

## NAPAANI ORGANIC CHILDREN'S FASHION – BRAND MANIFESTO

While the typical fashion calendar is disrupted for several seasons, the enclosed NAPAANI ORGANIC look-book emphasizes our timeless, simple and fresh fashion, neither constrained nor accelerated.

COVID19 is now negatively impacting those who produce fast-fashion seasonally: pre-collections, collections, capsules, etc. are having a domino effect of un-productivity and millions of fabrics and other materials will unfortunately be wasted by this destruction. Are we not aware there is an obvious dysfunction in our mass industry? This terrible situation that affects us all as individuals and professionals, calls for a change to come: where time stands still, and mankind considers its priorities.

Will we finally transition to slow sustainable fashion and regain control? We are convinced we will. And there is an ever-growing market worldwide, specially in the US, Europe, Australia and China, for a stylish, simple and sustainable children's fashion brand: this is our target market!

### NAPAANI – THE TIMELESS SUSTAINABLE CHILDREN'S FASHION BRAND

**NAPAANI ORGANIC** is more than ever focused on its core values of sustainability, durability, quality and inclusion, and yet it is a discourse that our brand has wished to highlight since our creation. Why? Because responsible fashion is a norm, not a difference marker or sales rhetoric. It is up to everyone to take their commitments to heart and continue to make sustainable progress, innovate and inspire dreams. To produce sustainable and joyful garments for happy and free children in contact with nature is our passion, hence our brand name: **nāpā'ani** means "children games" in Hawaiian.

We stand for inclusion, so we employ children with Down Syndrome and other IDD's as our models in catalogs and trade shows, and we sponsor joint social programs to raise funds for non-profits helping children with IDD.

**NAPAANI ORGANIC** produces small series, sourced from sustainable natural and organic materials, and eco-dyes, while minimizing the environmental impact through a strategic choice of manufacturing, transport, and packaging. This is one of the fundamentals of our brand, resulting from the dreams and values of creators Teresa Paramo and Teresa Larrondo, a young mom and a grandma, both originals from Spain.

With meticulous creative design methods and intentionally sourced materials, **NAPAANI ORGANIC** emphasizes the quality of its products. Each detail of a new style is designed with the purpose of having a long life use and is launched only after repeated adjustments of cuts and seams and in-depth study of the proportions of each model. Each garment is handcrafted with expertise and passion, in specialized craftswomen workshops in Spain and Peru, as ethical production is another of the core values we stand for.

Slowing down and focusing on the essentials is instrumental to overcome our era of fast fashion. Our lines have been developed in synergy with our core values, with emphasis on simple but elegant European style designs with high quality. Every detail of our models reflects the touch of the hand of the craftswoman who makes it.

Our production method is based on small series, making each garment unique. The materials have been sourced with the most delicate attention among high-end natural and organic fabrics, buttons and yarns, not only sustainably produced, but designed to be reusable and to last longer by being taken care of.

Our original designs and fabric colors, and our prints inspired by nature and designed in house exclusively for us tastefully combine high-end, eco-friendly fabrics and eco color dyes: 100% natural linen and tencel, and 100% organic cotton-pima, cotton-poplin, cotton-jersey and knitted cotton, with natural coconut and corozo buttons. Designs inspired by nature produced to protect our planet. **napaani, natural and organic because we care!**

# nā pā'ani

natural and organic because we care



## NAPAANI ORGANIC CHILDREN'S FASHION – BRAND MANIFESTO

### NAPAANI ORGANIC - VISION & MISSION

#### **napaani, a natural and organic way of life:**

*napaani is born from the dream of a mother and a grandmother of creating a children fashion brand that is not only sustainably produced, but designed and made to be durable, lasting longer by being taken care of. Made with 100% organic fabrics in eco or naturally dyed colors, and in patterns designed exclusively by us and inspired by nature.*

#### **napaani stands for a carefree, relaxed, and enriching way of life:**

*Our pieces are timeless, elegant and comfortable. Designed for playful kids who explore the outdoors and are in contact with nature, so they can run freely and be comfortable, hence our name: **nāpā'ani** means children games in Hawaiian. But also for moms who care about the materials touching their skin, the quality of their outfits, and the elegance and atemporality of their looks. We are committed to our environment and the people within it, and work for the wellbeing of both.*

***napaani** is for all those who share these values and believe in a new way of life, being in contact with nature and respectful with the environment. **napaani, natural and organic because we care***

### NAPAANI ORGANIC - CORE VALUES & BRAND IMAGE

*Following are our core values and the differentiating factors of our brand that separate NAPAANI ORGANIC from most of our competitors. Emphatically adhering to them because we heartedly believe in and are committed to them we are successfully penetrating and consolidating our brand in an ever-growing market segment: the sustainable and stylish high-end and top quality children's fashion segment, which is our target market:*

CORE VALUES	BRAND IMAGE
Children's health: skin and other allergies – natural and organic fabrics, eco dyes	Natural and organic materials
Sustainability: materials sourced to last to protect our planet	European children's fashion style designs
Environmental protection: all natural and organic materials and eco color dyes	Exclusivity: unique colors and prints designed in house and inspired by nature
Durability: our garments are made to last longer	High-end quality market segment
Ethical production: made individually by craftswomen in small specialized workshops in Spain and Peru	Functional elegance: stylish while casual. <b>nāpā'ani</b> = children <b>games</b> in Hawaiian
Elegance with simplicity	Creativity and freshness: creative and fresh original designs
High quality in every cut and seam	Freedom of movements, comfortable garments
	Inclusion: we use Down Syndrome kids as models and support non-profit organizations for children with IDD

### **Napaani Organic**

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