



FASHION
MAKES
CHANGE.

WELCOME
PROGRAM + LAUNCH OVERVIEW

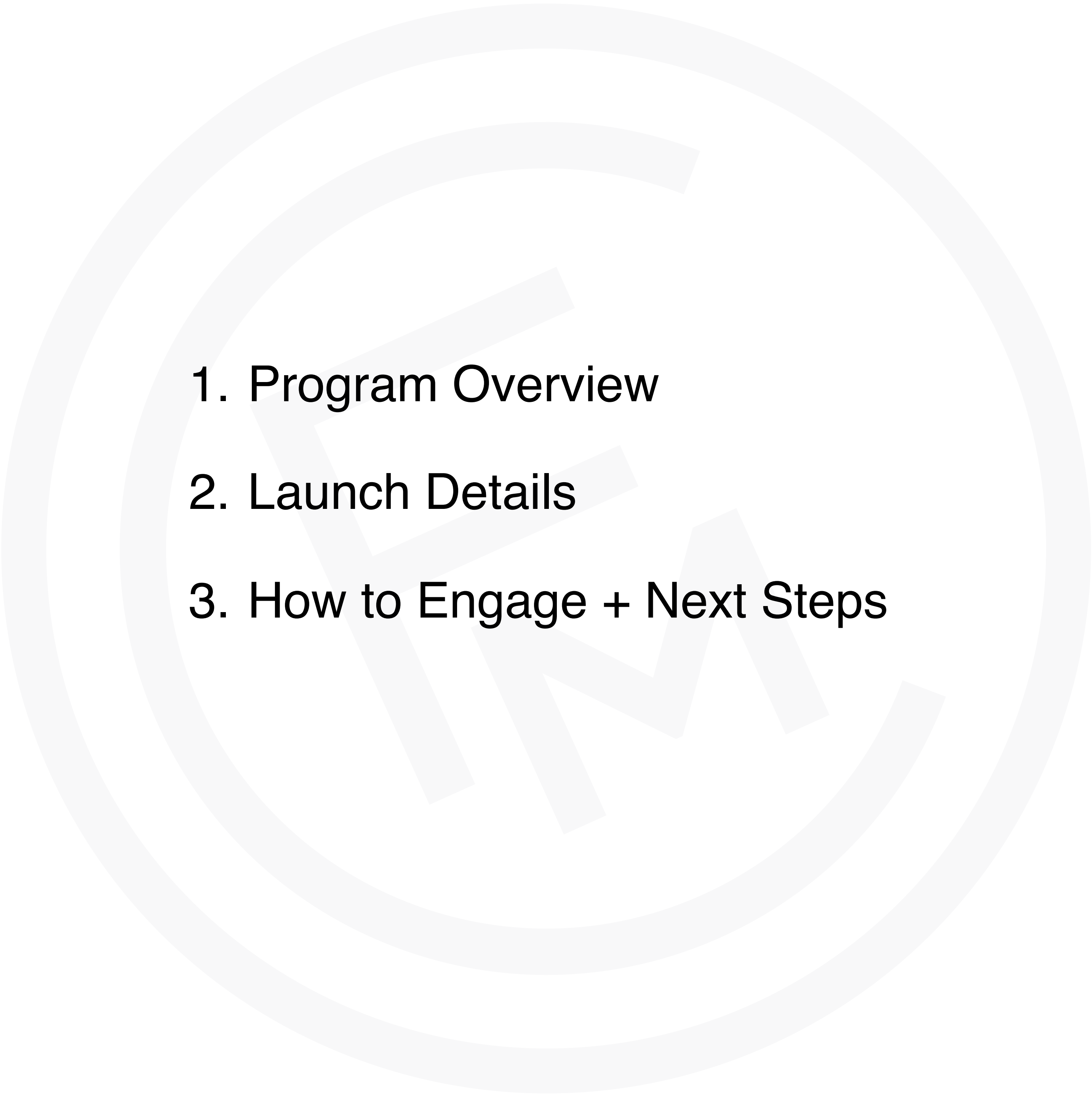
INTRODUCTIONS

LAURA LENDRUM
Fashion Makes Change

MAGGIE KERVICK
Fashion Makes Change

KAREN NEWMAN
Fashion Makes Change

AGENDA

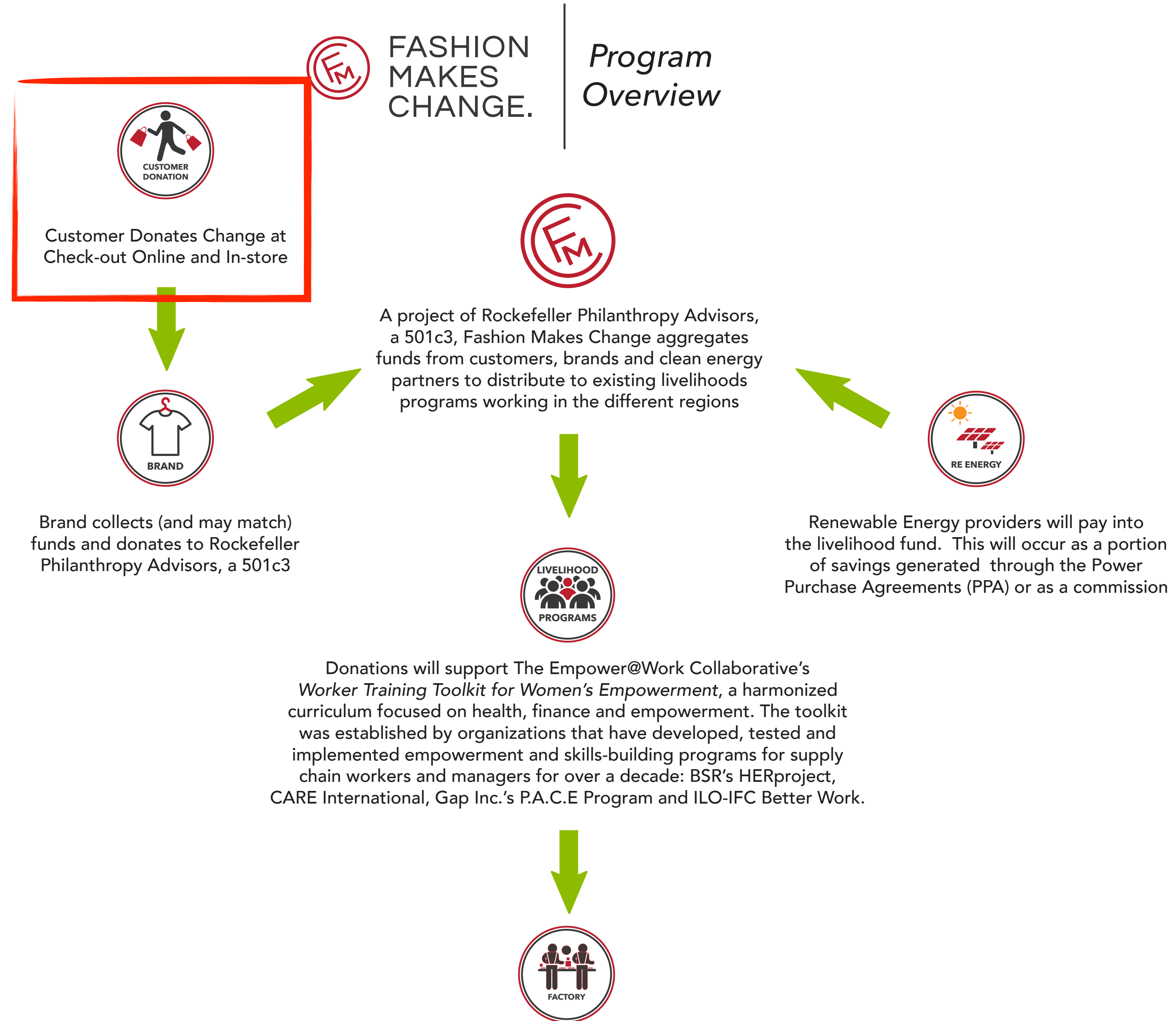
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1. Program Overview
 2. Launch Details
 3. How to Engage + Next Steps

WHY FASHION MAKES CHANGE

A holistic plug and play solution to deliver on the publicly facing commitments to:

1. **Customer Engagement:** Demonstrate and communicate your brand's social and environmental values
2. **Livelihoods:** Educate and empower women in and around the supply chain to build resilient communities
3. **Supply Chain:** Goal to reduce 30-45% of greenhouse gas emissions by 2030

Click to play video



THE ASK



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Announced April 22, 2020
50th Anniversary of Earth Day

ASK - ENGAGING CONSUMERS



Shipping

First name

Last name

Address line 1

Address line 2 (optional)

City

State Zip code

Phone number

Shipping Method

☒ Standard
Transit time: 3-6 business days \$9.95

☐ Premium
Transit time: 2-3 business days \$19.95

☐ Express
Transit time: 1-2 business days \$29.95

Note: Some items in your order may ship separately. Transit time is the time between leaving our fulfillment center & delivery to you.

FASHION MAKES CHANGE

☒ Round up! Together we can support people and the planet.
Help us build resilient communities by accelerating a global educational agenda of women's empowerment and gender equity in supply chains.

Gift Options

☐ This order contains a gift

Subtotal \$49.99
Shipping \$9.95
Estimated Tax \$3.00
Climate Donation \$0.06

Order Total \$63.00

PLACE ORDER

CONTINUE

POS PROMPT:

Round up! Together we can support people and the planet.

SUBLINE (Optional):

Help us build resilient communities by accelerating a global educational agenda of women's empowerment and gender equity in supply chains

LAUNCH TOOLKIT

Key Dates: Working sessions, 2020 industry push periods, donation timeline

Marketing: In-store and online asset style guide which includes creative guidelines, key art, image bank, logo, tagline and fonts

Donation Details: How funds are distributed, 501c3 details, timeline

Media + Communications Strategy: Press release, distribution strategy and partners, social media campaign

Employee Training: Supporting details to train corporate and store employees

FAQs: To address the needs and concerns of your team

MARKETING



Rounding up the cost of your purchase will go to educating women in developing countries. With an education, a woman can make a better life for herself.

And ultimately, a better planet for us all.



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Photography by M&P Studio

SUPPORTING EMPOWER@WORK COLLABORATIVE

Heightening the voices of women in global supply chains, providing education, advocacy and training to embed gender equity in all areas of work and accelerate a global agenda of women's empowerment in supply chains.



LAUNCH SUPPORT + DETAILS

Rockefeller Philanthropy Advisors: A sponsored project, FMC will aggregate consumer and brand funds

Livelihoods: Empower@Work Collaborative (BSR HERproject, ILO-IFC Better Work, CARE International, Gap, Inc's P.A.C.E

Consumer Study: Spark Neuro

Technical Support: Accenture Responsible Retail

Marketing: MXM, Accenture Interactive

Public Relations: PR Consulting

- **Consumer Press:** Anna Wintour and Conde Nast Publications + Platforms
- **Trade:** WWD

EXPRESS INTEREST + CONFIRM PARTICIPATION

laura@fashionmakeschange.org

ASAP: Confirm interest to receive implementation guide

March 6: Confirm participation (Spring or Fall) to be included in announcement and press release

March 12: Pre-launch working session focused on media, communications and event roll out

April 15: Consumer engagement round up function goes live

April 22: Public launch and announcement across Conde Nast publications (consumer) and WWD (trade)

September + November: Fall + Holiday campaign push periods



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