

A photograph of three models wearing purple lingerie. On the left, a man with long dark hair and a serious expression. In the center, a woman with voluminous curly red hair looking directly at the camera. On the right, a man with short dark hair and a neutral expression. They are all wearing matching purple pieces: a bralette for the woman and briefs for the men.

ELLILUSIVE

Gender inclusive lingerie



Educators for Socially Responsible Apparel Practices
fundamental change through research and education



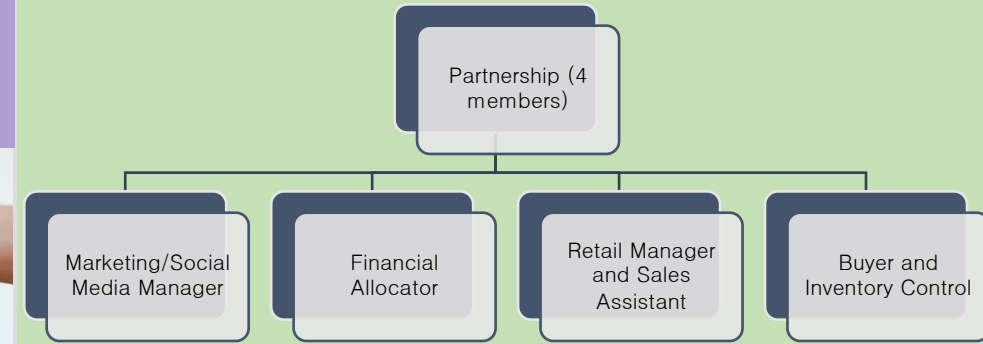
BUSINESS CONCEPT



STATE OF FASHION 2023 INDUSTRY THEMES (McKinsey, 2022)

- DTC Reconning
- Fluid Fashion

ORGANIZATIONAL PERSONAL STRUCTURE



MISSION *statement*

Create a space that gender categories can't define what lingerie makes you look and feel your sexiest.

VISION *statement*

ELLILUSIVE strives to shape shift a new future for lingerie by increasing gender equality in the industry.

PRODUCTS

ELLI CLASSICS \$25-45 USD

Seamless Underwear and Bra Options

ELLI INTIMATES \$35-75 USD

Sheer/Decorative Underwear and Bra Options



Photo: Urbody

4,000 Sq Foot
BRICK AND MORTAR

Andersonville,
Chicago, Illinois

RENT: \$30/SF/YR

WHY ANDERSONVILLE?

Andersonville is best known for its communities' attractions as well as its LGBTQ+ community (Long, 2021).

ELLILUSIVE will be purchasing our merchandise wholesale, and we will be serving as a brick and mortar for non-gender conforming brands as a retailer/stockist.



TARGET CUSTOMER

DEMOGRAPHICS (Tapestry Segmentation, n.d.)

- Mid-late 20's
- All Genders
- Highly Educated
- Middle Class

PSYCHOGRAPHICS (Bhasin, 2020)

- INNOVATORS – receptive to new ideas/technologies; wide variety of interests and activities
- CITY COMMONS – young market segment; single-person households within large metro cities.

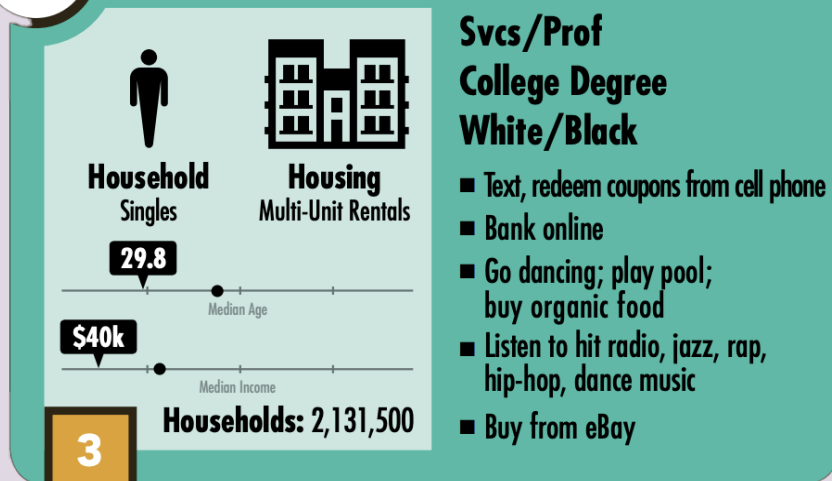
GEOGRAPHICS

- Located in major urban area
- Individuals living in the Midwest

Photo: Parade

Generally, our ideal customer is in their mid-late 20's. They are also typically either an ally to gender non-conforming folks or gender non-conforming themselves.

11B Young and Restless



(Tapestry Segmentation, n.d.)





THE GLOBAL GOALS

SUSTAINABLE STRATEGY



TRIPLE BOTTOM LINE

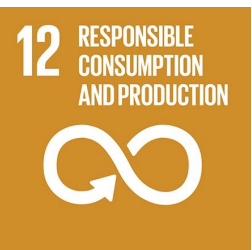
GOALS



PEOPLE : ELLILUSIVE will partner with the Chicago Therapy Collective, a **non-profit organization** that influences the city to stand for LGBTQ+ related issues such as health and limited resources through services and education. CTC specifically **helps foster intersectional trans inclusion within Andersonville**.

- People who identify as lesbian, gay, bisexual, or transgender (LGBT) have higher rates of poverty compared to cisgender (cis) heterosexual people, **about 22% to 16%** respectively (UWM, Institute for Research on Poverty, 2021)

ELLILUSIVE recycled garments will be distributed amongst the LGBTQ+ community by The Bra Recyclers.



PLANET: ELLILUSIVE will partner with The Bra Recyclers in launching a **recycling program** at retail in which customers can specifically drop off old underwear, bras, and lingerie that will be brought to the Chicago Therapy Collective in helping LGBTQ+ individuals receive underwear ensuring that waste is being minimized.

- Approximately **5 million kilograms** of discarded underwear ends up in landfills throughout the US (Flemming, 2021)
- **95%** of worn or torn textiles **can be** recycled and **only 15% are**, while the rest ends up in landfills (The Bra Recyclers)

ELLILUSIVE is determined to practice a re-use economy business model by giving back to the community to reduce waste.



PROFIT: ELLILUSIVE strategically plans **sustainable initiatives** and key business decisions to **actively combat climate change** while **maximizing profits**. Our initiatives include preventing products from ending up in the landfill, partnering only with eco-friendly brands and being transparent by providing all the manufacturing/designing details our wholesaler's practice.

- **88% of consumers** want brands to **help** them **be more environmentally friendly** and **ethical** in their daily life. (Forbes, 2018)
- **60%** of fashion companies **greenwash** (World Bio Market Insights, 2021)

ELLILUSIVE will make profit without greenwashing and instead will be profiting off combating climate change.

INDUSTRY SEGMENT AND MARKET ANALYSIS

GENDER FLUID LINGERIE

A mixture of mass market and ready-to-wear undergarments.

The gender fluid lingerie segment is comprised primarily of small local retailers. There is growth with companies/designers as they are beginning to offer more gender inclusive products in their lines (Lee, 2021).

OUR *competition*



BRANDS

- JBC Lingerie
- Parade
- Boy Smells

AVAILABILITY TO OUR PRODUCT

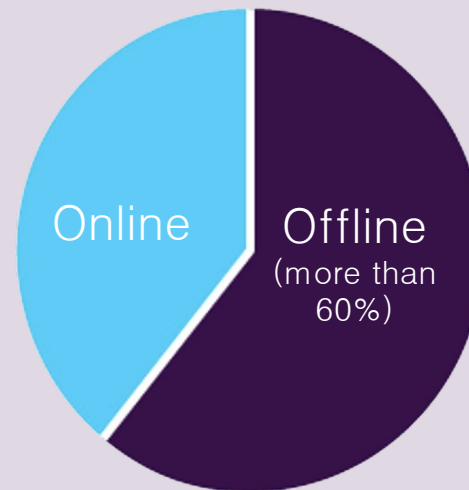
Over 60% of sales for lingerie are sold through offline channels (Grand View Research, n.d.).

Figure displayed to the right

There are nearly 3 million residents in the city of Chicago, and roughly 17% fit into our age demographic – mid to late 20's (United States Census Bureau, 2021).

Gen Z adults that identify as LGBTQ+ have more than doubled since 2017 to 20.8% in 2021. Generally, 10% of the adult population identify as LGBTQ+ (Phillips, 2022).

Global Lingerie Market Share, by distribution channel, 2021 (%)



(Grand View Research, n.d.)

MARKET SIZE

Global Market Size, 2021

\$85.9 BILLION USD

(Grand View Research, n.d.).

U.S. Market CAGR 2022–2030

5.8%

(Grand View Research, n.d.).



Photo: Parade

HOW IS OUR BRAND DIFFERENT?

ELLILUSIVE is determined to increase the accessibility of gender-inclusive lingerie while upholding our sustainable values.



Photo: TomboyX

	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
	<ul style="list-style-type: none"> Body Positive Vision Free Custom Fitting 	<ul style="list-style-type: none"> Direct-to-Consumer brand only; uncertain future (Business of Fashion, 2023) 	<ul style="list-style-type: none"> Growing market for body positive labels (CTC) Based/made in Australia (longer shipping time to other countries) 	<ul style="list-style-type: none"> COVID-19/extreme weather conditions Niche market (Toppan, 2023)
	<ul style="list-style-type: none"> Customers choose which nonprofit to give back to Garments are Oeko-Tex certified All factories are WRAP, Fair Trade, or SA8000 certified 	<ul style="list-style-type: none"> Outsources production; potential communication conflict (Chron, 2023) 	<ul style="list-style-type: none"> Unsaturated market for gender and size-inclusive clothing that is sustainable (McKinsey, 2022) 	<ul style="list-style-type: none"> COVID-19/extreme weather conditions Hostile political climate regarding gender fluid clothing (British Vogue, 2019) Niche market (Toppan, 2023)
	<ul style="list-style-type: none"> Wholesale & DTC brand; omnichannel Multiple product categories (intimates, bath & body) 	<ul style="list-style-type: none"> Premium pricing strategy; not widely accessible Not transparent concerning sustainability 	<ul style="list-style-type: none"> Growing demand for products tailored for trans, non-binary, and non-conforming folks (McKinsey, 2022) Positive PR (featured in Vogue, Elle, GQ, etc.) 	<ul style="list-style-type: none"> COVID-19/extreme weather conditions Niche market (Toppan, 2023)



SOURCING STRUCTURE



FACTORS

PRODUCTS



- Handmade
- In-Store Production
- Made-to-order in LA
- Size inclusive

- Bralettes, Panties, Briefs, Bodysuits, Body Harnesses, Leg Bands, and Tucking Underwear



- Made-to-order in Canada
- Hyperlocal manufacturing
- Competitive wage & benefits for workers
- Discounts for sex workers and people of color
- Fabrics used: Deadstock, Locally Milled, Recycled Polyester, Regenerative Bamboo and Modal
- 1% donated to Sovereignty and Gender-Affirming Community Programs
- Partnered with Point of Pride

- Gaffs, Binders, and Gussets



- Minimize waste
- Committed to improving sustainability as they grow
- Give back program in which all donations go directly to trans, non-Binary, and Queer Artists that devote themselves to heathy self-expression
- WRAP and SEDEX certified

- Basics, Compression Tops, Tucking Leggings, Cotton Products, and Activewear Products

We will be purchasing merchandise wholesale from brands that align with our gender inclusive values. ELLUSIVE makes an active effort to only partner with brands conscious of and following sustainable and ethical practices and therefore will aid our partners through the processes of receiving WRAP certifications

ELLUSIVE will be using 100% recycled ocean and ocean bound plastic hangers to display our products.



ELLUSIVE will offer bags created from recycled t-shirts if the shopper forgets to bring their own at the time of their purchase. The customer will be charged a small fee for the bag to encourage shoppers to bring their own.



Photo: ORIGAMI CUSTOMS

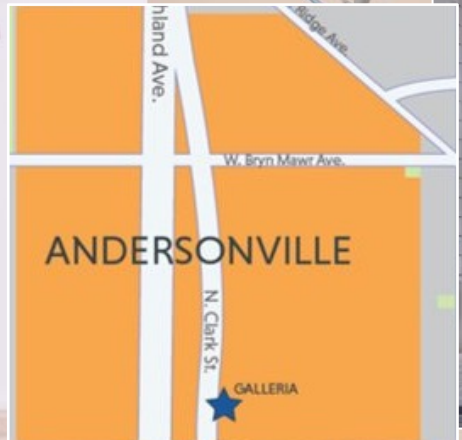


PROMOTION AND MARKETING VEHICLES

We will offer an in-store recycling program allowing customers to receive a credit for our products. For our grand opening, we will be renting a place on a bus shelter to promote our retail store. We will also be submitting a write-up in the local newspapers/magazines, actively posting on our social media while also sending out texts (Survey Monkey), and email threads.

PLACE

From outside our building, shoppers will see gender-neutral mannequins along with the LGBTQ+ flag. Our dressing rooms will be built with doors and locks to ensure customer privacy and safety. Employee training through the Trevor Project will be mandatory for all employees to ensure a safe and welcoming space for our customers.



THE TREVOR PROJECT

FINANCIALS



FIRST YEAR FINANCIAL PROJECTION	%	COST
DIRECT COSTS		
Cost of Goods Sold	36.96%	\$280,800
INDIRECT COSTS		
OPERATING EXPENSES		
Salaries (4 Workers, \$32/hr)	35.04%	\$266,240
Rent, Utilities, and Internet	16.15%	\$122,743
Insurance (Andersonville Insurance & Financial)	0.15%	\$1,116
Marketing	9.93%	\$75,500
START-UP EXPENSES		
Legal Fees (Accounting, Taxes, and Filing Fees)	0.07%	\$519
Point-of-Sale System (Square Terminal)	0.04%	\$299
Inventory Shelving/Storage (Craigslist)	0.39%	\$3,000
Hangers (100% Recycled Ocean & Ocean Bound Plastic)	0.08%	\$600
Gender Neutral Mannequins (Retail Resource)(x10)	0.29%	\$2,200
Business Start-Up Supplies	0.11%	\$800
Renovations	0.79%	\$6,000
TOTAL	100%	\$759,817



NET SALES	
Year 1	\$702,000
Year 2	\$982,800
Year 3	\$1,375,920
GROSS PROFIT	
Year 1	-\$57,817
GROSS MARGIN	
Year 1	-8.24%



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