

adolEssence

MISSION STATEMENT:

AdolEssence seeks to help young women struggling with body image issues find affordable clothing that helps them embrace being different.

PRODUCT AND SERVICE DESCRIPTION:

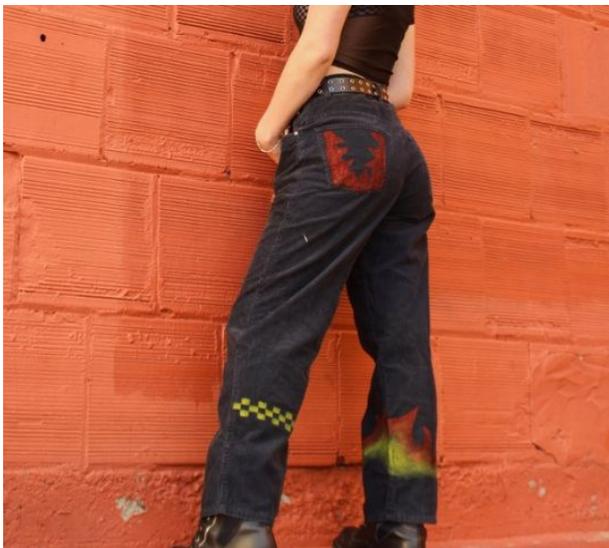
We focus on finding clothes that we like from thrifting and upcycling them into something bigger and better. As of right now, we are hand painting as well as sewing things into these different types of clothing. We have created different lines of clothing and have come up with separate collections that will be released soon. We have our main collection which is based off of the logo of our company which is the **snake** collection. We also have sub collections such as the fire collection, space collection, astrology collection and many more in the works!

TABLE OF CONTENTS:

Exec. Summ. & Comp. Descr.	1
Innovation.....	2
Marketing.....	3
Leadership & Organization.....	4
Financial & Company Report.....	5
Reflection	6

INNOVATION

Our company has a unique sense of style, a unique sense of trying to give back. All of our products are designed by both our creative directors with inspiration from the rest of the team. We took this vision and turned it into something creative, fresh and different. It is what we built our whole mission statement upon. Upcycling normal clothing from thrift stores and turning it into something new adds a whole new personality to not only the clothes, but the person wearing it. As mentioned above, the term upcycling refers to the sentence above. We are making the clothes better and more suited for each person. So, with that in mind, our designs and clothes that we release come from the heart.

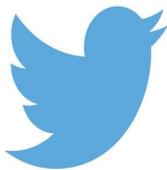


HOW DO WE DO IT? MARKETING AND MORE!

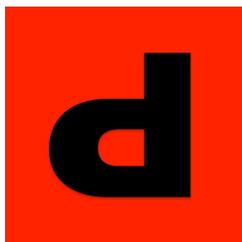
As of right now we are relying on social media in order to spread the word about our company. We have an instagram account as well as twitter account in which we post our content, share an aesthetic, relatable things and all things fashion! We have all promoted these accounts through our main accounts and are trying to grow the follower base from there. Not only that, we launched on depop! Depop is an instagram for clothes, shoes and more and can be directly linked to instagram, so we have been using much of that to our advantage as well! As of right now we have 145 active followers on instagram, 29 followers on twitter and 24 followers on depop. We are looking forward to the growth on these platforms and are still excited for what's next.



instagram handle: @adolessenc.e



twitter handle: @adolessenc_e



depop handle: @adolescence

LEADERSHIP AND ORGANIZATION



Lana Hatchett
CEO / Supply Chain
Creative Director



Miriam Gil
Finance / Sales Manager



Numi Filemoni
Co- Creative Director
Supply Chain



DaKendra Mack
Social Media Marketer

SUMMARY OF FINANCIAL RESULTS

Starting up adolEssence used the startup of 40 dollars, 20 dollars from investors and a 20 that we ourselves pitched in. With that money we made moves in buying clothing and deciding to sell those first. We also had supplies on hand from past projects that we decided to use. Since then, adolEssence has had a total of six sales, two pants that were both custom made which brought the total out to \$60.00 and three pieces of jewelry, two earrings that came to a total of \$16.00 and one choker that is valued at \$12.00. As of right now we have surpassed our startup total and are planning on surpassing it more soon.

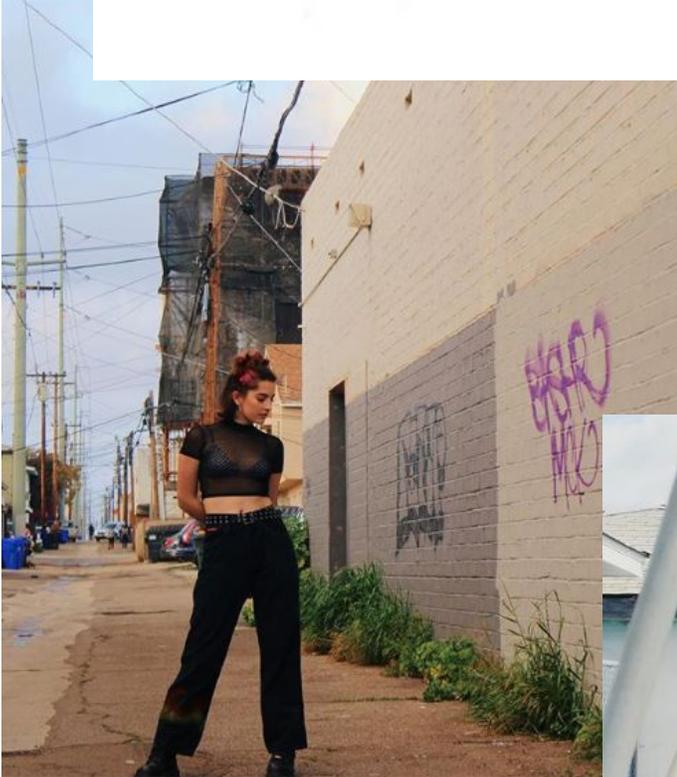
COMPANY REPORT

AdolEssence has indeed reached levels of going above and beyond on what we can handle. We had originally thought that our sales would remain local, however, we have had orders coming in from far and wide. This is all thanks to the support of our teachers, Mr. Asimos and Mr. Moore, who have seen this company grow into what it is today. As of today, we have more orders pending, and by the end of this month we may end up to having a total of \$500.00, due to the demand of our products. Not only have we built up more income and interest, we have started to grow a community.

WHAT HAVE LEARNED FROM THIS BUSINESS? IS THERE A FUTURE FOR ADOLESCENCE?

We all believe that this business is something that is going to last. We owe all of the credit to Lana, she dreamed a dream and decided to follow it and here we are, adolEssence. We have become more aware of ourselves with this business, we have opened up to our true selves, we have tapped into different sides of our creativity that we had no idea even existed. We are honored to work together alongside each other and honored that we were given the chance to be part of the launching of this new company. The mission and vision we have as a company are something that should be acknowledged and we hope that through something as simple as clothing we can affect people's lives. So, as a group, we all believe that we learned the value of character, the value of being true to ourselves and the value of teamwork.

ADOLESCENCE



2019
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