

Purse for the People™

A Product of
New Moon Clothing Inc.



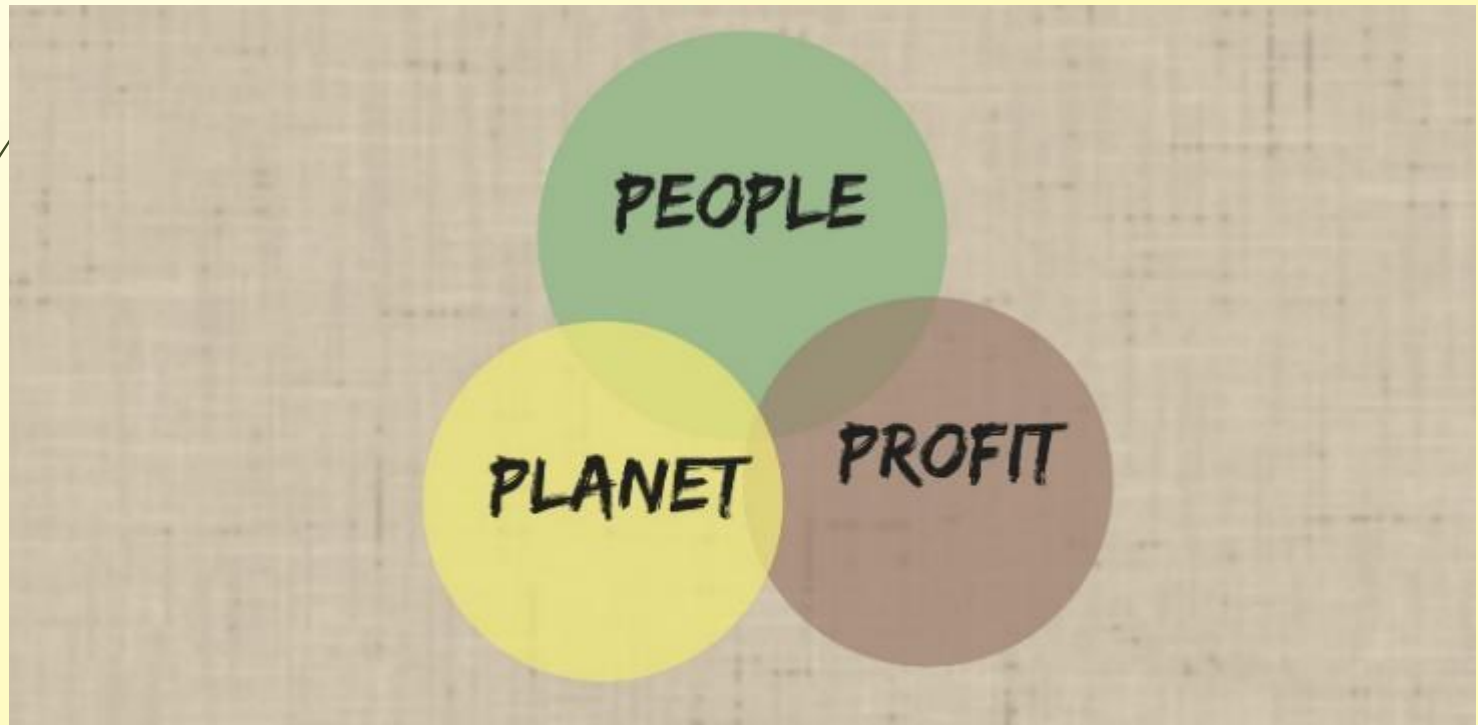
Purse for the People



Social Enterprise *Sustainability*

Benefit Corporation

Triple Bottom Line



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





Using New Technology and
Traditional Wisdom

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

We will use Mass Customization in our manufacturing

- We Will Only Make What Customers Buy

they design and buy, we make and deliver

- Customers Will Design Their Own Style

online with 5 easy mouse clicks

- Zero Overproduction

less waste



Impact of Manufacturing Locally

- Local Jobs and Economy
- Manufacturing Sustainably
- Economic Recovery
- Future Cooperative



*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 Styles & Designs

Virtual Focus Group 3D Design

□ Software Designed

Beta testing

□ Materials Sourced

Italy, USA, China, Indonesia

□ Website Built

Ecommerce

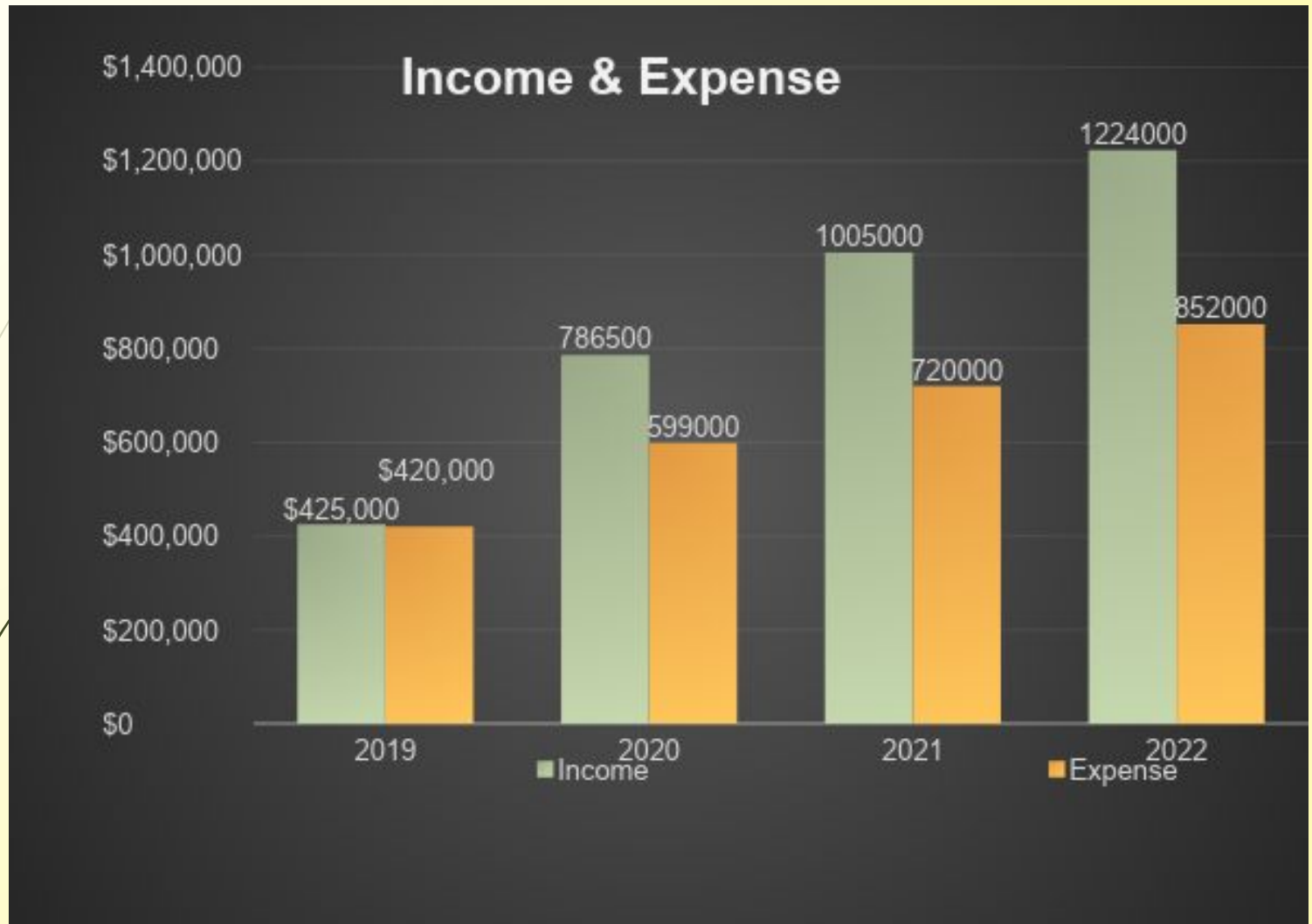
Funding Goals

*Over-shoot
Goal*

\$500,000

□ Minimum Raise

Use of Funds	Investor \$	Founder equity
Phase I Manufacturing Out Sourced		
Software Development: shopping cart	\$ 10,000.00	\$ 10,000.00
Bag Components	\$ 20,000.00	\$ 15,000.00
Sourcing		\$ 15,000.00
Sample Production:		\$ 10,000.00
<u>Marketing:</u> Professional management of marketing plan, social media accounts and advertisement	\$ 20,000.00	\$ 10,000.00
Total Phase I	\$ 50,000.00	\$ 60,000.00



Projections

Manufacturing Outsourced

Partners & Advisors

