



# Primrose & WILDE

## FACT SHEET

WHAT WE DO	Primrose & Wilde is a private-client fashion label producing bespoke day-to-evening wear for women who require as much precision in their clothes as they do in their daily lives. Order directly from the studio, from personal stylists at exclusive trunk shows or online at <a href="http://www.primandwilde.com">www.primandwilde.com</a>
HOW WE INNOVATE	Our clientele is a trendsetter who seeks to express her uniqueness by customizing each collection with the silhouette, buttons, colors and fabric of her choice. We pamper her with traditional relationships, craftsmanship and quality by using our proprietary cutting-edge fashion design technology used in conjunction with licensed software from Columbia University Techventures.
WHERE WE SELL	Personal stylists engage clients in the New York City area in invitation-only trunk shows. Studio visits are by appointment only Monday-Friday. Collections are available online at <a href="http://www.primandwilde.com">www.primandwilde.com</a>
MISSION	To create customizable day-to-evening collections that excite and captivate the imagination of influential women who demand as much luxury, precision and individuality in their wardrobe as they do in their busy lives.
WE BELIEVE	That by producing locally we support small businesses in New York City's Garment District and reduce the carbon footprint of your clothes. That by designing in the virtual space we are saving large quantities of paper and fabric and lightening the impact on our beautiful planet.
TEAM	Clare Tattersall combines 7 years of fashion-tech startup experience with 20+ years as independent fashion designer and 20+ years as an award winning writer together to create a collection of bespoke clothing for opinionated women for women who require as much precision in their clothes as they do in their daily lives. Clare is founder and designer of Primrose & Wilde, she designs, drafts patterns and sews samples. Garments are manufactured in NYC. She fulfills every role from CEO to janitor.
HISTORY	Founded online in May 2015. By December we had launched private trunk show, started offering unique bespoke options allowing them to customize the silhouette, buttons, colors and fabric of her choice for a unique garment and expanded into the UK. In March 2016 we partnered with professional stylists Fashion Loves Style to work directly with clients to create wardrobe selections based on analysis of their unique body-type and color group and in May 2016 opened our doors to studio tours and appointments.
WHAT'S NEXT	As we gain momentum, we will continue to build our collection of day-to-evening wear. Growing our customer base, we aim to creatively engage our clients in topics of interest and product knowledge through our blog, social media, real-time events, and collaborative projects. Building on those developments, we will develop niche opportunities for our customers offering more opportunities for customization and encouraging thoughtfulness in spending to reduce waste in the garment industry.
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