

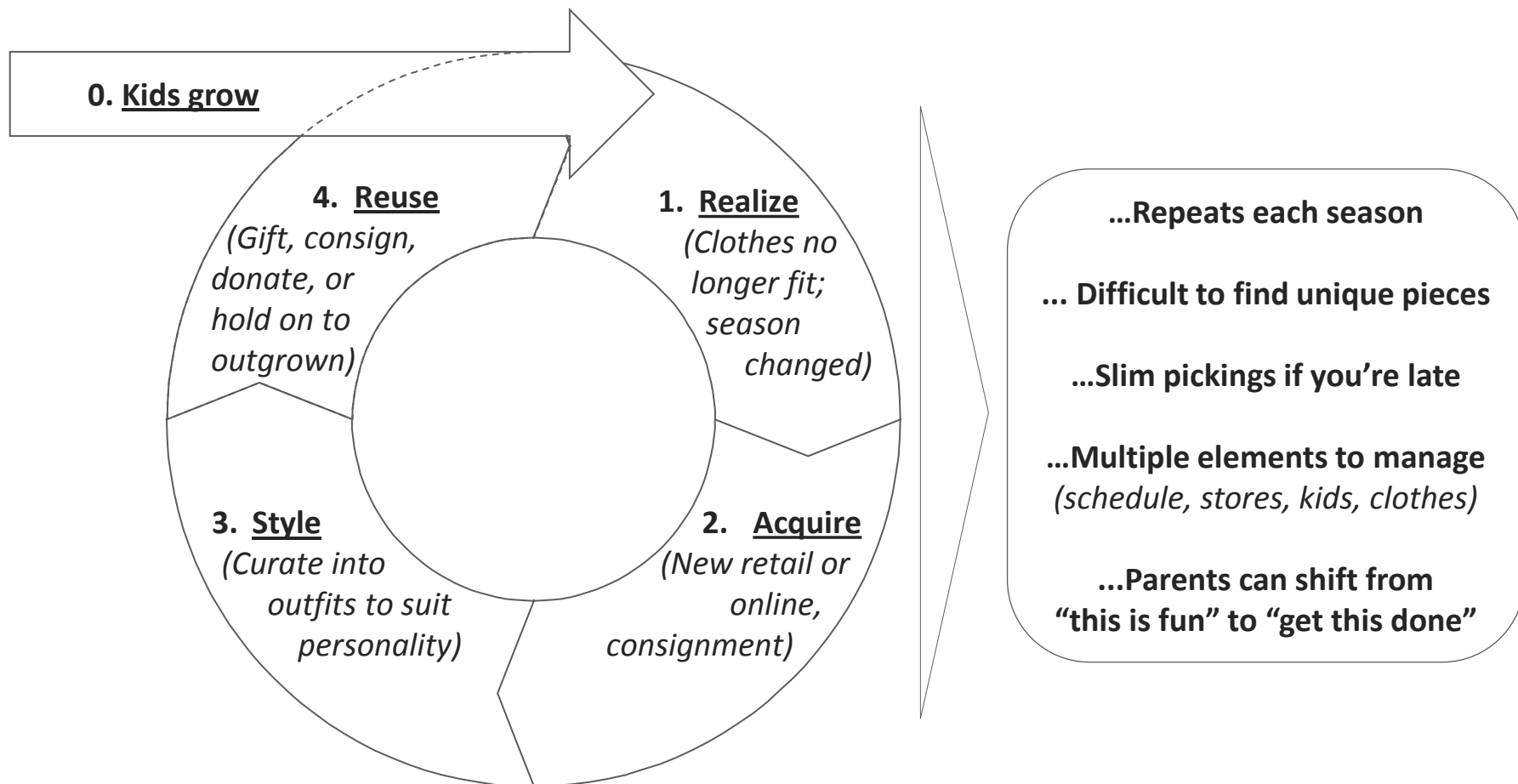
# Media kit

Spring 2015





# As kids grow, it takes effort to manage their clothing





# How it works – Sprouting Threads overview

*Setup in five minutes and easy to maintain; in-home experience similar to catalogue retail*

## Online setup & maintenance



### Style your threads

- Maintain simple style profile
- Derive style from four archetypes: Classic, Vintage, Sporty, Funky



### Count your threads

- Pick desired quantities
- Select all-new pieces or a careful blend of new & reThread pieces
- Opt for seasonal or monthly deliveries

## In-home receive, enjoy, reThread



### Receive your threads

- Enjoy custom assortment for profile and volumes
- Keep what you like; return the rest
- Seasonal orders ship weeks before season



### reThread

- Once grown, option to send back pieces for credit
- Can reThread non-**sprouting threads** pieces
- Donate or return all non-qualifying pieces



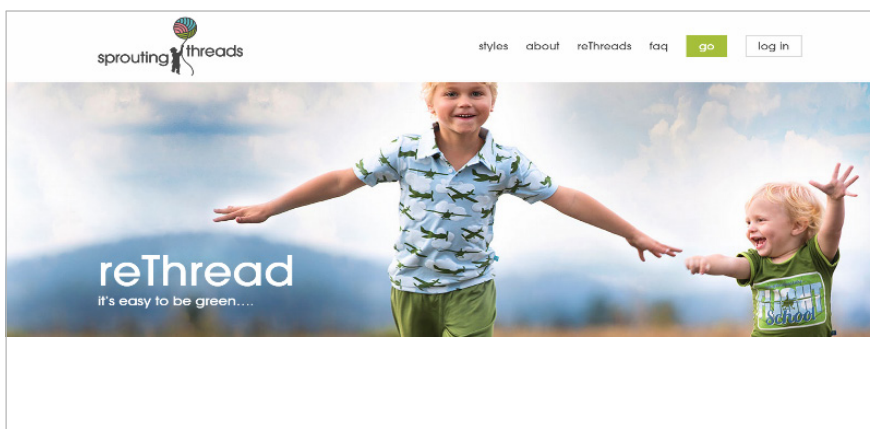
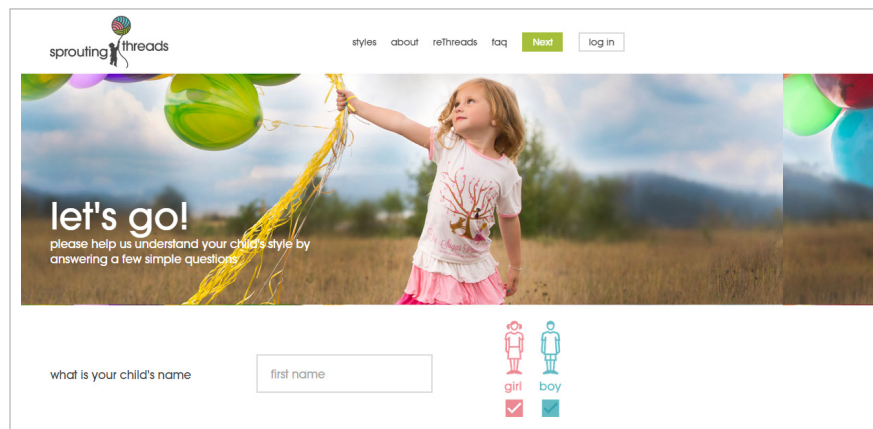
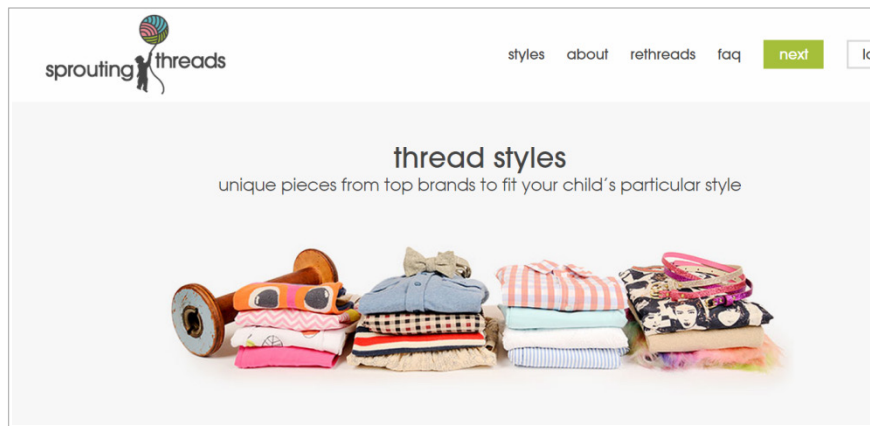
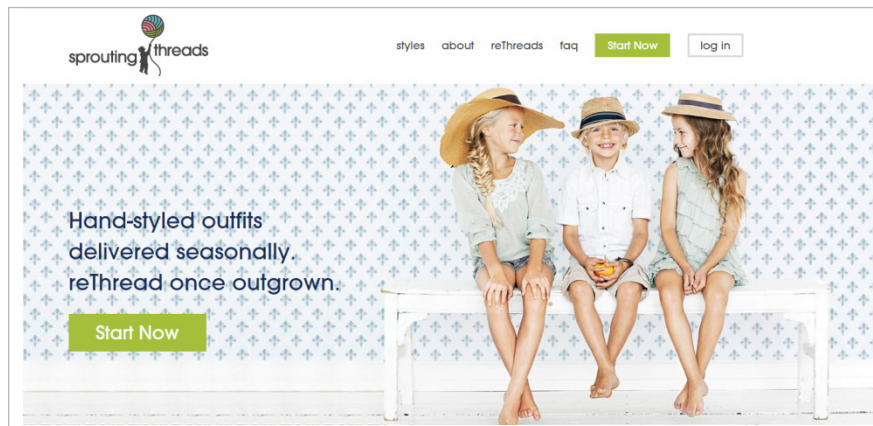
# How it works – Key details

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- Who: Boys and girls, ages 2-8
  - Targeting relatively affluent (typically dual-income) parents who value conveniences of aided shopping and clothing variety
- How: Web-enabled kids clothing service
  - Short style profile; preferences for outfit quantity, delivery frequency, and new/reThread assortment
  - \$20 styling fee, credited towards purchase of two or more pieces
  - Keep what you like, return the rest
  - Sell-back (reThread) outgrown pieces for credit
- What: Higher-end clothing pieces
  - All new pieces, or blend of new and pre-owned pieces (reThreads)
  - Shirts, blouses, pants and shorts, leggings, dresses, some jackets, accessories
  - ~ 30 brands of curated new pieces, ~60 brands for reThread offerings
  - New pieces retail for \$20-65, reThreads \$12-35; new outfits typically ~\$65, reThreads ~\$35
  - No shoes, outerwear, undergarments
- Where: Available across USA
- When: Launched April 1, 2015
- Additional detail: Frequently asked questions ([weblink](#))

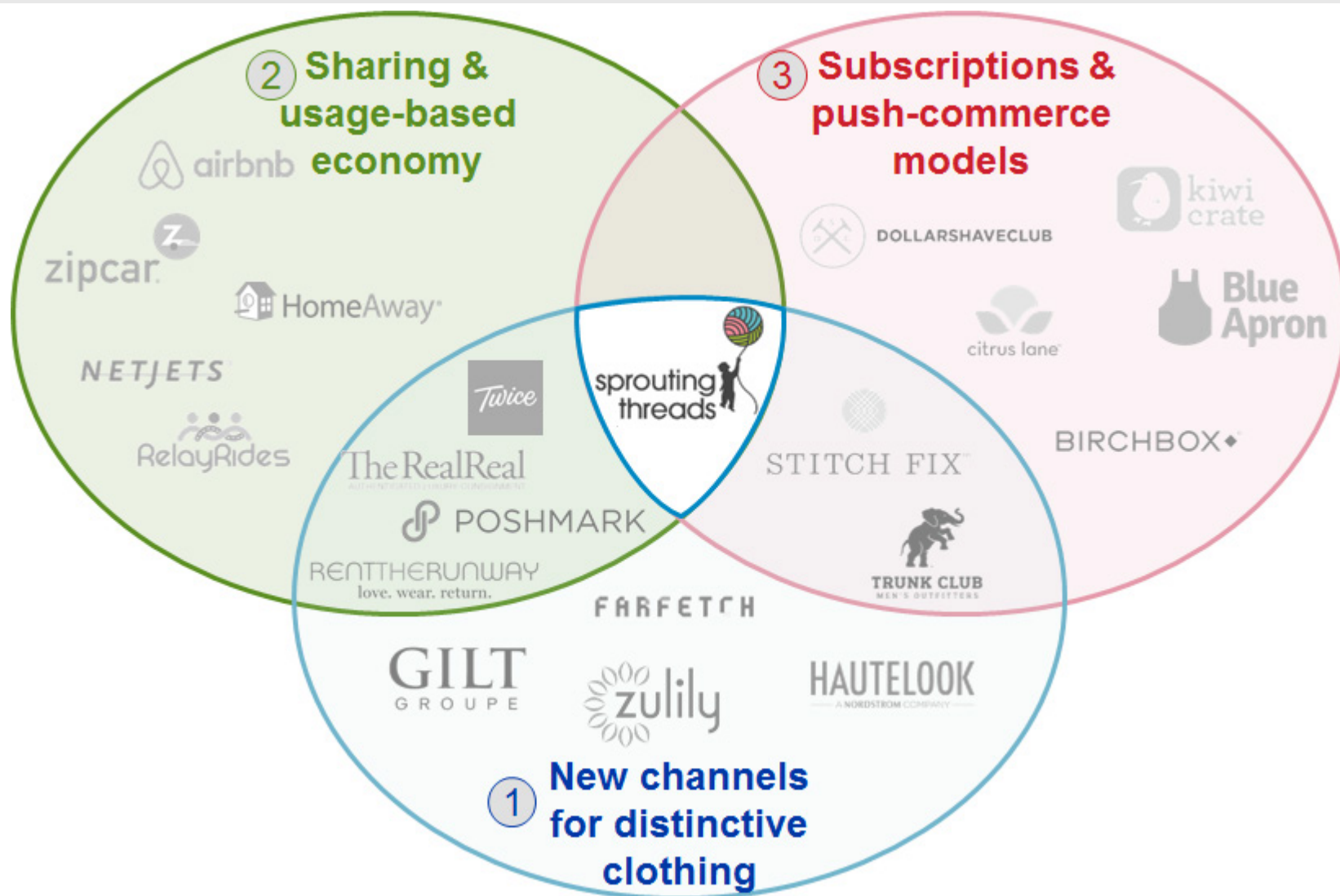


# Online experience





# Why now – Unique intersection of three major trends







# Founding team

Jennifer and Ripley Martin founded **sprouting threads** to address a need they have experienced first-hand with their two growing kids. With one girl on a "spring baby" cycle, and one boy on a "fall baby" cycle - they spent a lot of free time making sure the kids had the right size clothes that were season appropriate, and frequently sorting out too-small clothes to consign or donate. As working parents, they thought there should be a better way to manage it all.



**Jennifer Martin**

20+ years experience  
in specialty  
retail/purchasing

VP Center Store  
Operations &  
#3 employee at  
**Plum Market**



**Ripley Martin**

15 years experience in  
strategy and new  
business development

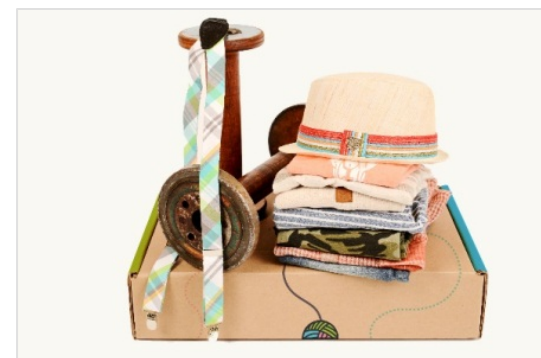
VP, Head of  
Healthcare Strategy  
**Royal Philips**

Principal, **The Boston  
Consulting Group (BCG)**



# For artwork and images, please email us

- Logo artwork and images



- Launch press release







# Press Release - April 1, 2015

## **Sprouting Threads Brings "Personal Shopping at Home" Subscription to Kids' Clothes**

*New start-up evolves "subscription" genre to boutique kids clothes. Busy parents build online profile from four styles, Sprouting Threads sends new and pre-owned boutique outfits each season. Parents can resell or reThread kids' outgrown clothes for credit.*

Sprouting Threads today announced the public launch of its first-of-kind clothing service to help busy parents keep their kids dressed in style. Each season, the company delivers parents hand-styled boutique-quality outfits for children ages two to eight. Parents complete a short styling quiz online, choose all-new pieces or a blend of new and pre-owned pieces or "reThreads," then keep the outfits they like and return the rest.

Sprouting Threads carefully adapts the selling model popularized by Stitch Fix and Trunk Club to parents' unique needs for growing kids, specifically by:

- Scheduling seasonal deliveries
- Estimating sizes with an algorithm as kids grow
- Letting parents sell-back outgrown pieces for credit
- Curating new and reThread pieces from 30-60 boutique kids' brands

Sprouting Threads pricing is similar to boutique retail; a typical outfit costs ~\$65 with individual pieces ranging from \$25-\$65+; reThreads cost \$12-\$25. Parents who "reThread" outgrown pieces receive up to ~40% of the value in credit. A \$20/order styling fee is waived with purchase of two or more pieces.

"We are working to ease parents' challenges of buying from boutique brands without the hassles of shopping across a range of stores each season" said Jennifer Martin, CEO and co-founder, mom of two with a background in specialty retail, "Parents have really responded to the reThreads element, as it gives them an easy place to sell-back pieces and find higher-end resale pieces in one place."

Sprouting Threads is a web-based children's clothing retail service based in Massachusetts; the company is backed by private capital. The service is currently available to all USA locations.



# Media, blog and social coverage

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- Media coverage
  - [Stroller Traffic Boston - "Now This Makes a Lot of Sense"](#)
  - [Acton Beacon- "New Acton e-Business Helps Parents Buy Children's clothes"](#)
- Blog coverage
  - [Subscription Box Mom - Service Review - April 2015](#)
  - [Subscription Box Mom - YouTube "Unpacking Video" - April 2015](#)
  - [Hang In There Mommy - Service Review - April 2015](#)
  - [Hang In There Mommy - Pre-Review - April 2015](#)
  - [A Year of Boxes - Service Review - April 2015](#)
  - [The Simple Moms - Service Review - April 2015](#)
- Social media engagement
  - [Facebook](#)
  - [Twitter](#)



# Customer testimonials

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I'm so happy with my new Sprouting Treads subscription. All 3 outfits are perfect for my little ones personality. The styles match her well and she looks adorable in everything in this seasons box. I just received my first season from Sprouting Threads. I'm really impressed with the brands and the clothing quality. My daughter and I both love all of the outfits. Some are even good for mixing and matching. Very Happy! This is my first clothing subscription and I couldn't be happier. After a few simple questions about my daughters style preferences, a beautiful box full of perfectly chosen outfits arrived. The choices match my daughter's style so well and each outfit is adorable. I love that each outfit has a little something special about it. For me the clothes details, uniqueness and the coordination of the outfit/s make this subscription a no brainer. Thanks Sprouting Threads!

*--sara (oey's mom), acton, MA feb 2015*

Very cute clothes and a simple, easy ordering process!

*--anthony, merion station, PA feb 2015*

Sprouting Threads dressed my toddler in adorable clothes that perfectly suited his taste! The clothes were high quality and made both toddler and mama happy!

*--karla (breck's mom), chicago, IL feb 2015*

[The clothes] were unique, not something like we had, but still very much like our style - a step up

It is SO difficult to convince my kids to shop for clothes, but when they come to the house and they see how fun the clothes are, it is EASY! My son is 6 and was hugging the t-shirts - absolutely the easiest way to get your kids to look great!

*--michelle (reed's mom), northville, MI feb 2015*

A totally new and innovative way to stay up to date with my kids fashion.

*--melanie (bennie's mom), evanston, IL feb 2015*

Wonderful service to keep my little ladies looking stylish and comfortable. Takes the hassle out of battling the dressing room, runaway toddlers and meltdowns. Shopping for your kids is a much more pleasant experience in the comfort of your own home!

*--melissa (charlie's mom), sudbury, ma feb 2015*

They clothes delivered were extremely stylish and unique! And, you saved this busy working Mom a considerable amount of time by ordering rather than shopping for them at various boutiques. Thanks Sprouting Threads!

*--michelle (sarah's mom), los angeles, CA feb 2015*

Fun, easy, hassle free! My daughter and I were completely delighted!

*--tanya (trinity's mom), Rehoboth MA feb 2015*



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[sproutingthreads.com](http://sproutingthreads.com)