FUTURE

FIT

TEAM TOTS

ARDEN

TAN TAN

AVA

CHILDREN GROW **TOO** FAST

CHILDREN GROW

7 SIZES

IN THEIR FIRST

2 YEARS

carter's®

OshKosh B'gosh

Cat & Jack™

GYMBOREE®

Size

- [ ] Newborn
- [ ] 0-3 Months
- [ ] 3-6 Months
- [ ] 6-9 Months
- [ ] 9 -12 Months
- [ ] 12-18 Months
- [ ] 18 Months
- [ ] 18-24 Months

CHILDREN GROW OUT OF CLOTHES RAPIDLY

THIS CYCLE IS UNSUSTAINABLE

HAVING TO BUY NEW CLOTHES CONSTANTLY

LETS ~~CLOTHES~~

THE CYCLE

FUTURE FIT

THE MOMS HAVE SPOKEN

"I've spent a small fortune on [my daughter's] clothes"

"[My son is] growing like a weed"

THE MOMS HAVE SPOKEN

"I've spent a small fortune on [my daughter's] clothes"

"[My son is] growing like a weed"

THE MOMS HAVE SPOKEN

"[Kids] leave a trail of outgrown clothes behind. Lots of them."

"I've spent a small fortune on [my daughter's] clothes"

(artsycraftsymom.com) (justanotheredmontonmommy.com)

COSTUMER JOURNEY MAP

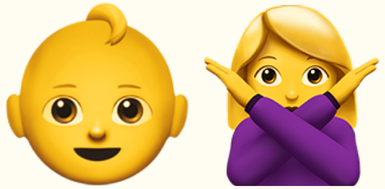
HAVE BABY	BABY OUTGROWS CLOTHES	BUY NEW CLOTHES	BABY GROWS MORE	BUY MORE NEW CLOTHES
😍	😯	🙂	😑	🤬 💸

OPPORTUNITIES

	REDUCE NEED TO CONSTANTLY PURCHASE NEW ITEMS	SUSTAINBLE CLOTHING	CREATE CLOTHES THAT GROW WITH CHILDREN	SAVE MONEY AND LIVE MORE SUSTAINBLY

OUR SOLUTION

WE CAN'T SHRINK THE KIDS....



FUTURE FIT

FUTURE FIT
WASH
FUTURE FIT
TURN INTO

OUR PRODUCT

BABY CLOTHES MADE FROM FABRICS ENGINEERED TO GROW

Nutrition Facts

RECOMMENDED USAGE

2 TBSP = 10 WEEK SIZE GROWTH

FUN TO PLAY WITH - NOT TO EAT

USE REGULAR DETERGENT IN BETWEEN GROWTH WASHES TO CLEAN GARMENT

INGREDIENTS:

CLASSIFIED

FUTURE FIT

WHO NEEDS FUTURE FIT?

NEW PARENTS

- BUYING BABY CLOTHES IS EXPENSIVE
- IMPOSSIBLE TO KEEP UP WITH OUTGROWING CLOTHES
- HAVEN'T SLEPT IN 8 MONTHS

0-24 MONTH OLD CHILDREN

- GROW TOO FAST
- REQUIRE CLOTHING
- ARE ALWAYS HUNGRY
- WHY IS IT CRYING?

GOALS + VALUES

MAKE CHILDREN'S CLOTHING SUSTAINABLE

ORGANIC INGREDIENTS

MOTHER EARTH AT THE HEART OF EVERY DECISION

WANT TO SEE THE MAGIC HAPPEN?

FUTURE FIT

THANK YOU

REFERENCES

HTTPS://ARTSYCRAFTSYMOM.COM/AFFORDABLE-FASHION-FOR-KIDS/

HTTPS://SHOP.PETITPLI.COM/

HTTPS://JUSTANOTHEREDMONTONMOMMY.COM/2015/08/THE-SOLUTION-TO-YOUR-KIDS-GROWING-OUT-OF-THEIR-CLOTHES/

HTTPS://WWW.WISHTV.COM/NEWS/KIDS-GROW-OUT-OF-CLOTHES-AS-FAST-AS-YOU-BUY-THEM-SPECIAL-WAYS-TO-USE-OLD-KIDS-CLOTHES-HOW-TO-SAVE-MONEY-ON-KIDS-CLOTHES/

HTTPS://BEINGAMOMMYBLOG.WORDPRESS.COM/2017/05/13/THE-ETERNAL-PROBLEM-OF-KIDS-OUTGROWING-CLOTHES/