

FUTURE NOW

TRULY SUSTAINABLE LUXURY FASHION

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EXECUTIVE SUMMARY

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OUR MISSION is to build a beautiful brand and set an example by being truly sustainable every step of the way; because in order to create a better FUTURE, we must take actions NOW. The intention is to empower customers who are seeking truth, full transparency, and ethical practices behind the brands they support. FutureNow is effortless eco-luxury style that can travel anywhere the journey may take you.

BRAND HIGHLIGHTS include the alchemy of worldly styles into one cohesive line. Pattern details derived from off-cuts various ikan woven fabrics from different cultures, using upcycling tactics as much as possible. Materials such as linen still look great even after they've been stuffed into a suitcase.

THE OPPORTUNITY at hand is to produce easy-to-wear garments that feel good both physically and ethically. It is estimated that some 92 million tons of textile waste is created by the fashion industry annually; it is one of the most wasteful worldwide. By integrating a circular business model, FutureNow will be on the forefront of the new earth fashion market.

SOLUTIONS set examples for what it means to be a truly sustainable brand through the entirety of the business. From using only natural fibers and food-grade dyes, to compostable packaging for shipping, every part of the process will help solve issues that ease our impact on the environment. Another new and alternative method of sustainability in our practices is establishing a recycling program for customers; garments may be returned in any condition to the company and customers will receive store credit for participation.

MARKET FOCUS aims to make eco-luxury fashion appealing to all, whilst drawing inspiration from cultures around the globe. Main target market is the world explorer, strong focus on those who set trends for eager tourists in the newly re-opened global travel market. These include but are not limited to: celebrity environmental activists, eco-conscious brand ambassadors, social media influencers, minimalists, etc

EXPECTED RETURNS TBD

COMPANY



OVERVIEW

COMPANY SUMMARY

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The entire range of FutureNow is paving the way for ethical, truly sustainable fashion. Mostly composed of organic cotton linen and bamboo, the range features interchangeable items, in order to maximize versatility in one's wardrobe. Pieces are designed to be worn with each other, which appeals to the stylish world traveler, and those wishing to live minimalist yet fashionable lifestyles.

Pieces are composed of only natural fibers and food-based dyes. The company pledges to never use 'recycled' polyester, or other greenwashing tactics that other 'eco' companies use; we are totally transparent.

Styles are unique and upscale, yet relaxed and easeful. Designed to be worn for any occasion; mindful of life's ever-changing environments. Pieces will be top-quality construction with lasting durability.



Menswear samples featuring organic cotton linen with African indigo accents

MISSION STATEMENT

FutureNow emerged from the passionate idea that in order to walk into a brighter **future** together, we must make the necessary actions towards change **now**.

The company is committed to using triple bottom line practices; people, planet, and purpose. This sustainable business strategy is structured to positively impact the environment, while also benefiting shareholders and partners.

Utilizing a circular business model, the company's goal is to make sure that none of our products end up in a landfill. Food-grade dyes replace toxic chemicals which pollute our precious waters, and fair trade practices ensure everyone is paid a fair livable wage.

Every purchase is a chance to give a portion of proceeds back to one of our partnered charities, while also offering a recycling program for garments that can no longer be worn. This helps eliminate waste, and eases environmental impact.

The main goal with FutureNow is to create an ethical brand that embraces styles from around the world, sharing culture through fashion.



The company's founder, Ashley Louise McCarthy, has had a keen eye for style her entire life. She grew up in the entertainment industry as a child actress & model from the age of four, and began drawing fashion sketches at the age of ten. One of Ashley's first jobs was working for actress Jaime Pressly, and her fashion label J'aime. As an artist, designer, and creative director, Ms. McCarthy has helped to build many consumer brands over the years.

Her love of travel and affinity for exploration has brought her all over the world, although she has resided mostly in Bali for the better part of the past decade, where her heart truly lives. While many use the phrase 'fashion island' as an endearing term for Bali, Ashley has witnessed firsthand the negative impact that the textile industry truly has on the island.

During the lockdown of 2020, she decided to create a way to help some of the local women who had recently been put out of work due to the sudden halt of tourism, of which most of the economy relies upon. Instead of buying mass-produced fabric to make clothes, Ms. McCarthy bought sarongs from the women who normally sell them on beaches to tourists, in an effort to help supplement their collapsed incomes. She also sought out traditional batiks and other alternative handmade textiles to create one-of-a-kind pieces. In an effort to totally minimize waste, she even made sure that all the off-cuts were used to make smaller items such as face masks, hair scrunchies, and pet toys.

The main goal with FutureNow is to create a brand that embraces styles from around the world and make them truly sustainable, setting an example to inspire other brands to do the same.





LOCATION

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Offering low operational costs and favourable business regulations, manufacturing in Bali provides a plethora of benefits. The culture emphasizes collaborative co-working spaces, and also boasts a wonderful digital culture. These factors contribute to an environment conducive to hiring employees at low rates, without sacrificing quality of work life and fair trade practices.

Initially, all sales will be done online. Eventual growth exclusively into select eco-resorts and boutique hotels internationally. Instead of growing into a permanent storefront with unnecessary overhead costs, FutureNow will feature limited in-person POS exclusively in the form of pop-up shops. These temporary stores will help to fill real estate locations that are vacant due to various reasons. This is an effort to help shop owners and other alternative locations with much-needed income during these economic times.

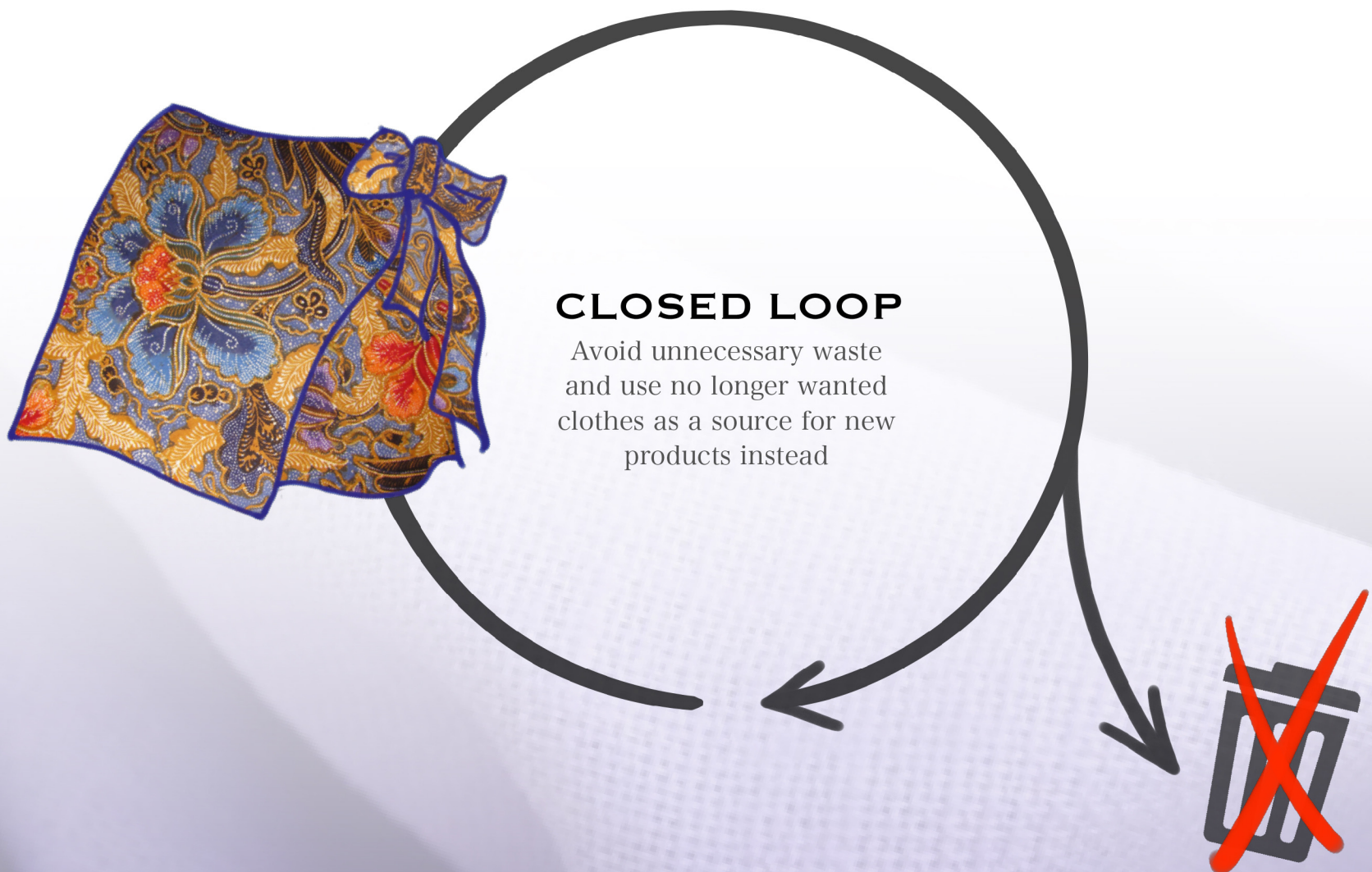
SUSTAINABLE



OPERATIONS

RESPONSIBLE MANUFACTURING

The sustainable fashion market is growing exponentially, as the necessity for reducing our environmental impact becomes more imperative. Consumers are requiring brands to be ethical, as an increasing number of purchases are based on a company's ethos. In fact, **85% of buyers say they research their product online before purchasing.** The biggest trend in the industry is 'circular fashion' ditching the linear 'take-make-waste' model and instead asks the industry to close the loop on production, including responsible manufacturing, use, and end-of-life for every garment.



UPCYCLING PROGRAM

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FutureNow will be utilizing a multi-faceted circular upcycling program. Customers are encouraged to return their previously worn items to the company.

Management will use reasonable discretion to divide returned items into two categories; those that are only gently used, and thus deemed suitable to be reworn, may be resold in a 'secondhand marketplace' section of the site. Customers will then receive store credit for future purchases (20-40% exact amount TBD). This helps solidify customer returns.

The ability to resell second-hand pieces also creates another small profit margin for the same garment, which pays for the second category of pieces & remainder of the recycling program.

Items that cannot be resold are recycled into alternative items such as rugs, bags, cooking mitts, coasters, etc. and will be donated to underprivileged communities.

Our goal is to eliminate any of our products ending up in landfills unnecessarily, while also giving back to those in need.

In this type of scenario, everyone truly wins.





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ETHICAL PRODUCTION

There are multiple ways in which the brand will set a new standard for sustainable fashion. All fabrics are produced exclusively from natural fibers, and accent patterns are sourced from ikan textiles, which are also natural and made by hand.

Organic cotton linen looks fabulous even when wrinkled, making it a great choice for travel wardrobe options. Our linen fabrics are also pre-softened without using harmful chemicals. Soft luxurious bamboo uses significantly less water than other natural fibers to produce.

Colour ways create an earthy yet vibrant palette, by using exclusively plant-based dyes. This guarantees that toxic synthetic chemicals won't get washed into local rivers, polluting local waters. This is especially important in Bali, as there are many waterways that feed the delicate jungle eco-system, plants, and local wildlife.

Slow fashion practices integrate more handmade aspects. The less a company relies on machines, the less energy they consume and emissions they create. On the other hand, this type of production also creates more jobs, and supports the culture of local artisans this beautiful island was founded on.

Ethical production continues all the way through the supply chain, by using compostable materials and plantable tags when items are shipped to consumer. Since the company will be shipping worldwide, it is difficult to avoid carbon emissions altogether. Customers are given the option in their cart during checkout to pay a small extra fee, and offset their emissions from shipping.

WASTE REDUCTION

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Many 'eco' companies use recycled plastic bottles to make 'upcycled' polyester fabric and call it sustainable, yet these materials still leech harmful chemicals into the environment. These materials are especially harmful when they end up in landfills. This type of production is called 'greenwashing' and FutureNow will never mislead their customers with these tactics.

FutureNow also plans to reduce waste by using as much of the fabric as possible. This means that every off-cut will be used in creative ways to make smaller items, such as dinner napkins, hair scrunchies, purse tassels, keychains, and other accessories.

Other items include pet products such as bandanas which can match their human's outfits, and rope toys. The possibilities are creatively numerous.



BUSINESS



OVERVIEW

Often people think of the fashion industry as design houses and brands, retail/online stores, and fashion magazines. However, fashion often encompasses many different smaller and more niche industries as well. Most obviously there are textiles (fabric manufacturing), but there are also embroiderers, seamstresses and tailors, fabric printing, photographers, models, etc.

The fashion industry all over the globe is no doubt a thriving trade. Economic downturn or even galloping inflation does not in any way affect general sales; obviously people cannot go without wearing clothes. However, this part of the industry only represents one aspect. Apparel is functional clothing, one of humanity's basic needs, but fashion attributes to expression of personal style and cultural evolution.

The rise of the internet has impacted all parts of fashion, not just on the selling end. It has a role in supply chains, advertising, communications, brand awareness, etc. The line between business and consumer has been blurred with the rise of social media platforms. SM channels have not just become important to the selling of fashion but also as part of forecasting and determining future trends.

Changes in the world also affect the way that consumers choose their purchases. Not only has the industry expanded with the utilisation of online capabilities, but this has also impacted fashion culture in terms of buyer empowerment and ethics. According to statistics, **85% of buyers research their products online before purchasing.**



MARKET TRENDS

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Throughout history in fashion, trends come and go at different seasons. They almost always circle back again, when certain eras are revisited and old fashions are re-introduced. With modern technology it has become easier to mass-produce clothing at very cheap prices, however these items are not quality made to last. The dying trend of 'fast fashion' has circled back to production being more integrated with handmade construction, sparking the growth of 'slow fashion'.

THE RISE OF SLOW FASHION

As one of the growing trends in the industry today, this term defines production practices that are synonymous with both quality and ethics. Contrary to the industrial practices of fast fashion conglomerates, slow fashion involves local artisans and the use of eco-friendly materials, with the goal of preserving both fine craftsmanship and the environment. This provides value to all parties involved; the brand itself, consumers, and retailers.

FAIR TRADE

This also aligns with fair-trade, which is a movement whose goal is to help producers in developing countries get a fair price for their products. Fair trade practices help reduce poverty, provide for ethical treatment of workers, and promote environmentally sustainable practices. This has become one of the most important trends in fashion today.

UNISEX STYLES

Unisex brands are an emerging trend as well, which is helpful on the manufacturing end of things, as this means less complicated product lines and styles. Simpler styles means less off-cuts in construction of the pieces themselves, resulting in less waste.

QUALITY & COMFORT

While style trends in fashion are known throughout history to come and go, the most recent market trends are not impermanent styles at all per se; these are comfort and cohesiveness. More consumers are seeking consistency and quality over quantity; timeless styles that transcend temporary trends. Also in the aftermath of lockdowns, consumers are seeking comfort in their clothing as opposed to simply what the clothing looks like. People want to look good AND feel good.

Great style does not have to sacrifice one's morals, nor does it have to sacrifice comfort.

E-COMMERCE

Trends in fashion e-commerce are constantly evolving at a rapid pace, with online shopping experiencing a serious boom. The pandemic thrust five years of growth into a single year. It's also overturned traditional loyalties and given birth to a new wave of direct-to-consumer brands.

Fashion e-commerce currently accounts for roughly 23% of total online retail sales in the United States, and has continually experiences steady annual growth. By 2025, the online fashion retail sector could be responsible for almost 300 billion (US) dollars in sales.

NUMBER OF ONLINE SHOPPERS WORLDWIDE



E-COMMERCE SALES REVENUE WORLDWIDE



SOCIAL COMMERCE

The evolution has been gradual but apparent to anyone who spends time on social media. Buying and selling through channels like Instagram and TikTok has become an integral norm for companies marketing any type of consumer product these days.

Fashion merchants selling through Instagram saw a 741% increase in total number of orders comparing in just one year. (comparing Q1 2021 to Q1 2022)

There is a growing awareness of the negative impact that the fashion industry can have on our planet. As a result, more and more people are interested in buying sustainable fashion.

The target market for sustainable fashion can be categorized into different segments of environmentally conscious people.

The key segments include people who want to support ethical and sustainable business practices, those who prefer clothes made from organic materials, those who buy only recycled clothes, and those who believe in fair trade practices. FutureNow encompasses all of these categories.

Media marketing engagements will be targeted towards the conscious world explorer, focusing on those who set trends for eager tourists in the newly re-opened global travel market. These include but are not limited to: celebrity environmental activists, eco-conscious brand ambassadors, social media influencers, minimalists, etc.

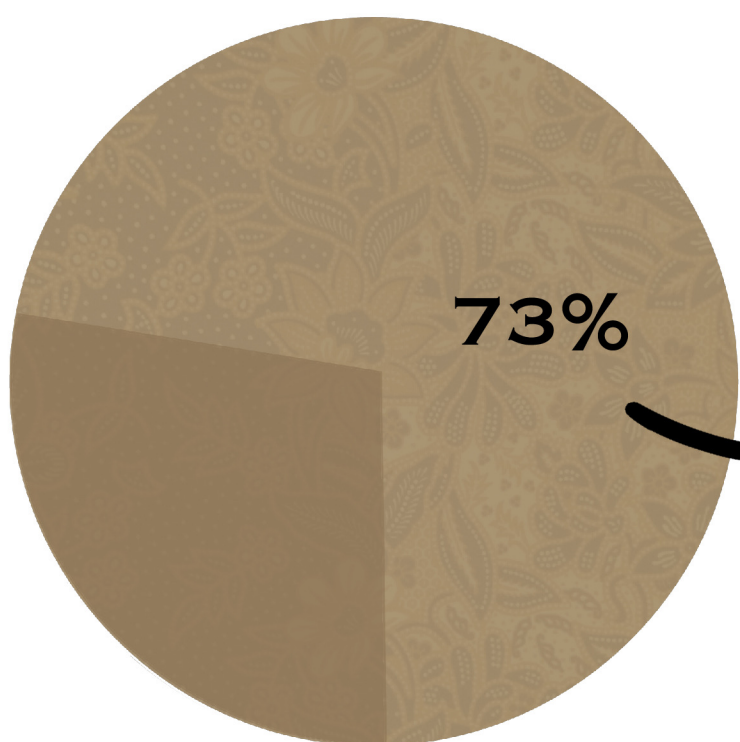


DEMOGRAPHICS

In alignment with the globally conscious ethos of FutureNow, the company will be embracing demographics of genders and cultures from all walks of the world. However there will be a strong marketing focus on Millennial and Gen Z feminine.

While there is a rise in men becoming more interested in fashion and paying attention to their sustainable purchases, women always spend more on their wardrobes. Womenswear is the best-selling apparel category globally - its 2022 revenue amounts to 888.60 billion.

Gen Z and millennials are not only turning away from unsustainable brands, but are embracing and willing to pay more for sustainable products.



**SURVEYS OF GEN Z
SHOW THAT 73% OF THEM ARE
WILLING TO PAY MORE FOR
SUSTAINABILITY**

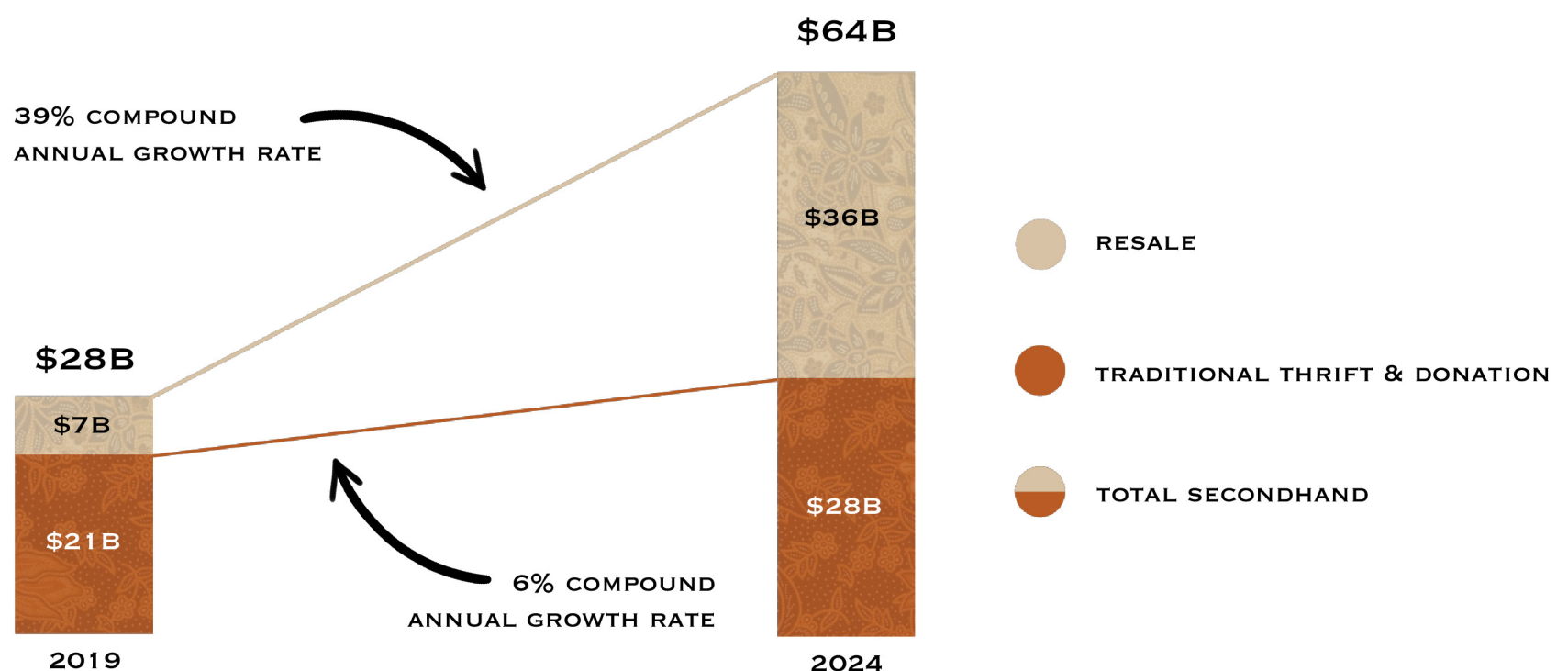
There's no doubt that consumers are seeking more ethical practices in the way that their clothing is being manufactured. This is evidenced by the threefold increase in online searches for sustainable fashion over the past 5 years. Policymakers are increasingly ready to demand it as well, as demonstrated by the recent Environmental Audit Committee's Inquiry into the Sustainability of the Fashion Industry.

Textile recycling or takeback schemes have become more commonplace, with many brands and retailers offering rewards or incentives for customers returning unwanted clothes.

The resale aspect of fashion e-commerce is experiencing a new beginning. There is a constant growth rate since 2019 where the resale industry was estimated to be worth around \$7 billion. E-commerce fashion industry statistics show that the industry will grow to over \$36 billion by 2024. This is an annual growth of 39% per annum.

These changes require a new collective mindset which is not only prepared for scrutiny but focused on continually meeting the highest social and environmental credentials.

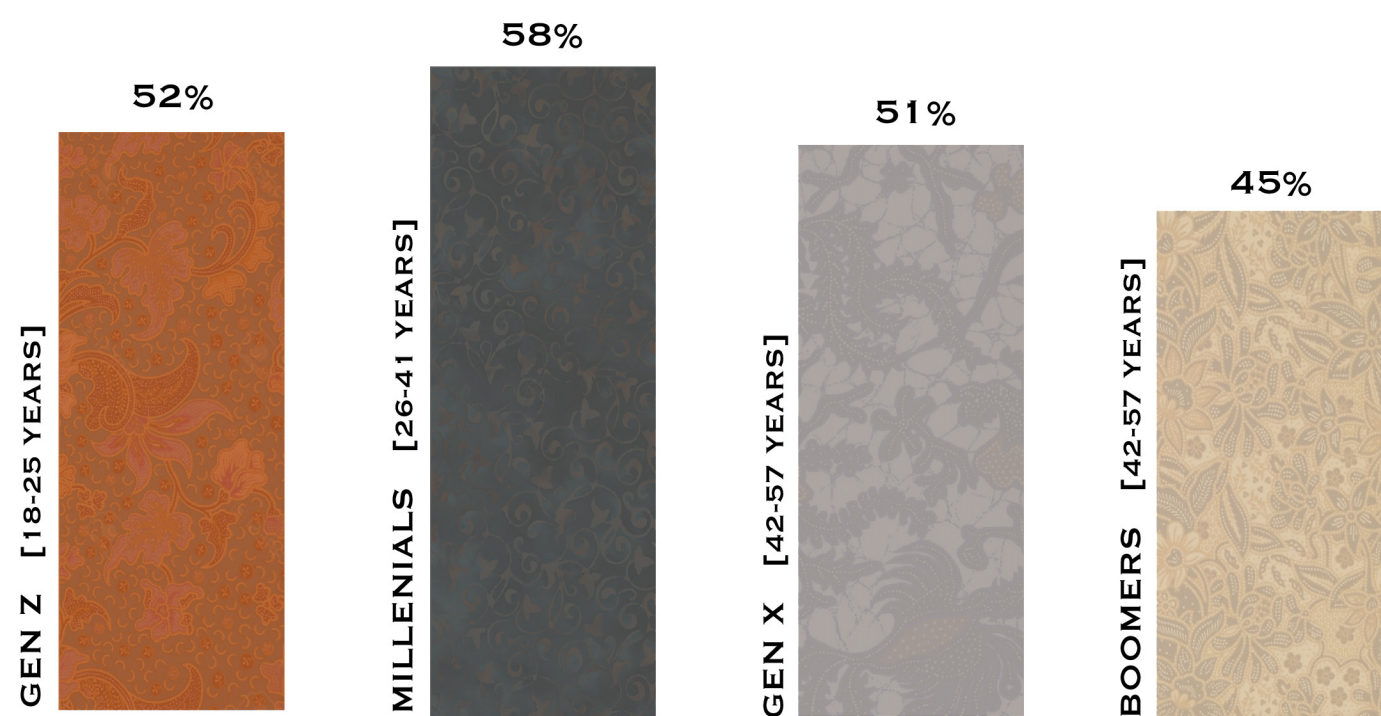
The brands which embrace this soonest will be best placed to thrive while those who drag their feet will likely find themselves competing for an ever-diminishing pool of customers.



MARKETING MEDIUMS

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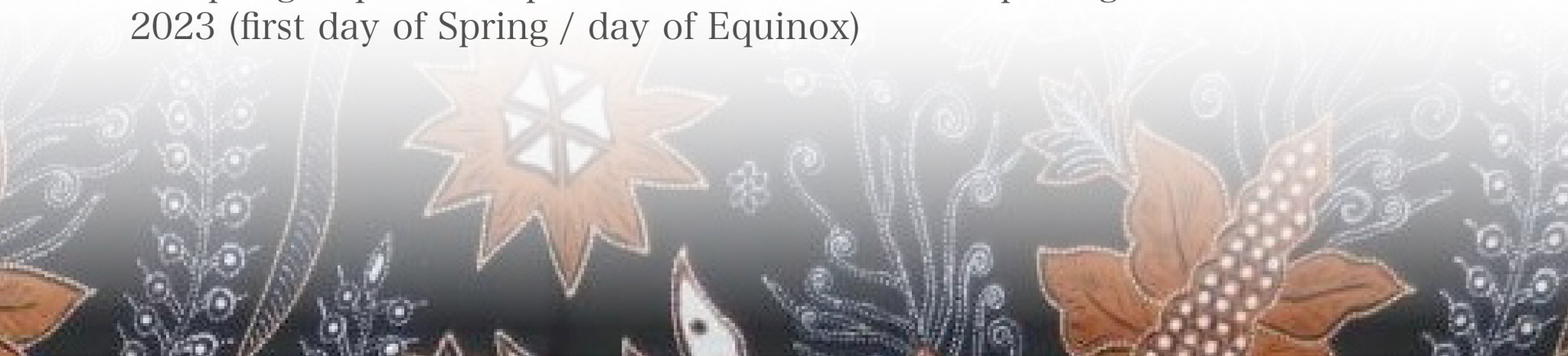
In alignment with the company’s ethos of minimizing impact on the environment, marketing will be solely done online. The founder already has an email list of 15k+ contacts for brand introduction to the public, as well as a substantial instagram following. **More than half of all online shoppers say that their purchase was inspired by social media.**



SHARE OF SHOPPERS WHO PURCHASED PRODUCTS DIRECTLY FROM
SOCIAL MEDIA PLATFORMS WORLDWIDE IN 2022

In-person strategies will be implemented as well by way of event promotions and celebrity endorsements. Ms. McCarthy has a great deal of connections in both areas, and plans to showcase designs with interpersonal relations in very select intimate environments. These types of strategies create word-of-mouth buzz, which is the most effective form of advertising.

These key factors will ensure a solid launch. Starting January 2023, announcements will be made for soft launch and the website will be accepting requests for pre-orders. Official brand opening set for late March 2023 (first day of Spring / day of Equinox)





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ONLINE STRATEGY

Utilizing social media platforms is already a norm in any online business. Direct connection and interactivity with consumers is a must. Instagram reels and TikTok videos will feature personal stories of the brand's connection with artisans and community efforts, not just outfit ideas.

The website will feature a section in which customers can test outfits by browsing interchangeable select style items together, and preview their wardrobe before purchasing. This creates a fun, interactive aspect to the site.

Another trend in online marketing is the integration of apps. Most companies are now creating their own apps for customers to use. This maintains brand relevance in the mind's eye of the consumer, as the logo is visible every time they scroll through their home page of their smartphone. This also allows for the capability of alerts with the use of push notifications, to notify customers of sales, events, and other special announcements.



SWOT ANALYSIS

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STRENGTHS

- Sustainable fashion has a rapidly growing consumer base
- Customers in sustainable fashion are more likely to connect with a brand
- Founder has extensive marketing experience
- Long-time Entertainment Industry connections
- Individualism - unique & exclusive ethics aspects
- Creation of new trends
- Lucrative business
- High-quality pieces made to last



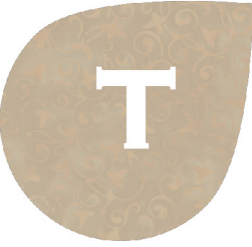
WEAKNESSES

- More expensive product due to fair-trade practices
- Acquisition of business licenses in Indonesia TBD
- Acquiring reliable management staff may prove to be challenging
- Creating new clothing still impacts the environment
- Supply chains are still rebuilding
- Seeking funding



THREATS

- International business
- Intense scrutiny from eco-warriors
- Staffing can be difficult post-pandemic
- Economy could go into recession at any time
- Low cost production benefits of fast-fashion
- There are already many established sustainable high-fashion brands
- Possibility to not be able to reach demands with rapid growth



OPPORTUNITY

- Circular business model
- Innovative designs
- Pollution reduction
- Growing sustainability sectors
- Small niche market subvention
- Becoming part of a global community of change-makers in fashion and art
- Interchangeable modular styles to maximize wardrobe
- Celebrity connections & influencer partnerships



GROWTH



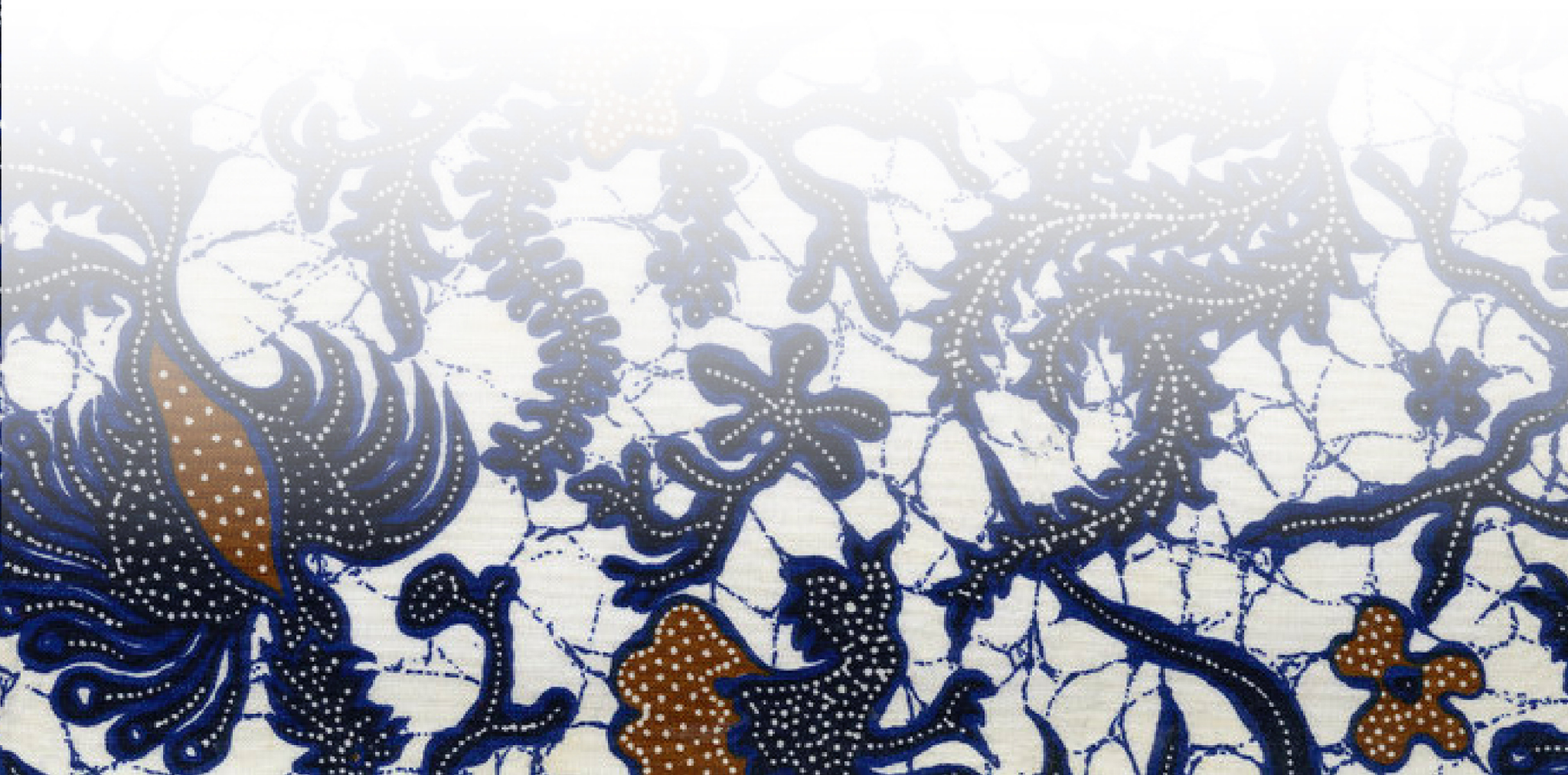
STRATEGY

Market trend based strategies for the ethical fashion market includes focus on providing customers with compelling, tangible stories. Sustainable production is also key, utilizing the use of eco-friendly and upcycled materials exclusively. Focus on celebrities who support ethical fashion, and creating collaborative storytelling to engage their respective audiences will help drive sales as well.

By addressing information gaps regarding sustainable practices, there are also great opportunities to engage customers via social channels. Creating a community of like-minded individuals is an excellent strategy that empowers consumers, by praising their purchasing power. Keeping the channels open and encouraging conscious conversations helps to bridge these information gaps, in alignment with the ethos of radical honesty and brand transparency.

The phrase 'Vote with your dollar' was birthed by the founder over a decade ago, and has been used by other conscious brands since. The most powerful vote we have is how we spend our money. After all, it is called 'currency' for a reason; we create more energy whenever we buy. This is simple supply and demand. When there is no longer demand for fast-fashion, then it will no longer be supplied.

Design and styles will always keep in mind maximizing one's wardrobe. The brand will always keep this in utmost regard when coming out with new designs. Instead of designing to keep up with transient trends, new collections will rather be designed to wear with pieces customers may already own from the brand. This is another excellent way of securing brand loyalty.



Digital storytelling will be a large part of marketing strategy. Utilizing short clip video platforms such as Instagram Stories and TikTok will play a major role in customer connection and acquisition. Consumers are now demanding that brands reveal more information about their production, and the stories we tell will do exactly that.

There is opportunity here to tell the story of Bali, and help encourage growth of artistic trades by exploring their roots. The island's economy has become incredibly dependent upon tourism, which has been shattered since the pandemic.

We will tell the stories of their reverence for Mother Earth (Mama Bali), the daily prayers which take place in every home, their gratitude for every day we are blessed with on this planet.

A day in the life of a seamstress, the patternmaker, those who block print ikan fabrics by hand; these are all endearing aspects to the artistry that has been lost due to fast-fashion. Sustainable slow-fashion has the chance to revive timeless artistic trades.

Durability and quality are closely related to sustainability. They directly impact (and extend) a product's lifetime. And they are actionable. By promoting these aspects, this will drive sales by playing on consumers' integrity and passion for the environment. Empowered purchases will have more brand dedication behind them.





PRICING STRATEGY

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Slow fashion is worth the extra price, and most shoppers are willing to pay more in order to support the growth of ethical businesses. In order to be radically inclusive and broaden the customer base of sustainable fashion, pricing will be incredibly variable. New & previously loved pieces will be available, as well as pieces that are made from upcycled materials. This creates a larger range of prices available for purchase.

As a result of utilizing previously worn items and off-cut fabrics, some pieces will be one-of-a-kind or part of small runs, which maintains exclusivity and high art. The utilization of having a secondhand marketplace on the site will aid in reaching lower-income demographics, as well as those seeking better bang for their buck.