

IBTC Logistics and Research

Itty Bitty Titty Committee is a sustainable and recyclable bra brand open to all genders that specializes on intimates for small breasted individuals. Our sizes range from AAA28- 40A and we only use the most sustainable textiles Certified Cotton, Tencel, Lyocell, Rayon, Modal, Cupro, Hemp, Inego, Ronnie(as padding) etc. This allows us to focus on creating comfy, edgy, naturally/hand dyed bras that are just as beautiful as who is wearing them. Made partly from trim (textile that would otherwise be thrown out) we can offer them at an affordable price. IBTC is dedicated to ethically responsible manufacturing and sourcing and sees fit to utilize upcycling and limit waste, we will constantly be developing innovative textile technologies. One day hopefully being OEKO-TEX certified.

IBTC would also offer customization of bras that are sent in to be recycled using bras and scraps to incorporate into a new desired bra model. The new bra would feature a tag on the outside of the left bra strap that would have X(the number of how many times a customer has recycled a bra with IBTC). For example, if a customer was recycling a bra for the first time, they would receive bra strap reading X1. To send in a bra or other clothing, it could be a bra from the IBTC brand or other brands but must meet certain requirements.

Customers would be able to send in bras after purchase of the first bra as they would receive a returning label to put in said bra. Other recycling stations located in stores, would have a slot with a paper bag where they could write the name and shipping address. Consumers would need to make a purchase of a new bra in store to receive the new bra with a recycled label(even if providing their own bra). Because of a slightly higher price for the time needed to disassemble bra, IBTC would also like to donate 5% of the proceeds to Women Charity groups and LGBTQ outreach groups in multiple regions.

We find supporting the local and global community essential. That's why IBTC will strive to give back to Women and LGBTQ organizations that focus on the betterment of quality of life. After IBTC has financial grounding, IBTC will aid women in countries in need and other grassroots organizations; as well as, donating a percentage of specific products each quarter to support these groups and hold educational events, classes for youth and others interested in various talks, training and workshops.

While using Website; shoppers have an easy to follow guide giving tips on what models are best for what type of breast. Example (wide set or east west breasts, bell shaped breasts, etc.) Offering 4 different models of bras for customers to pick from in the beginning phases. Layout would be clean but with pops of pastel colors. This site would be easy to navigate with directable buttons.

Scanning the Market

***personal likeability**

Competitive petit and specialty intimate brands:

Lula Lu Petites: Neutral bra brand with simple designs. Uncompromising comfort tailored to petite frames with a natural fit. Offers AAA,AA, A sizes. Ships to many European countries. Price range 58-60 USD.

****The Little Bra Company:** Great branding “join the A-team” Sexy bras catering to women with petite frames but also proportioned for women that are taller with small bust lines. Carry bras with padding and underwire. Have a really easy to follow guide of bra sizing allowing customers to pick a model based on the type of breasts they have. For example; closer set & wider set and the bras that are suited to these two categories. As well as a fitting calculator feature that finds customer the perfect bra. Offers sizes 28A-34C. Price range: 54 USD and up. Offers shipping to Europe.

****Third Love:** Is a brand that caters to petite frames and full sized frames. Great Website, beautiful layout and appealing modern bra styles. They offer a saving scheme, example; buy 3 bras save 25 USD buy 4 bras 40 euros. Phenomenal return policy 60 day guarantee. Donates all gently worn bras to women in need. Offers shipping to 38 countries (some in Europe). Price range: 68-72 USD

Bare Necessities: Limited choices, tailors to finding perfect bra with Umbrassadors. Really caters to finding bra needs as you can even call number for expert advice. Ranges from petit frames to plus size frames. Offers bras with padding and underwire. Is currently not able to deliver to the European area. Price range: 20- 78 USD.

****Dana- Co:** Offers two different brands and focuses on the New York woman. One brand called Natori a more escalated luxurious brand for both petit and full size range but not AA but sizes DDD. The other Brand is Skarlett Blue which offers the best of both worlds and “everyday bra” as well as “date night bra.” Most bras are with underwire and light padding. Also offers a range of petit and full sizes but only up to DD. Natori Price range: 40- 295 USD (including bodysuits and slips) Skarlett Blue price range: 39- 64 USD. Both brands can be found on Amazon but normally doesn’t ship to Europe.

*****Cosabella:** Stylish bras, Great range of designs, inviting website layout and easily accessible categories. Italian brand that offers bras a variety of bras (with/without underwire) for both smaller frames as well as the more full sized frames, however some models are not offered for every size, smallest size 32A or p and 38D or XL biggest size; Colors are limited for certain models. Size chart includes PLUS Sizes but no found bra models with these sizes. Ships internationally through Amazon. Price range: 49-107 EUR.

HANRO: Swiss company that is also located in Netherlands; (Noordwijk). Specializes in the most soft Cotton Basics and Intimates. Good site layout allows customers to use the Whatsapp app for questions. Vast range of different styled bras as well as basics with a large range between

petite and Plus sized models. Ships internationally. Price range varies from (sometimes below)40 -250 EUR.

Competitive Sustainable Brands:

Everlane: Radically transparent, offers also other clothing items and is not an organic brand but has an ethical production process. Intimates are very basic simple but appealing designs without underwiring. Offers a range of sizes from XXS -XL. Has different factories around the world; United states, South America, Europe(Italy) and Asia. International shipping offered. Price range: 12-24 USD

Wama: Is a brand that only focuses on underwear and Bikini bottoms, Has a mens range. Specializes in Hemp cotton underwear. Site design is average; on site it displays underwear with bras that they don't sell which by appearance do not look sustainable. Green America Certified Business meeting high standards for social & environmental impact, as well as Peta Vegan approved. Ships internationally through Simply Live and CO retailer. Offers sizes XS and 2XL as well as 20% off on first purchase. Price Range: 20-160 USD (including 10pack underwear).

Altramoda: Brand that specializes in eco-friendly biodegradable wear. Using Vegetal or Cupro silk which is 100% vegan. Basic bra design's very simplistic but pretty. Bras are made in different places but most are made from cotton and are eco-friendly. Size range offered XS-L only. Website Layout looks very outdated. Ships internationally to Europe. Price range: 11.60- 44.50 EUR.

PACT: 100% cotton basics brand also pride themselves on being fair trade. Bra designs are basic with no underwiring and resemble more a bralette because it is not incorporated with any elastane true tone collection that is all based on skin tones. Size ranging from XS-XL. Unable to currently ship orders Internationally. Good guarantee policy and customer support. Price range: 17-43 USD.

Boody: Eco wear brand that uses organic bamboo (Rayon) derived from viscose and prides itself on low waste production. Very basic bra designs not with underwire but does offer models with padding. Their packaging is recycled and they offer 20% off on 5 items. Size ranges from XS-XL . Offers shipping to Europe via the UK branch but brand originates from Sydney Australia. Price range: 9-50 GBP (including leggings in intimate line).

*****Organic Basics:** Offers other basics; deliver High quality intimates. Innovative textile use. Uses woven silver into garment to create silver tech pieces which makes intimates antibacterial. Creates renewable fibers consciously created with Tencel lyocell. Company is also GOTS certified (The Global Organic Textile Standard). Beautiful colors and simplistic but edgy bra design. Beautiful and enticing website layout. Does ship to Europe and internationally and offers sizes ranging from XS-XL. Price range: (33-58)81 EUR (Including leggings)

*****TomboyX:** Fair trade brand that focuses on gender and size inclusivity. Most Bra models resemble sports bra models but also offer bralette; all designs are very colorful or visually interesting, with funky prints. Majority of bras are made from OEKO-TEX certified cotton. Size ranging from XS-4X (size inclusive). Does ship internationally. Has a very Interactive website with videos, nice layout and offers saving schemes between 10-15%. Also has humanitarian efforts; 2019 partnering with Organization True Color United and is donating 10% of online profits from their Rainbow Unisuit. Price range 32-40 USD.

*****THINX:** Is a New York city based; Forward thinking, innovative undies brand that developed period technology underwear. Is not 100% organic but practices ethical, sustainable manufacturing in Sri Lanka. Only offers underwear and leotards as of recent. Beautiful website layout and humorous advertising commercial about THINX period underwear(Cycle set). Basic but interesting appealing designs. Offers ranges of sizes XS-3XL . Empowers young women & girls in the community and gives back by offering classes on menstrual cycle, health education, and human rights for ages 10-13. Also gives back globally offering period products to grassroots organizations in Nepal, Uganda and New York city. Provides funding as well, for underserved communities. Ships Internationally. Price range: 30-40 USD.

***CUUP:** A bra company dedicated to size inclusiveness offering sizes from A-G. It is not an organic brand but works with a 12 point system that prohibits the use forced, trafficked or child labor, abuse, discrimination, et. Also focuses on monitoring environment impact and developing ways to use recycled material in packaging for instance using less plastic. Has a strong website layout and easy to follow taskbars. Bra designs are simple but stand out because of beautiful colors and construction. Customer profile ranges greatly. Does not ship Internationally. Price Range: All bras 68 USD.

****Brook There:** Is an Organic intimates line originating from the US. Designs are made from organic cotton and silk– Beautiful and durable construction, minimal and elegant bra design. However, it doesn't feature clear pictures of bra sets on human models. Does feature better pictures of bra models in collection books. (The 2020 update now has pictures with models on the website) Probably has received funding. Website is very easy to navigate, minimalistic style. Primarily they use organic cotton jersey made from GOTS -certified yarn as base to bras; it is milled in South Carolina or California. They utilize real silk trims with a touch of spandex. Also offer Vegan fabrics and eco packaging made with recycled poly bags, as well as recycled tissue paper. Everything is cut and manufactured in the USA. Offers a wide range of sizes from 32A/B – 38C/D. Does ship internationally but they don't take any responsibility for what happens when the order is in custody of customs of the desired country. Strict return policy. Price range: 28-56 USD

*****Lara Intimates:** Intimate bra brand based in the UK that focuses on making quality sustainable bras. Catering to wide size range sizes (A- I).They practice waste reducing methods,

using deadstock materials of luxury materials. As well as saving all scraps(which they shred and use as stuffing for garments) they use and taking a close look where they source many different components of the bra such as; gold rings, hooks, fabrics, eye closures and strapping and elastic. Dyed responsibly and packaging is also made locally and from eco-sources. They manage upcycling control manufacturing quantities to control/limit stock waste. Factory is located in East London. The website has a beautiful inviting layout and it is easy to navigate. Designs of bras are specifically sleek, edgy and simplistic. It ships Europe, US, AUD but not to Asia. Price range: 20-85 GBP.

*****Vitamin A:** Inspirational cutting edge swimsuit line based in California. The style of the swimsuits are 70's inspired glamour and the website is easy to navigate, clean and beautiful. This line has been making waves since the 2000's. The technology of the products is what makes it particularly incredible. Eco-Lux textile which was developed by the Founder Amahlia Stevens herself was the first premium swim fabric made from recycled Nylon. The brand incorporates other sustainable materials like linen, Organic cotton, recycled Tencel & Cotton mix. Vitamin A also donates and collaborates with fitting partners not to mention being a OEKO-TEX certified brand. Offers international shipping and caters to a small range of sizes 4/XS to 10/L. Price range: 100-200 USD.

***Pepper:** Colorful vibrant brand that specializes in bras for all women with small breasts. Dedicated to shattering body stereotypes and tearing down traditional body standards. Coining "small squad" they offer bras in a range of sizes small frames with small breasts but also for larger frames with small breasts. Socially responsibly made bras manufactured in Colombia not very transparent on what material is used for bras. Ranging from 32AA-40A Colorful Website, inviting layout, easy to navigate. Appealing bras, varying bra models but not very much color options. Designs are also a bit underwhelming. Only Ships to the United states, International shipping via Amazon and stocked in retail stores in Europe and Australia. Price Range: 48-54 USD.