

Not Green wash. Red (red) wine
 • safe, natural dyes Madder (red) ^{Red onions (Green?) (yellow)}
 • Lockwood, ^(Purple) Beet ^(Pink), Indigo ^(Blue) kurkuma

What is necessary? Turmeric
 (what do they need?) roasted chicken
 • Bras? • underwear
 • Tampons • what do they need?
 • Alieve menstruation cramps

- sexy is a social construct

~~sexy is a construct~~

sexyapeel is a feeling
 for pattern template

* take picture of nude self... (good contrast)

* A-Four A4 - in pages
~~(contrast)~~

* Trace in window
 (construction point nipple)
 [sides, back, middle]

How durable is natural dye?

Places to get Trims
 call - Go to store

- ★ Nudie Jean CO [~~call~~ info@nudejeans]
- ★ G-Star A G-Star Raw [call 0207567-7668]
- ★ Scotch & Soda [call 020541060]
- Pries van Noten (Probably too big of a brand)
- Tommy Hilfiger/Calvin Klein [020-589 9888]
- ★ Josephine B CO [call 020 705 5190] ^{waterwear} conflict
~~WATERWEAR~~ info@bluedenimlodge.com
- ★ Rerags vintage clothing wholesale Not an option
 [call 020 2104 1043]
- ★ H & M [call 020 566 7777]

Sustainable Brands continued...
 intimates

- ★ Lara intimates - uses deadstock materials like [★] style brand
- London made, waste reducing practices [saving all scraps - upcycling control manufacturing quantities to control/limit stock waste]
- Made from Reclaimed luxury fabric, fair pay - in house London.
- Price range 20-85 pound

- ★ Vitamin A - ~~mostly~~ inspirational cutting edge swimwear line making waves since the 2000's, products mostly produced in Cali, Eco Lux - sustainable fabric for swimwear, donations are made w/ fitting partners - collabs seamlessly Eco Lux - first premium Swiss fabric firm
- Recycled nylon materials, organic cotton, recycled silk & cotton - certified GOTS & x.
- Price Range USD 100-200

* Brooks + Dore organic ^{intimates} made in the USA. Designs are made from organic cotton and silk, Beautiful durable construction.

long lasting Price range: 32-198^{USD}

Like that it is Basic but elegant + durable/well made don't like branding, Doesn't give back, doesn't show models in bras in (48 USD) intimates

CWIP - dedicated to size inclusivity is not organic but works on 12 ft system that prohibits the use of forced, trafficked or child labor, abuse, discrimination, etc.

Also monitor environ impact and developing ways to use recycled material in packaging (also less plastic)

o Not transparent on materials Price range:

Pepper -

68~~USD~~
USD

IN File

The Business Model Canvas

Designed for: **Itty Bitty Tity Committee (IBTC)**

Designed by: **Ava Moore**

Date: **31/5/2019**

Version: **1**

<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>KEY PARTNERS TO THE BUSINESS Distribution and delivery Production of raw materials Production of particular materials and services</p> <p>Key partners include:</p> <p>Ava Moore CEO, Art director, Marketing Director and Operations Management</p> <p>Michal Kafrowski Designer and Co CEO, CFO</p> <p>Poiait Guierguev Styling and director of Photography, Social Media Management</p> <p>Potential Key partners:</p> <ul style="list-style-type: none"> -LGBTQ Charity groups in multiple regions -Women/young women Charity groups in multiple regions -T.I.S. -Collaborations + trims -Nude jeans & Co -Collaborators + trims <p>Potential Key suppliers/ Key supply:</p> <ul style="list-style-type: none"> -PWH (Calvin Klein, Tommy Hilfinger, etc) for trims -Dries van Noten for trims -H&M for trims -Zara for trims -Scott & Soda for trims -Nude Jeans & Co -T.I.S. -Josephine & Co for trims -Rozenbenthal for materials -N&N Stoffen for materials -Sustainable Textile Markets 	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channel? Customer Relationships? Revenue streams?</p> <ul style="list-style-type: none"> -Retail -Designing and product development -E-commerce -Orders -Shipping -Social Network/Customer Service -Social Responsible Business -B2C retail through e-commerce and shops -B2B <h3>Key Resources</h3> <p>What Key Resources do our Value Propositions require? Our Distribution Channel? Customer Relationships? Revenue Streams?</p> <p>TYPE OF RESOURCES Human Financial Physical Intellectual (brand, patents, copyrights, data) Social Financial</p> <ul style="list-style-type: none"> -Brand Patent -Textile Supply -Designers -Domestic Production -Sustainability -Online Marketing, SEO & SEA -Business Culture -R & D -Charity Activity -Investors 	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p>CONSUMER BENEFITS Sustainable Performance Customizable "nothing like the other" Elegant Affordable Easy Fast Production Full Production Availability Convenience/Usability</p> <p>With the growing need for sustainable and social activist brands IBTC will focus on creating hand dyed, recycled and special personalized recycled bras. It will also concentrate on donating and offering a helping hand to Women/LGBTQ communities.</p> <p>Value: There are few sustainable- petit bra brands that currently exist. IBTC has special positioning value of being a sustainable, socially engaged brand that offers beautiful and affordable bras.</p> <p>Another Value: Positioned in Europe, Offers special personalization to bra for recycling of old bra by placing label on bra strap and incorporating into new design along with donating to women/LGBTQ charities.</p> <p>Problem: Customers with small breasts want comfort but also flattering/fun designs. Eventually offering difference in breast size customization as people with different size breast have difficulty finding bras.</p> <p>Offering Bra's for all genders with small bust lines between age group of 16- 55.</p>	<h3>Customer Relationships</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p>RELATIONS Personalized Dedicated Personal Assistance Self Service Automated Services Communities On-Channel</p> <ul style="list-style-type: none"> -Quality -User friendly/ Easy ordering -Personalization of product -Promotional Offers -Big Social Media Presence -Dedicated Customer Support -Satisfaction Guarantee Policy -Review -Rating & Feedback system <h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? How do we reach them now? How are our Channels integrated? Which ones work best? Which ones are most cost efficient? How do we integrate them with customer touchpoints?</p> <p>CHANNEL PRIORITIES</p> <ol style="list-style-type: none"> 1 Awareness How do we raise awareness about our company's products and services? 2 Acquisition How do we help customers evaluate our organization's value proposition? 3 Retention How do we allow customers to purchase specific products and services? 4 Delivery How do we deliver a Value Proposition to customers? 5 After sales How do we provide post-purchase customer support? <ul style="list-style-type: none"> - Word of mouth (cost efficient) -Social Media: Instagram, Facebook -Brand Ambassadors -PR -Event Launching -Magazines -Online advertising -Shops 	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers? What Market Segments? Demographics? Geographic Regions?</p> <ul style="list-style-type: none"> -Niche market (small chested individuals) -Niche Customization for different sized breasts. -Targeting customers in Europe and eventually Asia -Behavioral benefits created from quality, customers seeking loyalty status due to design from recycling methods and promotions -Customers who are conscious shoppers, environmentalist, social activist. -Customers include: Educated People, Creative types, Working Individuals, Upper/Middle Class.
<h3>Cost Structure</h3> <p>What are the most important costs inherent to our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>BY TYPE OF RESOURCE Can prices be raised and analyzed for price value proposition, maximum sustainable relative advantage? Can other resources be used instead, at a lower cost, to perform value proposition?</p> <p>MARKET CHARACTERISTICS Fixed Costs (rent, lease, salaries) Variable Costs Economies of Scale Economies of Scope</p> <ul style="list-style-type: none"> -Research and Development -Creating Brand Value -Production -Materials -Shipping -Salaries -Sustainability (certificate) -Marketing -Charity 		<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p>VALUE Price Discount Subscription Price Licensing Bundling Advertising</p> <p>PRICE MECHANISMS List Price Dynamic Pricing Customer segment dependent Quantity dependent Volume dependent</p> <p>REVENUE STREAMS Product Sales Usage-based Pricing Subscription Licensing Advertising</p> <ul style="list-style-type: none"> *40-60 euros customer are willing to pay for sustainable IBTC bra *Depending on quality, bra model, material (ex. sports bra, whether sustainable or not) varies greatly in price * Most sustainable bra brands ask between 50-200 euros (not including shipping from US or UK) *Most petit bra brands ask between 25-70 euros (not including shipping from US or UK). * Customers can pay with credit online Cash or credit in store. *Revenue Streams: 45% B2C sales online 5% Brand Ambassadors/ Events 10% Pop up stores/ Collaborations 30% B2B 10% Credit lending 		

The uncommon ^{common} human phenomena

Photography Ideas + Brainstorm

• The common human experience
pictures ^{highlights} highlighting common phenomena & experiences. That ^{often} go by unnoticed. ~~Thought~~ ^{Though} as we all experience life differently ~~we are all~~ the same species. ~~Humanity~~ ^{but we remain} ~~is because of this shared factor~~ ^{Human lives} ~~Just the same~~ ^{we are} filled with similar difficulties, ~~trump~~ ^{all} instances of triumphs and ~~everything in between.~~ ^{and grief; the small anomalies that make up one's day.}

Most Humans...

- ★ - Breathe (when wind blows & you can't breathe) - look at the moon (imagine another looking there too)
 - ★ - Eat (overeat) (trying to get fast food stuck in esophagus) - smile (lip gets stuck on teeth) - work out
 - ★ - Dedicare (w/ a partner) - accidentally hurt yourself
 - ★ - Eaves drop on a convo - work (on autopilot)
 - cross the street - check (aimlessly staring ahead) the time impatiently
 - ★ - wait for transport/line (tap foot) (shake body)
 - ★ - touch for warmth
 - ★ - Dance with no reserve (someone joins your dance) mirrors
 - Laugh (with eyes closed) almost
 - ★ - Sleep (casual as do sleep) fighting not to fall asleep
- ★ - Fix/touch hair while talking

Common

* Uncommon Human Phenomena *

Planning	Outfit	Hair	Makeup
Neutral/Smile Colors	Glitter Body + Gold earrings w/ Ball	up with Bangs out	• Natural • Blush • Lipstick • Eye-liner
Foto 4		• Hair clips	
walk	• Dress w/ flower • Body suit gap • Brown leather Jacket • Neon tone party • Socks beige shoes • Silver hair clip	• Silver Bandeau in Hair • Loss	• Natural • Natural eye • Bronzer
Photo Smoke	• Bronze Jumpsuit • Black open heels • Glitter Heels • Black Socks • Mims heels	• tendrils one Hair each side Pompoms half up half down	• Bold • Black eyeliner • all around Dark lips Blush • Beta eyeliner
Photo Shirt	• Green outfit • Green bucket hat • Sweater • Fine • Buffalo • Bulgari scented self	• Bucket Hat • Hair loss • Hair out	• Dunt • See face

Scheduling

Possible Days

maybe

Between 16:30 - 18:00

~~Sunday~~

Wednesday or Thursday

finishing touches

Whole day start at 11:00 am

Dependent on weather / shot order

Location: negen

Walk

straaties

SHIT

Location: skate cafe

• claïne 3

• kopstoot 1

1st maybe

smoke

• Bloemen Bar 2

smile

Location: outside - inside

Last picture?

1st or second 2nd

~~Wednesday~~

~~Thursday~~

1st? Liefst

Shit

smile

• skate cafe

1st Walk

smoke

snacks

4th

Last

Thursday (weather dependent)

• Bloemen Bar

• kopstoots

Potat Brengt [Remind Him]

• Bulgarije
• Schaanzen

• 2 Jassen

• witte gogge

• Broek

Wednesday

Time: 16:00 - 22:00 (EST)

Smile Location: inside house or backyard
1st or 2nd photo

Walk Location: Wegen straatjes
? (dependent on weather)

Shit Location: 3rd photo

SMOKE Location: ~~XXXXXX~~

possible...
Blumenbar ✓
Kopstoot ✓

possible...
Skatcafe - works 3pm - 11pm (Wednesday) open
Kopstootbar - X 5pm - 11pm (Thursday) open

doesn't work

~~Stair~~ Niet geopend in
Blumenbar - X 8pm - 4am (Friday) open

sex/land - X 7:30 pm - 1 am

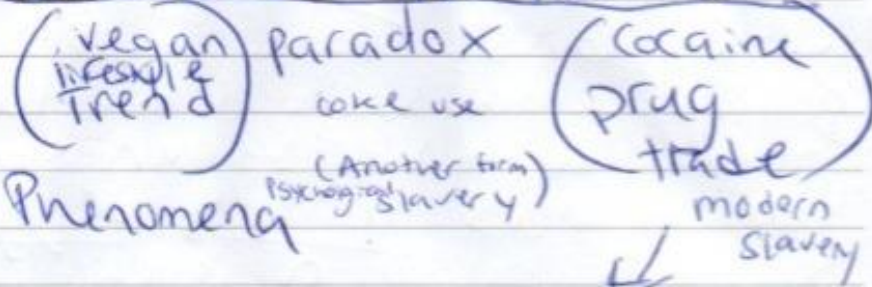
Aek - 9:30 (doesn't work)

Blood on the Leaves Video Script

Observe & Shout

video:

Blood on the leaves



~~Start~~ Vegan Lifestyle is something that has become super popular and sought after it's healthy is sustainable and overall better for you & the world

(these trends are ignored when Friday night rolls around)
video starts:

~~Intro~~ tutorial:

"Hey guys, I'm gonna show you how to make ~~3~~ a killer vegan salad, which ^{has fruit & veggie} is also perfect for hangovers."

I had a pretty crazy night yesterday... lot of crazy stuff.

~~more~~ starts ~~blend~~

First mention "I add: ^{red onions,} ~~Apple~~ Fennel, ^{Spring onions,} ~~Apple~~ (for some)
Start w/ a base of salad ^{kiwi}

Starts
w/ tutorial video:
script:

Me: Hey Guys! Today I'm
gonna show you how to
make a killer vegan salad.
Which has fruit & veggies
So it's also a great
hangover cure.
(winks at camera - Thumbs up)

Me: I first start with my
base salad of ~~even couscous~~
~~now~~ nice leafy greens. Yum!
You'll then need:

Fennel, ~~garlic~~, Red onions,
White
Beans
Rich in potassium

Spring onions, Banana, & kiwi
for your skin.
also great for
potassium

Which is packed w/ antioxidants.
This is why it's such a
great hangover salad.
Me: Honestly I'm actually

pretty hungover right now... Hence me making this
I had a pretty wild night
doing pretty naughty things...

(laughs)

(Then nose starts to gush
Blood all over salad greens)

me: Oh! oh no (hold nose)

(Blacks out)

Billie Holiday's Blood ^[meaning] _{Racism or} _{modern} _{Slavery} ↓
on the leaves comes on...
(Just instrumental)

(Dripping sound in Audio)

^{It is about slavery}
[I then speak her lyrics]
as ^{different} pictures are shown of
cocaine trade & abuse ~~parts~~ of
community that goes along with
~~it~~ ^{it (cocaine trade)}
[pick pictures that fit]
Text

