



# Sew Sew You

*social presentation*

# goals

- Build trust with influencers
- Validate the Sew Sew You Brand
- Showcase how Sew Sew You is different than other brands
- Gain followers and increase engagement

# what we're doing

- copy heavy captions
- tone is not approachable
- primary focus on sustainability
- animation in stories

# what I'd like to do

- less copy in captions, using graphic carousel for copy heavy topics
- more approachable
- geared towards influencers
- more explanation of who we are and what we do
- diversity in content
- more modern clean feel

# vibe

- Tone: caring, conversational, passionate, friendly, quirky,
- Care about the earth & environment but also helping our influencers build their unique brand
- Exclusive: we handpick like-minded influencers who share our passion for the environment
- Showcase and explain the benefit for the influencer of working with us and what we bring to the table

# aesthetic

- combination of graphics, photography, and stock
- natural tones: light, bright, colorful
- variety in shots
- joyful, artistic, elevated

# **broad content ideas**

## **sustainability**

focus on anti-fast fashion, fashion industry pollution, high quality clothing meant to last you a long time and stay out of landfills, fast fashion vs. slow.

## **lifestyle**

focus on sustainable fashion tips & tricks (green laundry, tailoring your own clothes, shopping sustainably, how to take care of your clothes, capsule wardrobe finding brands you trust), motivational quotes from influencers, healthy living tips.

## **influencer - targeted**

focus on custom clothing brand, exclusive/limited edition collection, increasing brand appeal and awareness, quotes from past influencers on relationship.

## **how we're different**

focus on on-demand manufacturing, exclusive/limited edition, nothing will ever be made the same, made from clothing scraps when possible, partnering with everyone's favorite creators.



# collection drops

- feel special/different
- showcase collection
- highlight influencer and show we value them
- more visually graphic





# collection drops

- "Meet our influencer / designer"
- stories that highlight influencer and collection each day of drop
- repost influencer's content around collaboration

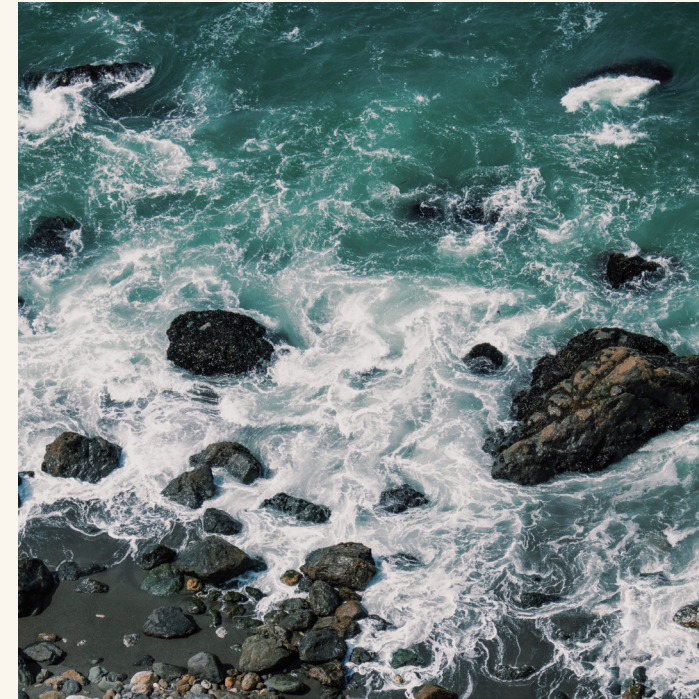




# new post idea examples

“I loved getting to design my own line on my terms and with a company who values the environment and me!”  
- erin hardy

*sustainability 101:  
mend your own clothes*




Fast fashion has misshapen our relationship with fashion. Detoxing from fashion means breaking through that cycle.




**On-demand manufacturing:**  
*is a method of producing goods only when needed and only in the amounts required. Meaning no waste necessary!*



# caption examples

 sewsewyou ⋮




   

Liked by sewsewyou and others

**sewsewyou** We produce our clothing on-demand.

Each piece is made from high-quality excess fabric leftover from big-name brands, then individually cut and sewn for each unique customer to avoid unnecessary waste and overproduction. An amazing collection and less waste is a win/win for everyone.

[#SewSewYou](#) [#SSY](#) [#ClothingMadeForLifeNotLandfill](#) [#SlowFashionMovement](#) [#SustainableFashion](#) [#OnDemandManufacturing](#) [#themoreyouknow](#) [#fashion](#)

 sewsewyou ⋮



Liked by sewsewyou and others



**sewsewyou** The new limited edition #HardyXSewSewYou Collection is here! Click the link in our bio to SHOP these new sustainable styles from Olympian Erin Hardy!

[#HardyXSewSewYou](#) [#SewSewYou](#) [#SSY](#) [#ClothingMadeForLifeNotLandfill](#) [#SlowFashionMovement](#) [#SustainableFashion](#) [#MindfullyMade](#) [#SlowFashion](#) [#FashionForward](#) [#OnDemandManufacturing](#) [#style](#) [#FashionsFuture](#) [#TheMoreYouKnow](#) [#fashion](#) [#fitness](#) [#sustainable](#) [#ecofashion](#) [#SaveThePlanet](#) [#lesswaste](#)

 sewsewyou ⋮



Liked by sewsewyou and others

**sewsewyou** Designing your own sustainable clothing line has never been easier. Expand your brand and help the environment.

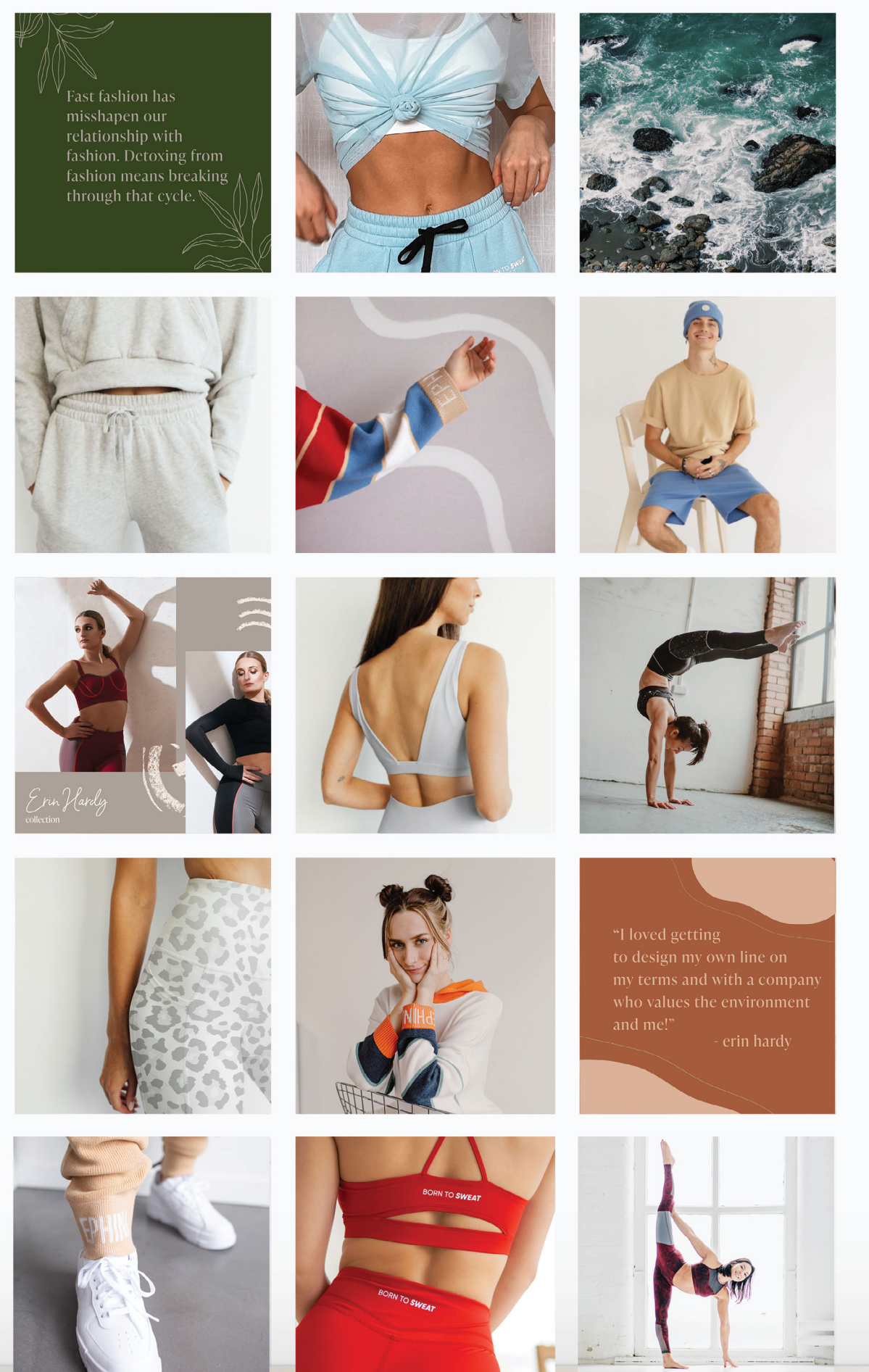
[#SewSewYou](#) [#SSY](#) [#ClothingMadeForLifeNotLandFill](#) [#SlowFashionMovement](#) [#SustainableFashion](#) [#fashion](#) [#MindfullyMade](#) [#SlowFashion](#) [#FashionForward](#) [#style](#) [#fitness](#) [#OnDemandManufacturing](#) [#FashionsFuture](#) [#TheMoreYouKnow](#) [#sustainable](#) [#ecofashion](#) [#SaveThePlanet](#) [#lesswaste](#)

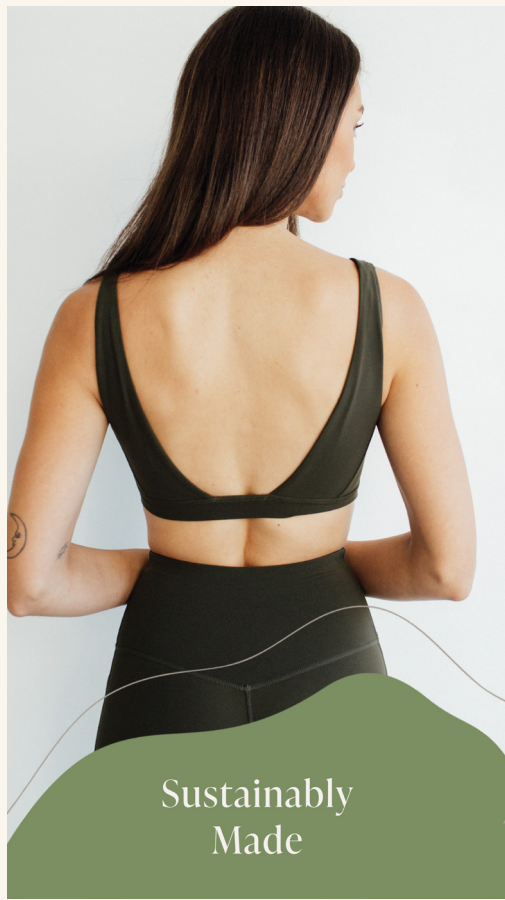
    

# feed

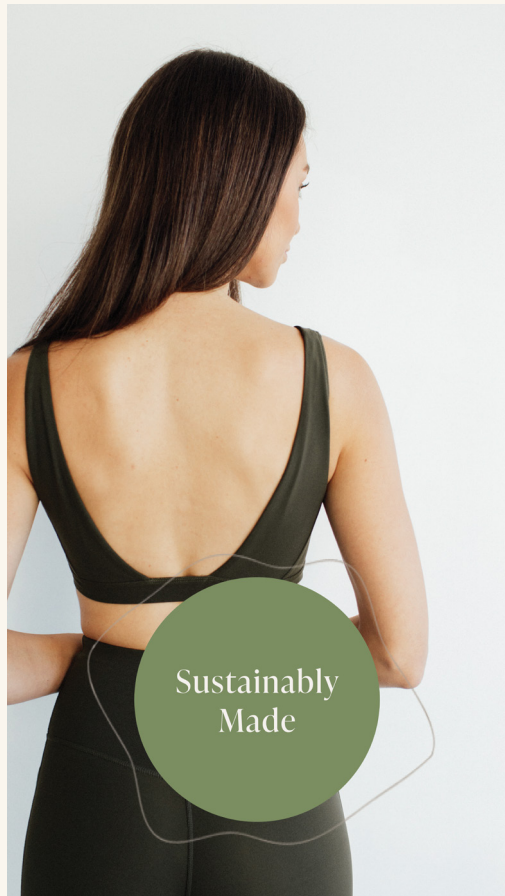
75% clothing images  
15% stock  
15% graphic

The screenshot shows the Instagram profile for 'sewsewyou'. At the top, the Instagram logo and search bar are visible. The profile name is 'sewsewyou' with a 'Message' button and a dropdown menu. Below the name, it shows '572 posts', '2,291 followers', and '210 following'. The bio reads 'Sew Sew You Clothing (Brand) Made for Life, not Landfill'. A link to 'Shop now' is provided with the URL 'sewsewyou.com/collections/born-to-sweat-aw21'. Below the bio, it says 'Followed by erinhardy01'. A row of seven circular profile pictures of influencers is shown: Daquana, Beverley, Elle, Schellea, Brooke, China, and Gemma. Below this, there are tabs for 'POSTS', 'VIDEOS', and 'TAGGED'. The main content area displays a grid of images: a woman in a white tracksuit, a low-angle shot of trees, a close-up of green sweatpants with 'BORN TO SWEAT 1991' printed on them, a woman in a red sports bra, a woman in a white sports bra, a woman in a pink sports bra, a woman in a grey and black leotard performing a handstand, a woman in a dark blue sports bra sitting on the floor, a woman in a white and orange sweatshirt, a woman in a leopard print skirt, a woman in a red sports bra, a woman in a red sports bra and leggings performing a handstand, a woman in a light blue crop top, a close-up of white sneakers with 'EPHIN' on the sock, and a woman in a red sports bra and leggings performing a handstand.





# story examples





Sustainably  
Made



Influencer  
Designed



Good  
For You



Good For  
The Planet

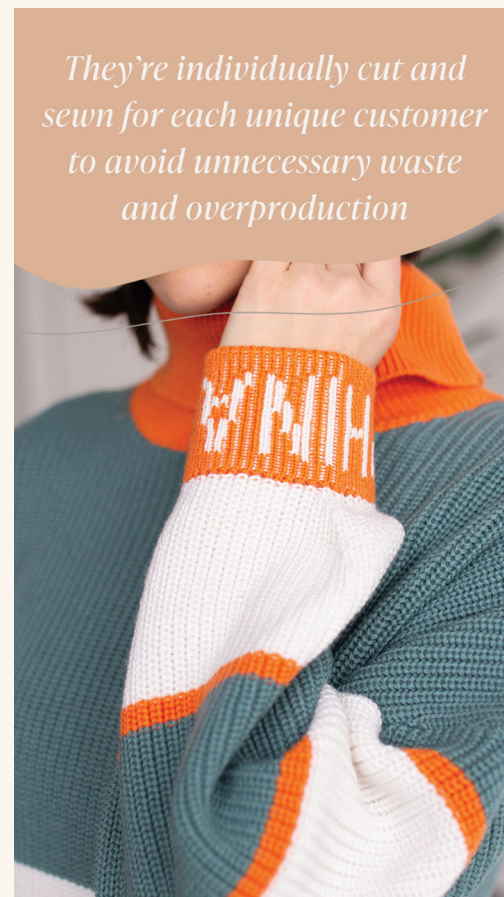
# story examples



*We produce our  
clothing on-demand*



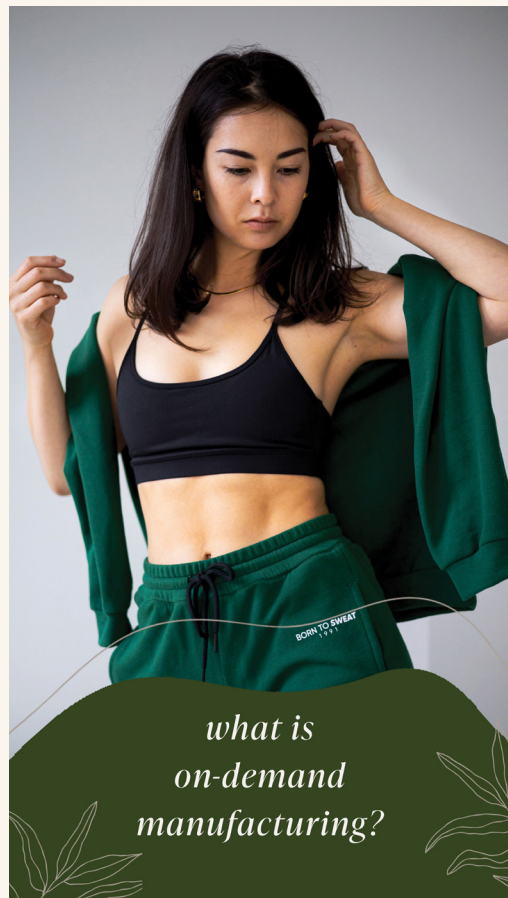
*Each piece is made from high-  
quality excess fabric leftover  
from big-name brands*



*They're individually cut and  
sewn for each unique customer  
to avoid unnecessary waste  
and overproduction*



*An amazing collection  
and less waste is a  
win/win for everyone*



*what is  
on-demand  
manufacturing?*

*On Demand  
Manufacturing*  
We produce garments on-demand, calculating the precise amount of fabric needed for manufacturing and thus reducing our environmental footprint and preventing unnecessary overproduction.



Producing on-demand means we will never overproduce or hold any product inventory.

It's not a well-known production method because of the challenges associated with it.  
But on-demand production is essential to our values, and it's non-negotiable.



*the fashion industry is the 2nd leading polluter in the world*



*sustainability tip:*

*tailor your own clothes to reduce consumption and waste*



*"breathe, meditate, and drink wine"  
- erin hardy*





**Questions?  
Comments?  
Concerns?**

**next steps & fashforward**