

# Purse for the People™

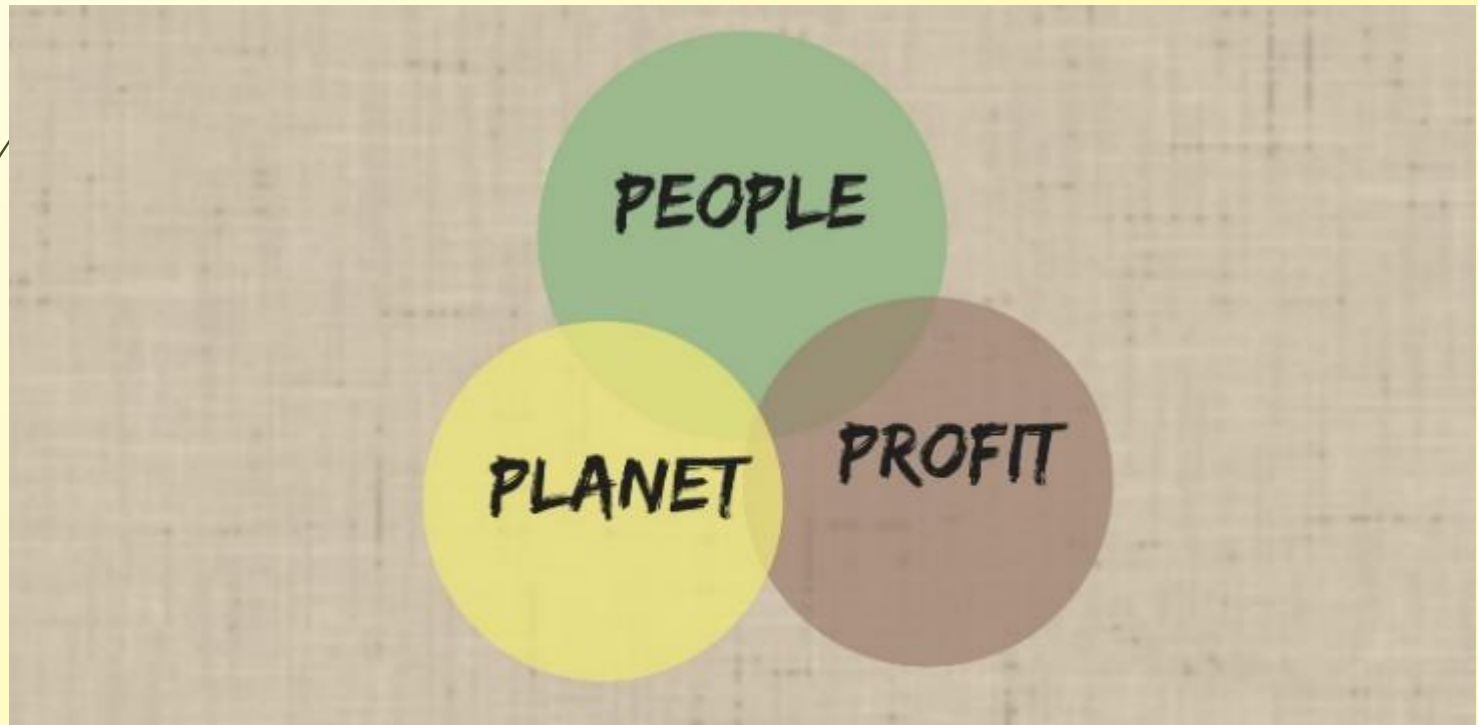
A Product of  
New Moon Clothing Inc.



# Social Enterprise *Sustainability*

*Benefit Corporation*

*Triple Bottom Line*



# Purse for the People



# Fashion Consequences

- Second Most Polluting Industry on the Planet



# #FastFashion

**70+ Pounds of  
Discarded  
Fashion Per  
Person Per Year**



# Microplastics - Textiles



Source  
washing  
synthetic  
clothing



Microfibers  
attract  
other  
toxins



Enter the  
Food  
Chain



Never  
biodegrade

"Fashions fade, style is eternal." **Yves Saint Laurent**



## Other Chemicals

- Dye
- Fire Retardant
- Stiffeners

# ***“Fashion Can Be Beautiful and Mother Nature Approved”***



- Natural Fibers
- Natural Dyes
- #slowfashion



# Featured Material RATTAN

- Grows in Tropical Forests
- Requires Trees for its Growth
- Helps Keep Forests in Tact





Purse for the People™

# *We Are The Tesla of Fashion*

*"You shouldn't do things differently just because they're different. They need to be... better."*

Elon Musk



# Doing Fashion Better *MassCustomization*

- We Only Make What Customers Buy  
*they design and buy, we make and deliver*
- Freedom to Design Your Own Style  
*online with 5 easy mouse clicks*
- Zero Overproduction  
*less waste*





New Products  
Traditional Wisdom

## Local Impact

- Local Jobs and Economy
- Employee Owed Coop.
- Manufacturing Sustainably
- Economic Recovery



*Thousands of homes were destroyed in the Meaderville suburb and surrounding areas, McQueen and East **Butte**, to excavate the open pit mine in 1954 by Anaconda Copper.*

# Global Impact

- Rain Forest Conservation
- Economic, Social Good
- Environmental Good





# Market

- Eco-fashionista
- Incomes >75K
- Millennials
- Environmental Concerns

*Personalized Shopping Online*

*Conscious Consumerism*

1% of market = \$4.8+ million



# Startup to Date

- Gather the Tribe  
*#gratitude4thegoddess Website*
- Test Designs  
*Virtual Focus Group 3D Design*
- Software Design  
*Beta testing*
- Materials Sourced  
*Italy, USA, China, Indonesia*
- Website  
*Ecommerce*



# Funding

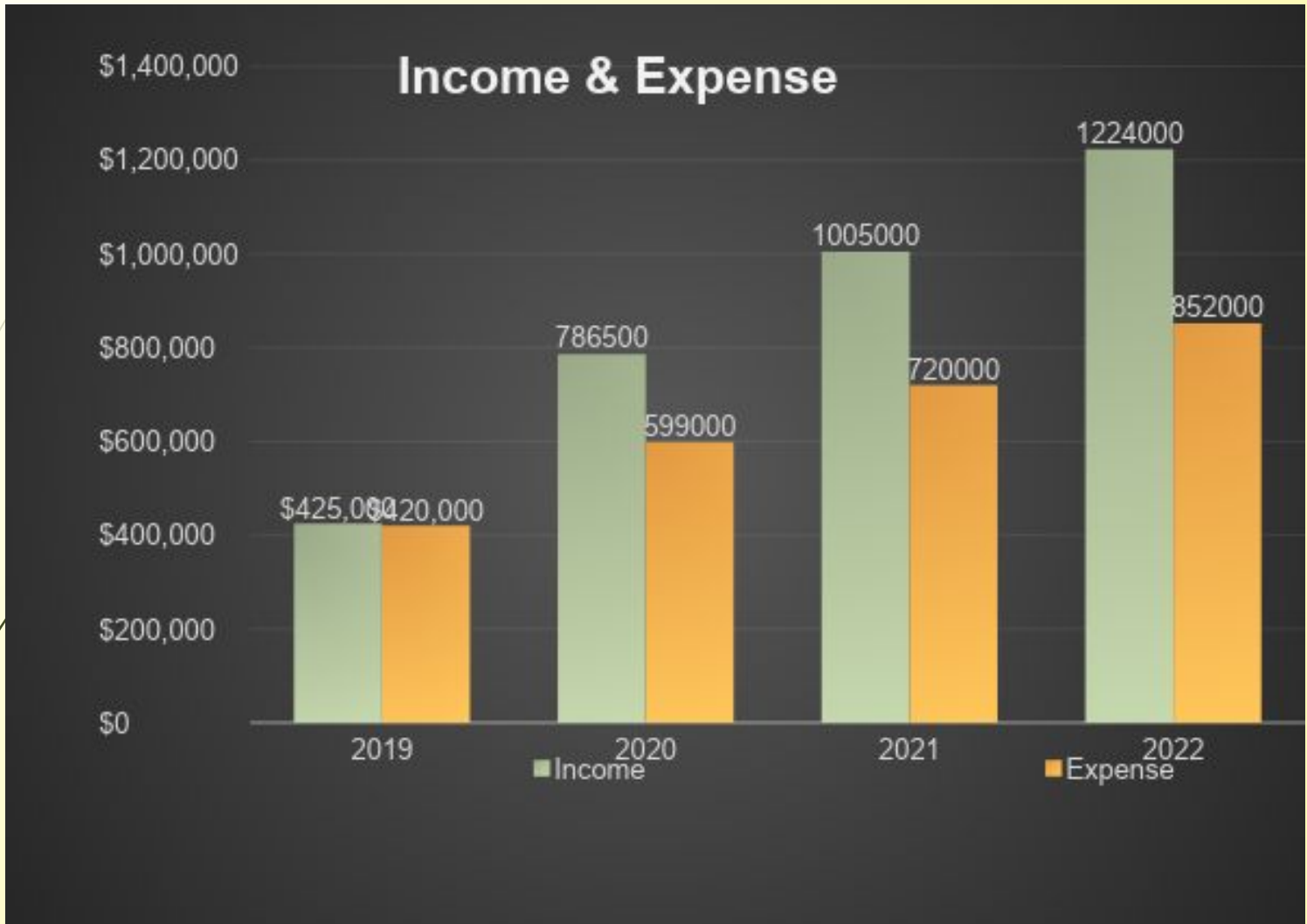
- Minimum Raise

Use of Funds	Allocation
Inventory: Purchase and all parts or components	\$50,000.00
<b>Total Minimum Raise</b>	<b>\$50,000.00</b>
<b>Additional Funds</b>	
Software Development	\$35,000.00
Signature Textile	\$10,000.00
Sourcing	\$15,000.00
Sample Production	\$25,000.00
Equipment	\$32,000.00
Marketing	\$33,000.00
Training	37000
Manufacturing Facility	225000
Improvements	38000
<b>Grand Total</b>	<b>500,000</b>

*Over-shoot  
Goal*

*\$500,000*

*Build Local  
Manufactu  
ring  
Facility*



# Projections

Manufacturing Outsourced

# Partners & Advisors

