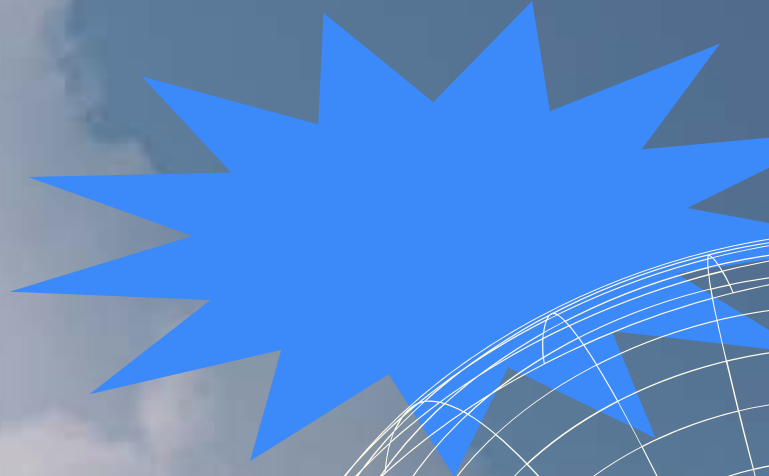


HANDMADE KNIT + CROCHET APPERAL AND ACCESSORIES, THAT SLAY AND SERVE, WHILE BEING GOOD FOR THE PLANET



KOOTIES

DUBLIN

HANDMADE KNIT + CROCHET APPERAL AND ACCESSORIES, THAT SLAY AND SERVE, WHILE BEING GOOD FOR THE PLANET

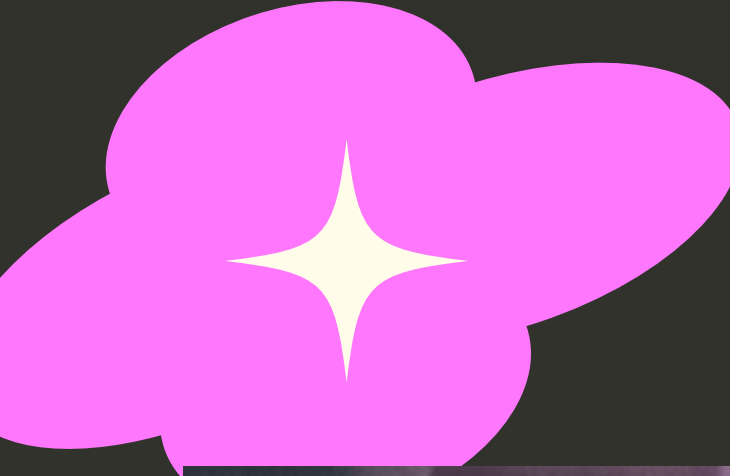
Karen Reilly

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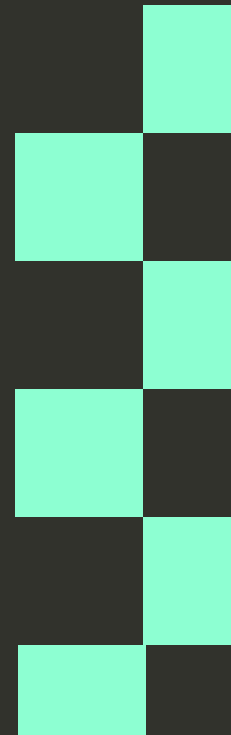




Who We Are




We are a handmade knit and crochet accessories and apparel brand based in Dublin, Ireland, that want to create pieces that could be worn in the 2000 and the year 3000, and all the way inbetween.







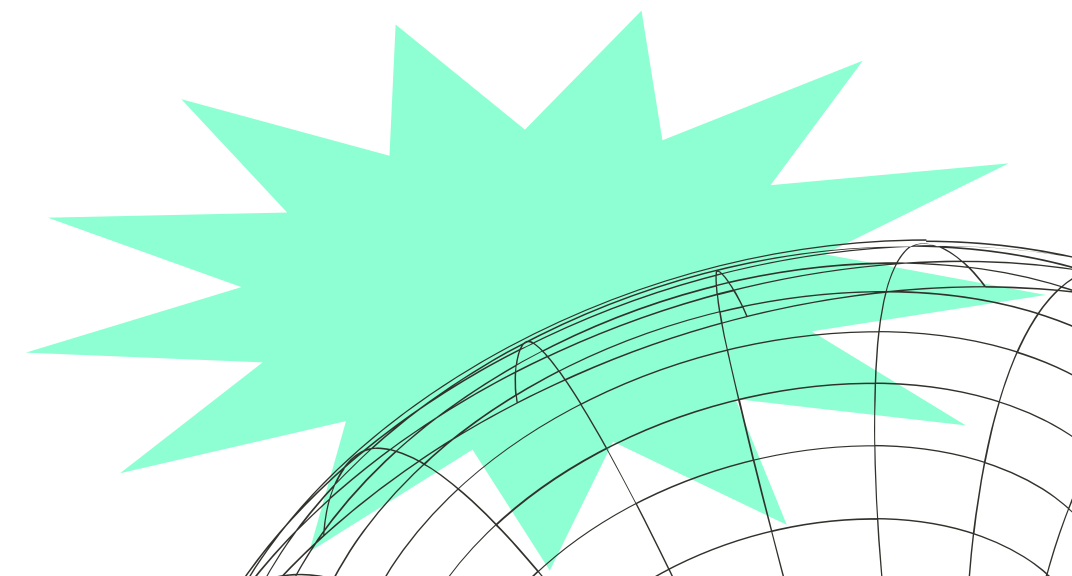
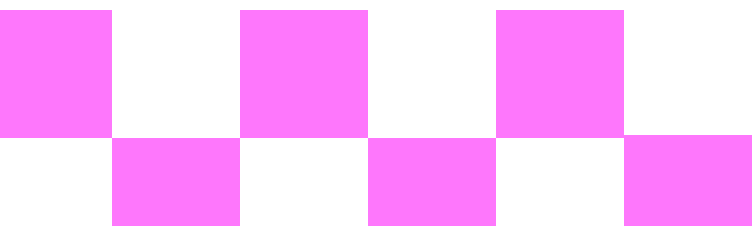
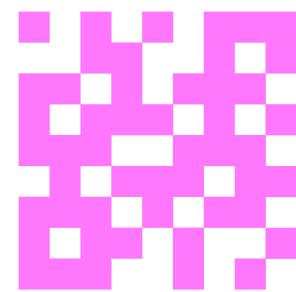
The Problem



Love knitwear - cute, sustainable, fun to make.
Love contemporary Y2K/naughties revival.



However, not find a lot of cross over between the two that's sustainably made and not cost a fortune.



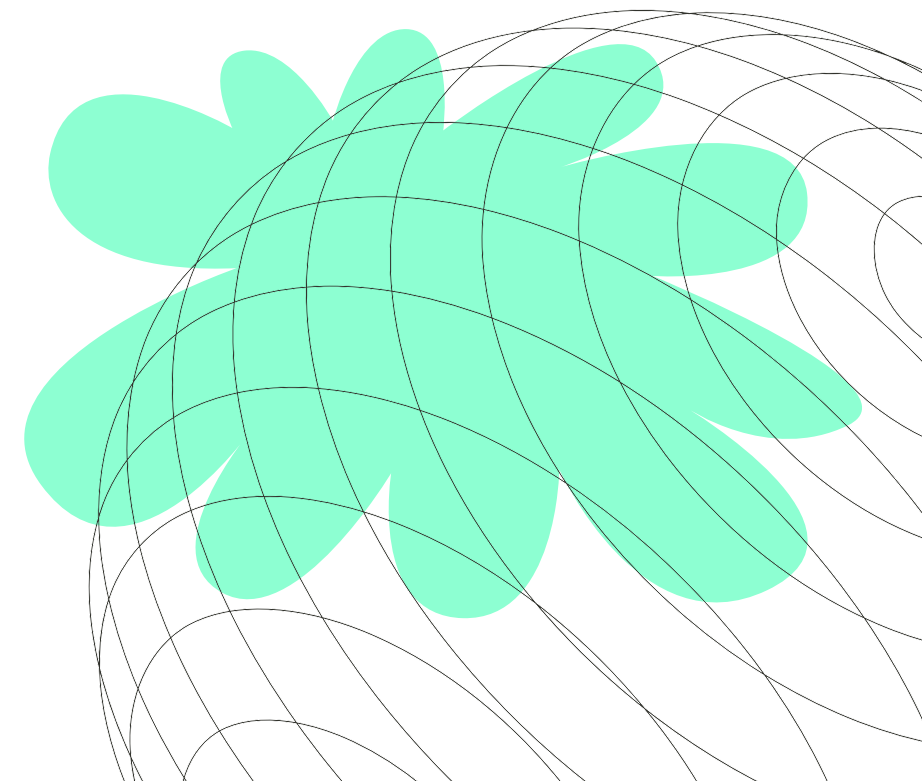
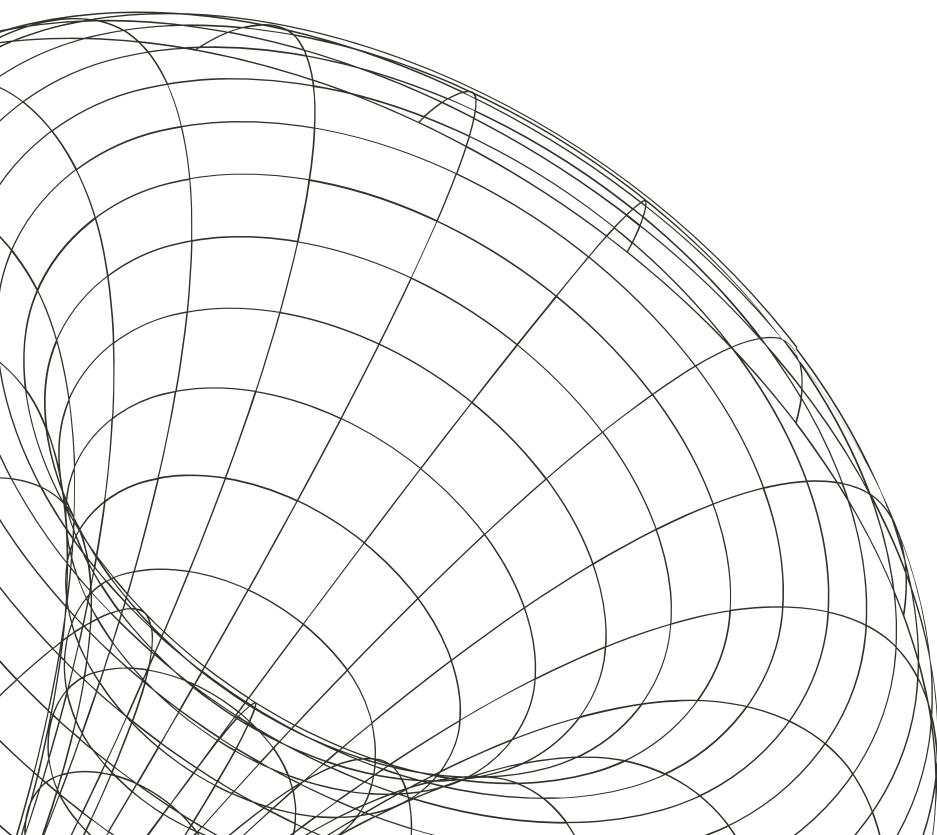
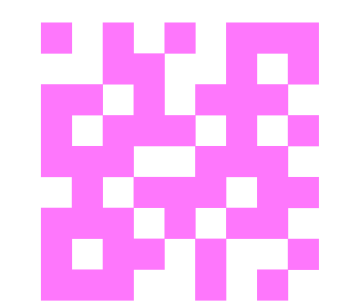


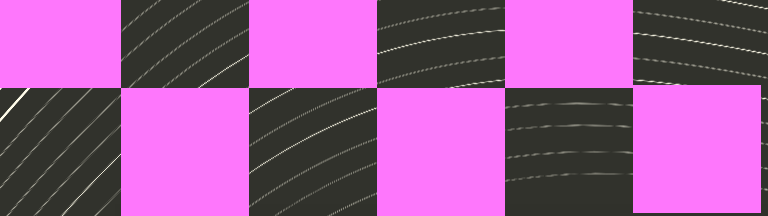
The Solution



Create a line of handmade, slow fashion apparel and accessories, that are inspired by Y2K trends and aesthetics.

To provide a range of pieces, at a range of price points, so that it's more accessible.





One of Voice



cute

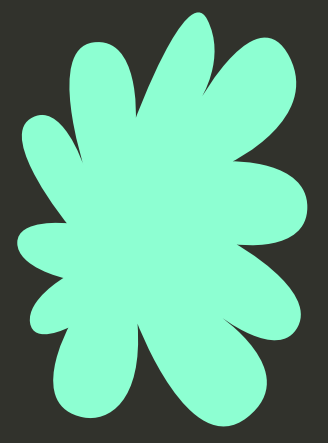
Fun



Slay

iconic

Bratittude



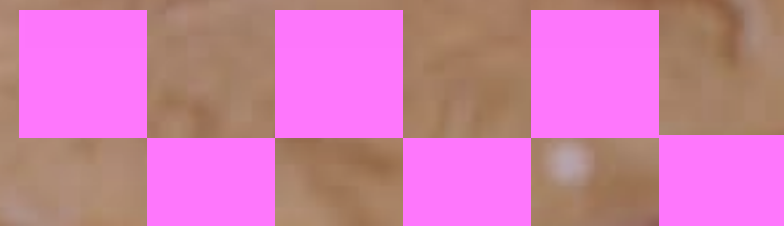
WOW ANY AUDIENCE
WITH YOUR PRESENTATION.
DESIGN PLAN AND
PRESENT ALL IN ONE PLACE - CANVA

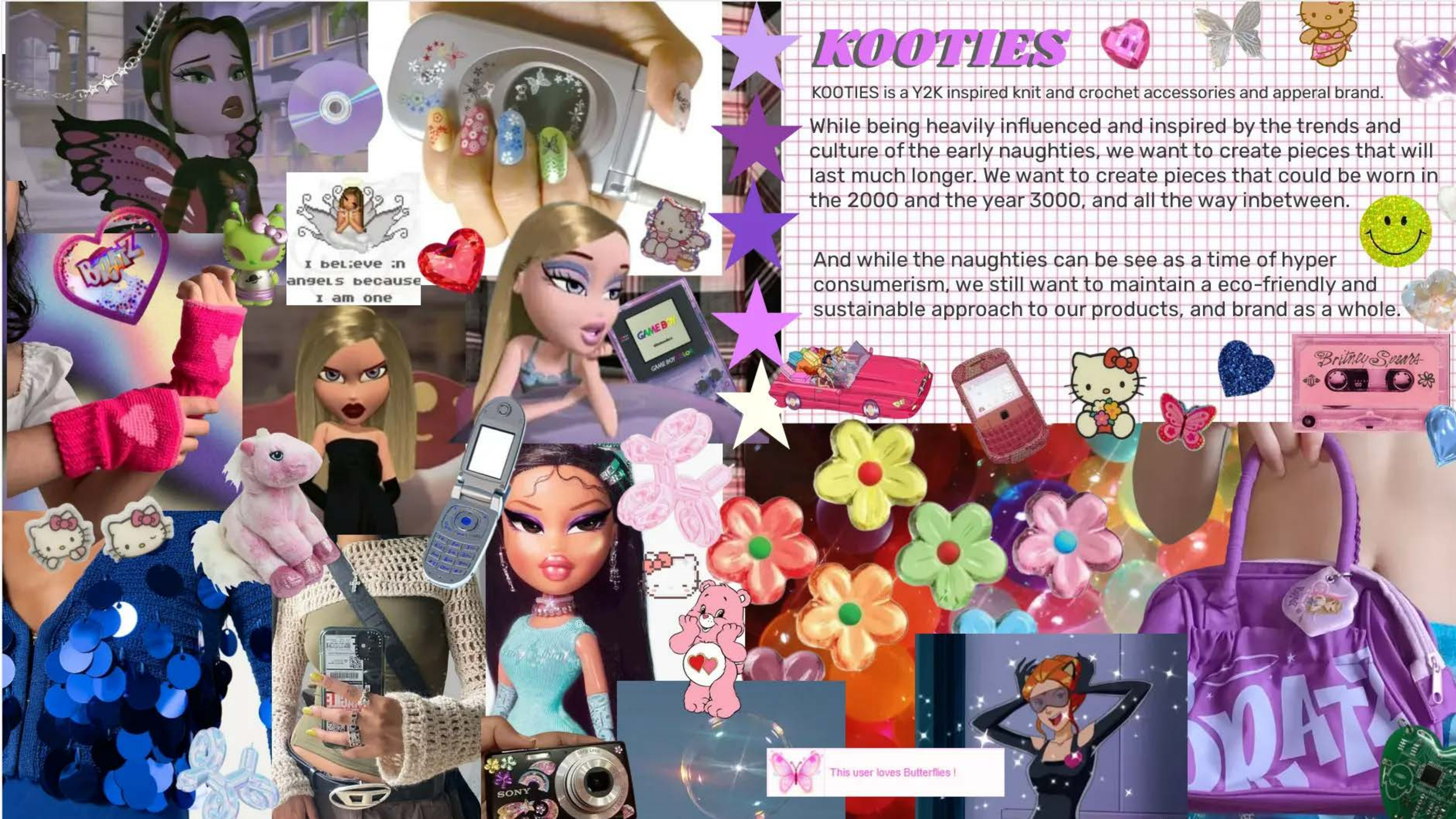


Look and Feel



PRESENT WITH EASE AND
WOW ANY AUDIENCE WITH YOUR
PRESENTATION. DESIGN PLAN AND
PRESENT ALL IN ONE PLACE CANVA





KOOTIES

KOOTIES is a Y2K inspired knit and crochet accessories and apparel brand.

While being heavily influenced and inspired by the trends and culture of the early naughties, we want to create pieces that will last much longer. We want to create pieces that could be worn in the 2000 and the year 3000, and all the way inbetween.

And while the naughties can be see as a time of hyper consumerism, we still want to maintain a eco-friendly and sustainable approach to our products, and brand as a whole.

I believe in angels because I am one

Britney Spears

This user loves Butterflies!



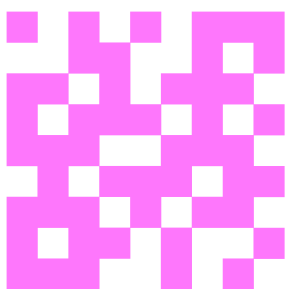
Channel Choices

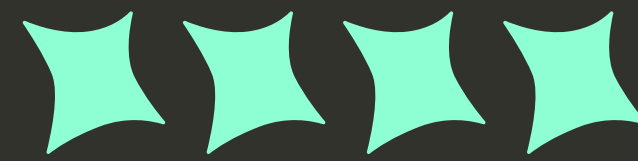
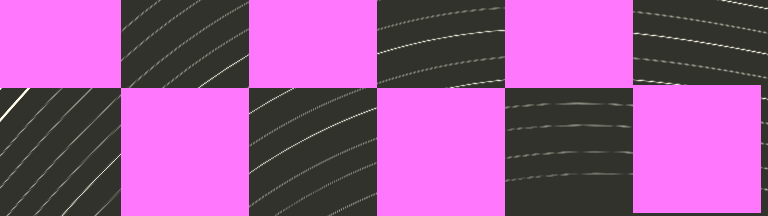
Instagram

- Main platform to advertise + interact with customers.
- More access to target audience.
- Ability to use both still images + videos.

YouTube

- Tutorials for customers to follow along with patterns purchased.
- Behind the scenes look at development of designs, packing orders, etc.
- Collabs with knit + crochet Youtubers to make content.





Creative Rationale

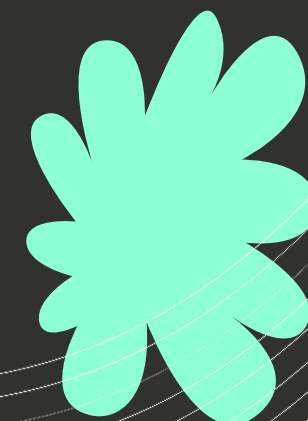


Want to have equal balance of trends and motifs from the 90s/00s and now.

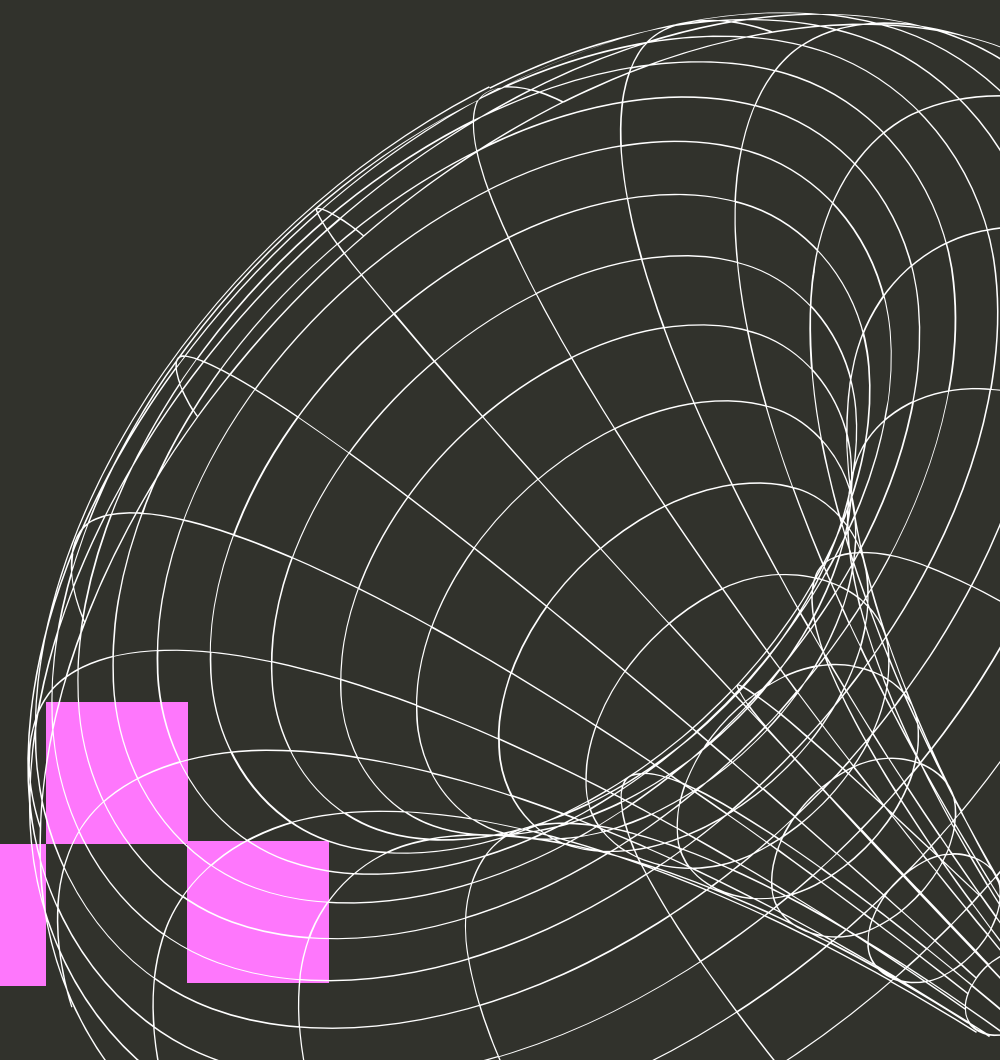
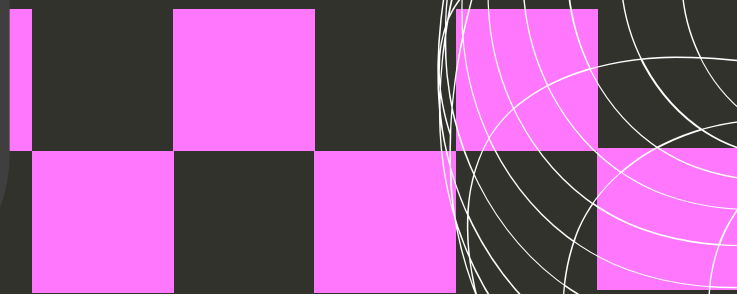
Colours: bright light, fun .

Motifs: Hearts, stars, etc - give more youthful feel, as if stickers placed all over by teenager.

Fonts: Futuristic, new-age. Similar to fonts used.



Instagram
Reel

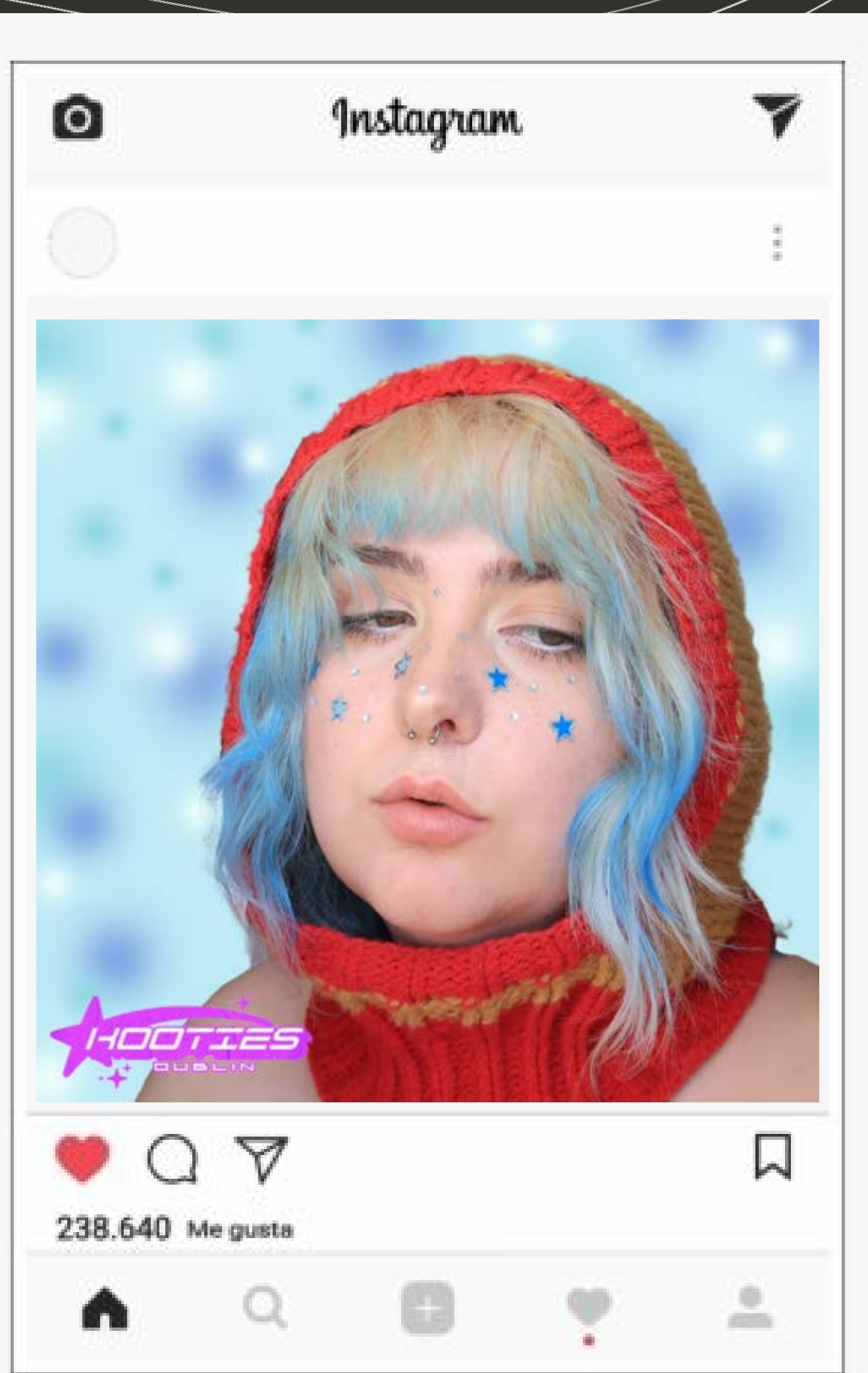




KOOTIES
DUBLIN

SHOP NOW ON DEPOP

The advertisement features a woman with bright blue hair and a red beanie, looking slightly to the side. The background is a vibrant purple with several large, concentric heart shapes in shades of purple and pink, and scattered pink starburst graphics. The text 'KOOTIES' is written in a large, bold, white, italicized font with a pink shadow, and 'DUBLIN' is in a smaller, white, blocky font below it. At the bottom, 'SHOP NOW ON DEPOP' is written in a white, blocky font with a pink shadow.



Instagram
Still image



kooties.dublin 🏠*◊*◊*◊*◊*🏠

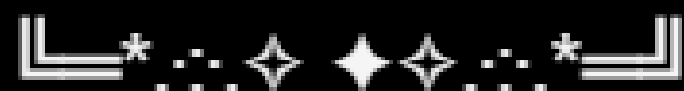
introducing the **◊*◊ LINDSAY *◊◊ balaclava!**

perfect for keeping your hair dry in the sudden rain, ears warm in the wind, or to unleash you rinner babushka (may we should send one to Kate Bush?)

The LINDSAY is available in red and yellow to purchase now, or a custom colour combo, just DM us to discuss!

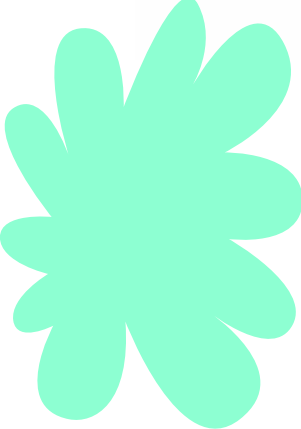
Order yours today on out Depop!

👉👉 Link in Bio 👉👉





Activation Idea

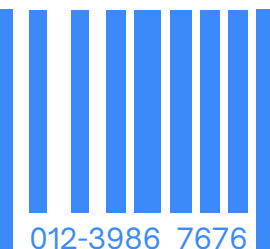
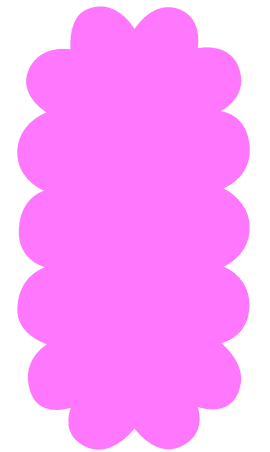


Knitting and crochet workshop, to make scarves and hats, to be donated to Simon, St. Vincent de Paul, Threshold, and other homelessness charities.

Aim for pieces to be donated to local services to be used within the community.

All supplies will be provided for participants, or they can donate their own.

In collaboration with local knitting clubs, craft fairs, schools, and whoever else would like to join all across the country.



WOW ANY AUDIENCE
WITH YOUR PRESENTATION
DESIGN PLAN AND
PRESENT ALL IN ONE PLACE - CANVA



Thank You!



PRESENT WITH EASE AND
WOW ANY AUDIENCE WITH YOUR
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