

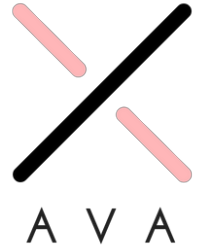


Celebrate Your Style, and Size!
Show us your #AVAstyle

Sizes 14+

About the Brand

- Clothing designed for women to feel great wearing it
- Trendy Styles, Casual Basics, Evening, Wear to Work
- Moderate Price Points (\$24-\$99)
- Plus Sizes 14-28
- Demographic: Professional, Fashion-Forward Women, Ages 25-40
- Competitors: Ashley Stewart, Lane Bryant, Ave Plus, Torrid, (Radar: ModCloth, Fashion to Figure, Fashion Nova, ASOS Plus, Universal Standard)
- Brand Message: Creating On-Trend Clothing for the modern woman. Promoting Body Positivity



Pre-Launch Strategy

- **AvaPlus.com landing page**
'Coming Soon!' collects email addresses prior to official launch date, free gift incentive
- **IG Growth Hacking**
Post teaser photos, IGTV, #BTS Stories to build up following prior to launch
- **Pre-Launch PR & Collabs**
Reach out to key influencers with official details, collab offers, media kits
- **Website with eCommerce** Facebook page + Instagram Shoppable Feed enabled



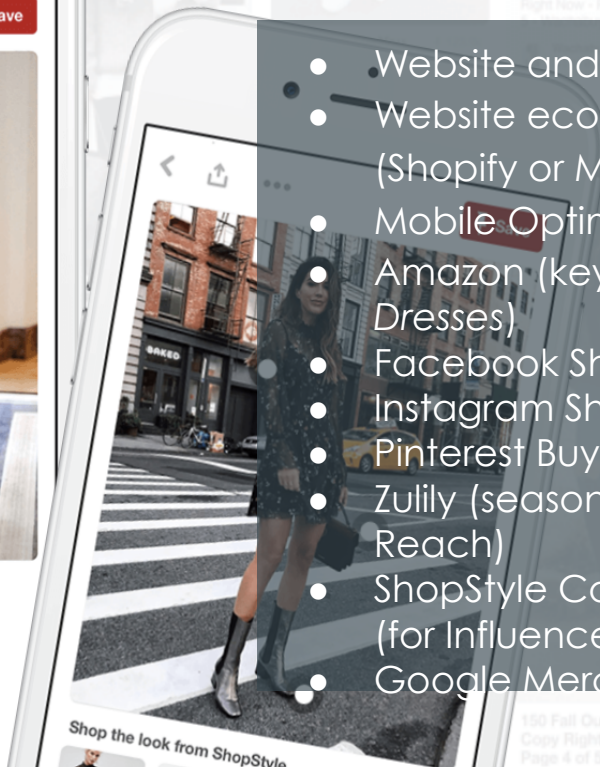
Year 1 Goals

- Build Brand Awareness and Email Subs, Following to 250K.
- Utilize Product Suggestions, Social Shopping, Customer Reviews, Free Shipping>Returns, Cart Abandon Software Tools, Sales Promos, "Buy more save more", Organic SEO & PPC Marketing. Amazon Promotions
- Influencer Collabs
- \$2,500 per day B2C (est. 29 Customers) eCommerce Sales
- Avg. Cart Target = \$85
- \$900,000/yr. Gross Sales



Year 1

SALES CHANNELS



- Website and Multi-Channel Shopping
- Website ecommerce *avaplus.com* (Shopify or Magento)
- Mobile Optimized Shop & Checkout
- Amazon (key pieces, best sellers: Dresses)
- Facebook Shop
- Instagram Shoppable Feed
- Pinterest Buyable Pins
- Zulily (seasonal overstock, brand Reach)
- ShopStyle Collective Sales Channel (for Influencers)
- Google Merchant



Brand Influencers

We'll team up and collab with Instagram influencers

→ **Influencer x AVA**

Limited edition collections created with influencers

→ **IG Collabs**

Influencers wear our products and earn commissions per sale or a fee is paid per promo post

→ **#AVASStyle**

Followers post their outfits with our brand hashtag, for a chance to be featured on our IG feed

Let's Collab!

→ Tess x AVA

Tess Holliday, 1.6 Million Followers
Collection Collab

→ Key IG Influencers

[Alex LaRosa](#) - 96.6K

[Katana Fatale](#) - 34.5K

[Taya Christian](#) - 603K

[KARA](#) - 58.9K

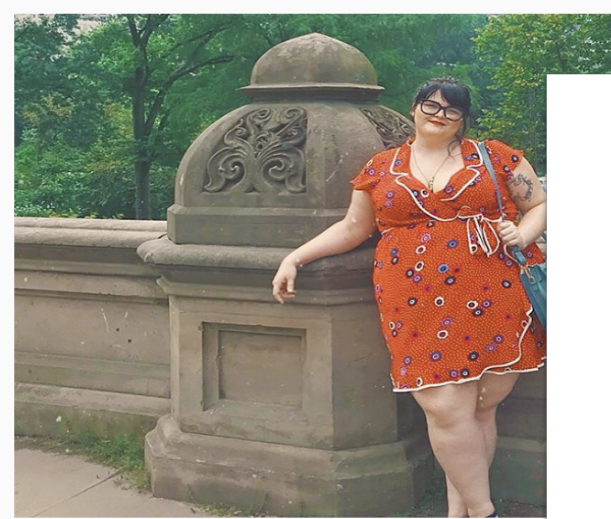
[Jessica Kelley](#) - 34.5K

[Rosey Bemme](#) - 16.9K

[Anna O'Brien](#) - 274K

→ Celeb Outreach

[Danielle Brooks](#), (Orange is the New Black)



Year 2 Goals

- Building Brand Awareness and Email Subs, Following to 500K.
- Global Shipping, Fulfillment
- Release new styles weekly
- Extend Amazon SKUs, FBA
- Influencer, Affiliate, Celebrity X Collabs
- Social Selling, Facebook Messenger
- Buyable Pins, Shoppable Instagram Feed
- \$6,500 per day B2C (est. 60 Customers) eCommerce Sales
- \$2.3M Gross Sales



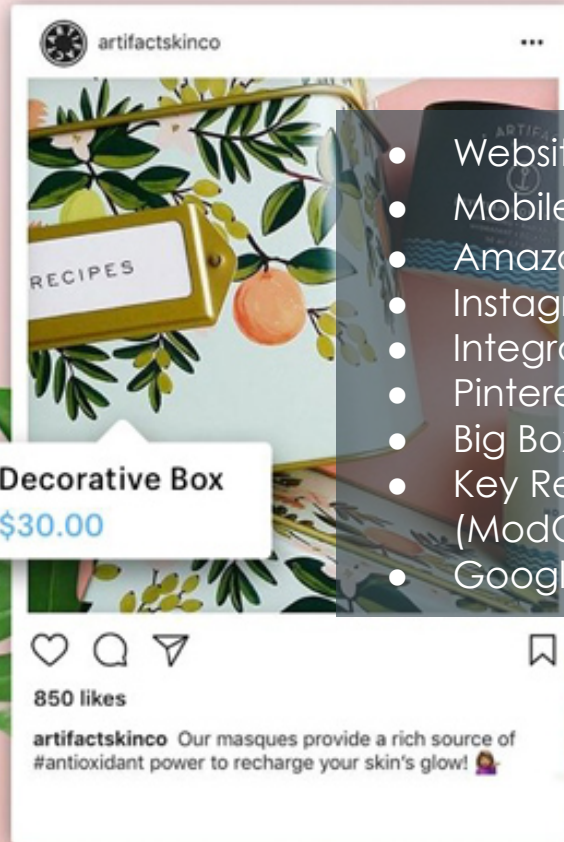
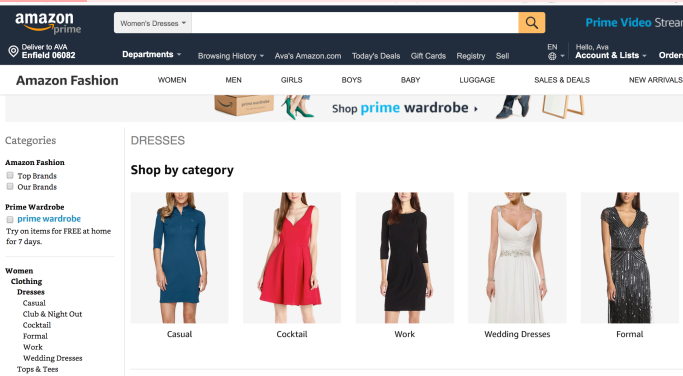
Year 3 Goals

- Building Brand Awareness and Email Subs, Following to 850K.
- Global Shipping, Fulfillment
- Release new styles weekly
- Extend Amazon SKUs, FBA
- Social Selling
- B2B Retailers, Big Box
- \$15,00 per day B2C (est. 120 Customers) eCommerce Sales
- \$350,000 B2B Sales
- \$6M Gross Sales



- Year 3

SALES CHANNELS



- Website and Multi-Channel Shopping
- Mobile Optimized Shop & Checkout
- Amazon (full range), WalMart Seller
- Instagram Shoppable Feed
- Integrated Facebook Shop
- Pinterest Buyable Pins
- Big Box, Costco
- Key Retailers for Plus Size Brands (ModCloth)
- Google Merchant Ads

