

*Brown Mill*

**CRAFTED AND ENGINEERED**

**SINCE 2009**

**100K CROWDFUND KIT**

# INTRODUCTION



BrownMill is a New Jersey - based clothing brand founded in 2009, influenced by the work ethic of Founder and CEO Justis Pitt-Goodson's grandparents. At the crosscurrent of bespoke tailoring and streetwear, BrownMill handcrafts garments including collared shirts, embroidered jackets, graphic t-shirts, and single-cut pants - customized for every individual.





# 100K CROWDFUND



Becoming a donor of the Brownmill 100K goal consists of access to exclusive deals and services. Services include:

- **Monthly Store Credit:** Choose from a selection of premium BrownMill garments every month. Purchases will be facilitated through our online site and pop-up stores.
- **Personal Alterations and Tailoring:** Alterations provided to pants, suits, and dresses. Mending services include repairing holes, tears, and replacing broken zippers. Size changes can be achieved through adjusting or adding darts to blouses, dresses, and blazers. Seams can be taken in or let out to improve fit. The wasitlines of pants, skirts, and dresses can also be adjusted.
  - **Access to private events:** VIP access to all BrownMill events.
- **Professional Photography and Editing:** Provided by our teams head of content specializing in headshots, product shots, or scenic photography with an edited touch.
- **Graphic and Logo Design:** Provided by our team of experienced and dedicated graphic designers specializing in logo design, graphic content, social media, content, and typography.





# LOOK PROJECT DETAILS



- \$250 // Charged every 3 months via website
- Store Credit Monthly (Pop-up shops)
- Alterations and Tailoring Credit
- BrownMill Club Embroidered Item
- Access to Exclusive Events
- Access to Local Community Service events
- Professional Photography and Editing
- Graphic and Logo Design

\$1300 value for \$1000



# TEAM

Leadership Team:

Justis Pitt // CEO Creative Director

Taha Shimou // COO Head of Design

Kwaku Agyemang // CFO Head of  
Business Development

Christopher Chandler // Head of  
Content Creation

Johana Supreme // Head of PR

Number of Team Members: 8

Headquarters: Piscataway, Nj

Media Contact:

Johana Supreme

Johana@Brownmillcompany.com



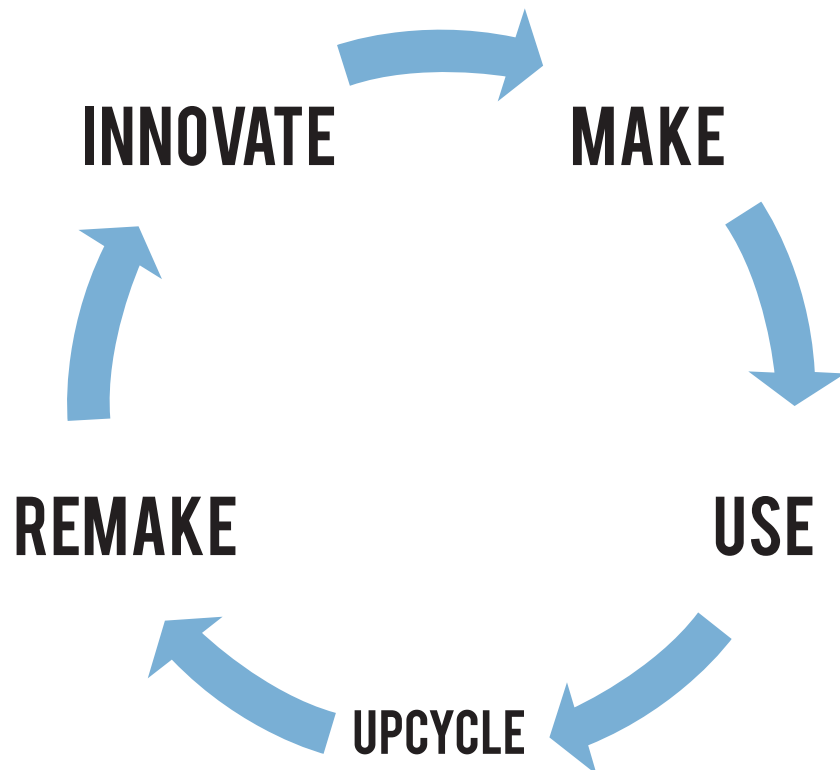
# BACKGROUND

BrownMill is an innovative lifestyle brand of luxury clothing touted as a combination of bespoke tailoring and street wear. All of BrownMill's clothes are produced using recycled textile material which comes from clothing waste, donations, imports, and thrift stores, driven by a strategy of Urban Upcycling. Pieces of salvaged material are incorporated into every design, creating entirely new garments crafted to perfection. The style is further motivated by its ties to the community and to the urban backdrop in which it began, drawing heavily from the black and brown cultural experience in America. The clothing and accessories produced by this company range from hats and tops to outerwear and pants.

Each customer receives a custom product, individual in its own right, just as BrownMill stands as a unique clothing brand in an industry of imitators. By allowing their cultural background as Black Americans, in addition to familiar high-end brands like vintage Ralph Lauren, and Savile Row Tailoring, to inform their clothing style, BrownMill is able to bridge the gap between streetwear and high fashion.

Sustainability is a pillar of BrownMill's business and life practices. The company's mission is to reduce waste and inspire sustainable lifestyles. BrownMill produces its clothing with the environment in mind, upcycling discarded textiles to create one-of-one pieces.

Since conception we have upcycled 1,000 pounds of clothing with our No Waste Model.





# MILESTONES



January 2020: Liberty Fairs Fashion Trade Show

December 2019: Brownmill carried by The Canvas By Q Antwerp (Belgium, EU)

December 2019: 10th Anniversary Pop-Up Shop and Private Party (Brooklyn, NY)

November 2019: Brownmill carried by The Canvas By Querencia (Brooklyn, NY)

August 2019: BrownMill x BrownButter NYC Pop-Up Shop (Brooklyn, NY)

July 2019: The World Doesn't Need Any New New Shit Private Release Party (Brooklyn, NY)

June 2019: Inaugural Good Fridays unique releases launches

April 2019: Atlanta Streetwear Market Pop-Up Shop (Atlanta, GA)

February 2019: Production Center HQ opens (Newark, NJ)

December 2018: BrownMill places 1st at the NJ Global Entrepreneurship Student Awards

October 2018: Fall Liberation Collection Pop-Up Shop and Website Release (Brooklyn, NY)

July 2018: Summer Collection Pop-Up Shop (Brooklyn, NY)

April 2018: Inaugural Community Basketball Game (Piscataway, NJ)

February 2018: YFashion House Presentation (Yale University)

October 2017: Howard Homecoming Pop-Up Shop (Washington D.C)

July 2017: Virago Summer Collection releases

August 2016: Utility Collection releases

April 2016: SS 2016 releases

August 2015: BrownMill website launches

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WWW.BROWNMILLCOMPANY.COM

# COMMUNITY

One of the pillars of BrownMill is our **community**. We **educate**, **empower**, and **engage** our respective communities by hosting various events.

The BrownMill Community Basketball Games are summer basketball runs we do in our hometown of Piscataway, NJ. We provide a safe place for the youth in our community to express themselves while also promoting a healthy lifestyle.



BrownMill Pop-Up Shops are how we educate our consumers about our sustainability efforts, display our new collections in innovative ways, and reach new markets.





In November 2019, BrownMill Company's clothing transitioned from being sold digitally to brick and mortar. The Canvas by Querencia, an international sustainable fashion emporium, is a marketplace for fashion, art, and experiences focused on the United Nations Sustainable Development Goals. With prime locations in both Brooklyn, New York and Antwerp, Belgium- BrownMill Company is one of the many expertly curated collections of companies and designers chosen to showcase our craft there. Our placement in Canvas allows us to display and sell our pieces to an eager market within thriving neighborhoods both domestically and internationally. Our new partnership was a great way to commemorate our brand's 10th year anniversary, and we are excited for the years to come!



# CANVAS

THE CANVAS  
BY QUERENCIA

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# LIBERTY FAIRS

At the top of the New Year, BrownMill was chosen as one of 14 brands to showcase our clothing at Liberty Fairs' first direct to consumer specialty store, Stocked Shop in NYC. Liberty Fairs is a contemporary fashion trade event held bi-annually in New York City and Las Vegas. Its new addition Stocked Shop, is a 3 day pop up activation/curated marketplace. Streetwear enthusiasts participated in interactive workshops and panels led by the key players defining the cultural landscape, an all encompassing retail experience. Years prior in 2014, our very own CEO interned with brands at a Liberty Fairs Tradeshow- truly a full circle moment for the brand.





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## CONTACT

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