



## MULTI-PLATFORM MARKETING STRATEGY



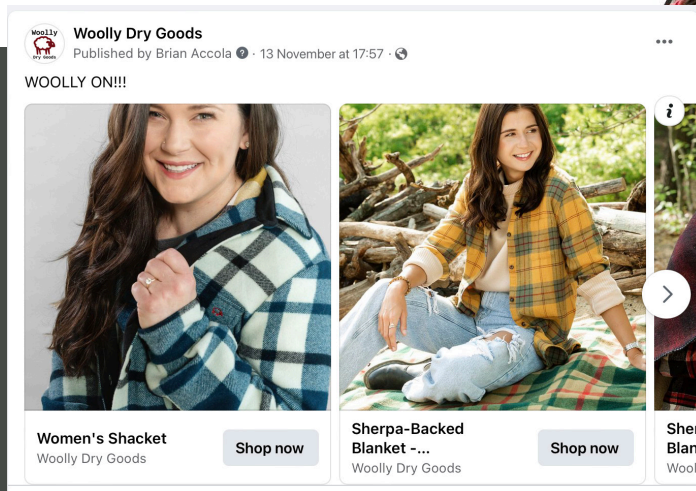
Woolly Dry Goods flannels are softer than even the fluffiest lamb. Introducing our high-quality 5 oz. & 7 oz. flannels. Made with 90% cotton and 10% wool. Meticulously crafted to exceed

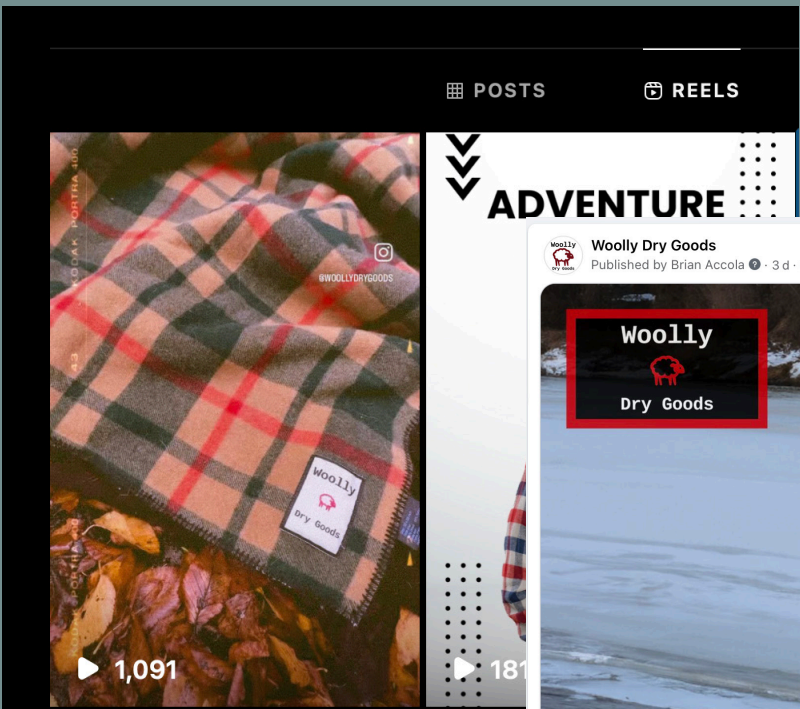
your expectations and deliver an unrivaled experience! Experience The Woolly Difference!

To achieve marketing success, it's crucial to maintain brand consistency and design in all platforms - social media, email campaigns, websites and print. This is important piece of marketing that lays the foundation of the brand - a cohesive marketing to create a "voice" behind the brand.



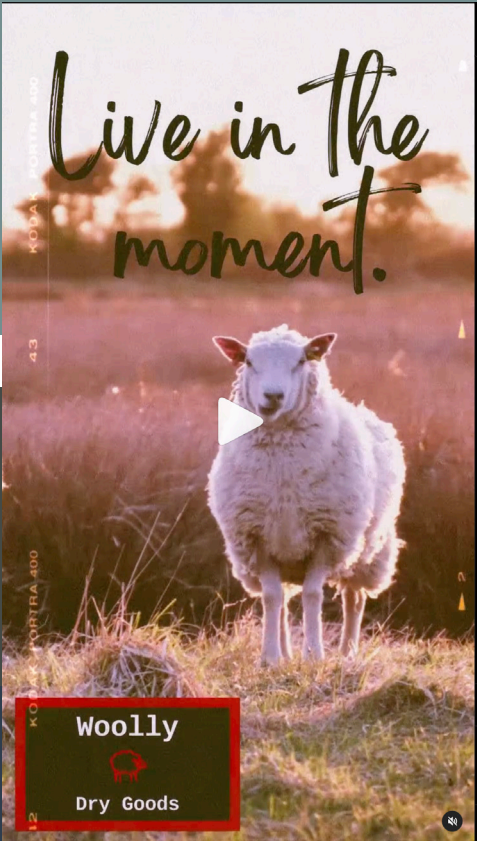
### **NEW WOOLLY REWARDS PROGRAM** EARN POINTS WITH EACH PURCHASE





POSTS REELS

ADVENTURE



10+ YEARS  
PHOTO  
EDITING  
EXPERIENCE



- P R I N T -

# EVEREST

MEN'S | WOMEN'S | KID'S | SWEATERS | SKIRTS | BEANIES | MITTENS | **DESIGNS**



[everestdesigns.net](http://everestdesigns.net)

Fall 2024

# CATALOG COVERS



## WOMEN'S

SKIRTS  
SWEATERS  
DRESSES

## MEN'S

SWEATERS



# INSIDE CATALOG

*New*

Sand



SW24101

Blue



SW24102

## MERAPEACK

Description : Women's Wool Cable Knit Half Zip Sweater  
Color : Sand, Blue  
Size : S, M, L, XL, XXL  
Price : \$84.50  
MSRP : \$169.00

## GAURI



SW24301



SW24302

Description : Women's Crewneck sweater with pattern  
Color : Steel, Charcoal  
Size : S, M, L, XL, XXL  
Price : \$64.50  
MSRP : \$129.50



Eden



SSW24501

Charcoal



SSW24503

## KUSUM

Teal



SSW24502

Description : Women's Wool Zip-Up Sweater  
Color : Eden, Teal, Charcoal  
Size : S, M, L, XL, XXL  
Price : \$89.50  
MSRP : \$179.50

## NUMRI

Description : Women's Crewneck sweater with pattern  
Color : Silver, Chili  
Size : S, M, L, XL, XXL  
Price : \$69.50  
MSRP : \$139.50

Silver



SW24401

Chili

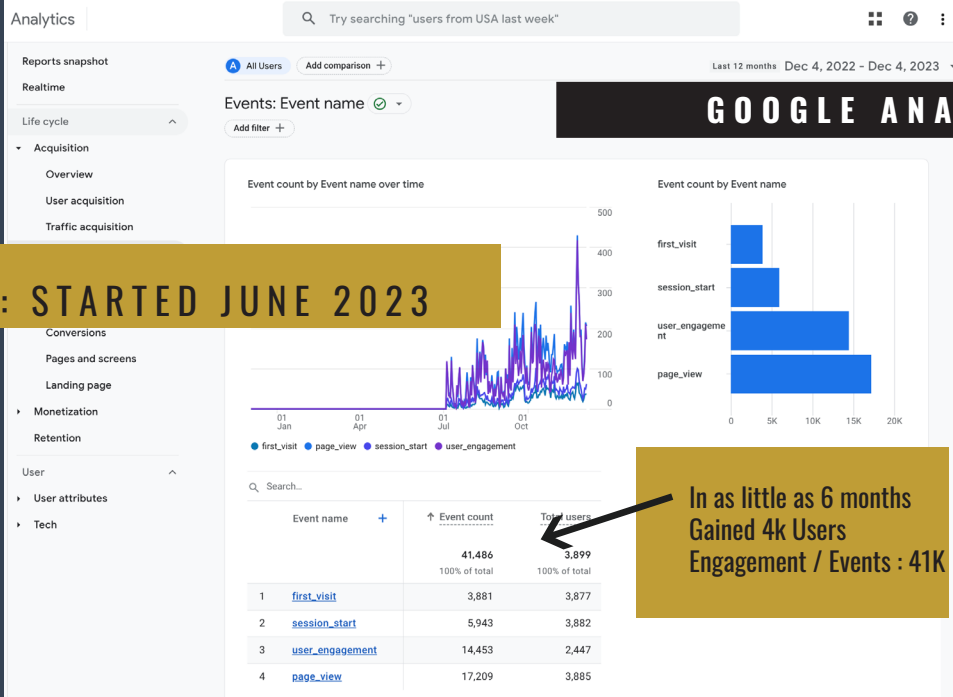


SW24402

*Just Arrived*

# - ANALYTICS -

FIRST YEAR COMPANY IS ON GOOGLE BUSINESS IS 5YRS OLD...



GOOGLE: STARTED JUNE 2023

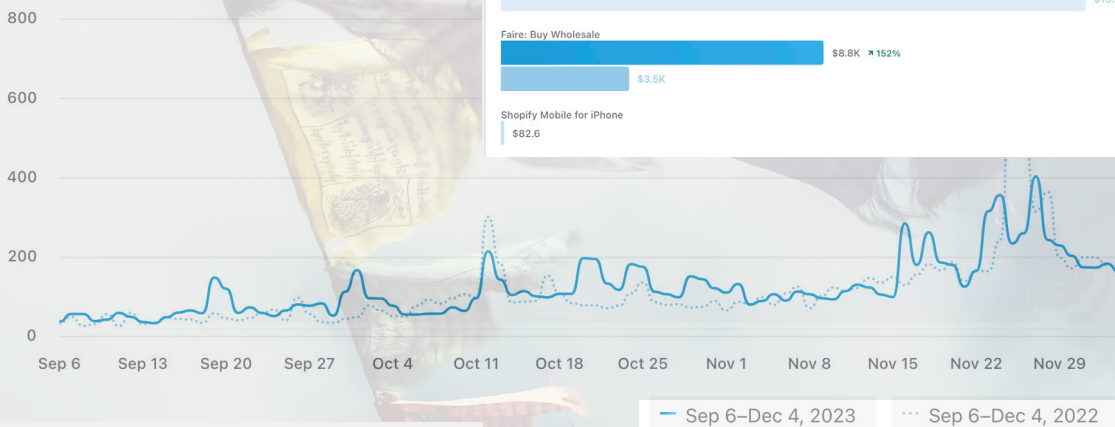
In as little as 6 months Gained 4k Users Engagement / Events : 41K

## SHOPIFY ANALYTICS

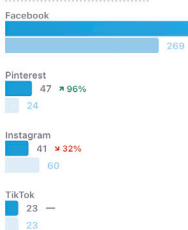
COMPANY EST. 2001

Online store sessions

11,220 ↗ 8%



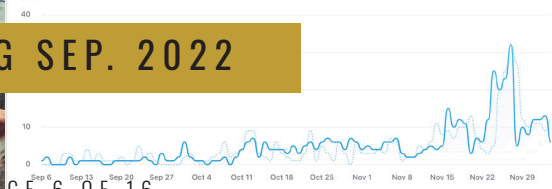
Sessions by social source



STARTED WORKING SEP. 2022

Total orders

451 ↗ 3%





Everest-Designs.com

## WHY WOOL

Nature Knows Best

Wool is a sustainable resource with a high level of durability. It performs and outlasts in the harshest conditions and most active lifestyles.

Everest Designs is determined to provide a space for sustainable and ethical apparel. Creating multifunctional pieces that adapt to your life and style, on the mountain, in the city, and at home.

We encourage you to build your wardrobe with beautiful, unique, high-quality pieces that are made with care for people and our planet.

## MERINO WOOL

OUR MERINO PRODUCTS ARE MADE SOLELY FROM HIGH QUALITY LUXURIOUS 100% MERINO WOOL FIBERS. THIS HIGH PERFORMANCE DURABLE FIBER CAN OUTLAST CASHMERE.

### 100% MERINO WOOL

UNPARALLELED BREATHABILITY	100% BIODEGRADABLE
NATURALLY ODOR-RESISTANT	LUXURIOUSLY SOFT ON SKIN
WRINKLE RESISTANT	EASY TO CARE FOR
STAIN RESISTANT	LIGHT WEIGHT



## WOOL FINDER

MERINO WOOL	<b>MERINO WOOL</b> <b>FEEL</b> FINE / SILKY / LIGHT <b>WARMTH</b> REGULATES - WARM & COOL <b>ACTIVITY</b> SNOWSPORTS, BACKPACKING, HIKING, RUNNING, CLIMBING, DRESSY, CASUAL
LAMBS WOOL	<b>LAMBSWOOL</b> <b>FEEL</b> SOFT / FINE <b>WARMTH</b> VERY WARM <b>ACTIVITY</b> SNOWSPORTS, FISHING, THRUHIKING, CAMPING, HUNTING, SNOWMOBILING,
STANDARD WOOL	<b>KNIT GAUGE</b> STANDARD GAUGE KNIT <b>FEEL</b> THICK / DENSE / HEAVY <b>WARMTH</b> EXTREMELY WARM <b>ACTIVITY</b> CAMPING, MOUNTAINEERING, HUNTING, ICE FISHING, WORKWEAR,  <b>KNIT GAUGE</b> LIGHT GAUGE KNIT <b>FEEL</b> SOFT / SMOOTH / <b>WARMTH</b> VERY WARM <b>ACTIVITY</b> CAMPING, SNOWSPORTS, HUNTING, FISHING, BACKCOUNTRY

- GRAPHIC -

APPAREL FOLDING HANG TAGS

# - P O S T -



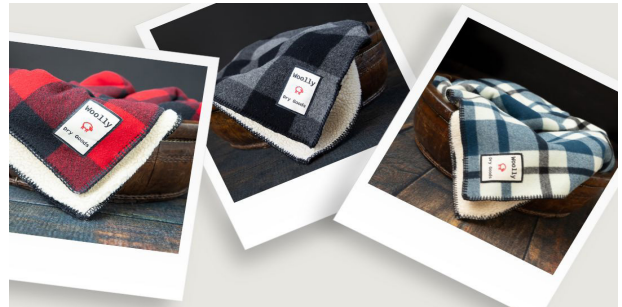
**BEST  
STYLE  
2023**

MEN'S  
FALL  
FLANNELS

**WOOLLY  
ON!**



5 OCT 2023



WOOL SHERPA BACKED

## **BEST SELLERS WOOLLY BLANKETS**



**The  
O.G.**

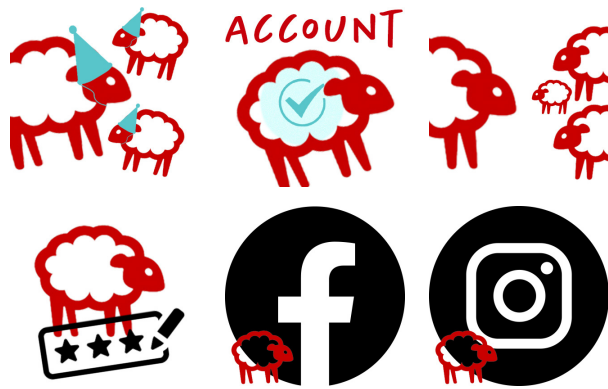
Everest Designs  
**SHERPA HAT**



**WINTER SALE**  
MAKE ADVENTURES HAPPEN!

Yeti Earflap  
\$37.99

Everest  
Designs



- WEBSITE -





- INTERIOR DESIGN -

CARPENTER

# 1950'S FLIP



## PERSONALIZED DESIGN

This traditional, mostly one-story, ranch style home is ready to be recognized for its full potential. Once inside you are led to a contemporary interior flooded with natural light. A mix of tile and hardwood floors can be found throughout the house. Beamed ceilings and a concrete, dual sided fireplace welcome you inside the front door.

Jamie Low  
design



### Rebuild Furniture

While my mind is designing new projects, my hands are at work bringing them to life. I love interior design, remodeling, and furniture restoration.