

BRUNCHE

SLIPPERS

Pitch Deck

Ally Dayon

©2020

BRUNCH

BRUNCH

BRUNCH, LLC.

Ally Dayon

123 W 12th St.

New York, NY

12345

allydayon4@gmail.com

(917) 828 - 2544

story

INTRO

idea

clippers

THE BACKGROUND

“I love your slippers!”

The story of Brunch begins with Ally's travels. Often staying at luxury hotels and resorts, he found himself wearing their luxurious disposable slippers when roaming around town. People started commenting how they love the look of hotel slippers being out in the wild.

That's the moment when Ally realized that the look and comfort of hotel slippers can and should be made more lasting, by adding a more durable sole. He began designing iterations of what would be Brunch slippers until he landed on vulcanized rubber sole design, keeping terry cloth as the main material of the upper.

Once Ally got his hands on the prototype, he began wearing them out and proud in New York City. People constantly stopped him along the way to ask him about his slippers. And that's the moment he knew Brunch is the next big thing in footwear/fashion.

story

MEET BRUNCH, THE SLIPPERS.

Effortlessly cool
anywhere
hotel slippers

There's something about hotel slippers that make people go crazy. They're simply elegant without even trying. They're the objects of desire many hotel guests take home as a souvenir after a stay.

idea

**12% of hotel guests
admit to taking slippers
home with them.**

SIMPLE ATTRACTION.

According to a survey by the British travel site Sunshine, 12 percent of their respondents took slippers and nine percent helped themselves to a bathrobe.

Most hotel slippers are made to be disposable. These slippers are meant to be taken home as they are never to be reused due to the cheap construction and low production cost.



slippers

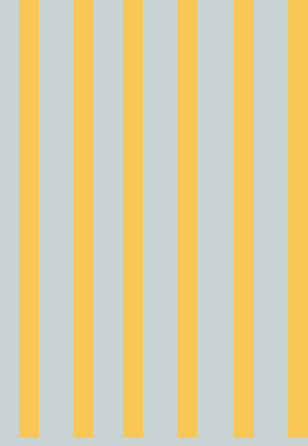
problem

need

PAIN POINTS

opportunity

solution



**Cheap materials
+
Cheap construction**

=

DISPOSABLE



NON-EXISTENT DURABILITY.

Even though people love hotel slippers for their comfort, their disposable nature also guarantees the slippers to deteriorate quickly after a few use.

They're also meant to only be worn indoors, especially on carpet flooring. But this doesn't mean that people limit their slippers use. People are often seen wearing hotel slippers to the beach, pool, even in the streets.

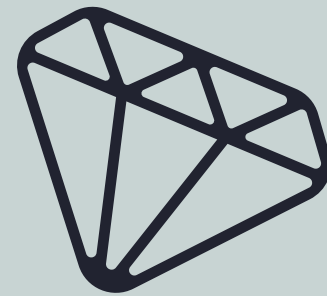
problem

ZERO SUPPORT.

Due to the bare minimum construction and poor friction, wearing slippers not as intended also bear a risk of potentially injuring the feet of the wearer from cuts, aches, and falls.



problem



CLASS & COMFORT.

The desire to look good and feel good is universal.

People want both class and comfort. There are shoes out there that offer both at unaccessible price points. The cheaper options? They're lacking in class and style.

need

A BLUE OCEAN MARKET

In footwear, there's a large gap in the market between Walmart and the Waldorf that's begging for a new competitor. There are not many key players in hype-footwear market at the moment that can offer trendy, 'in' footwear that offers comfort for under \$100.

opportunities

Fashion Trend

ELEVATED CASUAL

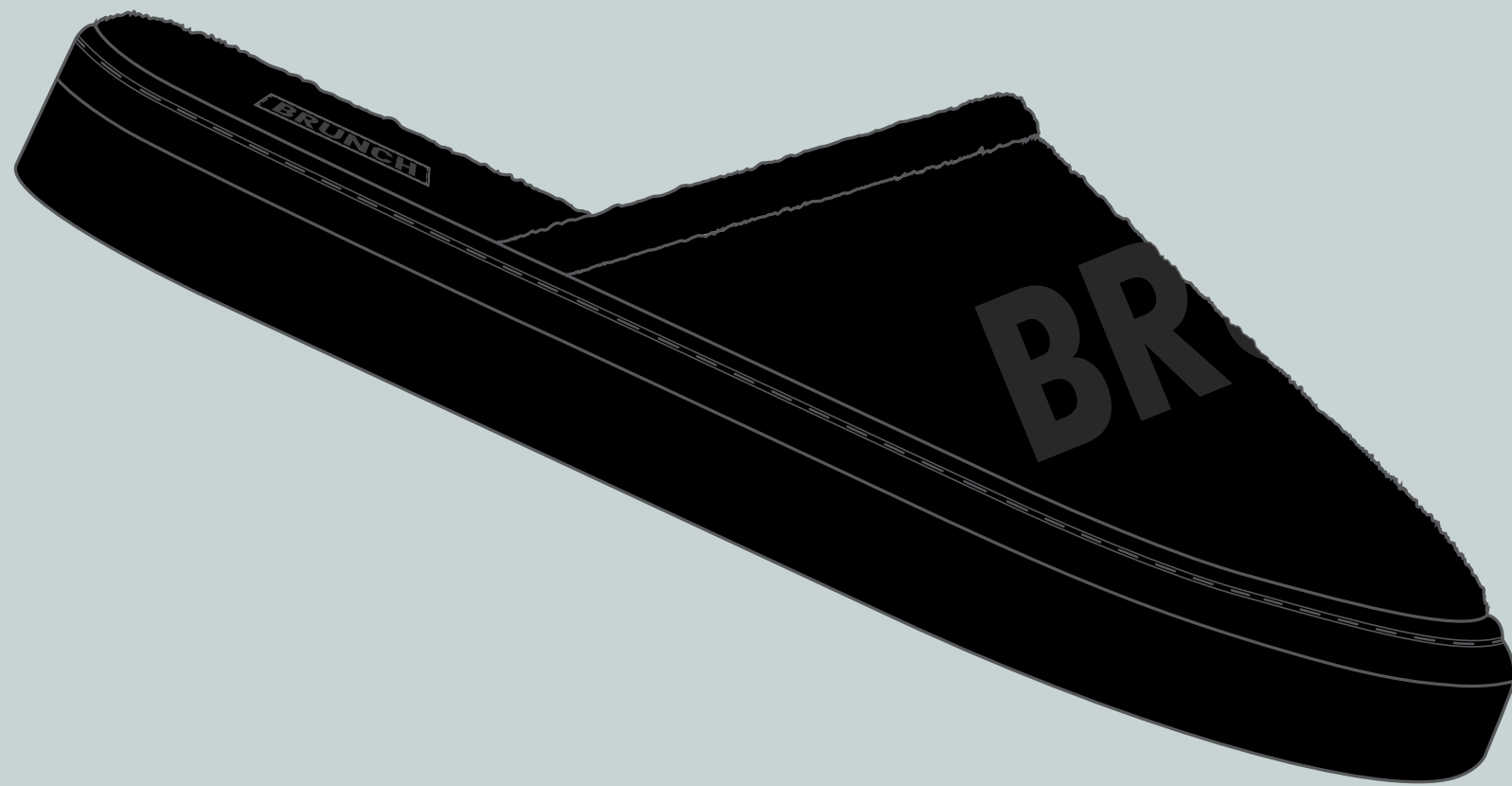
Reports show that the next big thing in fashion is an evolution of 'ugly fashion' trend which is elevated with formal wear pairing.

It's about the element of surprise; the subtle shock value; the spontaneous, child-like culture.

Think suit and dad shoes, cocktail dress and extra large tote bag, leather jacket and hotel slippers.

**First, ugly fashion.
What's next?**

findina



A SIMPLE SOLUTION.

Brunch brings comfort and class to the masses.

The stylish slippers give the poise of well-traveled lifestyle. The comfort of terry cloth is blanket-comfortable even after a day's wear. The vulcanized rubber sole is effortless to wear in and outdoors.

What's even better is the accessible price point. Priced at \$90, the slippers are meant to be exclusive enough without the high markup. In other words: affordable luxury.

solution

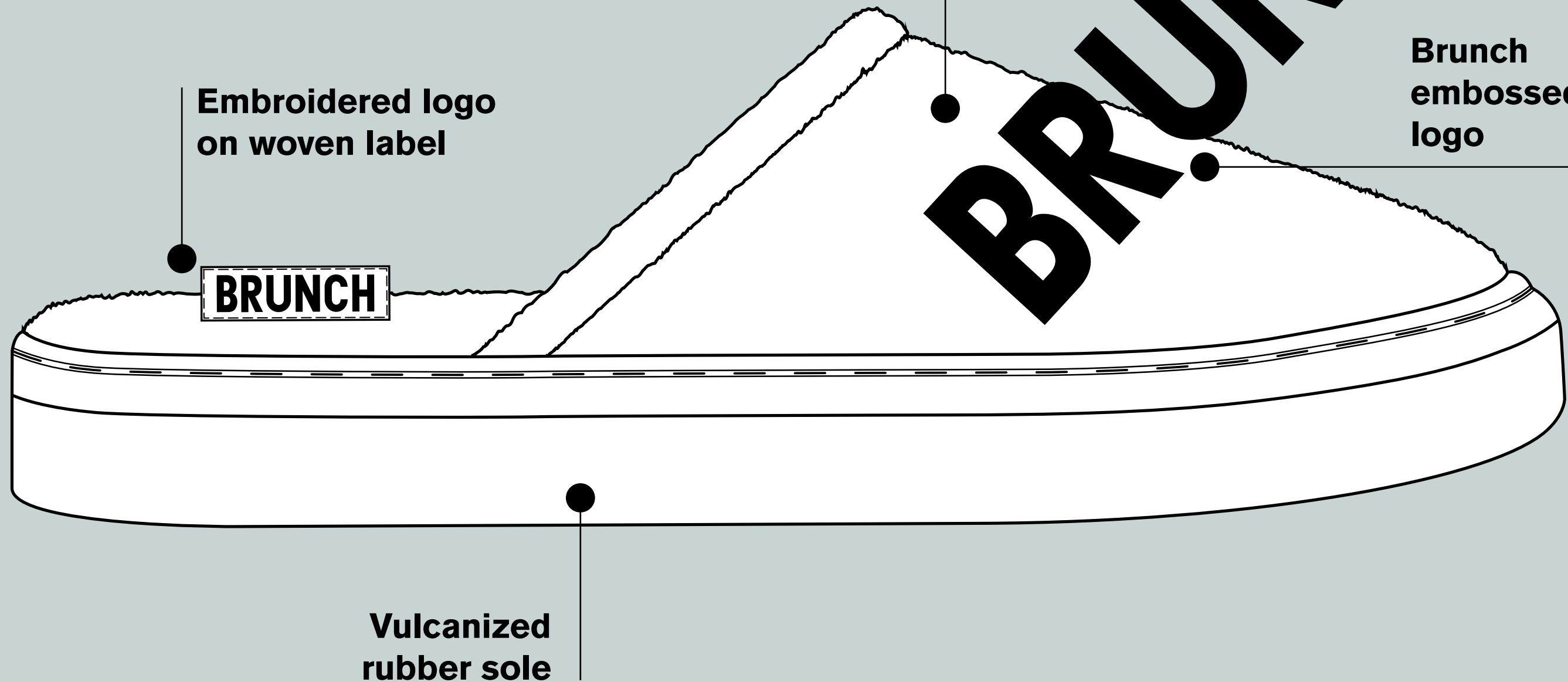
OUR CLEVER, PATENTED SOLUTION.

Exquisite
terry cloth,
closed-toe
vamp.

Embroidered logo
on woven label

Brunch
embossed
logo

Vulcanized
rubber sole



BRAND MOOD

**Effortless
Cheeky
Facetious
Stylish
Clever**

The Brunch Attitude

Brunch believes in 'live and let live'. It is spontaneous and effortless all the while being stylish and clever, in a fun tongue-in-cheek way. It doesn't pat itself in the back. It pokes fun at itself and has a good laugh about it after.

finding

insight

ANALYSIS

trend

research

Social Response

STAY-YOUNG GENERATION

Millennials and Gen. Z resist to grow up in the world shaped by Boomers, observing their failures to take meaningful actions in politics, environmental, and social factors.

The purported chaos created by Boomers drives younger generations to live in the moment and to stay young through childhood nostalgia and innocence. It creates a mood that feels familiar yet unexpected.

**Out of hopelessness,
comes resistance to
growing up.**

insight

Social Attitude

LEISURE AS WELL-BEING

Throughout history, leisurely fashion is used by people to show that they've made it in life, that they've achieved a work-life balance to be able to afford leisurely time.

When worn, sportscoat, ski jacket, ethnic dress, modern streetwear signify that the wearers can afford leisure and off-time. In an era like today where being your own boss is admired, Brunch slippers are the ultimate signifier of one's well-being.

**Leisurely fashion is a
symbol of good life.**

Footwear Trend

**Comfort is key.
Comfort is king.**

CONSIDERED COMFORT

WGSN, a premiere trend forecasting agency, along with MICAM, one of the biggest footwear trade fairs in the world, both predict that comfort is going to be the dominating trend in footwear for 2020/2021.

The term Considered Comfort refers to soft, natural, comfortable, and tactile materials for an indoor-outdoor look that pushes dress-code boundaries that tie together fashion and the home. Hybrid styling is used to create shapes that cocoon and cuddle.

What's more fitting than terry-cloth slippers with vulcanized rubber soles?

trend

Product Appeal

**Effortless.
Careless.
A little self-centered.
Never too serious.**

CHEEKY CHARM

The culture of spontaneity is currently reigning social media, complimenting the overly-curated culture of Instagram in the past. #IWokeUpLikeThis, its derivatives, and Snapchat, stories, became massive social media trends to promote “live and let live in the now”. Dad shoes and pyjamas have become the two biggest ‘ugly fashion’ statements of late that aim to curb over-objectification and promote nonconformity. All this in-line with the societal actions and reactions Millennials and Gen. Z are most passionate about.

Brunch aims to cater to the market by supplying an emotional response through simple, affordable products: its slippers.

appeal

Deciding Factors

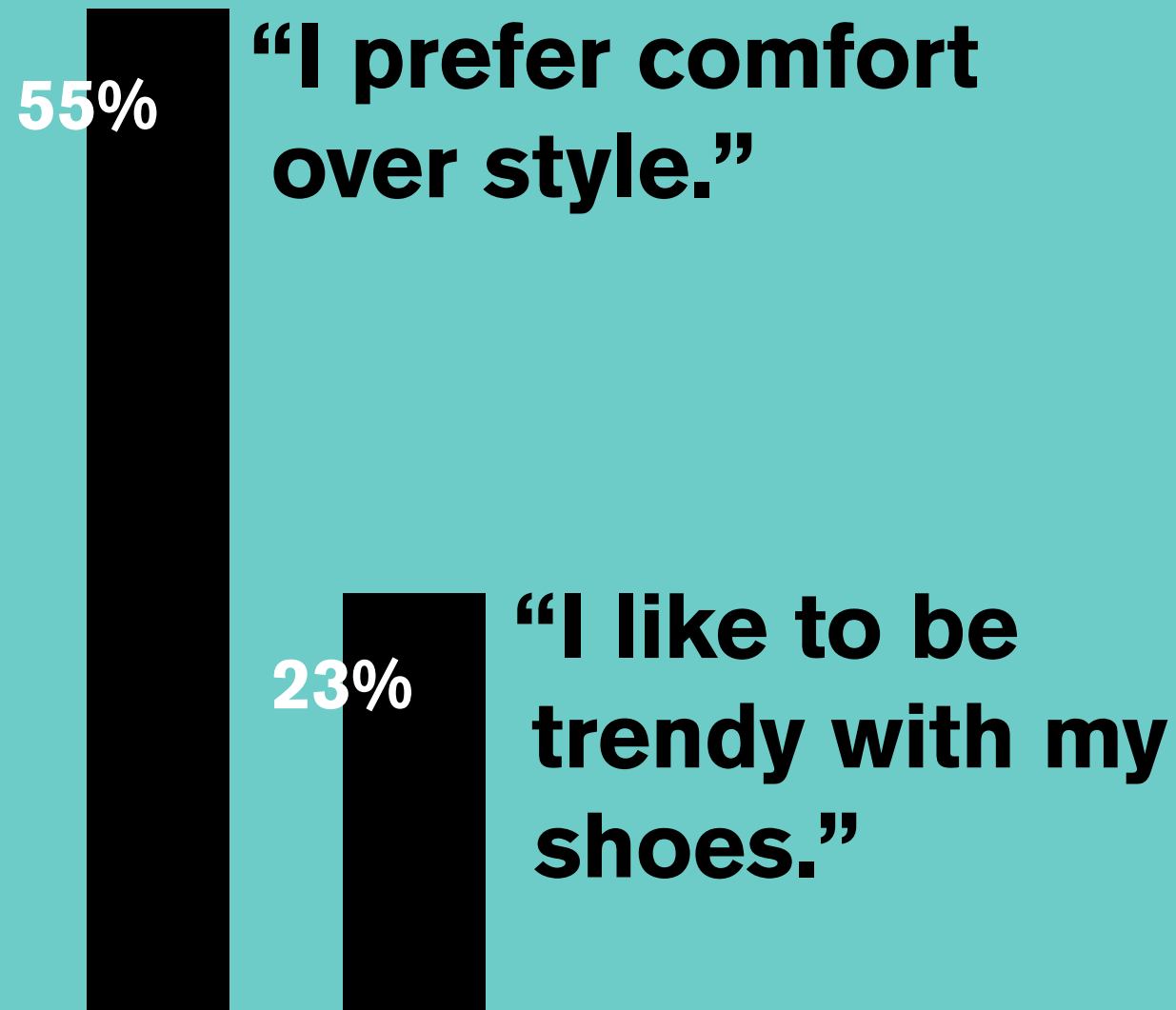
COMFORT OVER STYLE.

Based on a survey done by marketing analysis group Mintel, more than half shoppers agree that comfort is more important than style. The sentiment is the strongest among males aged 55 and over at 71% with females from the same age group coming second at 66%. The sentiment is the weakest among females aged 18-34 and males from the same age group at 46%.

On the other side of the spectrum, people who most likely want to be trendy with their shoes identify as females aged 18-34 at 37%, with males from the same age group coming second at 29%.

It's worth noting that comfort as the biggest purchasing factor in shoe-shopping is mostly resonant in the older age groups, regardless of their genders.

Although most looking comfort, younger shoppers are more flexible with it when trends and styles are offered.

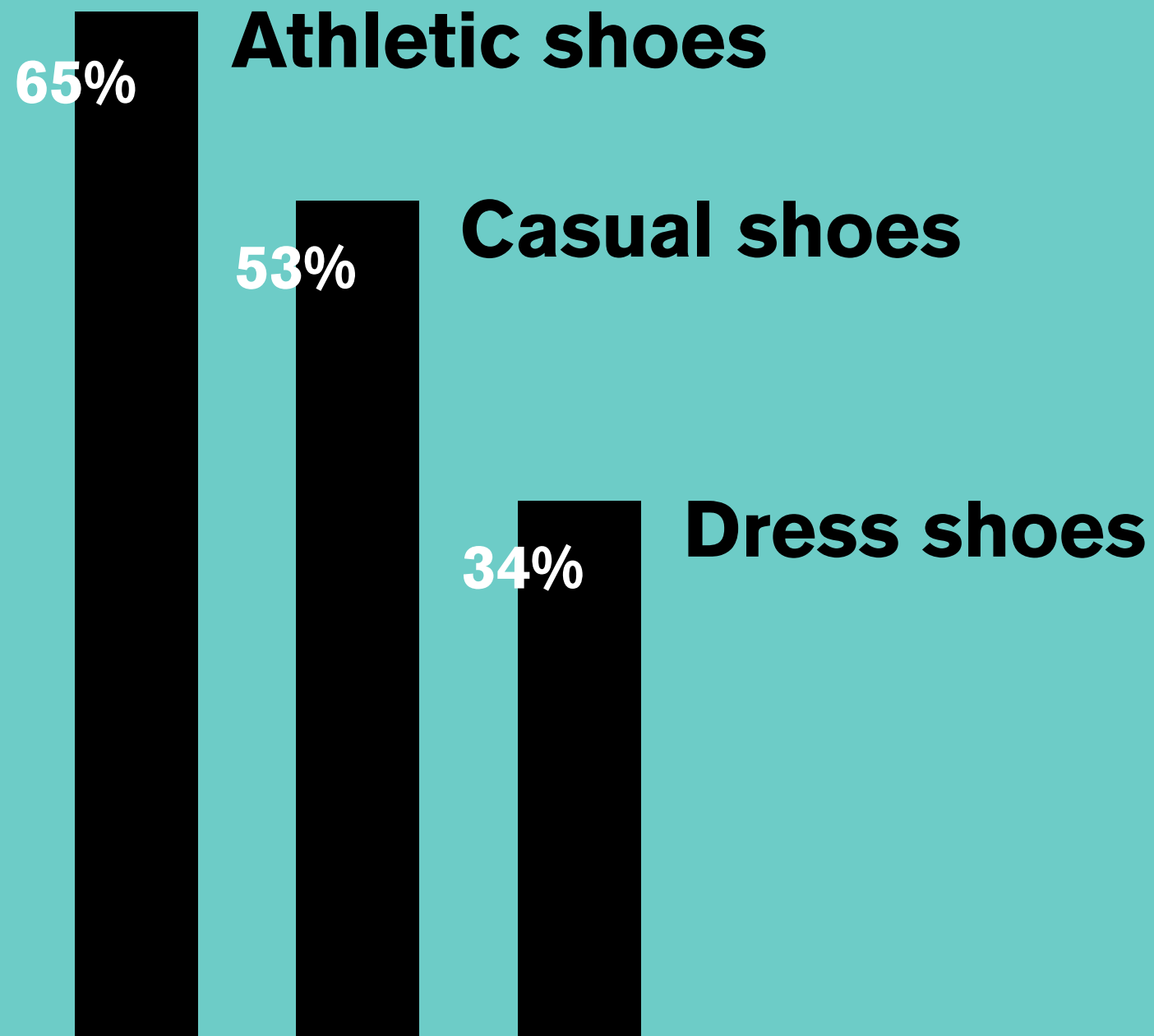


Attitudes toward footwear, male & female, 18+. 2000 respondents.
Mintel. March 2018.

research

THE ART OF ATHLEISURE.

Product Type



Based on a survey done by marketing analysis group Mintel, both men and women most frequently shop for athletic shoes. This trend might be enhanced by the rise of athleisure and 'ugly sneakers' trend. Coming in a close second is casual shoes, purchased by 53% of the market in the last 12 months.

The sales of casual shoes in the upcoming years are predicted to be increasing as we're entering the transitional period in fashion of Casual meets Dressy. While the late 2010s was saturated with athletic shoes, casual shoes could be seen as the more elevated option for buyers who want to evolve their look based on comfort/style.

Items purchased, male & female, 18+. 1784 respondents.
Mintel. March 2018.

research

Sales Channels

**From us,
through our factory,
to you.**

DIRECT TO THE HEART OF BUYERS.

DTC (direct-to-consumer) model has gained popularity especially in apparel and footwear market. Long gone the days where consumers had to wait 6 months after a runway show to be able to shop for certain items. The instant culture of the younger generations also cultivates 'see now buy now' mentality. Not to mention, cutting any middle men also mean that products can be distributed and sold faster and cheaper.

Brunch plans to base any initial sales through its own e-commerce website with DTC model in the beginning. The direct channel also allows us to keep our brand message pure which leads to effective word of mouth advertising. After some time, we expect to have exclusive, premium wholesale channels that can elevate our brand presence and experience.

Racked. What Is the Direct-to-Consumer Sales Model and Why Should You Care? Aug 11, 2016.

research

COMPETITORS

01 TOMS

Founded
2006

Net Sales (2018)
\$ 336 m

Trademark
Espadrilles

Avg. Price
\$ 50-65

03 Crocs

Founded
2002

Net Sales (2018)
\$ 1,088.2 m

Trademark
Foam clogs

Avg. Price
\$ 40-50

05 Dr. Martens

Founded
1947

Net Sales (2019)
£ 454.4 m

Trademark
Army boots

Avg. Price
\$ 150-180

02 UGG

Founded
1978

Net Sales (2019)
\$ 1,533 m

Trademark
Sheepskin boots

Avg. Price
\$ 140-160

04 Allbirds

Founded
2014

Net Sales (2018)
\$ 100 m

Trademark
Eco-friendly wool uppers

Avg. Price
\$ 95-115

06 Birkenstock

Founded
1774

Net Sales (2016)
\$ 800 m

Trademark
Orthopedic sandals

Avg. Price
\$ 100-135

research

operations

BUSINESS MODEL

marketing

financial

MANUFACTURING

Initial

The first runs of production are going to be sourced from a factory in China. As for now, we need to finalize our factory options into one exclusive supplier.

Long Run

Depending on new product line offered in the future, some productions will be sourced elsewhere in the world according to the specific manufacturing need of the products. The sourcing will be based on specialized quality needed for a particular product (i.e. limited edition leather-upper Brunch slippers will be sourced in Italy).

operations

SALES CHANNELS

Initial

We want to limit our initial sales effort through our own e-commerce website. By having 100% control of all sales initially, we want to use it as a leverage to create and observe market demands, and keep communication, feedback, and brand messaging as close to us as possible.

Long Run

After initial success, we want to focus our sales effort on exclusive partnerships with premium lifestyle retailers. The focus on this will be to elevate our brand experience and presence through a physical retail channel. To excite the market, we want to offer exclusive lines of products only available through these retailers. One retailer we plan to partner with in the future is SHOWFIELDS.

operations

PRODUCT INFO

Pricing

\$90 per pair.

Cost

Slippers: \$ 16

Bag: \$ 1

Box: \$ 1.

Shipping: \$2

Others: TBD

Profit Margin

350% of item cost

Inventory

1500 pairs, reordered based on demand.

operations

Innovators

**Early
Adopters**

**Early
Majority**

**Late
Majority**

Laggards

**OUR
TARGET
DEMOGRAPHICS**

marketing

Innovators



01 The Pioneer

Celebrities
Fashion stylists
Trend setters
Socialites
Designers

Early Adopters



02 The Curious

Influencers
Fashion enthusiasts
Leisure Travellers
Freelancers

Initial Market

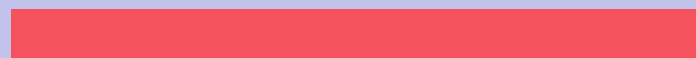
Early Majority



03 The Validator

Urbanites
College students
Business travellers
Young professionals
High school students

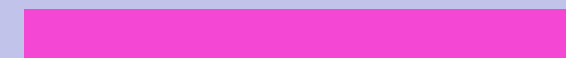
Late Majority



04 The Validated

Suburbanites
Young parents
Older parents
Young Children

Laggards



05 The Pragmatist

Ruralites
Grand parents

Mass Market

marketing

TARGET MARKET

Initial Market

Male & female, 18-34, warm climate major metropolitan area.

Our initial targeting will focus on younger consumers who are trend-setters and are eager to be the first in adopting new products/ideas. These groups of innovators and early adopters are not afraid to spend money on new brands they've never heard of before. Our marketing effort will focus on the emotional appeal of slippers as a new hybrid invention with massive potential of being the next big thing in fashion —that it's the embodiment of leisure lifestyle well-traveled individuals who live young and free.

Mass Market

After the initial success of first marketing effort, the mass market marketing strategy will focus on the proof of concept of Brunch. We will focus on the practical aspect of our products: features, benefits, success story, and trend factor. The early and late majority segments need constant exposure from social media influencers to be assured that our products are proven and tested.

marketing

ADVERTISING CHANNELS

Organic

Sponsored organic contents
Brunch social organic posts
Word of mouth

Paid

Instagram
Facebook
Google
Pinterest

marketing

FINANCIAL PLAN

	Cost	Amount	Total Cost	Total Cost in Month
Feb				
Lawyer Fees	\$ 10,000	1	\$ 10,000	\$ 16,650
Free Lancer Pitch Deck	\$ 800	1	\$ 800	
Free Lancer Logo Design	\$ 350	1	\$ 350	
Free Lancer Shoe Deisgn	\$ 1,500	1	\$ 1,500	
Samples	\$ 2,499	1	\$ 2,500	
Domain (Brunch.us)	\$ 1,500	1	\$ 1,500	
Marketing Company	TBD	TBD	TBD	
March				
Website	\$ 5,999	1	\$ 6,000	\$ 12,500
Content	\$ 1,500	1	\$ 1,500	
Product Shots	\$ 1,000	1	\$ 1,000	
Lifestyle Shots	\$ 3,000	1	\$ 3,000	
Instagram	\$ 1,000	1	\$ 1,000	
April				
Goods	\$ 16	1,500	\$ 24,000	\$ 34,500
Content	\$ 1,499	1	\$ 1,500	
Other	\$ 1,499	1	\$ 1,500	
Packaging Design	\$ 2,000	1	\$ 2,000	
Tags	\$ 1,000	1	\$ 1,000	
Actual Box & Bag	\$ 3	1,500	\$ 4,500	

	Cost	Amount	Total Cost	Total Cost in Month
May				
Instagram	\$ 1,000	1	\$ 1,000	\$ 3,000
Facebook Ads	\$ 1,000	1	\$ 1,000	
Instagram Ads	\$ 1,000	1	\$ 1,000	
<i>Start Taking Pre Orders</i>				
June				
Content	\$ 1,000	1	\$ 1,000	\$ 6,500
Shots	\$ 1,200	1	\$ 1,200	
Instagram	\$ 1,000	1	\$ 1,000	
Instagram Ads	\$ 1,500	1	\$ 1,500	
Facebook Ads	\$ 1,500	1	\$ 1,500	
Gifting	\$ 6	50	\$ 300	
July				
Gifting	\$ 6	50	\$ 300	\$ 5,100
Ads FB & Insta	\$ 3,000	1	\$ 3,000	
Content	\$ 1,800	1	\$ 1,800	
August				
Gifting	\$ 6	40	\$ 240	\$ 5,040
Ads FB & Insta	\$ 2,999	1	\$ 3,000	
Content	\$ 1,799	1	\$ 1,800	

financial

PROJECTIONS

milestones

goals

KEY MILESTONES

Product Conceived

2019

Patent Filed

October 2019

Sample Produced

September 2019

Current State

Sourcing

milestones

Brunch aims to become the king of stylish comfort.

PLANNED PROJECTION

Product Launch

Summer 2020

Long Term Goals

Brunch aims to become a household name in comfort casual lifestyle product category. In order to achieve that, the brand aims to launch variations in the following order:

Color options

Socks

Footwear styles

Apparel

Accessories

Home goods

After establishing its name in the market, Brunch aims to have exclusive collaborations with other brand names in fashion, lifestyle, and hospitality.

goals

BRUNCHE

BRUNCH.US

Ally Dayon

©2020