



BRAND GUIDELINES

Delivering ease, functionality and femininity to an environmentally conscious woman.

Visual Identity System | Core Values | Customer Experience & Demographics

OUR MISSION

To deliver ease, functionality and femininity to an environmentally conscious woman.

CORE VALUES

Quality - comfort without sacrificing quality and product longevity.

Sustainability - positive environmental impact, serving an eco-conscious customer.

Inclusion - representing and uplifting diverse communities of women.

Transparency - honest communication about process, policies, and problems.

PARTNERSHIPS

Our **GRIT Program** is how we give back to our community. Through the **GRIT Program** we:

Giving and Gathering - Focuses on clothing drives for used apparel and the donating to those in need.

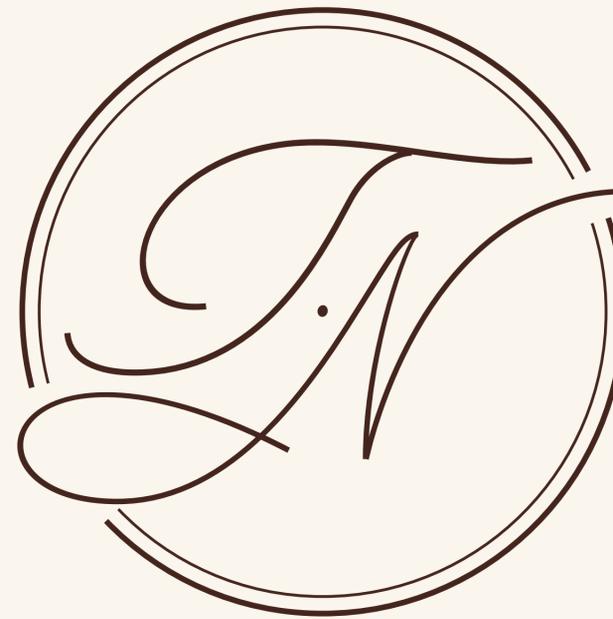
Resouce Relinking - Partnerships with other programs and organizations to share assets, vlunteers, and logistics.

Integrated Initiatives - Collaborative effort of partnerships with non-profits to create seamless, community-wide support network.

Trust-Based Teams - The foundational role of the local churches and community groups in building the trust necessary for successful outreach

LETTERMARK

Our brand name Tawn, is inspired by our founder's mother Tonia Lawrence childhood nickname. The brand's value and mood evoke Tonia's calm, grounded and cool essence.



WORDMARK

Tawn



PRODUCT ASSORTMENT

EASY, EFFORTLESS, & ELEVATED...

We curate our silhouettes to be easy and comfortable. Our jumpsuits and dresses are often relaxed, offering generous stretch without sacrificing elevation and sophistication. Our leather set grants the Tawn girl an effortless look in minutes, but the core Lawrence Leather jacket can also pair with any of our jumpsuits or dresses. Our leather handbags act as a closet staple and complete any Tawn look.

We keep our clothing selections curated for our customers to have consistency and flow in their wardrobe. Our color palettes each season are created with the mindfulness of previous seasons, allowing customers to build on their existing Tawn wardrobe.

CUSTOMER DEMOGRAPHICS

Tawn is designed for the premium customer who invests in a high quality product. Our customers' age ranges from 25-60+ and are multigenerational.

CUSTOMER PROFILES

Customer #1: Female, age 35, Marketing Manager, lives in city, making roughly 6-figures. She will wear Tawn to work or dressed down with a pair of sneakers for a casual lunch on the weekend.

Customer #2: Female age 27, Social Media Influencer, lives in a city suburb. She will wear Tawn to special events or on her social media platforms listed as a wardrobe favorite.

Customer #3: Female, age 68, Retired but travels throughout the year, invests and participates in philanthropic endeavors. Her favorite Tawn jumpsuit, and handbag act as essentials on any vacation.

Other Customers Include:

- Husband/Spouses gifting for their partners.
- Parents/Other Family as a special occasion gift.



PRODUCT NAME: Tee Jumpsuit

SKU: LNJS04T

DETAILS: 100% cotton jersey jumpsuit with cowl neck. 2X2 cotton jersey knit ribs at the neck, sleeve, leg and pocket openings.

SIZE: XS, S, M, L, XL, XXL

COLOR:

RETAIL PRICE: \$180.00

WHOLESALE PRICE: \$90.00



PRODUCT NAME: Elle Maxi Dress

SKU: LNDS03T

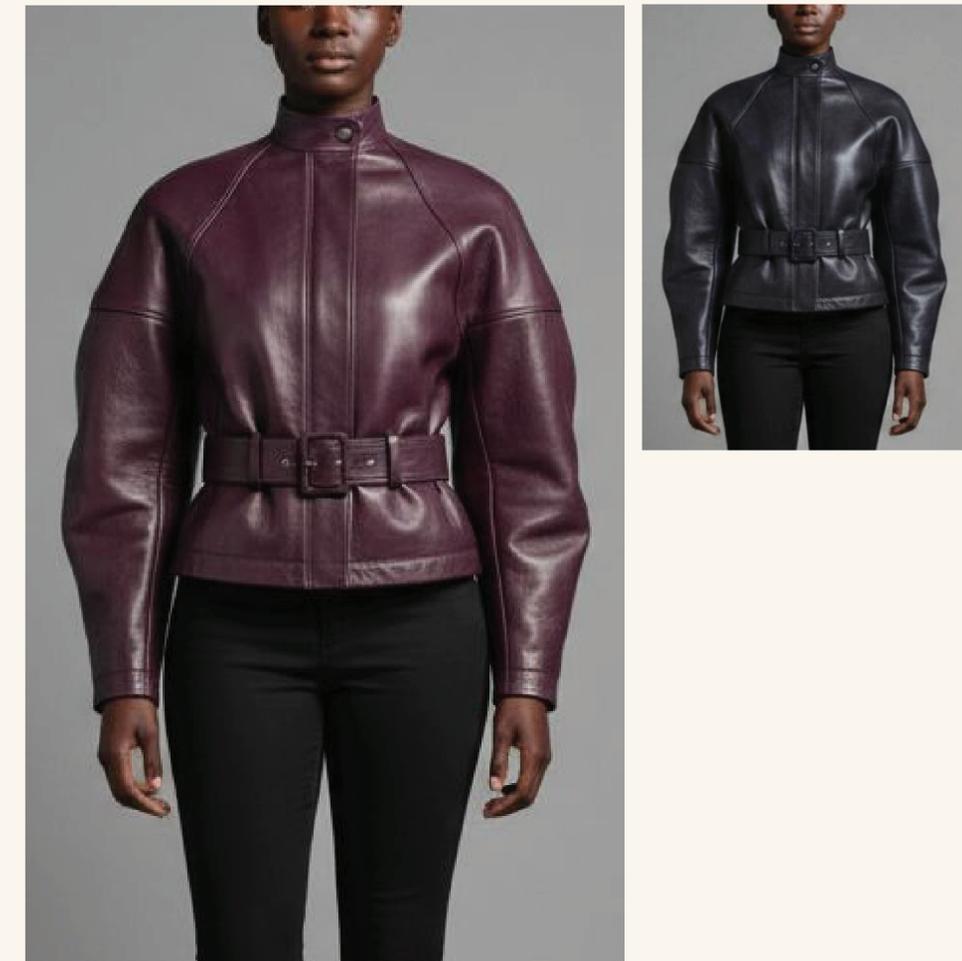
DETAILS: 100% cotton jersey maxi dress with side seam shirring, cap sleeve, back yoke and cowl cutout.

SIZE: XS, S, M, L, XL, XXL

COLOR:

RETAIL PRICE: \$150.00

WHOLESALE PRICE: \$75.00



PRODUCT NAME: Lawrence Leather Jkt

SKU: LNJT01T

DETAILS: 100% cowskin leather, with raglan seams, banana sleeves and leather belt.

SIZE: XS, S, M, L, XL, XXL

COLOR:

RETAIL PRICE: \$375.00

WHOLESALE PRICE: \$187.50



PRODUCT NAME: *Lewis Leather Jogger*

SKU: *LNPT01T*

DETAILS: *100% cowskin leather, elasticated waistband and faux fly. Jogger style pant leg and elasticated leg opening.*

SIZE: *XS, S, M, L, XL, XXL*

COLOR: ■ ■

RETAIL PRICE: *\$250.00*

WHOLESALE PRICE: *\$125.00*



PRODUCT NAME: *Tito Hobo Bag*

SKU: *LNHB01T*

DETAILS: *100% cowskin leather hobo style handbag, with zipper closure, and leather strips draped along the front and along the sides.*

SIZE: *ONE SIZE*

COLOR: ■ ■

RETAIL PRICE: *\$200.00*

WHOLESALE PRICE: *\$100.00*