



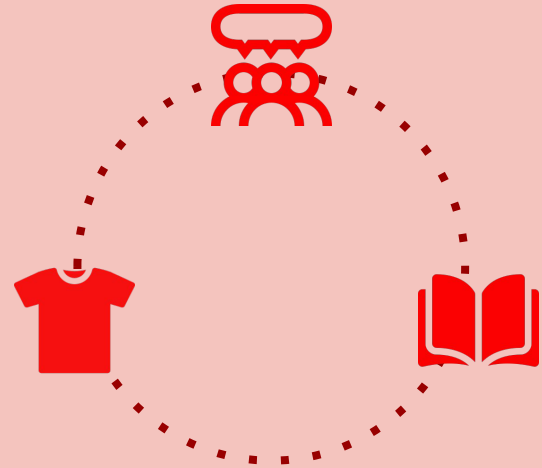
# BLESSED DRESSED

FASHION • DIALOGUE • EDUCATION

[WWW.BLESSDRESSED.COM](http://WWW.BLESSDRESSED.COM)



**BLESSED DRESSED** IS A COMPANY SEEKING SOCIAL CHANGE. IN A SOCIETY THAT IS MORE INDIVIDUALISED THAN EVER, WE SEEK TO PROMOTE A RENEWED FOCUS ON WHAT MAKES US THE SAME, RATHER THAN WHAT MAKES US DIFFERENT.





WE BELIEVE THAT CLOTHES SHOULD BE MORE THAN JUST BEAUTIFUL.

WE WANT OUR LABEL TO PROMOTE THE STORIES AND EXPERIENCES OF PEOPLE FROM A BROAD CROSS SECTION OF SOCIETY - NOT JUST A SELECT FEW.

WE WANT OUR LABEL TO START A MOVEMENT THAT PROMOTES RESPECT FOR ALL, REGARDLESS OF RACE, SEX, CLASS, SHAPE, OR ABILITY, AND THAT PROMOTES THE STORIES AND EXPERIENCES OF PEOPLE FROM A BROAD CROSS SECTION OF SOCIETY - NOT JUST A SELECT FEW.

WE WANT OUR BRAND TO MAKE REAL OUR VISION OF A MORE LOVING WORLD.

# ***T H E   B D M A N I F E S T O***



**P R O M O T I N G  
T O G E T H E R N E S S  
I N A H Y P E R -  
I N D I V I D U A L I S E D  
W O R L D**

AN AWARENESS OF WHAT MAKES US DIFFERENT FROM ONE ANOTHER - AND HOW THIS IMPACTS OUR LIVES - IS CRUCIAL TO BEING ABLE TO UNDERSTAND ONE ANOTHER, TO PROMOTE RESPECT, AND TO REMEDY LONG-ENTRENCHED INEQUALITIES.

HOWEVER, WE FEEL THAT CEMENTING POSITIVE CHANGE REQUIRES GENUINE UNDERSTANDING, EMPATHY, AND CONNECTION ACROSS ALL OF THESE FACTIONS OF SOCIETY.

# ***THE PROBLEM – A LACK OF DIVERSITY***



WE BELIEVE THAT A LACK OF DIVERSITY IN MODERN SOCIETY – AND IN THE LIVES OF INDIVIDUALS – IS A SERIOUS PROBLEM THAT NEEDS TO BE ADDRESSED.

## ***A LACK OF DIVERSITY DAMAGES SOCIAL COHESION***

RESEARCH SHOWS THAT A LACK OF DIVERSITY IN ORGANISATIONS AND AMONGST THE GENERAL PUBLIC CAN LEAD TO DISCRIMINATORY BEHAVIOUR, INCLUDING HATE CRIMES.

DISCRIMINATION CAN PREVENT CERTAIN GROUPS FROM ENJOYING THE IMPORTANT THINGS IN LIFE, SUCH AS FRIENDSHIP, EMPLOYMENT, AND EDUCATION.

## ***DIVERSITY IS CRUCIAL FOR SWITZERLAND'S GLOBAL SUCCESS***

TO A LARGE EXTENT, THE SUCCESS OF GLOBAL ECONOMIES DEPENDS ON ITS ABILITY TO DO BUSINESS WITH THOSE IN OTHER PARTS OF THE WORLD.

IN 2016, DIRECT INVESTMENTS BY SWISS COMPANIES IN FOREIGN MARKETS ACCOUNTED FOR 158% OF GDP. WE NEED A SWISS WORKFORCE THAT CAN UNDERSTAND AND INTERACT WITH OTHER CULTURES.

# ***THE PROBLEM – GENDER INEQUALITY IN EDUCATION***



GLOBALLY, 31 MILLION GIRLS OF PRIMARY AGE DO NOT ATTEND SCHOOL.

***IN SIERRA LEONE, A SCHOOL AGE GIRL IS MORE LIKELY TO BE A VICTIM OF RAPE THAN SHE IS TO GET AN EDUCATION.***

NOT ONLY DO POVERTY, VIOLENCE, AND CULTURAL TRADITIONS OPPRESS MILLIONS OF GIRLS AROUND THE WORLD AT A MUCH HIGHER RATE THAN BOYS, BUT EDUCATING GIRLS GOES MUCH FURTHER IN BENEFITING THEIR COMMUNITIES AS A WHOLE.

GIRLS WITH ACCESS TO EDUCATION, EMPLOYMENT, AND ADEQUATE HEALTHCARE PASS ON THE BENEFITS TO THEIR FAMILIES (BOYS AND GIRLS) AND ULTIMATELY TO THEIR COMMUNITIES.

IT IS FOR THIS REASON THAT GENDER EQUALITY IS ONE OF THE UNITED NATIONS' ***KEY SUSTAINABLE DEVELOPMENT GOALS.***



**BLESSED DRESSED** WAS FOUNDED WITH TWO TWIN VISIONS: FIRST, TO PROMOTE DIVERSITY AND SOCIAL COHESION IN SWITZERLAND BY FACILITATING DIALOGUE AND HUMAN CONNECTION ACROSS SOCIAL GROUPS; SECOND, TO PROMOTE AND FURTHER GIRLS' EDUCATION IN DEVELOPING COUNTRIES.

### ***IN A NUTSHELL...***

WE WILL PRODUCE BEAUTIFUL, HIGH QUALITY T-SHIRTS WITH A STORY. WE WILL CONDUCT WORKSHOPS WHERE DIVERSE GROUPS WILL COME TOGETHER TO DISCUSS CURRENT SOCIAL AND CULTURAL THEMES, AND PRODUCE A CORE MESSAGE FROM WHICH OUR DESIGNS WILL BE INSPIRED.

***CRUCIALLY, FOR EVERY T-SHIRT SOLD WE WILL SUPPORT  
THE EDUCATION OF GIRLS IN DEVELOPING COUNTRIES***

## ***THE SOLUTION***

O U R

P L A N

### *DIVERSITY TRAINING*

Provide diversity training workshops to businesses, governmental and non-governmental organisations to promote diversity, empathy, and human connection across social groups.

Raise awareness of, and discuss possible solutions to, cultural and social issues in consultation with a broad spectrum of society.

Improve 'diversity competence' across Swiss society via the organisations that come to us.

### *FASHION*

Promote the messages created in our diversity training workshops via our designs.

Create beautiful, quality apparel with a completely transparent, sustainable supply chain.

Gather resources for the promotion of girls' education in developing countries (the pilot will be carried out in Sierra Leone).



# HOW WE AIM TO **BENEFIT** SOCIETY



## **IMPROVE DIVERSITY**

Our workshops enable participants to develop social skills and awareness of how diversity can contribute to their lives. Participants will feed this back into wider society and business.

## **SUPPORT INTERNATIONAL DEVELOPMENT**

We support improved access to education for girls in developing countries.

## **PROMOTE INEQUALITY**

We outsource the production of the school uniforms to small manufacturers local to the school to act as a source of employment in developing countries.

## **SUPPORT FAIR LABOUR**

We make sure our clothes are produced in safe, fair, and legal working conditions.

## **PROMOTE RESPECT FOR THE ENVIRONMENT**

We will use only environmentally friendly textiles and will regularly audit production materials and sites.

## **ACT WITH FULL TRANSPARENCY**

The whole process - from design, to textile sourcing, to manufacturing, to educational support for girls - will be fully transparent to customers.

# THE EVIDENCE – THE ECO FASHION MARKET



**GLOBAL FASHION MARKET : 1.3 TRILLION USD**

**GLOBAL ECO FASHION MARKET : 5 BILLION USD**



**SWISS FASHION MARKET : 10 BILLION USD**

**SWISS ECO FASHION MARKET : 40 MILLION USD**

**THE SWISS ECO FASHION MARKET IS EXPECTED TO INCREASE TO 200 MILLION USD BY 2020**

SOURCES: The Common Objective Business Intelligence Network for Fashion Industry (<https://www.commonobjective.co/>;  
<https://ethea.co.uk/growing-demand-eco-fashion>;  
<https://www.bfs.admin.ch/bfs/de/home/statistiken/industrie-dienstleistungen.gnpdetail.2018-0519.html>; McKinseyGlobal Sustainability Report  
(<https://www.mckinsey.com/business-functions/sustainability-and-resource-productivity/our-insights/style-thats-sustainable-a-new-fast-fashion-formula>)

# ***THE EVIDENCE -***

## ***WHAT IS DRIVING OUR POTENTIAL CONSUMERS?***

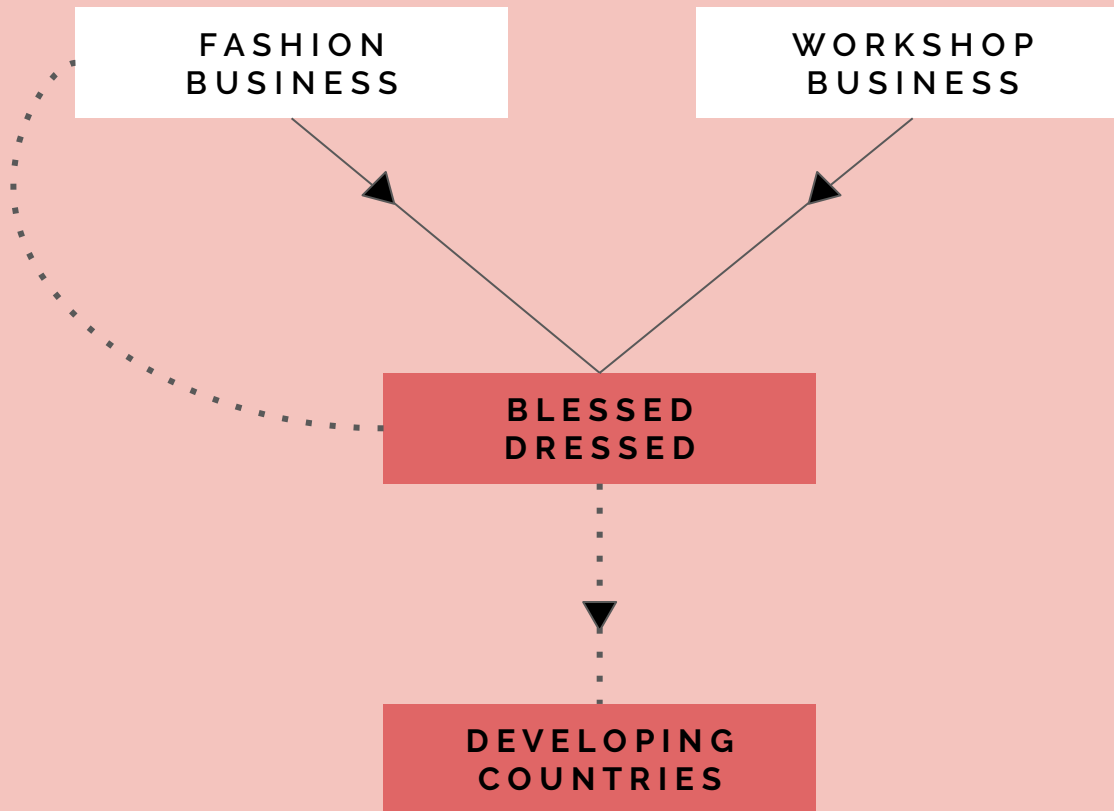


- ◆ PERSONAL TRUST IN BRAND
- ◆ HEALTH AND WELLBEING BENEFITS
- ◆ NATURAL & ORGANIC MATERIALS
- ◆ BRAND COMMITMENT TO SOCIAL ISSUES / THE COMMUNITY
- ◆ ENVIRONMENTAL FRIENDLINESS

### ***OUR ANALYSIS***

- ◆ THE MAJORITY OF PARTICIPANTS SPEND BETWEEN 20-39 CHF ON A T-SHIRT, AND WOULD SPEND MORE IF THERE WAS A CLEAR SOCIAL PURPOSE BEHIND THE PRODUCT
- ◆ FABRIC AND COST ARE THE MAIN DRIVERS BEHIND A DECISION TO PURCHASE
- ◆ MOST PARTICIPANTS HAVE NOT HAD MANY EXCHANGES OUTSIDE THEIR SOCIAL CIRCLE AND WOULD FIND SUCH AN EXERCISE VALUABLE

# THE IMPLEMENTATION - OUR REVENUE MODEL



# THE FOUNDERS



**HAKIM TEJAN - COLE** • BUSINESS DEVELOPMENT / PARTNERSHIP & TALENT ACQUISITION

AKIM IS FROM SIERRA LEONE AND STUDIED LAW IN THE UK, DURING WHICH TIME HE HELD A NUMBER OF STUDENT LEADERSHIP POSITIONS. WITH SEVERAL YEARS OF EXPERIENCE IN ENTREPRENEURSHIP AND AS A FORENSIC INVESTIGATOR AT A MULTINATIONAL PROFESSIONAL SERVICES FIRM, AKIM'S PASSION FOR EQUALITY AND CONNECTING PEOPLE LED HIM TO FOUND BD.



**KATE GALILEE** • BUSINESS DEVELOPMENT / PROJECT MANAGEMENT

HAILING FROM AUSTRALIA, KATE HAS A SOLID BACKGROUND IN LAW INCLUDING TWO TOP LL.M DEGREES FROM THE UK AND SWEDEN. PASSIONATE ABOUT FASHION FROM A YOUNG AGE, THE DECISION TO JOIN THE ENTREPRENEURIAL WORLD WITH BD WAS ONLY NATURAL! KATE CURRENTLY WORKS IN PARIS AS A BUSINESS DEVELOPER IN THE LUXURY TOURISM INDUSTRY.



**ANDREA THALI** • AWARENESS COACH / STRATEGY

WITH MORE THAN 15 YEARS' EXPERIENCE IN ASSISTING PEOPLE AND COMPANIES IN CRISIS, ANDREA WILL BE THE LEAD TRAINER FOR OUR WORKSHOP AND PLAYS A KEY ROLE IN OUR STRATEGY PLANNING. SHE HAS A BACKGROUND IN ART AND THEOLOGY AND HAD RUN SEVERAL ART AND CREATIVE EXHIBITIONS.



**OMAR ANGEL ARCINIEGA ALCAIDE** • FINANCE DIRECTOR

OMAR STUDIED ECONOMICS AND HAS OVER 10 YEARS IN THE FINANCE INDUSTRY. HE IS CURRENTLY THE GLOBAL SUPPLY CHAIN CONTROLLER FOR A MAJOR SWISS COMPANY

# OUR ADVISORY TEAM



**ELENA**  
Graphics and branding



**ARUNIMA**  
Brand management



**PHILIP**  
Business Development



**ETH STUDENT  
PROJECT HOUSE**



**CAPACITY  
ZURICH**



**IMPACT HUB  
ZURICH**

# OUR TIMELINE



M A Y 2 0 1 9

Phase 1 Funding

J U L Y 2 0 1 9

Design and  
production of  
clothes

S E P T E M B E R 2 0 1 9

Customer deliveries.  
First uniforms  
provided.

J U N E 2 0 1 9

First workshop  
organised and held

A U G U S T 2 0 1 9

Phase 2 Funding  
(Crowdfunding) and launch

# THE FUTURE - WE NEED YOUR ASSISTANCE



We urgently require funding to move forward with this project.  
**Our target is 15,000 CHF.**

This will be used for:

**Setting up and running our first workshop**  
**Developing our website and e-commerce platform**  
**Designing and producing our first t-shirts**  
**Marketing and branding**

Any amount you donate would be greatly appreciated and provide us with essential fuel to move this project forward. All donees will receive a report detailing how much money was collected and how it was spent.

◆ **CLICK HERE TO DONATE: <https://gogetfunding.com/?p=6088727>** ◆





GET IN TOUCH WITH **BLESSED DRESSED**

**LINKEDIN**

[www.linkedin.com/company/blesseddressed](http://www.linkedin.com/company/blesseddressed)

**EMAIL**

[info@blessdressed.com](mailto:info@blessdressed.com)