

ABOUT OUR BRAND

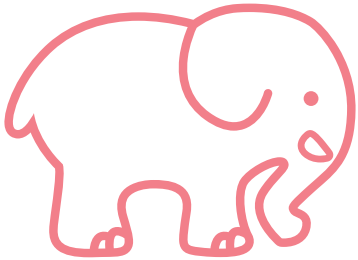
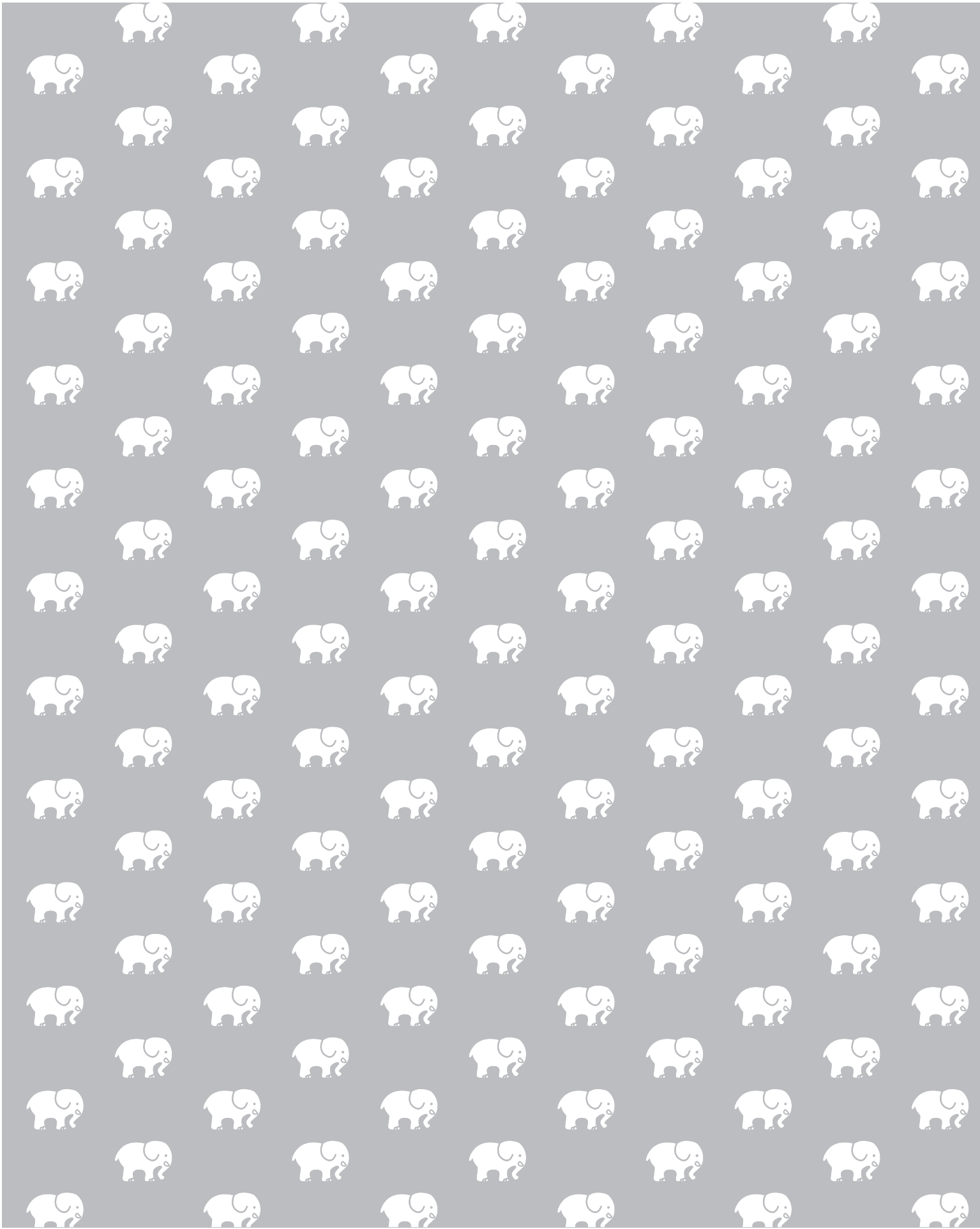
Our brand, mission, and story

GOOD CLOTHES
FOR A GOOD
CAUSE



2017





ivory ella

ABOUT OUR BRAND

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BRAND OVERVIEW

SECTION 1

COMPANY HISTORY

Ivory Ella was created in April 2015 when five entrepreneurs had the idea of a lifetime. Our cofounders noticed that people had a passion for elephants, so they dug deeper. What they found was deeply discouraging. Thousands of elephants are being slaughtered every year due to ivory poaching. The Ivory Ella cofounders set out to build a brand that would make a difference. Since launching, Ivory Ella has been able to donate over \$1,000,000 to SavetheElephants.org and other various causes. We have proven that you can build a successful business and give back and hope to inspire other brands to follow.





BRAND MISSION

SECTION 2

Ivory Ella is the online destination for cute and comfortable clothing that features the latest trends and helps a good cause. A portion of our profits goes directly to SavetheElephants.org, an amazing foundation that is working to stop illegal ivory poaching and control other threats endangering elephants. Our global mission is to save the elephants and with this common goal, we hope to bring together all types of people to help maintain beauty and diversity in nature. We hope to inspire, guide and motivate our customer to live a life with the ideals of an elephant: Empathy, creativity, strength, and loyalty. Our prints are inspired by exotic destinations, whimsical adventure, late nights under the stars and early mornings watching the sunrise. We search to find the beauty in the world and strive to make it last. Our good-willed approach to the everyday encourages personal style that you can be proud of – Good clothes for a good cause. It is truly a lifestyle brand. We challenge you to take on our mission and live a life devoted to saving elephants, helping others and doing everything you can to support your community. As we learn and grow together we can make the dream of securing a future of elephants a reality.



CUSTOMER IDENTITY

SECTION 3

Ella is the coolest girl in school. Everyone wants to be her friend. She is nice to everyone, stands up against bullies, appreciates people for their differences and generally radiates positivity. She is part of her school's Charity Club. When she isn't at soccer practice, she loves to doodle and take pictures with her friends. On the weekends you can find her at the local animal shelter. Her love for animals and nature is apparent, but more than anything, she loves elephants. She is very active on social media, where she shares everything from her thoughts and dreams to her weekend in the city with her friends. She dreams of exciting adventures and far off places and wonders how she will impact the world one day. Our primary demographic is girls age 14-22.

OUR PRODUCT

F/W 2017



SECTION 4: Our Product



SECTION 4: Our Product

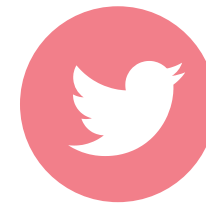


SOCIAL PRESENCE

Our social presence is the key to our success. In just 2 years, we have attained over **2.5 MILLION** followers across our social accounts. These are our largest followings, however we are active on other networks as well.



1.4M
@ivoryella



544K
@shopivoryella



120K
@shopivoryella



408K
@shopivoryella

SOCIAL MEDIA

IVORY ELLA'S
DONATIONS

- Save the Elephants
- Elephant Crisis Fund
- Breast Cancer Research Foundation
- American Heart Association
- Homes for Troops
- Toys for Tots
- Terri Brouder Breast Cancer Walk
- Mad about Madeline
- Moddona Place
- Toys for Tots
- Local Food Shelter
- Project Graduation
- BYC Brandywine Majors
- GNCC Women's Association
- Lea's Foundation for Leukemia Research
- University of Rhode Island Foundation
- Intrepid Fallen Heroes
- Waterford Country School
- Operation Warm
- Feeding America
- Giving Tuesday Donation

TOTAL

\$1,130,717



#SaveTheElephants

Our longest running marketing campaign is the same one that launched the company. We encourage our customers to tag our products with this hashtag to spread awareness of the cause and our brand. This campaign defines our brand's primary mission. Young women hold the power in spreading the message of our brand and this cause.

WE HAVE BEEN MENTIONED IN THE FOLLOWING PUBLICATIONS



CAMPAIGNS & COLLABORATIONS



ALEX AND ANI

We teamed up with Alex and Ani to create a special collection of bracelets as a symbol of strength: A massive symbol of power, the elephant is a social and deeply emotional animal. Bonding for life, they travel in tight herds led by the oldest female – the matriarch. They have the ability to feel what another being is feeling – it is this extraordinary empathy towards others that make us revere their intelligence. Let the elephant remind us that there is strength in loyalty, and to honor your friends. With an elephant’s outlook, we secure our future.



PURA VIDA

In October 2016, Ivory Ella joined forces with Pura Vida to fight breast cancer. Together we created a bracelet to raise awareness of this disease that impacts so many of us. For each bracelet sold 20% of profits will be donated to Boarding for Breast Cancer.



CHILDHOOD CANCER AWARENESS

Ivory Ella recently got to know Megan Bugg, a resilient 16-year-old fighting alveolar rhabdomyosarcoma. She has dedicated her life to beating childhood cancer while simultaneously spreading awareness. We worked with Megan to design a shirt for Childhood Cancer Awareness Month coming September 2017.

WEBSITE VISITORS



500K
Unique visitors
to site each month

1M
Unique visitors
during the
holiday season



THANK YOU FOR YOUR CONSIDERATION

We hope you can join our mission
to help save the elephants!

FOR LICENSING OPPORTUNITIES CONTACT

Kimberly Winkleer
Arabella Enterprises, LLC

18 Finch Drive
Ridgefield, CT 06877

Office: 203-894-1850

Mobile: 917-912-6464

www.arabellaenterprisesllc.com