRESS WITH SNEAKER HUHU!** 🤩  
Sneakers with long dresses: how to combine them differently?  
Waaaa so interesting! Here we goooooooooo girrrrs 🤩🤩


**Sport style**  
Sport gowns look best with massive «ugly sneakers». Combine them with high sport socks, waist bags or other trendy bags.

**Boho**  
Bohemian or «boho» style is a feminine style, an abundance of lace, frills, fringe, embroidery and floral designs. The difference from romantic style is a bias towards naturalness and easy negligence. Combine boho outfits with neat trainers of beige, white or brown color. – Medium length socks made of organza or cotton can become an unusual accessory for a fashionable outfit.

**Romantic**  
This is a combination of delicate décor and feminine fitted styles. Follow these rules while creating your outfit: the abundance of decor in clothes is combined with simple, minimalist shoes. Massive kicks with loose elements of décor and color contrasts go with a plain dress of simple cut. Models of Louis Vuitton «Archlight» and Balenciaga «triples» are especially popular.

**Casual**  
The main principle of casual style is a convenience for everyday life. Simple cut and comfortable fabric allow moving actively in the city. While creating a harmonic outfit, focus on the color grade of your look. Maxi dresses look equally good with plain summer trainers and ugly sneakers with thick bottoms.

Credit: <https://ksistyle.com/how-to-wear-a-dress-with-sneakers-/>



Hype Crave Store added 2 new photos from June 11 at 6:15 PM.  
Published by Muhd Shahrul Nizam @ June 11 · 🌐 · 📷

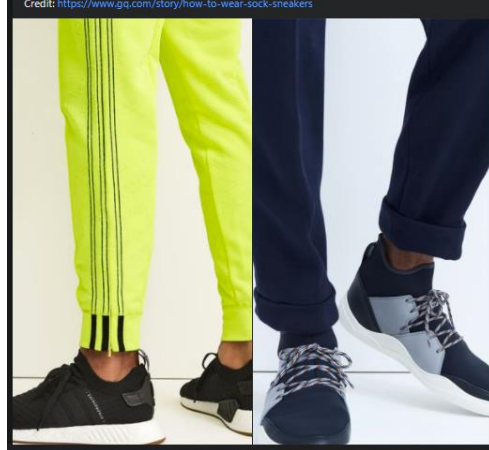
**The Right Way to Wear Sock Sneakers**  
Hello helloworldooooo,  
The stylish sneakers of the future are here, but there are a few things to know before slipping on a pair yourself.  
There are only two sneaker trends that matter right now: bulky, oversize retro running-inspired sneakers (the ugly-on-purpose kinds made by Balenciaga, Yeezy, and Dior Homme) and sock sneakers (the sleek, ankle-hugging kinds made by those exact same brands, actually) 🤩

**Rule #1: The Right Snockers Make It Easy**  
The best sock sneakers are the ones that let their silhouette do the talking, whether they come with laces on the upper or are streamlined to the max (i.e. the red pair at top from Adidas and Gosha Rubchinsky). So steer clear of any pairs that combine multiple colors or patterns into the design. Instead, stick with a single solid hue and keep the contrast to a minimum, and you'll have a pair you can slip into no matter what you're wearing above your ankles.

**Rule #2: Start with Sweats**  
Pair sock sneakers with gym-ready trousers and you're halfway to a killer outfit. That's the foolproof way to wear them, especially when the sweatpant comes with a tapered, cuffed bottom that doesn't cover your sleek new sneakers. It's a look that plays into the shoes' sporty roots while giving them the shine they deserve.

**Rule #3: Say Goodbye to Blue Jeans**  
Throwing on some indigo blue jeans above your snockers is the quickest way to push your fit into dad-style territory (and we're not talking the good part). The rugged macho vibes of blue jeans clash with the inherent modernity of a snocker. Black jeans are better, but a pair of very 2017 relaxed-fit trousers cropped above your ankle is best.

Credit: <https://www.gq.com/story/how-to-wear-sock-sneakers>




Hype Crave Store added 4 new photos from June 13 at 6:15 PM.  
Published by Muhd Shahrul Nizam @ June 13 · 🌐 · 📷

**Bye Silppy Little Ankle Sock**  
Hey heavy dearies. You know that the High-Sock and Sneaker Trend Is About to Take 2020 by Storm? Yes exactly. Its in trend now.  
Due to that, let us guide you on how to style it away 🤩🤩

What do you mean we don't have to wear those teeny-tiny ankle socks with our sneakers anymore? Yup, that's right. The high-sock trend has taken Instagram by storm, and you no longer have to worry about your ankle socks being visible or riding down the back of your shoe and bunching up under your foot.

There are a million ways you can wear this look, and did we mention that they are all comfortable? You can let the socks peep out of your pants when you sit down, style them with biker shorts and an oversize tee, or pair the trend with a minidress. Stars like Hailey Baldwin, Halsey, and Kourtney Kardashian have all been seen rocking the stylish combo.  
If you're in need of some major sneaker-and-sock outfit ideas, we've got you covered with our favorite combinations. Keep scrolling to take a look.


Credit: [https://www.popsugar.com/\\_/46946570/embed/46953404/p](https://www.popsugar.com/_/46946570/embed/46953404/p)



Hype Crave Store  
Published by Muhd Shahrul Nizam @ July 18 at 8:14 PM · 🌐 · 📷


**WHAT IS THE BEST THING ABOUT LANCÔME LA VIE EST BELLE?**  
Released in 2012, La Vie Est Belle from the Lancôme house has been a top-seller since it was launched with a timeless marketing campaign headed by the actress, Julia Roberts. The idea and inspiration behind the scent were to create a timeless, classic fragrance that would appeal to women for its simplicity and ease of wearing throughout day and night.

NOTES:  
TOP NOTES... See More




**Hype Crave Store**  
 Published by Muhd Shahrul Nizam · July 18 at 9:00 PM · 🌐 · 📍

**Why perfume is the perfect gift?**  
 With beautiful packaging and lovely scent, perfumes signal that the recipient is worth the expense!  
 Giving someone a perfume shows that you have put a lot of thought into who the recipient is and what they might like.  
 It's also something that they will wear every day- thinking of you. That's why giving someone a perfume is a sign of affection.  
 Raise the bar, let's level up! - Hypecravestore




**Hype Crave Store**  
 Published by Muhd Shahrul Nizam · July 19 at 6:30 PM · 🌐 · 📍

**How to store perfume?**  
 Perfumes generally are not labeled with expiration dates, but they are not designed to provide long-term use.  
 You can prolong the shelf life of your perfume by storing it properly.

- 📍 Choose a space away from direct light that has a consistent temperature.
- 📍 Make sure to keep perfume in the right storage containers. Make sure to prevent damage to the perfume.
- 📍 Do not store fragile bottles on high shelves.
- 📍 Keep the cap on your bottle to prevent the perfume from going bad.

Raise the bar, let's level up!




## CONCLUSION

In a nutshell, Hype Crave Store goals are to sell varieties types of the authentic luxury goods. Although they are targeting any kind of individual could afford in buying luxury goods, their main target is to provide an opportunity to the less fortune individual who could never feel to wear these luxury goods. With selling in bargain prices, they could spend their money without needs to worry.

Other than that, it also meant to put a nip in a bud for the fake luxury goods. When they are people who selling luxury goods below market prices, the consumers will prefer to buy authentic goods although the price is not as cheap as fake items. It's much better for them to add a little bit money to buy authentic rather than spend their money on the fake goods.

We, at Hype Crave Store also strive to provide more authentic luxury goods in order to fulfil the consumer's desire. We are so delighted to bring in more items to our stores. When we are looking at our happy customers, we will feel happy too. From now on, with the existence of Hype Crave Store, the rampant selling of fake branded and luxury goods will be eliminated. We also strive to accomplish our main goal to be one of the leading companies in Malaysia that will be providing luxury goods under our own brand. ✓