

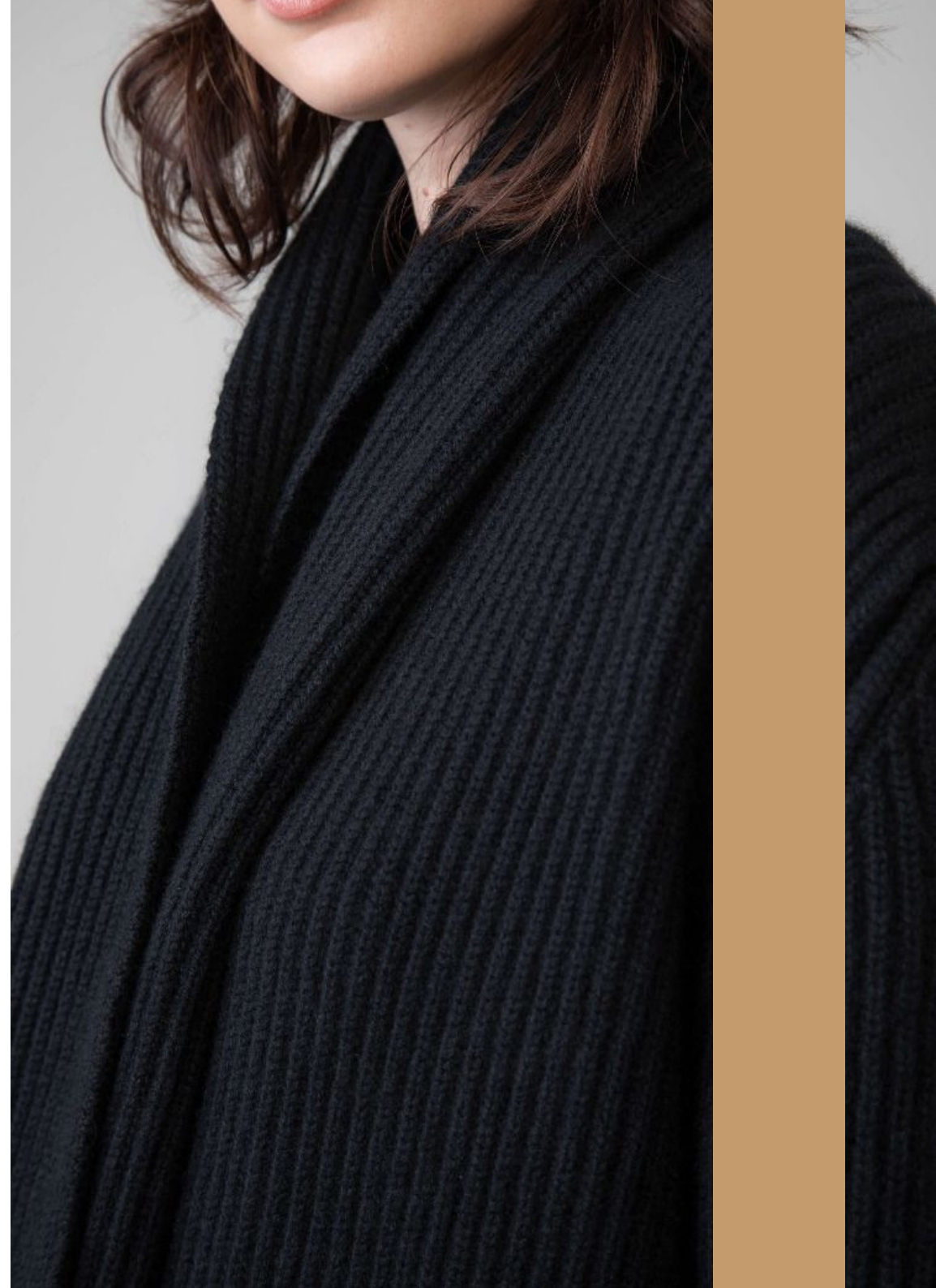
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Sustainable Fashion Brand - Born in Italy

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Who is NUN?

NUN is Chic, Feminine, Adventurous, and Kind.

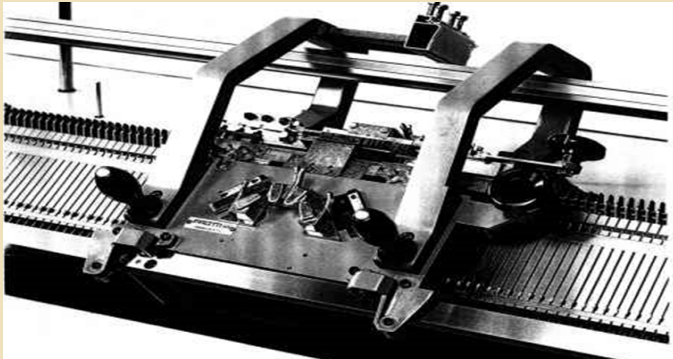
NUN is an Italian luxury Cashmere brand; NUN creates distinguished womenswear that is ethically sourced from fine Cashmere herders in Mongolia.

Hany Beshr, a second-generation fashion entrepreneur and the brand creator, believes that NUN's designs can revive fascinating stories from different times and cultures.

NUN provides sustainable Mongolian Cashmere apparel to individuals worldwide, so they can enjoy the comfort and sophistication that NUN offers.

The Story of NUN

1970



Hany Beshr's father established their fashion business after returning from Germany with two circular knitting machines. This equipment became instrumental in establishing a strong reputation for the quality of their clothing. The family business quickly grew and eventually expanded in the 80s and 90s into two factories that provided high end garments for children.

2015



Hany Beshr envisioned the idea of creating NUN after completing his Masters degree at Harvard University. Upon graduation, he volunteered in a cross-Asia teaching program; traveling to six Asian countries and educating high-scholars and college students. When Hany arrived in Mongolia it became love at first sight! He became fascinated by the beauty of the countryside and felt connected to the simplicity, the community and its lifestyle.

He found it ironic that Cashmere, one of the softest fabrics in the world, was produced within one of the harshest living conditions he had ever seen. This realization sparked a meaningful purpose in Hany that would inspire a long-lasting relationship that would prove beneficial for the Mongolian herder's community.

On that trip, Hany committed to serving the Mongolian community and decided to fulfill his lifelong passion of reviving his family-long tradition of knitting and garment manufacturing. He recalls his early childhood memories of the bright colors, the smell of fresh fabrics, and the gentle humming sound of the knitting machines. He determined to get back into the family business again; this time with a greater purpose.

2020

Ultimately, this led to the birth of a sustainable Mongolian Cashmere brand. NUN was born with this distinct purpose in mind, and for that reason, Hany will always place the Mongolian herders at the heart of his brand. His close conversations with them gave him an insight into their harsh living conditions and challenges that they encounter during their herding cycle. Nun is on a mission to change that.

“Since the dawn of time, creating beautiful fashion required vision and talent, and making luxury garments required superior quality and exclusivity.

In our modern world, beauty and luxury became inseparable from ethics and responsibility. All fashion brands should have compassion for those who make our beautiful garments and take proactive steps to protect our planet from the environmental footprint of the fashion industry”.

Hany Beshr – Founder of NUN



The NUN Vision

To become the world's leading brand in sustainable luxury fashion, where beauty, quality, and 360 degrees sustainability are the ongoing foundations of our existence.

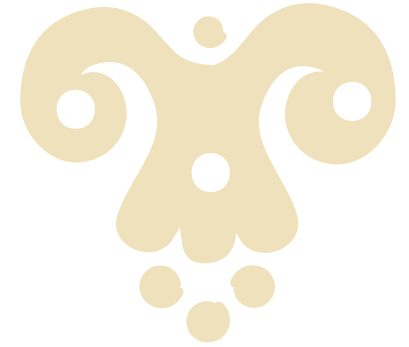


Mission

Our luxury clothing aims to deliver beauty and excellence, while inspiring our consumers in their journey of self-expression. We stand for being kind, responsible, and transparent with our consumers, employees and the Cashmere herding community in Mongolia.



The NUN Values



Operational Excellence

Harvested in Mongolia, designed and manufactured in Italy and delivered worldwide, NUN runs an international Cashmere business and commits to an efficient operating model, where employees and herders are always treated with the highest respect.

Consumer Relationship

NUN believes in establishing a lasting relationship with the consumer through social media, product design, smart-label technology and after-sales services to build multi channel communication to ensure we always exceed our consumer's expectations.

Memorable Product Experience

NUN aims to provide consumers with a memorable product experience. That's why we source quality raw materials, use sustainable practices, and create beautiful designs, to give our consumers the essence of the NUN brand.

Authentic Brand Feel

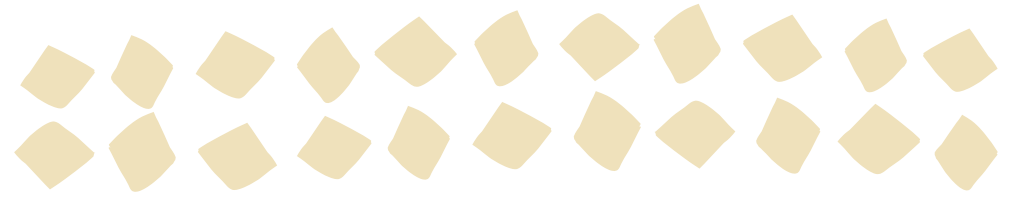
NUN believes in going the distance to embed a concrete and unforgettable brand feel. It will be experienced directly through fabric texture, tangible branding material, or indirectly through visuals, product perception, and psychological feel of empowerment and status.

Global Culture & Identity

Beginning with the name, NUN encourages a strong global culture and identity, without being bound to a specific ethnicity, religion, culture, or race. This value is remarkably reflected in each unique design, creating a brand experience that celebrates humanity and connection.

Value For Cost

NUN esteems Cashmere as a noble fabric and understands the underlying cost to produce it sustainably and maintain it in its pure organic state. For that reason, NUN commits to price its Cashmere fairly, while maintaining a healthy, sensible price-benefit ratio for both consumers and Mongolian herders.



Why Cashmere?

Cashmere; often referred to as the "Fiber of Kings", is a super soft fiber that was used since the dawn of time to create the most luxurious garments worthy of royals. We chose Cashmere because we believe that our consumers deserve no less than ultimate comfort and "baby-skin" softness.

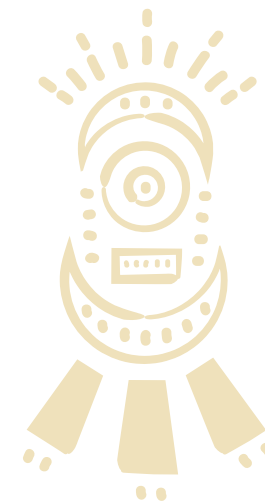
We consider three essential elements in assessing our Cashmere quality; fineness, length and organic color, all essential in NUN's fashion collections. Our garments are made with long and thin fibers made by Cariaggi in Italy; the extra length means they peel less, maintain shape and improve with each wash, and the extra fineness makes them softer, and more durable. We take pride in our Grade-A Cashmere because it creates an impressive garment in all aspects.

Mongolia was the country of choice to source our Cashmere; Mongolian Cashmere grows in extreme climate conditions which is the secret behind its superior quality. Besides, choosing Mongolia gave us the opportunity to improve the herders' livelihoods and preserve the grasslands where goats feed; a concrete foundation in the Cashmere cycle continuity.

NUN implements a clear, transparent concept of "Pure Cashmere", hence steering clear from quality deviations and misconceptions due to synthetics, impurities and the mixing of Cashmere with external fabrics.



Why NUN?



NUN is luxurious. Our creative team comes from top fashion brands in Milan who create the unique NUN styles and visuals that our consumers aspire to. Our artisans in the Italian Cashmere valley apply delicate century-old craftsmanship using experimental knitting techniques, making it the cherry on top of our luxury collection.

NUN is kind. We source prime Grade-A Cashmere fibers from herders in Mongolia who receive fair payments and donations for improving their community's livelihoods and protecting their environment.

NUN is bold. We unveil the adventurous spirit inside each consumer and join them in their exciting journey of self-exploration through a rich expression of fashion. NUN's designs tell the stories of distant cultures connected through time, space and common ethical values.

NUN is innovative. We embrace technology to communicate our traceability and circular production model, and to engage with consumers and enhance their pre-sale and after-sale experience.

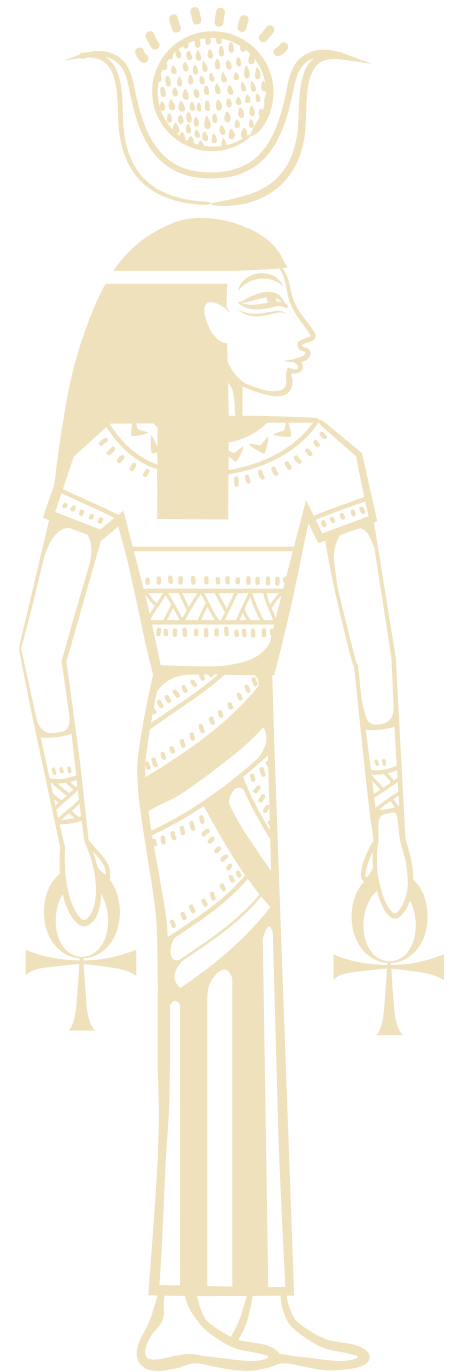
When our consumers wear NUN, they celebrate confidence and originality, ethics and humanity, and of course, when they wear NUN, they celebrate who they are.

Why We Resonate with Our Consumer?



NUN celebrates civilizations. Our roots are so much of who we are. That's why NUN collections revive ancient art and reinterpret its beautiful design elements by bringing them to life. Our designers create an unforgettable contemporary style for modern women.

- NUN is Timeless, because it strategically combines extraordinary quality with everlasting beauty – our consumers simply won't let go of NUN's garments because the quality and style are unchanging. We are masters at paying attention to details, because design is in our DNA. By doing so, we create beautiful garments that leave our consumers feeling confident and proud in every occasion.
- NUN is transparent and proves its claim of sustainability. Because NUN believes in a connected world, each garment is attached to a SMART LABEL connecting NUN's entire supply chain to the consumer's smartphone. We know that our consumers value quality and excellence, so we make it a priority to make traceability information instantly accessible.
- NUN is Humane. Our team shares our deepest humane values. With a company of mostly women, we believe in woman empowerment and child development; NUN supports a successful charity organization in Mongolia that cares for children education, health, and nutrition in hopes that we can help raise a stronger, more empowered generation.





- The owner of NUN is a descendant of a fashion family business that started in 1970. He inherited a genuine passion for beautiful fashion and since creating NUN, he feels more fulfilled and enthusiastic than ever before.
- NUN is about adventure. The idea for NUN was born on an adventure, when the owner set out on a self-exploration trip to six countries in Asia. He finally found his heart in Mongolia, among the herders in the open grasslands.
- NUN uses only Grade-A Cashmere that is sourced in Mongolia and carefully made into the softest yarn in state-of-the-art mills in Italy.
- NUN garments are made with care by artisans in the Cashmere Valley of Italy in Umbria. For generations, they have shared the secrets of perfecting the softness of Cashmere and have mastered the ability to achieve the world's highest saturation of colors that never fade, even after our garments move from one generation to another

Brand Identity

1

Kind

NUN exists because of hard working Mongolian Herders. That's why NUN focuses on giving back to the herders and strives to live up to its ethical values including sustainability, fairness and compassion towards the Cashmere herders' community.

4

Harmonious

NUN seeks perfect harmony in brand voice, visual communication, feel, consumer orientation, and brand perception as the major pillars of the brand personality. Harmony perpetuates an eternal brand message with worthy goals and sustainability that the brand will religiously follow.

3

Luxurious

Production, processing, and fine details all weave together to give a luxurious feel to the NUN garments. Italian artisans meticulously design and develop each garment with only the finest, smooth and Grade A Cashmere to ensure the most luxurious experience for consumers.

2

Trendy

Understanding the differences between fads, long-term and short-term trends, NUN designs fascinating garments with the perfect combination of medium and long-term trends to ensure the brand stays both timeless and contemporary.

5

Futuristic

NUN connects the ancient world with the modern world by utilizing cutting-edge online technology to deliver transparency on raw materials. It provides its consumers with traceability of the supply chain and aims to maximize online and in-store engagement through detailed smart labels, so consumers know the origins of each garment.





Brand Character

1

Sustainable and Socially Responsible

NUN firmly believes in 360 degrees responsibility towards all parties involved in the making of the brand; planet, Mongolian community (person + environment + animal), consumer, work force and the fashion industry. NUN sees each party as an integral part of the brand and treats them accordingly.

2

Status Enhancing

NUN only works with the highest quality Cashmere to match the consumers' status. NUN's finishing techniques and high craftsmanship rest on the conviction that when women dress the part, they also act the part, no matter how important it may be. When a woman wears NUN, she wears confidence and status.

3

Redefining Garment Consumer Relationship

The fast fashion industry has popularized cheap, reckless practices in mass producing clothing. It is harmful to economies, environments and workers at the bottom of the supply chain. NUN has a remarkable brand concept to redefine relationships by using fine products to encourage a healthy, long-lasting and extremely personal relationship.

4

Reviving Beauty of Heritage

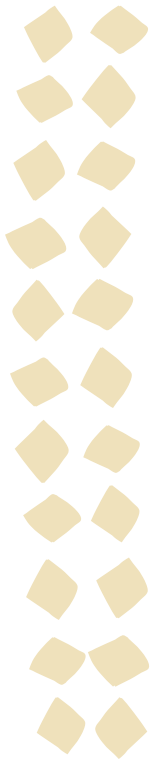
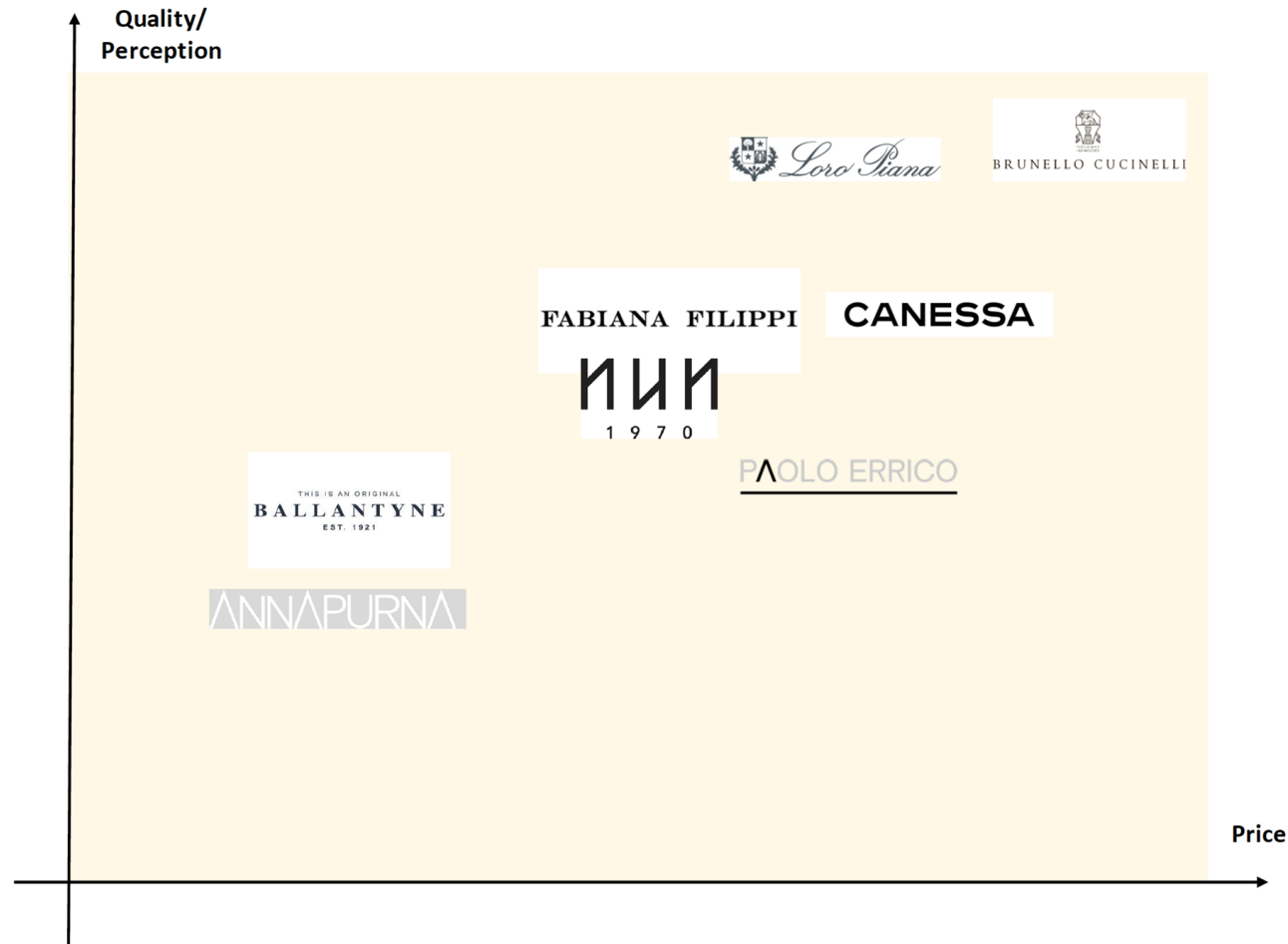
NUN brings past civilizations and cultures back to life accurately capturing and reinterpreting their most charming elements to develop a contemporary look that every woman feels confident wearing. NUN develops original designs with a perfect marriage between ancient culture and contemporary trends to inspire consumers to be unique and to be proud about it.



Brand Positioning



Our high-quality products place us within the luxury Cashmere high-fashion market. With a combined superior quality of Mongolian Cashmere and the savoir-faire of Italian craftsmanship, we create the stunning products within our sphere of high market value and environmental consciousness. Our brand boldly reflects our passion for adventure and with designs varying from experimental to traditional, providing our consumers with an elegant, unforgettable look for every occasion. Our garments deliver our promise of beauty and quality and originality.



The NUN Consumer



The Nun Woman

- The NUN woman is sophisticated, contemporary, and eco-conscious, with a high preference for elegance. NUN collections are created for the modern woman who lives a hectic life but does not give up the luxury and comfort of Cashmere.
- She is an adult woman between the age of 30 and 55 and absolutely loves the feel and look of knitwear and soft natural fibers above all else.
- Every modern woman who prefers luxury brands will find a comfortable fit with the NUN brand where she will find a complete look with easy to combine garments, for all occasions..
- The NUN woman is able to find her niche to suit her desire for knitted fashion in every moment of her day, both in sportswear and in the most elegant occasions.
- The NUN wardrobe has great depth and character, ranging from street styles like sweats and hoodies, to a luxury cardigan or cape with exquisite jacquard workings in lurex and Cashmere.

Primary Segment

Women, Age: 30-55

Financially established women who value conservative styles but Occasionally experiment with new fashion.

NUN is designed and catered to big spenders who value high quality and natural fibers. They like to experiment with new lines but will wear a new fashion look if they are confident that it will suit them. They seek outfits that make a statement and emphasize their social status and unique taste. Fashion details are a primary driver in choosing clothes. They are known to shop in key stores where they know they find the quality that they require.



Secondary Segment

Women age 25-30

Young Urban Woman with confident Style, she buys to express personality.

The NUN Young Woman has a confident urban style and buys to express her unique personality. Society never tells her what to wear. Instead, she boldly chooses what suits her taste. She is drawn to missions that create social impact.

She visits smaller independent boutiques to find clothes that will make her stand out from the crowd and reflect her individualism. She shops online, especially if she has an enhanced user experience with features to provide her with styling recommendations for a complete look.

NUN Logo

Unapologetically Unique



NUN
1 9 7 0

Long ago, the Ancient Egyptian people, worshiped NUN, the pharaonic symbol for the ocean. We believe in merging the past with the present to create a beautiful unity in style and heritage. Because of this, our logo also includes the German word: NUN meaning, "now"; hence the name links a heritage from the dawn of time to the glamour of the present.

The pharaonic symbol celebrates Hany Beshr's heritage, just as the German meaning honors Hany's father's family business which started in Germany. The two meanings combine to show consumers around the world to honor and celebrate their own story.

NUN has a bold spirit of experimentation. It was important to find a logo font to match the elegant designs and unique mission of the company.



Fall/Winter 21-22 Collection

The NUN Fall/Winter 21-22 collection is breathtaking and intriguing. With inspiration from the ancient Egyptian civilization, NUN takes the spirit and beauty of the revered and ancient Egypt and transforms it into a one-of-a-kind collection. Each garment reflects the beauty of humanity across the millennia while following today's fashion trends.

The age-old iconic pyramids and the sphinx meet the catwalks, salons and boutiques of the 21st century in a celebration of grandeur spanning the centuries.

Three captivating main themes are brought to life and processed for this contemporary luxury collection in pure Cashmere.

First

The papyrus flower inspires the most elegant of the groups.

A delicate aquatic plant native only to the Nile Delta, papyrus is reinterpreted and stylized by creating precious jacquard techniques that adorn capes, cardigans and sweaters. The stunning presence of gold lurex and silk make the papyrus theme even more luxurious and alluring.



Second

The scarab, or sacred beetle, is considered by the Egyptians to be a powerful amulet and a symbol of eternal rebirth. The graphic jacquard bands on the sleeves are carefully designed to reflect the Egyptian look while staying cozy. This element creates a relaxed look for a more street-friendly attire, while also maintaining an elegance that even the Egyptian pharaohs would admire.

Photograph by Katie Chao. Brooklyn Museum, New York, Charles Edwin Wilbour Fund, 49.28a-c



Third

The Animalier: To the Egyptians, the snake represented magnificence and respect. The fall/winter collection take the latest mode of the animal print, evoking the colorful snake motif with three garments in seamless color degrade. This creates a strong visual impact, married perfectly with cropped trousers in majolica-colored Cashmere, for a trendy and contemporary ensemble, and with a pair of jeans.



Finally, the vibrant colors frame the entire collection. The colors of the desert dunes combined with the crisp color of lapis lazuli, creates a pleasant tone, easy to match. The lapis lazuli is a precious stone considered divine by the ancient Egyptians and called "the house where the true essence of divinity resided."

All garments in the fall/winter collection can be perfectly combined to dress up or dress down any outfit. With the clever basic designs, consumers are capable of creating the quintessential outfit for any occasion, all strictly 100% Cashmere.





Sustainability

NUN Sustainability Model Principles:

1. Cashmere herders' Community Support
2. Minimize carbon emissions and environmental footprint in yarn sourcing and production
3. Use latest technologies to communicate traceability
4. Long life garments minimize replacement and lower consumption of plant resources

01

Fiber Sourcing

- 100% traceable Cashmere fiber from the source by our yarn supplier Cariaggi (ITF certified).
- Supporting the Cashmere herders' community in Mongolia, through the projects of "The Nature Conservancy".

Yarn and Production

- Our Yarn supplier Cariaggi has many sustainable production certifications including:
 - ISO 14001 certification – Certified Environmental System
 - ISO 45001 certification – Certified Health and Safety System
 - Renewable energy certification – Certified 100% energy renewable
- All supply chain phases are in Italy (except the fiber sourcing from Mongolia) which minimizes the CO2 emission resulting from transportation of goods.
- We aim to achieve Zero-Waste policy where all pre-consumer yarn will be recycled.

02

03

SALES AND MARKETING

- Using technology to communicate traceability to our consumers (NFC and QR Codes take our consumer to information about our supply chain, products, our charity activities) and confirm authenticity of NUN garments
- All our labels and hangtags are FSC certified and recycled

GARMENT END OF LIFE

- Our high quality and timeless designs mean longer product life, and hence, less consumption of planet resources
- We plan to initiate a program to reward our consumers who will give away an old Cashmere garment for recycling, when they buy a new garment from NUN.

04



First: Traceability

Unfortunately, the fashion industry has one of the biggest environmental footprints and poses great risks for human health and society. But at NUN, we aim to find solutions to track and reduce our environmental footprint to increase sustainability.

We know that the complexity and lack of clarity of the fashion supply chain makes it difficult to identify where those negative impacts occur. It can be hard to devise necessary targeted actions. But NUN is determined to make a difference.

Some brands unrightfully claim that they are sustainable, when in reality, they are not. Our consumers deserve to know we are sustainable, and not just have to take our word for it. That's why NUN differentiates itself by using the Traceability powered by blockchain technology to trace the history, application or location of our garments in the supply chain; starting with fiber sourcing in Mongolia to our manufacturing facility in Italy and the final point of sale.

(Source: Rinaldi, Francesca Romana. Fashion Industry 2030 (p. 59). EGEA Spa - Bocconi University Press).



In Mongolia:

We source our sustainable Cashmere fiber.

In Italy:

We design our fashion collections in Florence.

We manufacture our luxury garments in Perugia - the Cashmere Valley in Umbria.

Our showroom is located in Milan.



SHOWROOM



MANUFACTURING

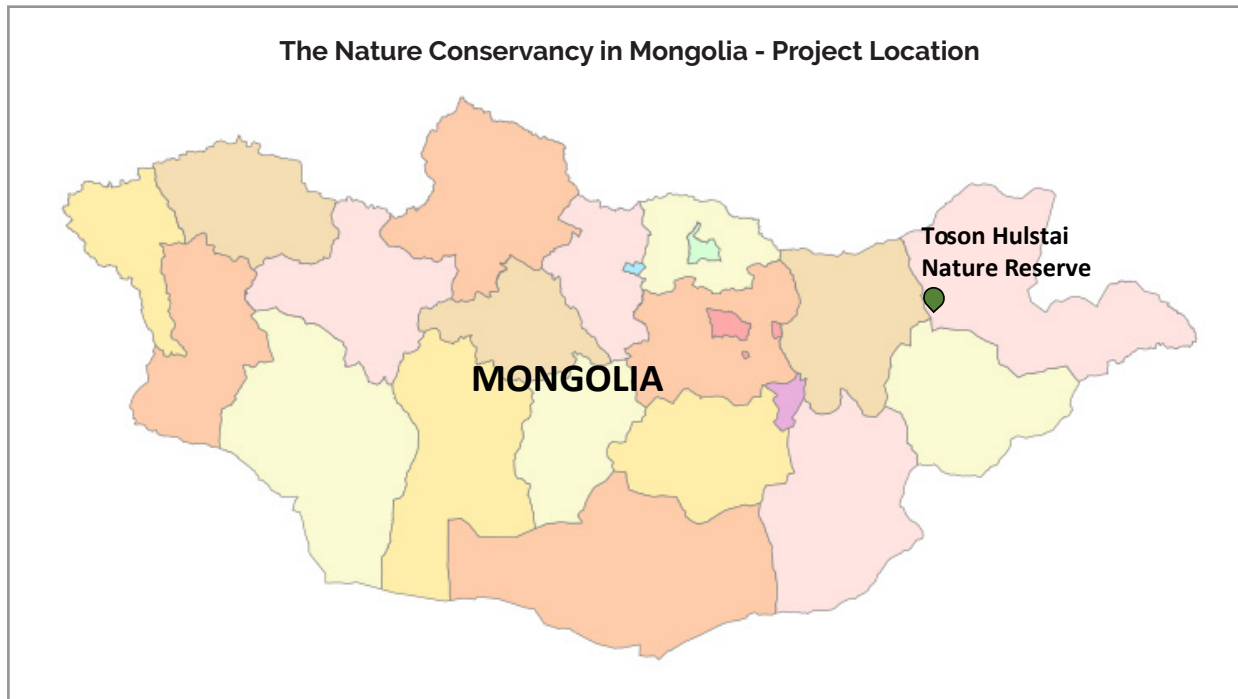


DESIGNER



Second: Herding Community Development

We believe that the only way to ensure the sustainability of Cashmere fiber is by supporting the herders community where the Cashmere fiber comes from. That's why NUN is committed to support the projects of "The Nature Conservancy (TNC)" in Mongolia. We donate part of our profits to the projects of the Nature Conservancy.



The Nature Conservancy in Mongolia:

In 2017, TNC began working in Mongolia, to reduce exploitation and desertification of the herding grasslands where Cashmere goats live, and to help herders get fairly paid for their Cashmere and to explore new opportunities for economic development. NUN feels honored to be able to support their efforts with the help of our paying consumers.

Project 1:

NUN PROTECTS Cashmere FOR THE NEXT GENERATIONS:

Increasing number of Cashmere goats causes overgrazing, which causes desertification. The objective of this project is to help Cashmere herders avoid that vicious circle through better land and cattle management.



Picture: property of © TNC (Edward Game)

Project 2

NUN IS HUMANE AND CARES ABOUT THE HEALTH OF CAHSMERE GOATS:

This project provides nutrition-rich food for lambs, helps them grow faster, larger and healthier, which reduces the burden on the land and increases the herder's profits, making this lifestyle more sustainable.



Picture: property of © TNC (D. Tseveenravdan)

Project 3

NUN EMPOWERS WOMEN IN MONGOLIA TO CONTRIBUTE TO THE LIVLIHOOD OF THE HERDERS COMMUNITY:

Our women empowerment project provides training in felt-art handicrafts and connecting herders with national wool manufacturers so they can sell the wool directly to the plant for better profit.



Picture: property of © TNC (Gankhuyag Balbar)





Ensure that children get access to education and life skills training

Picture property of AGAPE Asia Foundation



Fight child malnutrition

Picture property of AGAPE Asia Foundation



Make a child happy with a gift

Picture property of AGAPE Asia Foundation

Charity

NUN is always looking for ways to thank Mongolia for the beautiful Cashmere they supply, that's why we support AGAPE Organization in Mongolia, to help work with children, families and communities to overcome poverty. AGAPE works with 100 children to transform their life and help them reach their personal potential through education, clothing, nutrition, and coaching.

NUN Fashion Technology

Each garment is attached to a SMART LABEL which connects NUN's whole supply chain to the consumer's smartphone.

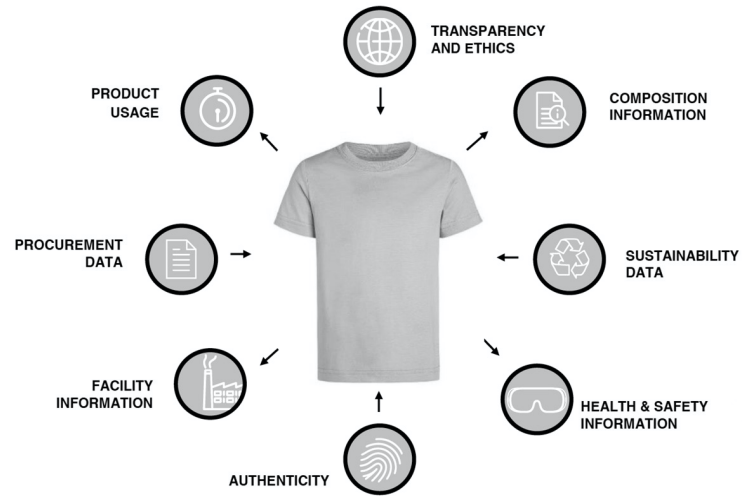


Traceability and Information on the Garment Supply Chain



NUN is a Pioneer in Using Blockchain Technology for Good Causes

Traceability provides the following information as illustrated:



Our transparency model
Product authenticity
How to take care of the garment to make it timeless
Supply chain locations and facilities: design, production, distribution
Certificates and accreditations



NUN is now experimenting with Virtual Reality technologies to maximize our consumer engagement. Our consumers can see a 3D modeling of our collection when they tap their smartphones on our garment labels.



SWOT Analysis

Strengths

- Brand quality & core values
- Brand sustainability business model
- Focused branding and strong brand DNA
- Founder experience in sustainable practices
- Italian yarn and production craftsmanship guarantee garments quality and durability
- Highly talented design and sales team who worked for top fashion brands

Weakness

- Broad operational spectrum
- Limited product lines and quantities

Opportunities

- Unsaturated Cashmere market
- Product lines expansion to include long term trendy product lines
- Growing "bridge-to-luxury" target market
- Increasing demand in luxurious Grade A Cashmere
- Presence of multiple sustainable organizations thus increasing brand support

Threats

- Established competition
- Sustainable investment finds lower return
- Variety of sustainable business models available in the market
- Multiple market psychology
- Economic instability in multiple markets





Communication Plan

Tone of Voice

NUN tone of voice is inspirational, elegant, confident, and caring. We use storytelling to inspire our consumers to explore new possibilities and unveil their inner explorer; and most importantly to be proud of it. Our consumer is always the hero of our stories and they feel connected to NUN when they connect with our mission, the Mongolian herders, the Italian artisans, and the founder's story of self-discovery.

We use a balance between the formal and informal voices to address the interest of different age groups.

Media Plan

Objectives:

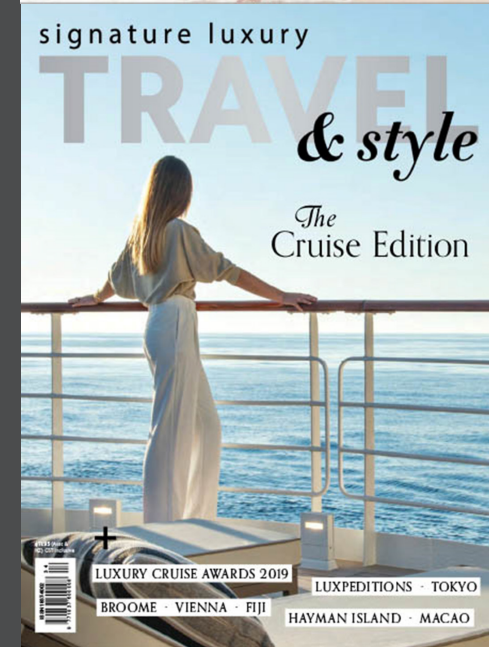
- Present the NUN brand to the world of fashion
- Implement a communication strategy focused on the markets of Europe, Far East, and North America
- Integrate online and offline communication channels
- Raise brand awareness and build consumers' loyalty
- Build credibility through transparent communication of NUN values and sustainability strategy
- Increase sales volume

Media Plan:

- NUN stands for beauty, quality, adventure, and ethics
- NUN accentuate your personality and lifestyle, with an impressive bold elegance
- Nun is the voice of contemporary busy women who cherish the luxury and comfort of Cashmere

Target Media:

Travel and Style Magazine



International Fashion Magazines (Vogue Italia – Elle)



Main Story: Sustainable is the new Luxury for NUN
Publicity: Press Release – Milan Fashion Week



Main Story: The essence of NUN
Publicity: Press Release – Milan Fashion Week

PR Plan

The PR plan presents opinion leaders and brand ambassadors who have been selected by NUN based on their alignment with the brand values and DNA

Objectives:

- 1- Influence our consumers and attract them to the NUN brand
- 2- Generate word of mouth about NUN in the fashion community

Opinion Leaders

Giusy Bettoni



Giusy Bettoni has superior technical knowledge within the fashion raw materials domain, as well as precise marketing and communication skills. In 2007, Bettoni created C.L.A.S.S.; her mission was to change the perception of "sustainable" fashion and create an international forum for textiles, fashion, lifestyle and home design. As renowned expert, Giusy synergizes with and advises like-minded international organizations as Premiere Vision, Smart Creation, CFDA + Lexus Fashion, Museo Salvatore Ferragamo, Sustainable Thinking, and Fashion for Good.

Sara Sozzani Maino



Sara is Deputy Director Vogue Italia Head of Vogue Talents, International Brand Ambassador of the Camera Nazionale della Moda Italiana and Goodwill Ambassador of UN-related platform Fashion for Development. Her mission is help businesses to focus on searching and communicating sustainable fashion talents to the public at large.



Carlo Capasa



Carlo Capasa took over from Mario Boselli as president of the Camera Nazionale della Moda Italiana (the Italian Chamber of Fashion) in April 2015. Capasa is a longtime member of the non-profit group that promotes the development of Italian fashion in the national and global markets. In this position, Capasa set out a 12-month plan that focused specifically on supporting emerging Italian design talent and encouraging the fashion industry's engagement with Milan as a fashion capital.



Brand Ambassador

Amber Valetta



Supermodel, actress and activist, is committed to advancing smarter consumption and environmental awareness through exciting entrepreneurial endeavors and brand partnerships. A fashion icon, she has been the face of some of the most prestigious names in fashion and graced countless magazine covers. After moving to Los Angeles, Valetta found success as an actress, with credits that include Hitch, What Lies Beneath, and the hit TV show Revenge.

She founded Master & Muse, the premiere lifestyle platform for responsibly made, cutting-edge fashion. Amber co-founded A Squared Films, creating content to entertain, educate and inspire social change. Producing credits include Driving Fashion Forward for L-studio and Reinventing Power for The Sierra Club. Amber serves as an advisor to One x One, The Conscious Design Initiative in partnership with the UN. She is the FIT Sustainability Education Ambassador and FIT Foundation board member. Amber is currently the first ever named Sustainability Contributing Editor for British Vogue.

Digital Plan

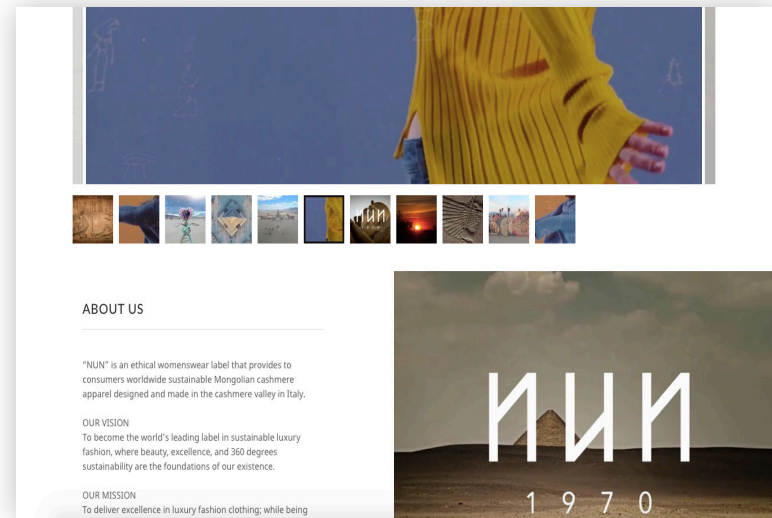
The digital plan utilizes technology to build consumer loyalty through optimized communication of the brand identity and values; this will be achieved through stunning visuals and a consistent tone of voice that represent the brand character.

Objectives:

- 1- Communicate the brand story and values directly to consumers
- 2- Optimize consumer engagement through stunning visuals and videos
- 3- Appeal to technology lovers from the millennials segment
- 4- Build a community of NUN consumers who share common taste and values



Website

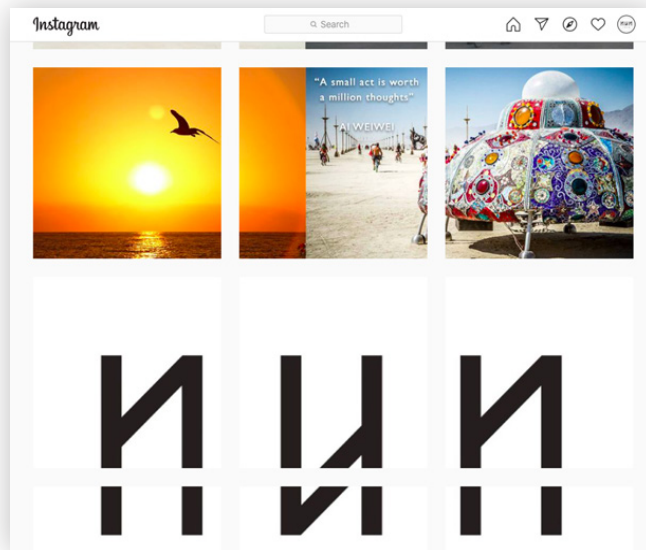


Our website will use videos and pictures for story-telling. Our consumers will learn about our brand story, and the story of the garment they are wearing. They will see stunning presentation of the NUN collection. The website will also provide information about "NUN in the News", and endorsements by celebrities and influencers.

The e-commerce feature will be added to the website to offer more buying convenience to our consumers.



Social Media



Instagram is a powerful tool that NUN plans to use to build brand equity and directly engage with our consumers. Through the use of creative visuals and using storytelling tools, we will trigger interest in our brand and build consumer loyalty. Instagram can be also an excellent tool to obtain feedback and opinions from consumers about different aspects of the brand and fashion collections.

In-store



NUN sales team doesn't need to be physically present in stores to have a direct contact with consumers, thanks to SMART LABELS and blockchain technology. Smart labels are attached to our garments and they connect consumers to our brand platform, where there is an engaging experience that makes our consumer feel part of our story. Consumers can access information about the brand story, fashion collection, supply chain, and certifications. Consumers can also confirm the authenticity of the NUN garments and watch videos that tell them stories about our mission in Mongolia and the glamorous NUN fashion world in Italy.

The NUN Touchpoints

Nun Connects with its consumers through:

Website

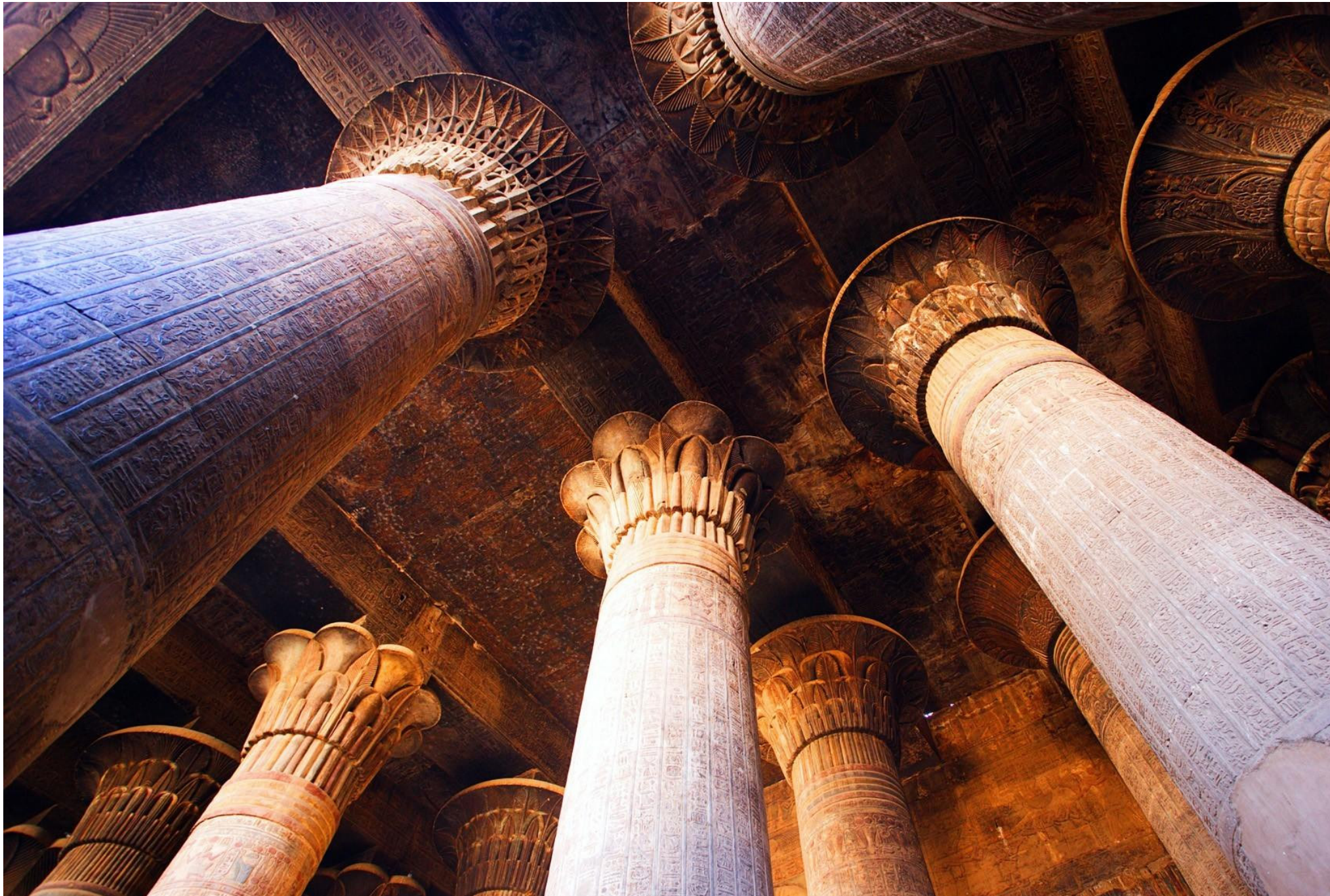
Email

Instagram

Facebook

Twitter

Wireless connection through the product label





*"Cashmere Herders in Mongolia Are at the Heart of Our Brand and
We Give Back to Their Community."*

- Hany Beshr, NUN Founder

www.nun1970.com