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## *Introduction*

NATURE PRESENT is a 2020 social project ECO brand featuring clothes and additional accessories. By creating basic patterns in clothes and easy fabric manipulations we are bringing to life timeless romantic looks for women all around the world. Clothes that have no differentiation of age, comfortable to wear and have loose fit. We create them with help of women from undeveloped village areas around Turkey. Our brand is not about give and take, "Nature Present" is about share and care.

The idea is: we employ elder village women in Turkey areas and provide them with job. We go after idea of unity of social integrity, fairness, women's rights, worker satisfaction, benefits, workmanship and as outcome beautiful clothes for women and men under our brand.

All products are animal friendly and Eco free.

*"I'm in fashion – how am I going to help  
what's around me?"*





## *Target Customer*

Target customer of my brand are ageless women age 20-50 and go on, who have classic style with romantic nature and a spirit of the nature.

Women with will to wear something different. To know how their clothes are produced. To have comfortable clothing which stays classical over the time and to have a history on themselves. Production which can't be found in mass markets and have a natural materials. She loves to have picnics, walk in parks, go to the beach watch sunset or have an evening with a book for herself. A woman which truly belongs to herself and knows what she wants from her life. Is not scared of being alone, sees that as an advantage of expanding her knowledge. Follows healthy lifestyle.





## *Target Market*

We are planning to base our market online. Idea is to have a worldwide shipping and be mainly an internet based store. In future we plan to expand our production to different limited editions with themes of different countries. After if that will success we will send some collaboration collections to stores in Europe. Our production is going to stay in Turkey based villages. Materials don't have a country limitation.

Our target market will be customers around the world, who live in an environmentally friendly way and love nature and everything what goes with it. People who have money but spend it with thinking.





## *Price point*

We organize a small community with uneducated women and give them workshops of a base knowledge what will be needed in creation of our clothes. Village women create limited additions with a price for a count of piece of particular design.

Our garments price are going to be starting from 100\$ up too 700\$

Where the limited additions will be up to 1000-1500\$

Final cost production will be count by this equation:

$$\text{Fabric C} + \text{Production C} + \text{Shipping C} + 30\% \text{ of self cost}$$

First villages that we want to try are going to be around Izmir to have an easier access.

Kapıkırı Köyü

Serçin köyü





700\$



300\$



500\$

=  
250\$+250\$



190\$



350\$



600\$





450\$



300\$  
300\$



300\$  
300\$

350\$



200\$





*Present Nature*



SHOP ALL



NEW IN



CLOTHING



NATURE CHALLENGE

13 days left!



ACCESSORIES



FOOTWEAR

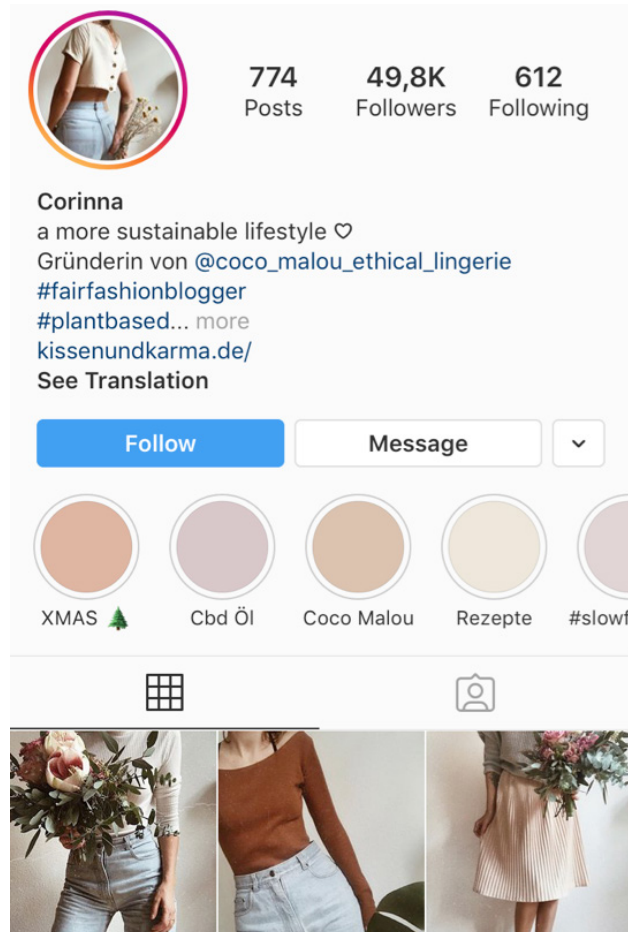




# Influencer

WHAT INSPIRES US | How involved she is in educating others on ways for every individual to get involved in ethical and sustainable fashion, while also informing her followers of the exact ways her clothing fits in.

WORDS FROM THE INFLUENCER | “Take a moment to clear your mind, breathe deeply and think about what you’re grateful for. Nature always helps me to refocus on what’s important.”

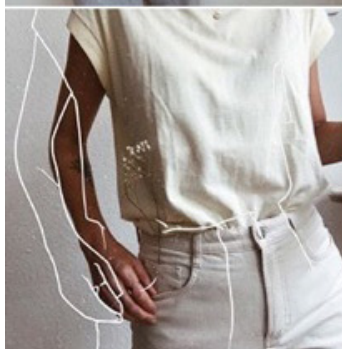
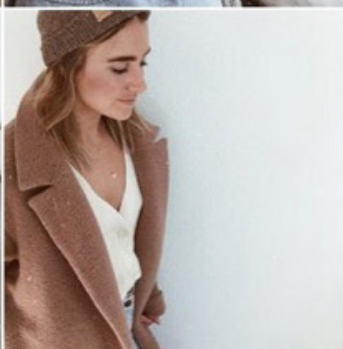
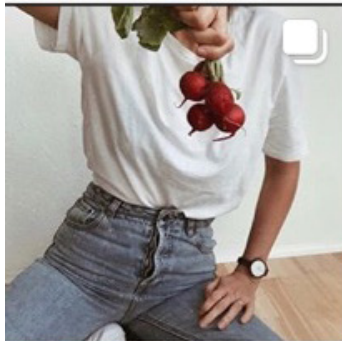


Based in Germany, her mix of secondhand clothing and ethical fashion create the perfect casual day looks.



kissenundkarma

Follow





## *Mission*

\*Our mission is to create a sustainable brand which will help uneducated & unemployed women to get a part in social flow. To give them new knowledge and to get their time and skills in return.

\*Keep garments really simple but still the same time interesting.

\* To support and give a chance to people who were left behind, with the appropriate treatment.

\* Provide the world clothing with a piece of history, small walk in to past.

\* Value for money and instill pride of partnership where our workers won't feel themselves exploited .

## *Vision*

Our vision is to create a truly global brand that provides growth opportunities for village people and achieving goal of being recognized and appreciated fashion store brand among social projects brands.



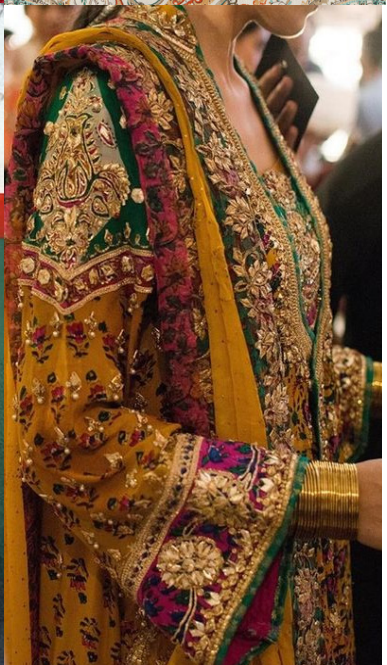


# *Specialization*

Our specialization is going to be based on limited additions produced once a year. It's going to be a specific country developed theme additional collections. Each season we are going to choose a country and go after its national fabrics or prints, something that makes that country different and find a village woman who would prepare that for us and ship to Turkey where we collaborate to produce final garments.







# *Competitor*

**Behno**  
the Ethical Fashion Label Supporting the Garment Workers of India,

Behno is a New York-based advanced contemporary label. Noted for its tailored suiting and handmade textiles, the brand was born in 2014 after Punjya (founder) became inspired while visiting rural garment factories in India, where he was studying women's health in 2012.

behno

Each Behno collection is produced at an ethical garment factory in Gujarat through a partnership with the rural health nonprofit organization Muni Seva Ashram. There the company introduced a six-pronged approach dubbed “The Behno Standard” that aims to ensure garment worker health, social mobility, family planning, worker satisfaction and benefits and eco-consciousness.







## *Brand Collaboration 1*

Our first collaboration is going to happen with “ The Social OutfitL. Its also social project. They are an ethical trading social enterprise that provides employment in the fashion industry to people from refugee and new migrants. Their main area is prints. We are going to create one of our limited editions with them, as “Nature Present” doesnt work with prints.

Due to being and Ecological and sustainable brand, our mission in this collaboration is going to greate ECO friendly prints.





*Final Collection* ➡







# *Brand Collaboration 2*

## Zara - Nature Present

We are going to collaborate with Zara for winter collection ss19'20. Its a high known outwear brand which is mostly known for its coats.

For the collaboration they are going to provide us with their patterns and we are going to produce them in our work places from animal friendly fabrics.

final garments are going to sell in “Zara” boutiques with colaboration with “Present”.

Price point

Long: 500\$

Medium: 350\$

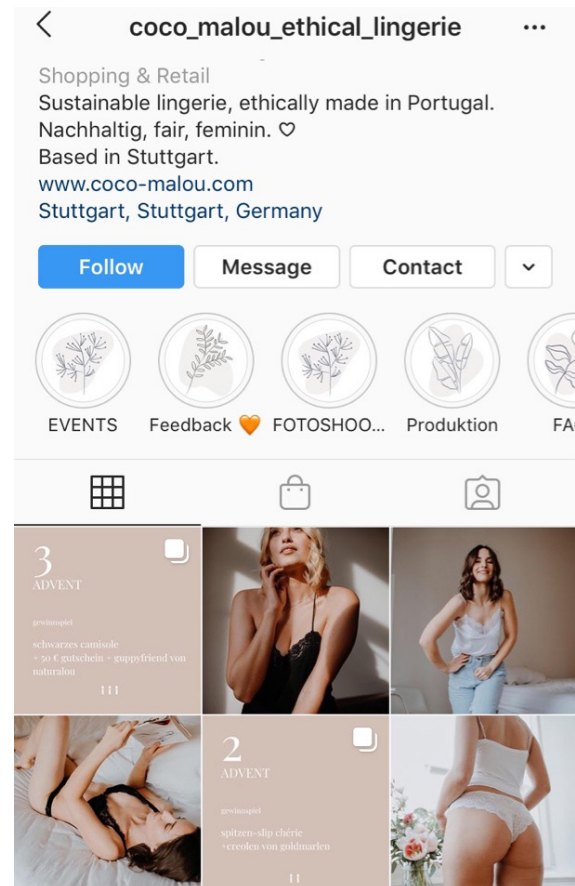
Short: 200\$





Compagne

With my influencer we are going to create a 14 days sustainable challenge. For a week you will need to recycle your garbage, use our own cup in take out shops, take public transport instead of the car to less pollute, buy food from local supporters and etc. We are going to create a section in our app for this contest where people can sign up and participate. For the whole challenge time you will need to write a diary with pictures to prove your sustainable living. At the end of the challenge we are going to check



everyones diaries and if they followed up our instructions partisipants get a gift to choose for free one f our collaboration pieces with @coco-malou-ethical-lingerie.



coco\_malou\_ethical\_linger • [Follow](#)



Hello everyone! Today we are starting our 14 day sustainable lifestyle challenge. For participating and more details go and download NATURE PRESENT app. At the end of it if you followed sustainability you're getting one of our collaboration gifts;)



466 likes

OCTOBER 23

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45 likes

recycleturkey This a kind cup!, %100 compostable.  
[#recycleturkey](#) [#protectnature](#) [#nomoreplastic](#)  
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recycle



82 likes



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 Cardiff

Thanks for doing your amazing job removing litter and debris from the waterways where you live. .

We can all do our bit however little or often.

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[#plastic](#) [#singleuse](#) [#plasticpollutes](#)  
[#reduce](#) [#reuse](#) [#recycle](#)  
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[#keepwalestidy](#) [#lovewhereyoulive](#) ❤️

9m



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9 MINUTES AGO





recycleturkey

...



40 likes

smilemonilin A little about my new habit I've been forming...Recycling. Did you know that @wholefood accepts recvclina at the register. I believe 1 perso



75 likes

recycleturkey Save our ocean We only have one #lifewithoutplastic #environment #savegreen #savetheworld #savetheearth #savetheplanet... more

