

VISIBLE CLOTHING COMPANY



THE CATALYST

THE CATALYST

THE REALITY OF THE SECTOR.



STATS

One in Six people work in the global fashion industry.



CONSUMER GREED

80 billion pieces of clothing are purchased annually; with consumers demanding four times as much clothing as they did 20 years ago.



CHEAP FAST FASHION

Fast fashion demands a continuous supply of new cheap unsustainable clothes.



UNJUST WORKING CONDITIONS

Fast fashion often results in unfair working conditions, forced labour and even death.



LOW PAY

To keep up with demand, exploitation is the norm throughout clothing supply chains resulting in low wages.



WITHHELD WAGES

Labourers are forced to work long hours, for long periods of time and aren't always given access to their monthly earnings.



HUMAN TRAFFICKING

Men, women and children are sold, abused and exploited for cheap labour.



UNSAFE WORKING ENVIRONMENT

In April 2013, **1,129** people died when a factory collapsed at Rana Plaza, Bangladesh, one of many garment factory accidents.



THE EARLY DAYS



VISIBLE CLOTHING COMPANY

THE EARLY DAYS



<http://visible.clothing/pages/watch-our-story>



NEED FOR CHANGE

Desperate to change the industry for the better, we set out to prove that fashion can be fair, just and fashionable without exploitation.



GAVE AWAY CLOTHES

If we did not know who made our clothes or where they were made they were given to charity.



ETHICAL RETAILERS

We struggled to find fashionable, affordable, visible brands to buy our new wardrobe.



VISIBLE CLOTHING COMPANY

So we decided to start our own that would encompass all that we look for in a fair trade clothing brand.

A close-up photograph of a woman with dark hair pulled back, wearing a red sari with gold embroidery on the shoulder. She is smiling and looking down. A yellow measuring tape hangs around her neck. In the background, there are shelves with various items, a sewing machine, and other fabrics. A white rectangular overlay contains the text.

WHO WE ARE

VISIBLE CLOTHING COMPANY

Visible. Honest. High Quality. Fair Trade. Ethical. Sustainable. Fashionable.
Visible Products. Visible People. Visible Pricing.



visible.clothing

- 100% Organic / Ethically Sourced.
 - Sustainably designed.
- For the trend loving conscientious shopper.
- Reviving & retaining traditional craftsmanship.



ETERNAL
CREATION

- 100% Upcycled fashion.
 - Timeless designs.
- Bold, vibrant, fun fashion for the whole family.

VISIBLE
TAILORING CENTRE

- Sustainable and ethical production for start-up brands
 - Uniforms and corporate wear
- No minimum order
- Removing barriers to entry for new ethical brands

VISIBLE CLOTHING COMPANY

VISIBLE PRODUCTS. VISIBLE PEOPLE. VISIBLE PRICING.



VISIBLE CLOTHING COMPANY

THE HIGHLIGHTS

2014 Q1.

WhoMadeMyWardrobe.com

2015 Q3.

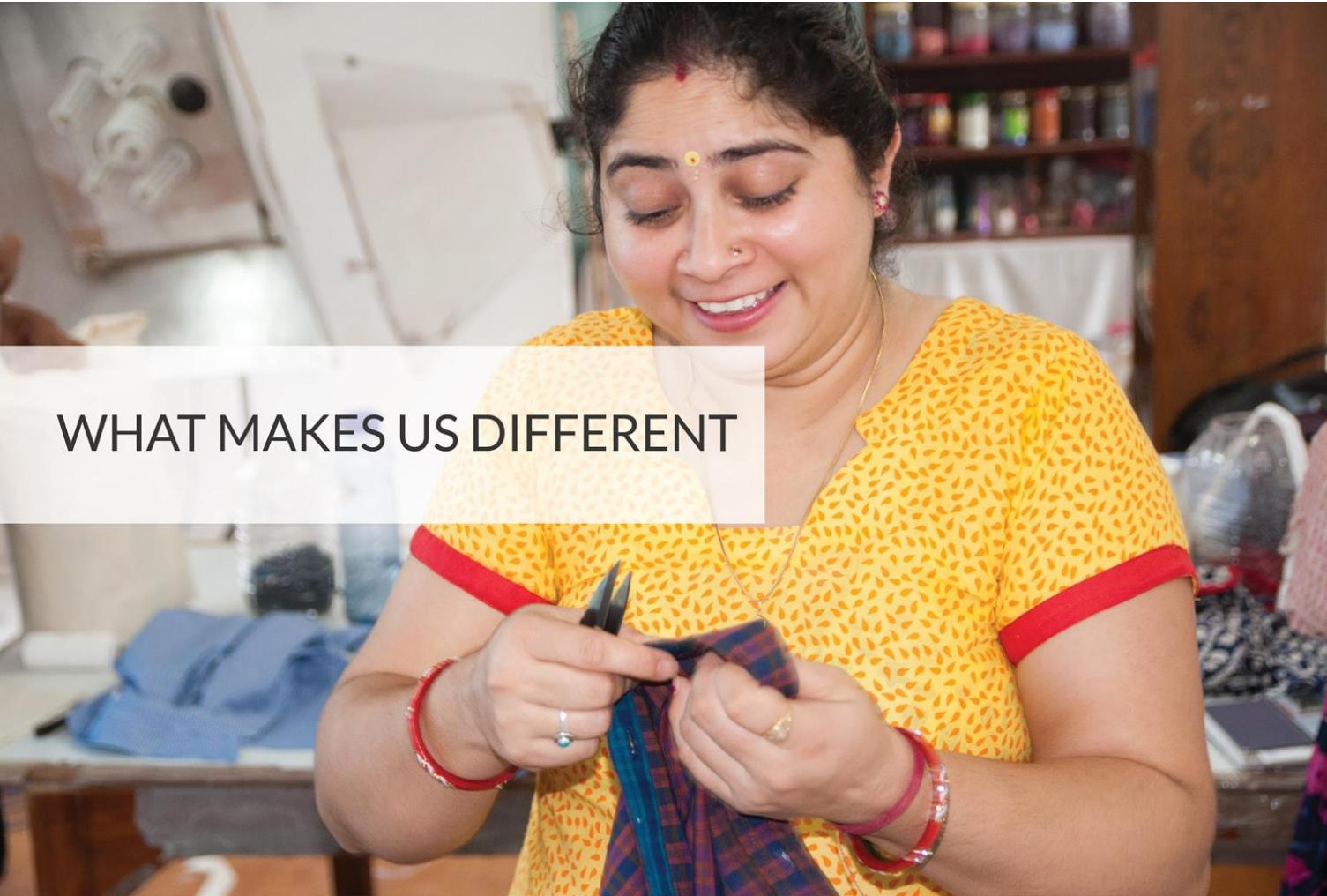
Negotiations for factory acquisition

2016 Q2.

Appoint new Factory management team
to drive a strong ethical agenda

2017 Q3.

Grow team. Develop new means of being
transparent: visible people, visible product,
visible pricing.



WHAT MAKES US DIFFERENT

A close-up photograph showing a person's hands working on a garment. The person is wearing a bright blue sari with gold polka dots and a matching blouse. They are using a needle and thread to sew a white lace trim onto a blue and white striped fabric. The hands are adorned with pink nail polish and a pink beaded bracelet on the left wrist. A white rectangular overlay contains the text.

VISIBLE PRODUCTS

VISIBLE PRODUCTS

REDUCE, REUSE, RECYCLE

WWW.ETERNALCREATION.COM



RECYCLE

We reclaim & recycle unwanted fabrics and give them a new lease on life.



CARE

Fabrics are handwashed, checked and cared for.



DESIGN

Zero waste designs are created with revival & sustainability in mind.



RE-PURPOSE

Our team in India re-purposes the fabric into new patterns.



CUTTING

Fabrics are cut to reveal beautiful new designs.



RE-USE

Unsalvagable fabrics are taken to the recycle paper shop to make our notebooks.



CREATE

Our tailors sew the revived fabric to create your order.

MODEL ONE





BABY & KIDS





WOMEN'S

ETERNAL
CREATION



VISIBLE PRODUCTS

ONLY ORGANICS
VISIBLE.CLOTHING



DESIGNED

Our range is designed in the UK driven by emerging trends & sustainable sourcing strategies.



CRAFTED

Patterns are created in the UK.



ZERO WASTE

Layplans & smart ranges are created to ensure minimum fabric wastage.



ORGANIC COTTON

Sustainably produced GOTS Certified 100% Organic cotton is sourced in India.



ETHICAL PROCESSING

Our cottons are processed in fair trade certified mills.



HAND PRINTED

Aiming to sustain a dying craft our prints are hand printed using non-hazardous dyes.



QUALITY CONTROL

Fabric undergoes a series of quality checks making sure we receive only the best.



TRANSPORT

Fabric is transported to Dharamshala ready to stitch.



CUTTING

Fabrics are cut in house by hand & any waste is collected & reused.



MAKING

The sample is stitched by our team of master tailors.

MODEL TWO





MEN'S SHIRTS
MEN'S SHOP NOW
new lines added

A central graphic for men's shirts. It features a large, semi-transparent circular overlay containing the text "MEN'S SHIRTS" at the top, "MEN'S" on the left side, and "SHOP NOW" in large, bold, white letters. Below "SHOP NOW" is the phrase "new lines added". The background of the graphic shows three other men in shirts: one in a dark blue plaid shirt looking down, one in a purple and black striped shirt looking forward, and one in a light blue and white checkered shirt looking right.



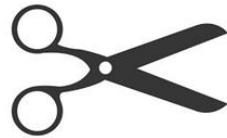
THE ORDER PROCESS

VISIBLE PRODUCTS

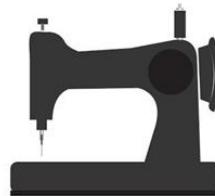
THE ORDER PROCESS



ORDER IS PLACED
Fill up your bag & order your favourite pieces from us.



ITEMS ARE CUT
Your order is cut, making it ready for stitching.



STITCHING
The team begins tailor making your order just for you.



CHECKING
Your order is checked, pressed and packaged.



SHIPPING
FedEx collects your order from us and ships it to your door.

DAY
1

DAY
2

DAY
3-8

DAY
9

DAY
10-15

A medium shot of a woman with dark hair tied back, smiling as she sews on a white protex sewing machine. She is wearing a white blouse with a green floral pattern and a green cardigan. A measuring tape hangs around her neck. The sewing machine has a red spool of thread on the side. In the background, there are other sewing machines and spools of pink thread. A large window is on the right. A white rectangular overlay with the text "WHAT SETS US APART?" is positioned in the upper left quadrant.

WHAT SETS US APART?

VISIBLE PRODUCTS

WHAT SETS US APART?



TAILOR MADE

Each item is made exclusively for you!



PERSONAL TOUCH

Personalised requests accepted.



PERSONALISED ORDER UPDATES

Receive images showing each stage of your order.



LIVE UPDATES

Live streams available from the tailoring centre while orders are being made.



CUSTOM MADE

For those who struggle to find their perfect fit. Our designs can be custom made for a premium rate.



#WHOMADEMYCLOTHES

Each item of clothing is signed by its tailor so you know #whomademyclothes.



GO GREEN

Packaged using only recycled paper made from our own fabric waste.

VISIBLE PRODUCTS

WHAT SETS US APART?



PERSONALISED ORDER UPDATES

Our customers are sent photographs documenting each step of their order being made.

ETERNAL CREATION

FAIR TRADE FASHION



THANK YOU FOR YOUR ORDER. TAKE A LOOK AT YOUR ORDER BEING MADE.

Hi ##### -

Thank you so much for your recent order from Eternal Creation. We thought you'd love to see a behind the scenes look at the making of the dresses you ordered!

Below you'll find images from the various stages. Your pieces were definitely made with great pride and care and we thank you for shopping with us. Every purchase truly makes a great impact!

If you ever have any questions, would like to provide feedback, or need anything, please send a note to me at jenny@eternalcreation.com.

We hope you love the dresses!
Jenny Foust
Eternal Creation

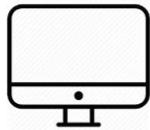




VISIBLE PEOPLE

VISIBLE PEOPLE

WHO WE ARE



TREND FORECASTER

Forecasts and creates our story boards for the upcoming seasons.



DESIGNER

Designs are created influenced by trend, global fashions and sustainability in design.



PATTERN MASTER

Our duo of pattern masters in the UK & India work as a tag team to create our exquisite products.



FABRIC SUPPLIER

Our fabric scouts search the markets for upcycling cloth. While our organic supplier Suchi is on the ball creating new exciting cotton creations!



MANAGEMENT

The management team at our tailoring centre in India ensures everything runs smoothly and that you are satisfied with your order.



FABRIC MANAGER

Bitu checks all of our fabrics and ensures that they are ready for production.



CUTTERS

Our expertly skilled cutting team cuts our fabric to perfection.



TAILORS

Master crafts men and women with a combined tailoring career of 375 years and counting. They take great pride in creating high-quality and fashionable products.

THE PEOPLE ONE



VISIBLE PEOPLE

WHO WE ARE



FINISHING

Trims are applied, button holes created and loose threads trimmed by Mahinder, Surbhi & Sureshna.



QUALITY CONTROL

Meenu takes care of each garment ensuring the product is perfect to ship.



PRESSING TEAM

Tinku ensures all items are pressed & presentable making them ready for you.



PACKING TEAM

Jagdeesh delicately and neatly packs each of our products as though it is a gift.



SHIPPING TEAM

Weighed, invoiced and triple checked. The product is ready to go.



DELIVERY TEAM

FedEx collects your parcel from our door and delivers it directly to you.



UNCLE JI

Maddan Lal or 'Uncle' takes care of factory maintenance, waters the plants and serves the best chai twice a day at tea time.



CHILD MINDER

Rekha our wonderful child minder entertains the children while their parents are hard at work.

THE PEOPLE TWO



MANOJ

LAIKE

INCLUSION



VISIBLE PEOPLE

INCLUSION



FAIR TRADE COMMITTEE

Six members of our factory team meet regularly to discuss fair trade practices, how to implement more of them and how to ensure that all three visibles and 10 principles of fair trade are being adhered to.



VOICE

An anonymous 'My Voice' box is located in our tailoring centre where each person can make an anonymous suggestion and voice their opinion.



RELIGION

Diverse religions and cultures enrich us. We celebrate each other's religious festivals & are respectful of one another's views.



GENDER

Men and women are treated as equals. They are given equal training opportunities and equal pay opportunities.



CASTE

We do not discriminate against a person's caste. We work hard to make sure any caste system is abolished in our tailoring centre.



AGE

We have a zero tolerance regarding child labour. Our work force is all of legal working age. We encourage elders to teach & share their skills & knowledge with the new younger trainees and vice versa.



MARITAL STATUS

Staff can choose to be open about their personal marital status if they choose to be, without feeling judged.



FAIRER FUTURE



VISIBLE PEOPLE

SEWING THE SEEDS FOR A FAIRER FUTURE



ON-SITE NURSERY

We support our staff's families by offering day care from 9am - 5:30pm Monday to Friday on site.



50% SCHOOL FEES

We pay 50% of the school fees for every child who has a parent working at our tailoring centre.



TRAINING / SKILL DEVELOPMENT

Employees are provided training to help them learn new skills, which helps them earn more.



PAID ANNUAL LEAVE

Each member of our staff receives 30 days off each year. Each employee earns one extra day of holiday for each year they work with us.



PERFORMANCE REVIEW

Employee performance is reviewed every six months to determine pay increases and to provide constructive opportunities for improvement.



ANNUAL BONUS

Each tailoring centre employee receives a bonus of one month's salary every year.



EMPOWERMENT



VISIBLE PEOPLE

EMPOWERMENT



freeset
FABRICS



HAND KNITTING LADIES OF GAMRU

Supporting the local community of skilled hand knitters & crocheters. The ladies work from home & knit our Eternal Creation

Knitwear and produce fabulous rugs from the long remnants from our tailoring centre.

FREESET FABRICS

Building on our relationship following our tie campaign, we continue to partner with FreeSet to create fabrics that can be used in garment production. We would like to grow our orders with FreeSet Fabrics and give more women an opportunity for employment so that they can earn a living with dignity & freedom.

MASTERG DESIGN & SKILL DEVELOPMENT

MasterG is a comprehensive garment skills training program which condenses the traditional decades-long apprenticeship model of garment training into a year long, industry standards module. This program is aimed at people from marginalised communities in India. As we grow, we plan to reach out to alumni of MasterG and offer employment at Visible.

HANDMADE RECYCLED PAPER WORKSHOP

By ordering our recycled paper & supplying the workshop with cotton remnants to make in to paper we are supporting and sustaining the jobs of Tibetan refugees who make these products by hand.



YOUR VOICE

VISIBLE PEOPLE

YOUR VOICE



SURVEYS

We send surveys to you, our customer, every six months to check to see if you are happy with your brands.



PERSONAL EMAILS

Every email is appreciated and handled with swift and sincere care, making sure you have the best customer experience and that you get a warm and genuine response.



REWARDS

Your opinion matters! We often reward feedback with loyalty points and discounts to thank you for taking the time to help us provide the best products and experiences.



VIP PROGRAM

We acknowledge, reward and respond to our customers conscious ethical investments by offering special discounts and exclusive updates.



VISIBLE PRICING



VISIBLE PRICING

THE VISIBLE COST OF A MEN'S SHIRT

THE VISIBLE COST & IMPACT OF OUR SHIRT.

HOW WE MEASURE.

Measurements are taken from our own factory and visible supply chain.



- \$10.5 COURIER & DUTY.
- \$8 TAILORING TEAM'S WAGES.
- \$8 FABRICS & TRIMS.
- \$6.5 DESIGN & FABRIC SOURCING.
- \$5 GRAPHICS & MARKETING.
- \$5 WEBSITE & TRANSACTION FEES.
- \$4 ACCOUNTING, LEGAL & ADMIN.
- \$2.5 TAILORING CENTRE UTILITIES & MAINTENANCE.
- 5% TAILORING TEAM'S BENEFITS.
5% of all revenue is invested back in to the tailoring team's benefits.

VISIBLE PRICING

WHAT MAKES US DIFFERENT?



VISIBLE PRICING

We show our visible pricing structure for all to see.



OFFER TO TIP

Customers can offer a tip for our staff, which will then go to the staff bonus.

\$30 | \$32 | \$34



FUNDING GOALS

We display our company project goals and timeframes. You can get involved and fund your chosen initiative.



MARKETING STRATEGY

MARKETING STRATEGY

WAYS WE MARKET



We believe the best strategic marketing comes from listening to customers, adjusting to their needs, being honest and authentic as a company, and providing an incredible customer experience.

OUR THREE TARGET AREAS FOR MARKETING:



CURRENT CUSTOMERS

Making sure the customers we have continue to buy, buy more frequently, and increase their average cart size.

A black rectangular sign with white scalloped edges containing the word "WELCOME" in white capital letters.

NEW CUSTOMERS

Introducing new people to our brands and personalizing marketing for them.



WHOLESALE

Equipping them with the tools they need to tell our story to their customers.

MARKETING STRATEGY

WAYS WE MARKET



EARNED MEDIA

Collaboration with key influencers
(bloggers, organizations, etc.)
Media coverage.
Fashion directories.



OWNED CONTENT

Personalized photo order emails.
Regular blogs about our story & visibility.
VIP Program.
Personalized email marketing.



SHARED CONTENT

Social media.
Facebook, Instagram, Pinterest
Referrals.
Loyalty points for referrals.



PAID

Dynamic re-targeting ads on Facebook.
Social media ads that tell our story and
gather email addresses.
Influencer/blogger partnerships.

A photograph of a woman with dark hair and glasses, wearing a yellow sari with gold embroidery on the shoulder. She is smiling and looking towards the camera. The background shows a kitchen shelf with jars and books, and a white surface with the text "OUR VISION" overlaid.

OUR VISION

VISIBLE'S VISION



We envision a world where the clothing sector is a fair, safe, non-exploitative environment for all to earn a dignified living regardless of race, caste, religion, gender or age.



IN-HOUSE BRANDS

Grow our brands to be profitable by the end of 2018.



PARTNERSHIPS

Partner with groups that impact 10,000 women by the end of 2023.



THIRD PARTY BRANDS

Continue to produce the highest quality garments for new brands.