

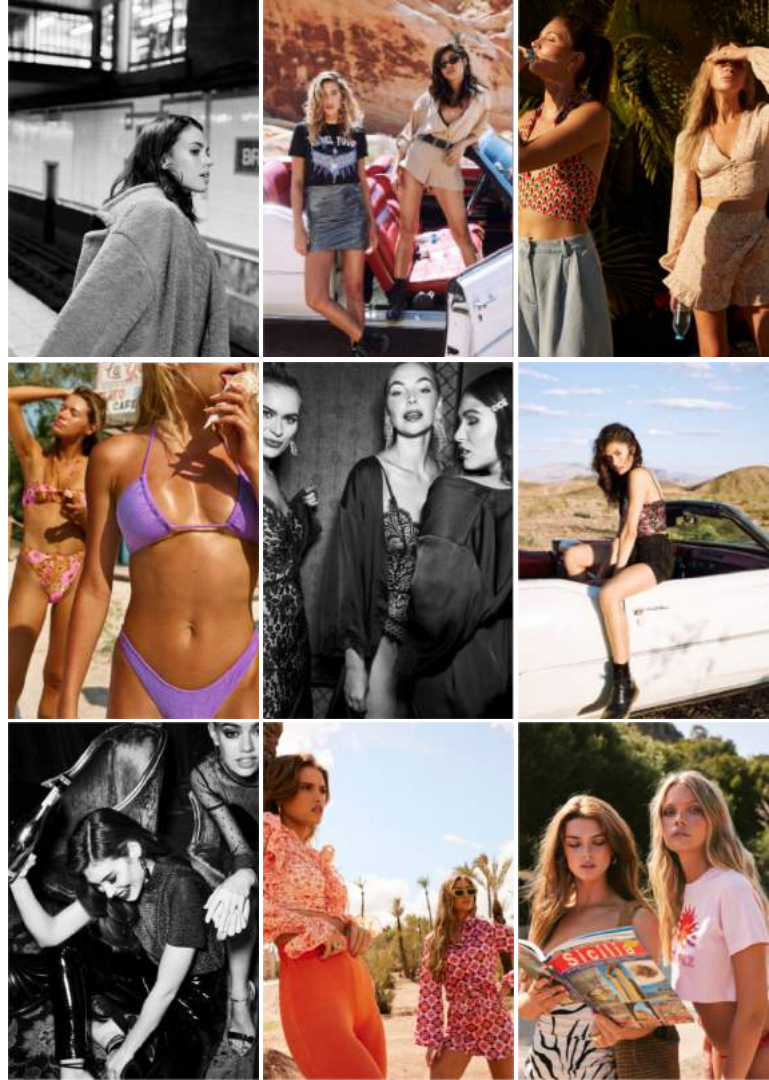


LOAVIES

OUR STORY

THIS IS LOAVIES

Founded in 2012 by three friends who believed in changing the world of fashion, LOAVIES began as a multi-brand webshop while continuously building its own designs and releasing their own drops. In the last 10 years, LOAVIES has gone from a small niche brand to a Dutch success story reaching over **25M** of customers yearly. With over 140 passionate team members, we're now on a mission to conquer the rest of Europe – and then the world. We're all about building a brand that people love and that makes an impact on their lives. At the core of our brand, LOAVIES is driven by innovations in fashion and – while we love fashion – we strive to really connect with our customers in the most modern, forward-thinking ways – big or small.



PURPOSE

WE INSPIRE

We inspire the young fashion minded to be awesome, proud & confident.

MISSION

FAST & FLEXIBLE

A fast and flexible way of working – setting the trend with weekly new drops.

COMPANY VALUES

TEAMWORK MAKES THE DREAM WORK

Only together can we achieve the most awesome goals ever! If the ride gets challenging, we're in it together - 'cause we always have each other's back. 🏡

ALWAYS HUNGRY FOR MORE

There's nothing we can't do. Bring your A-game. Bring your ambition. We give it our all. 🍷

LIVIN' IN THE FAST LANE

Fast. Flexible. Fierce. Smart decisions, executed quickly & always in style. 🏆

WORK HARD, PLAY HARDER

Pop the champagne – 'cause we play to win. Our squad thrives on success, so let's celebrate all that LOAVIES magic. 🍷

YOU GOT IT

You can make (sh)it happen, 'cause you're in charge of your own success. Rock it, own it & slay the day! 💪

HONESTY IS ICONIC

Speaking your truth never goes out of style! Stay open-minded & keep it real – lovin' those down-to-earth vibes. 😊



TARGET AUDIENCE

The young fashion minded are inspired by the daily trends. Socials driven and always present! They have the urge to belong to a community, whether it's friends or influencers.

GEN Z & MILLENNIALS

AGE 18 TILL 28

Student & Career starters

What does gen Z & millennials expect from a brand



Representing **Diversity & inclusion** they can relate to



Being **authentic & real** in everything we do



In line with their personal values: **Sustainable & transparent**



Maximize value for their money

What inspires them and how do we reach them



Feel a **shared identity** with trusted influencers



Weekly new drops. Cater to their short attention span



Speaking their tone of voice, shaped for **omni-channel**



Seeking **inspiration globally** in their niche

LOAVIES IS...

PROUD to be yourself • Always **SURPRISING** the customer • **BUBBLY** vibes • **AWESOME** is how we feel
• Our season is **SUMMER** • **PINK** is our signature color • **ADVENTURE** is what we do • **INSPIRING** all the girlies • We believe in having **FUN** • **YOUTHFUL** energy • **CONFIDENT** in what we stand for • **GIRLY** attitude • **DIGITAL** divas • All about the **BFF** love • **AMBITIOUS** for the future • **PRINTS** make us purr • The next generation of **INFLUENCERS** • **GLOBAL** vision • Life's a **PARTY** and you're invited • **SOCIAL** savvy



FACTS & FIGURES



TALK ABOUT **NUMBERS**

2M+

Monthly visits

52%Visitors from
NL**3.5%+**E-commerce
conversion rate**4%**Existing
markets E-
commerce
conversion rate**6%**Conversion
rate during our
top months
(June-August)**30+**Countries
worldwide
shipping**48%**New markets
visitors and
growing YoY by
60%**2.8M+**Visitors during
our peak month,
November 2022**100K+**

TikTok followers

**800K+**

Instagram followers

**850K+**

Email base

LOAVIES

#GIRLSGONELOAVIES



COMMUNITY

#GIRLSGONELOAVIES

At the heart of everything we do is our commitment to our community. We aim to be their fave influencer who wants to excite and inspire the next generation to take on the world and live it up in style! We spark them to take that spotlight. Our hashtag #GIRLSGONELOAVIES not only gives good branding vibes on the side of our office, it's also what we use to connect our community.

🔥 OVER 266K POSTS ON INSTAGRAM

NL INFLUENCERS



@juultjeteleman
1MLN



@ninawarink
586K



@isadeejansen
134K



@fleurnijbacker
49,2K



@jadeanna
913K

FR INFLUENCERS



@lenamafour
4MLN



@jodielapetitefrenchie
471K



@mayadorable
1MLN



@melissaallbb
437K



@jade_distinguinn
183K

BE INFLUENCERS



@sarahputtemans
170K



@limaswardrobe
445K



@marielouduviller
192K



@sasabylopez
922K



@camille
schuermans
53,3K

THE LOAVIES SPECIAL SPARKLE

NEW

Weekly on-trend drops: each Wednesday, we give our customers what's new, what's now, what's fresh – there's always something you'll love.



We are storytellers: at least once a month, we release a campaign that is shot on location at a fabulous destination that is always major – inspirational and authentic.



We reach and connect with our customers: digital-first across the most modern platforms. Together with our huge influencer focus, we have original campaign and trend stories each week – with tons of inspiring daily content



Brand first: it's at the heart of everything we do. We don't make decisions for short-term gain that could affect the brand in the long term.



Speed is our DNA: We're able to bring new styles to our website within four weeks (more on that later) and we get them to consumers even faster – with next-day shipping in most countries.



Cherry season: LOAVIES offers a range of original fun, colourful, bold styles that are often imitated, but never duplicated. We have that little something spicy or special that you can't find everywhere. For example: where some brands use prints as statement pieces, prints are our statement.

LOAVIES

OUR PRODUCT



THE LOAVIES CONCEPT

Our fast & flexible way of working means that a style at LOAVIES goes from idea to real product in four to eight weeks, on average. Our development process is adaptable, digital, and based on what our customers actually like and want from us. We don't have traditional pattern designers or middlemen creating seasonal collections that take forever. Instead of traditional "collections" (think SS v. FW), we react immediately to trends. This means we can create original LOAVIES styles in-house and buy items on a continuous basis.

The LOAVIES design approach means that we always have fresh & trendy styles to drop on Wednesday for our eager fans. Our product is a mix of styles that we consider "cherries" (special stars of your closet) – think bright prints and colourful co-ords – and everyday basics that work from the classroom to the office and everywhere in between. We make styles that you live your life in with a good value for money that lets you express yourself. Bonus: we aim to get you lots of compliments from strangers!





WHOLESALE

Loavies Showroom Calendar

Q1 Drop June 15st – Aug 30th

Q2 Drop Oct 1st – Nov 30st

Q3 Drop Jan 15th – Feb 28th

Q4 Drop April 1st – May 31st

Loavies Deliveries

Q1 Drop 15th Jan – March 31st

Q2 Drop 1st April – May 30th

Q3 Drop 15st July – Sep 30th

Q4 Drop 1st Oct – Nov 30th

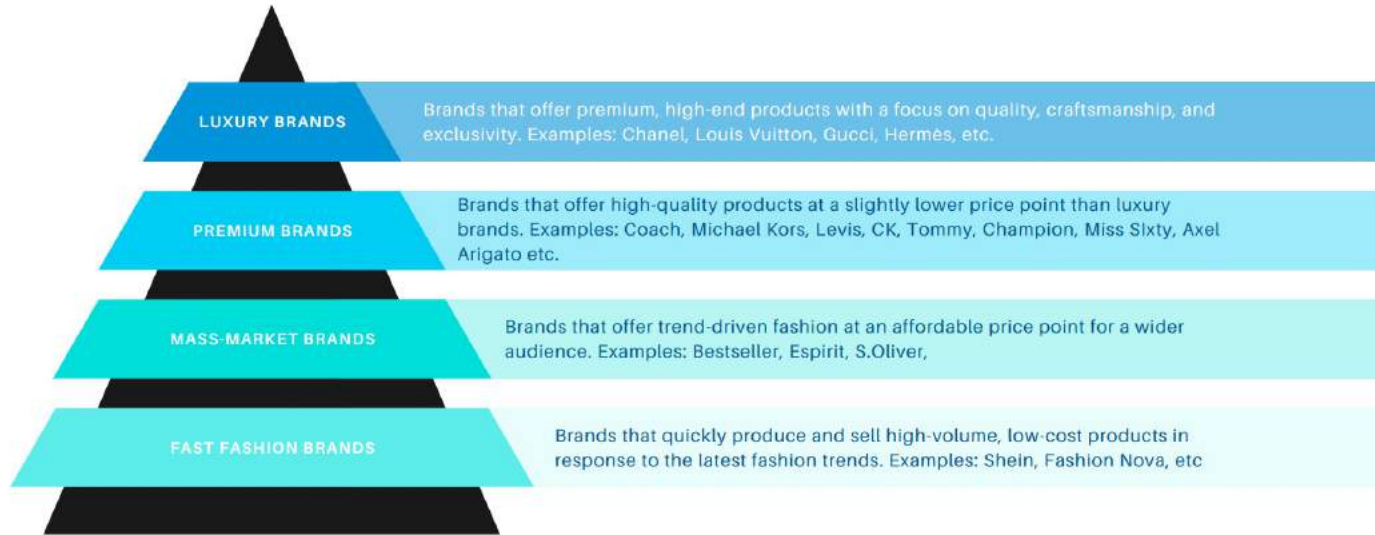


SALES CHANNEL SEGMENTATION



SALES FUNNEL

IN CONCLUSION, EACH SEGMENT OF THE FASHION BRAND PYRAMID SPEAKS TO A DIFFERENT TYPE OF CONSUMER BY CATERING TO THEIR UNIQUE NEEDS AND PREFERENCES. BY UNDERSTANDING THE MOTIVATIONS AND VALUES OF EACH SEGMENT, A FASHION BRAND CAN EFFECTIVELY TARGET AND ENGAGE THEIR DESIRED CUSTOMER BASE, LEADING TO INCREASED BRAND LOYALTY AND PROFITABILITY.





Preferred store:


Stores with a good mix of premium brands. In addition to this the store has a dedicated young fashion department that is there to inspire the consumers instead of just having the products the consumer "needs". Inspirational shopping vs browse shopping. The look of the store should ideally be more feminine.

Image stores

The premium and luxury stores has a benefit for the brands global reach and image and in addition it elevates the wholesale expansion globally. Not always the best from a P&L perspective but generates other benefits that should be considered

Volume stores

Stores in the mass market branch have a very commercial look and feel of the store and are usually part of a retail concept but serves its needs since it has customers ranging from children to parents. Another reason can be that there are no other multibrand stores in that area that carries the premium brands (ZEB). The volume stores also brings in a lot of turnover for the company in a profitable way which is benefiting the brand in different ways.





#GIRLSGONELOAVIES