

EcoVenture

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EcoVenture Explained

“Pushing everyone to seek new outdoor adventures, while they protect the environment. At EcoVenture we strive to give our customers clothing and accessories that allow them to flourish, while being functional, sustainable, and fashion forward.”

The name EcoVenture derived from the combination of both ‘eco-friendly’ and ‘adventure’ which perfectly describes both our brand and our customer profile.

- The word “eco” stems from not being harmful or a danger to the environment
- Tying with the word “venture” which stemmed from adventure which means unusual and exciting experience or activity



Location: Boulder, Colorado

Consumer Profile

- The target audience varies from all genders
- Ranges from ages of 18-35.
- Since the store is located in Boulder, Colorado that is the targeted audience as well as our online audience across the globe.
- Our customers strive for sustainable, high-quality products which inevitably are higher in price.
- Therefore, our typical customer would be upper to middle class



MARKETING OBJECTIVES

Social Media

Showcase customers content of them in/with our products



Instagram

. Reach 5,000 followers in the first year of opening, most updates and promotions done here

Rewards Members

- Dayhiker (\$200): 10% off next purchase
- Weekenders (\$500): Accessory of the month (tee shirt, water bottle, ect.)
- Backcountry (\$1000): Passes to a (less popular) natural park
- Thruhiker (\$5000): Enter to win an all expense paid save the environment trip



40 North

Name is inspired from the geographical location of the store

Decrease carbon footprint

- Use biodegradable bags for purchases
- Eliminate the use of paper receipts



Use energy efficient light bulbs, When shipping items replace them with compostable boxes and biodegradable labels and tape

Create brand awareness

giving our customers an authentic experience



make sure everyone gets a sense of who and what we are, hosting special events to market and showcase upcoming products

Sustainability:

Our top priority as a company-

Provide and practice sustainability.

- »»» Recycling program: Customers bring in their used clothes and we find them new homes or dispose of them in a responsible way.
- »»» All of our clothing and products are made of sustainable, eco-friendly materials
- »»» The store itself such as the lighting and flooring is made of recycled materials



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

Charity of the month:

At checkout you can round your purchase to the nearest dollar amount and donate to one of our three charities of the month:

01

World Wide Fund for Nature

02

Ocean Conservancy

03

National Park Foundation

Store Merchandise:





Bottoms

Joggers and shorts:
Versatile, activewear.

Winter Pants:
reduced thickness for
easy mobility



Merchandise

Tops

Long sleeve: SPF
protection.

Tank Tops: maximum
breathability.

All tops:
lightweight



Accessories:

Water Bottles: Multiple
designs, shows our logo

Small Backpacks: perfect small
accessory for any adventure.



Jackets and outerwear

Rain jackets: waterproof and
breathable technology.

Parkas: thick outer shell, wool
blend insulation

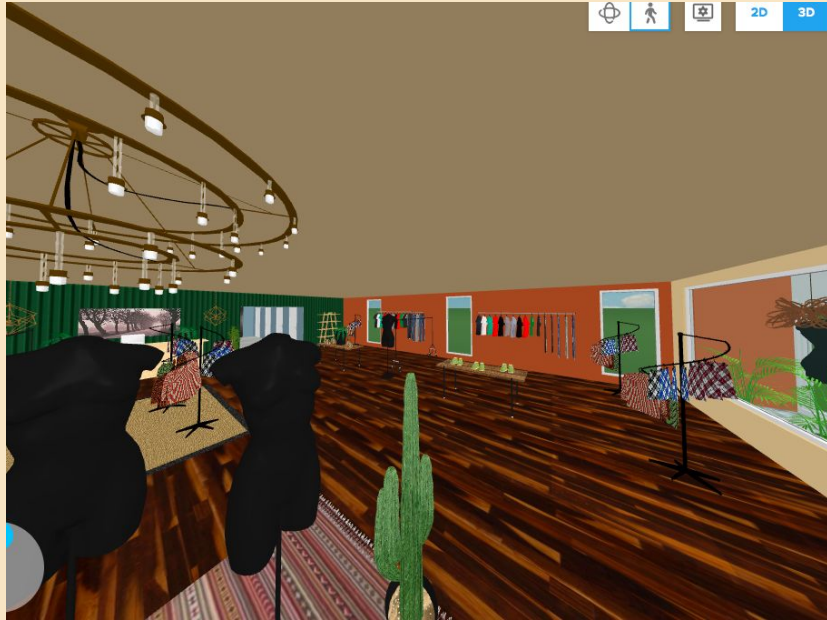
Store Layout



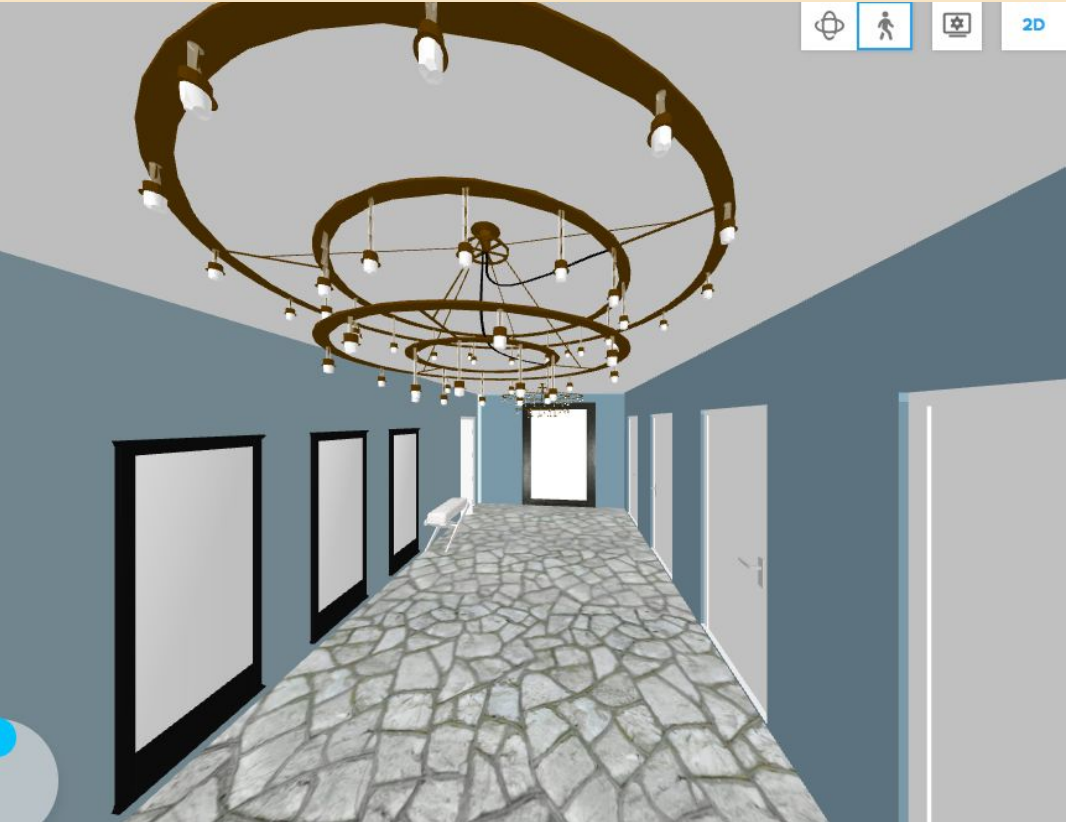
Window Displays



Atmospherics



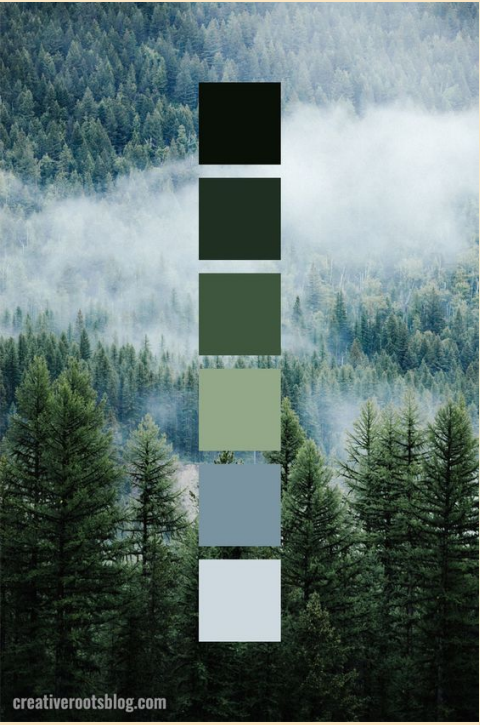
Fitting Rooms



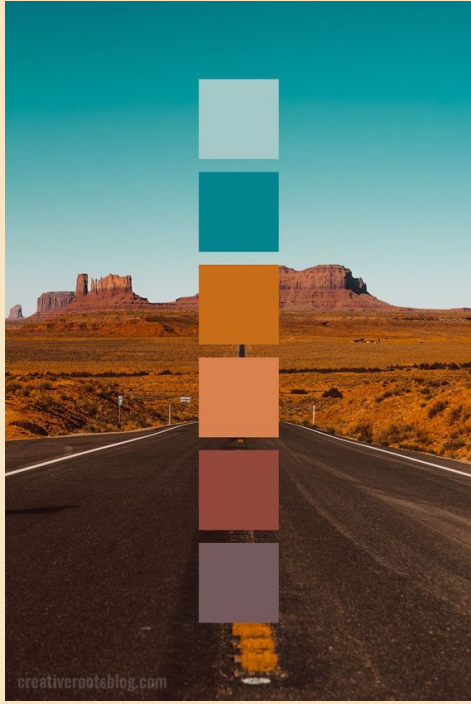
Ecoventure



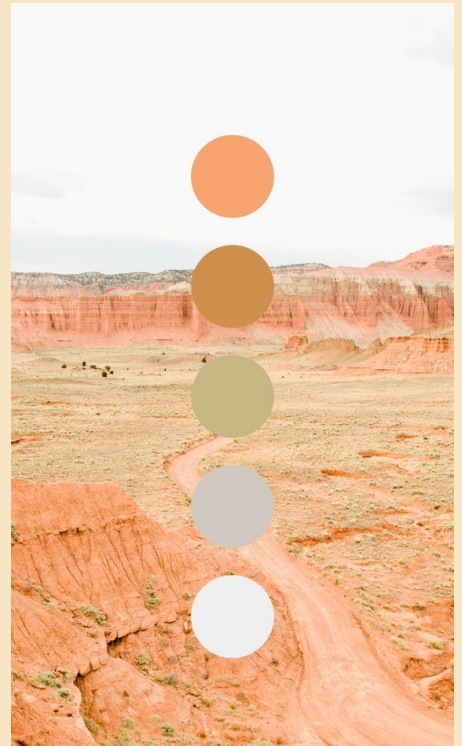
Color Scheme



FALL



SUMMER



WINTER

SPRING

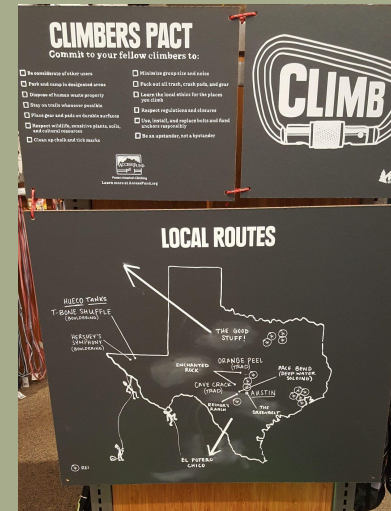
Fixtures & Signage

Signage

- Graphics and the aesthetic of handwriting relating to the environment
- Facts about saving the coral reefs, saving rivers, helping endangered species etc
- Throughout the store there will also pop ups that are interactive for the customers.

Furniture & Fixtures

- All natural, recycled material
- Plants surrounding the store to give it the right atmosphere



Lighting

- » Provide warm bright light
- » Energy efficient lights
- » Lots of natural lighting



Mannequins and Displays

- The displays inside the store will include areas for hanging garments, mounting merchandise and display tables.
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- Made of recycled, reusable material in all 3 stores
-
- The mannequin that we decided fit our stores theme the best is a matte black
- All genders, ages and sizes

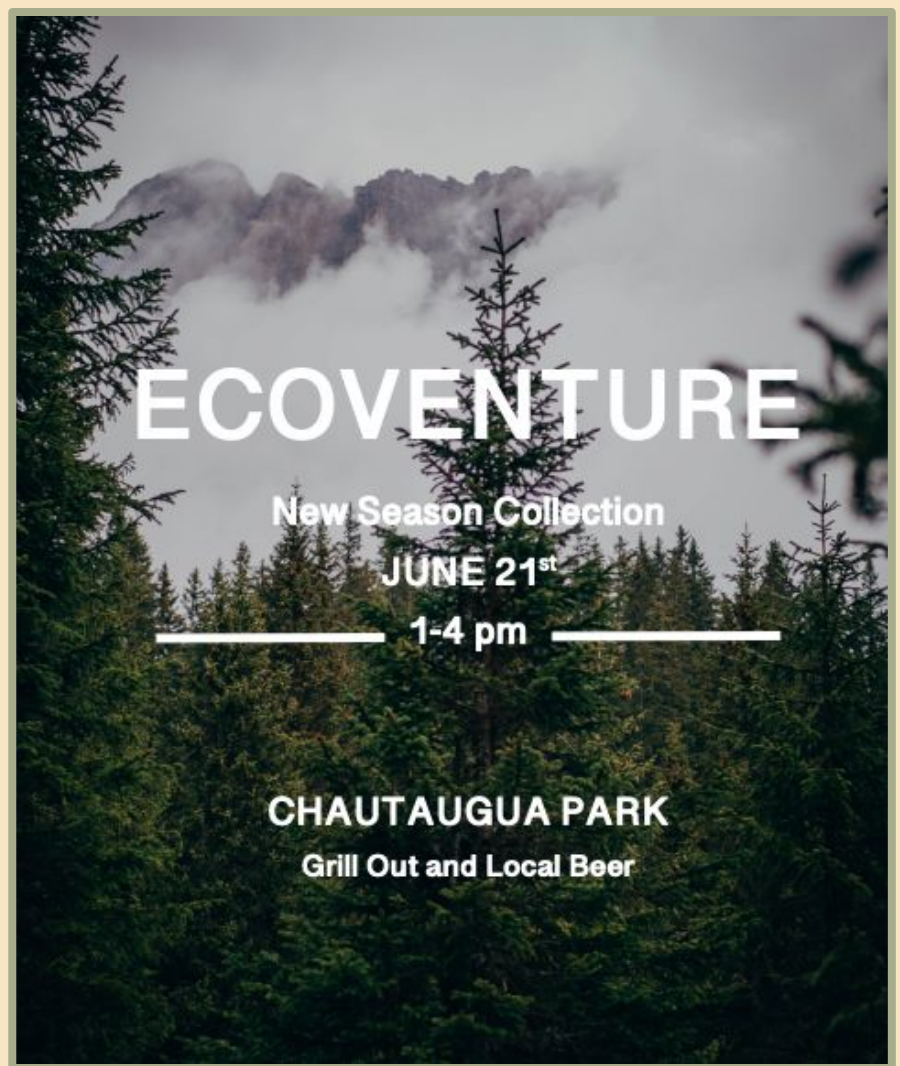


Special Event



Chautauqua Park

- »» Events will be held before every collection is released.
- »» Grill out with a local brewery
- »» Chance to showcase upcoming collections



Sources:

Floor plan walk through: <https://floorplanner.com/projects/76787952/editor>

<https://www.pinterest.com/pin/745275438322838678/>

<https://www.pinterest.com/pin/769341548833700349/>

<https://www.pinterest.com/pin/67765169381414429/>

<https://www.pinterest.com/pin/707698528927010419/>

