



INFOSESSION 2

# ETHICAL APPAREL

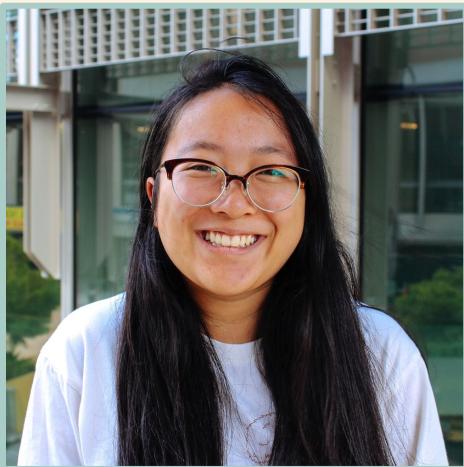


# OUR EXECUTIVE BOARD!



ETHICAL APPAREL

# CO-PRESIDENTS



Jolana Chan



Mimi Shalf



ETHICAL APPAREL

# VPS OF SOCIAL GOOD



Sarah Roberts



Amy Oh



# VPS OF DESIGN



Serena Chan



Phi Diep



# VPS OF MARKETING



Madi Griffith



Matthew Lee



ETHICAL APPAREL

# VP OF SALES



Kaylee Wong



# WEBMASTER



Minjung (Min) Kim



ETHICAL APPAREL

# VPS OF FINANCE & OPS



Cathy Chao

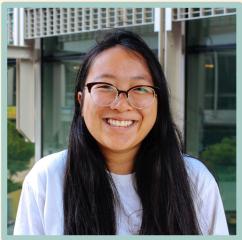


Belinda Yan



# ETHICAL'S EXECUTIVE BOARD

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Sarah Roberts



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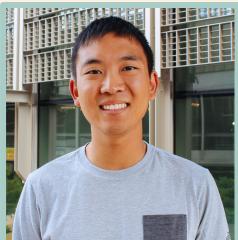


Phi Diep

VPs of Marketing



Madi Griffith



Matthew Lee

VP of Sales



Kaylee Wong

Webmaster



Minjung Kim

VPs of Finance & Ops



Cathy Chao



Belinda Yan



# WHO ARE WE?



ETHICAL APPAREL

# ETHICAL APPAREL

We are a student-run, socially-responsible apparel business that



Designs and prints  
custom apparel for  
campus organizations



Launches seasonal  
clothing & accessory  
collections



Loans/Donates our  
profits to support  
local entrepreneurs



Partners with and  
volunteers at local  
organizations

We want to create a space for students to learn about entrepreneurship and take a more hands-on approach to business!



# CUSTOM ORDERS



wow!



ETHICAL APPAREL

# OUR LINE



Love  
g



ETHICAL APPAREL

# A BRIEF HISTORY

Started as a social entrepreneurship decal in 2010

- Sourced shirts from Edun Live, a socially conscious company that sourced and produced all of their products in Africa

Transitioned from a decal to a club in 2015 that did custom apparel printing

Launched our line in 2016, started selling on Sprout

Switched to online orders only last semester



# MISSION:

Emboldening students, entrepreneurs, and  
local organizations, one shirt at a time



# OUR SOCIAL GOOD GOALS THIS SEMESTER



Human Labor  
Rights



Water  
Conservation

We will donate to and partner with local organizations the support these themes



# WHICH TEAM SHOULD I JOIN?

Social Good



Design



Marketing



Sales



# SOCIAL GOOD TEAM

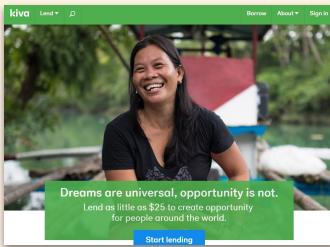
Amy Oh + Sarah Roberts  
(Newly Recruiting!)



ETHICAL APPAREL

# SOCIAL GOOD | AMY + SARAH

What we've done in the past



Used Kiva  
microloans



Worked with local  
organizations



Volunteered with local  
community projects



# SOCIAL GOOD | AMY + SARAH

## What we plan to do this semester

- Generate awareness about social good initiatives
- Create better ties with organizations
- Bake more bread

## What you might be doing

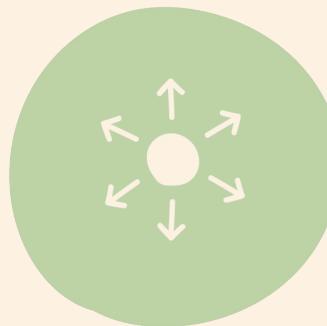
- Developing content for social media
- Working with local organizations
- Creating activities to increase awareness about Social Good



# WE LOOK FOR INDIVIDUALS WHO ARE...



passionate about  
making an impact  
within our  
community



interested in social  
initiatives in  
business models



empathetic, caring,  
and engaged!



# DESIGN TEAM

Serena Chan + Phi Diep



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# DESIGN | SERENA + PHI

What we've done in the past:



Designed stickers,  
pins, clothing



Provided custom  
order service for  
clients



Created social media  
promotional materials



# DESIGN | SERENA + PHI

## What we will do this semester

- 3 launches, custom orders, and special projects!
  - Club promotional materials shifted under Marketing's Design-subdivision
- Illustrator + Design Thinking Workshops
- Collaborative designs and teamwork
- Mission and sustainability design focus



# WHO WOULD BE A GOOD FIT?



Creative and  
open-minded individuals  
with a passion for design



Responsible,  
organized, and  
dependable people



Interested in  
furthering our  
mission statement



# MARKETING TEAM

Madi Griffith + Matthew Lee



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# MARKETING | MADI + MATTHEW

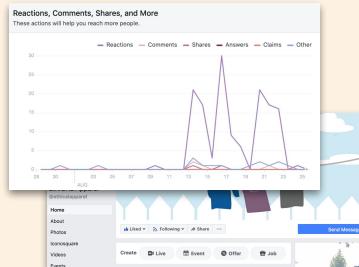
What we've done in the past:



Created infographics,  
lookbooks, and other  
marketing materials



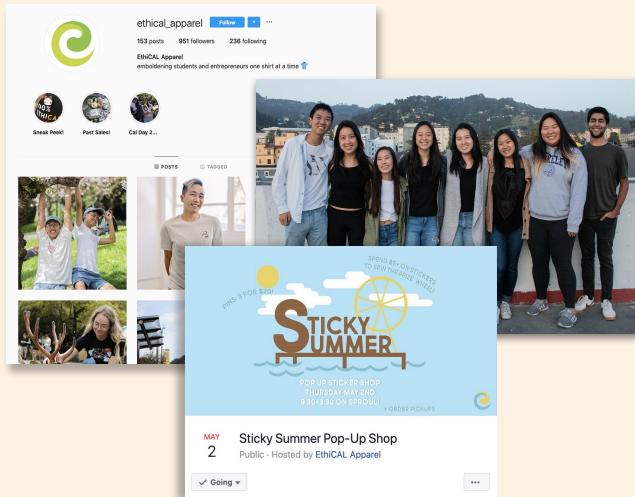
Held launch photoshoots  
and developed EhtiCAL's  
brand image



Analyzed social media  
statistics and advertised  
sales events



# MARKETING | MADI + MATTHEW



## What we will do this semester

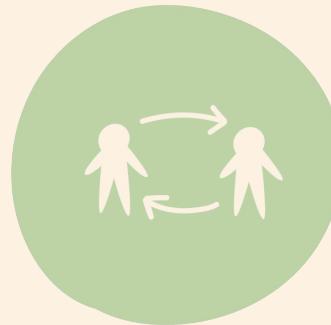
- Develop content for EthiCAL Apparel's various social platforms
- Market/design sales events + expand brand reach
- Associate growth - marketing fundamentals + individual projects
- Some insight analysis on social media + market analysis
- Engage with customers to understand how to improve branding



# WHO WOULD BE A GOOD FIT?



Ideators and creatives  
(no marketing  
experience necessary!)



Collaborators who  
want to contribute  
ideas



Reliable and  
responsible people



# SALES TEAM

Kaylee Wong



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# SALES | KAYLEE

What we've done in the past



Worked with  
customers for  
custom orders



Planned Sales  
Events and tabling  
events



Formed partnerships with  
organizations



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# SALES | KAYLEE

## What we will do this semester

- Organize 5 Sales Events that align with our sustainability initiatives
- Bolster long-term customer relationships and enhance customer engagement

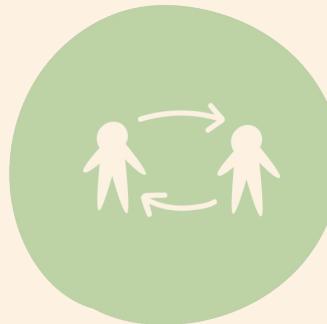


ETHICAL APPAREL

# WHO WOULD BE A GOOD FIT?



Responsible, timely,  
and passionate  
individuals



Collaborators and  
good team members



No prior sales experience  
necessary; we're looking  
for people with ideas and  
willingness to push for  
them!



**WEB**

Minjung (Min) Kim



ETHICAL APPAREL

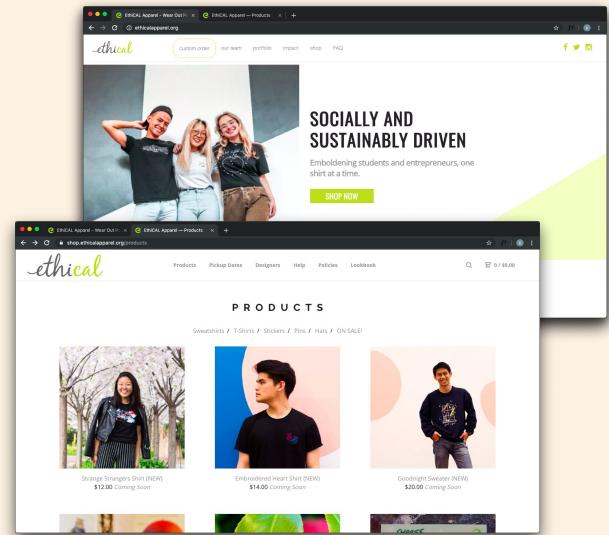
# WEB | MIN

## It's just me

- Difficult to integrate with other club activities
- Priority on maintenance over development
- Interdepartmental work
  - Plenty of opportunities to get your ideas on the site!

## Goals for this semester

- Website redesign
- More accurate portrayal of our organization To our audience



ETHICAL APPAREL

# FINANCE AND OPS

Belinda Yan + Cathy Chao



ETHICAL APPAREL

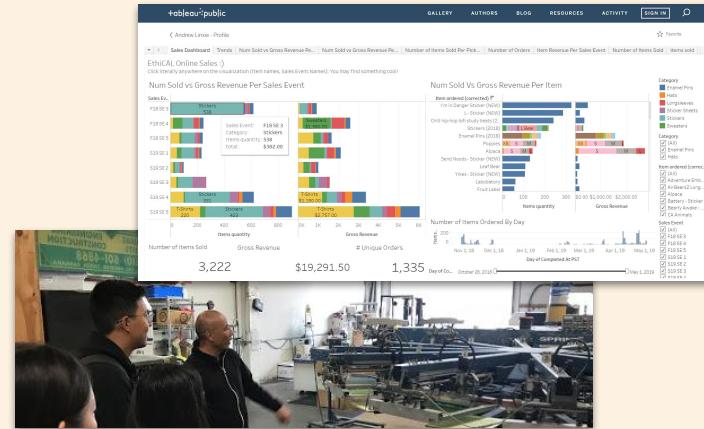
# FINANCE AND OPS | BELINDA + CATHY

## Things We Do

- Order apparel blanks and get them printed by our screenprinter
- Manage club budget and spending
- Track and analyze data from sales

## Goals for the Semester

- More transparency of our finances
- Make more data driven decisions
- Create relevant promotions





**JOIN OUR FAMILY!**



ETHICAL APPAREL



# OUR ETHICAL FAMILY

Join us! ❤️



ETHICAL APPAREL

# OUR ETHICAL FAMILY

Join us! ❤️



ETHICAL APPAREL

# RECRUITING TIMELINE

& Key Dates

- **August 27th**  
Application releases:  
<https://tinyurl.com/ethicalfall19>
- **September 6th at 5:00 PM**  
*Applications due*
- **September 7th - 11th**  
Interviews take place
- **September 13th**  
Decisions about your candidacy released
- **September 16th, 8:00-9:30 PM**  
First club meeting! Future meetings will be  
6:30-8:00 PM.
- **September 20th - 22nd**  
Retreat





**QUESTIONS?**





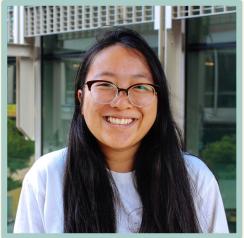
**COME TALK  
WITH US!**



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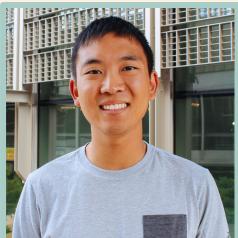


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