

BY RAVEN DUBOIS

PERSONAL MISSION STATEMENT

I STAND FOR THE ETHICAL
TREATMENT OF
ANIMALS, AND HUMANS.

Ethical . Sustainable . Plant Based



PERSONAL VISION

I WANT TO SUPPORT
SMALL, LOCAL BRANDS,
THAT ARE ON THE SAME
PATH THAT I AM.

PLANT-BASED LIFESTYLE BRANDS.

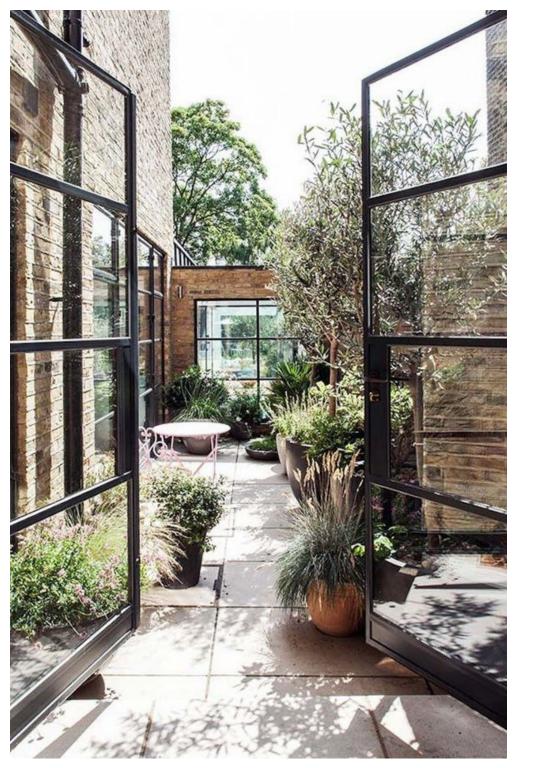


PERSONAL BRAND STATEMENT

I WANT TO CREATE A BRAND THAT MAKES PLANT-BASED, SUSTAINABLE LIVING MORE ATTAINABLE, AND LESS INTIMIDATING.

I WANT MY BRAND TO BE INCLUSIVE:

FASHION, SKIN CARE, HOME,
JEWELRY, BOOKS TO EDUCATE,
CANDLES, PLANT-BASED BABY
CLOTHING, FOOD, AND DIAPERS,
ECT.

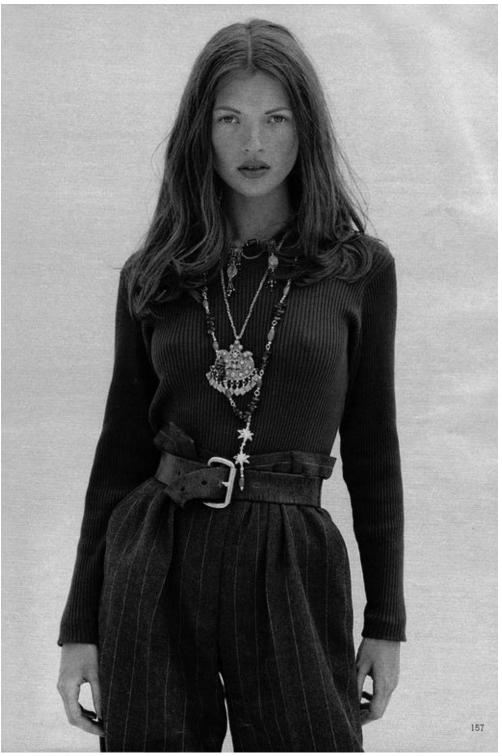


BENEFITS & ATTRIBUTES

POSITIVITY. AUTHENTICITY.
ORGANIC. FRESH. HEALTHY.
CONSCIOUS. SUPPORTIVE.
INCLUSIVE.

STAYING ON TREND AND UP TO DATE IN LIFE WITHOUT SACRIFICING THE LIVES OF OTHERS, AND THE PLANET.

I HAVE A VISION TO CREATE AN ENVIRONMENT WHERE PEOPLE CAN SHOP FOR ECO-FRIENDLY PRODUCTS THAT HELP THEM TO LIVE THE LIFESTYLE THAT THEY WANT FOR THEMSELVES.



MIXES OF MASCULINE AND FEMININE. NEUTRAL BASE WITH SMALL POPS OF COLOR. MAUVE. TOMBOY CHIC.

I AM TRYING TO CONVEY THAT FEMININE AND SEXY **DOESN'T ALWAYS MEAN** TIGHT, REVEALING. **FEMININE AND SEXY COULD BE A WOMAN IN A MASCULINE SUIT IF IT'S** STYLED THE CORRECT WAY.



BELIEFS & VALUES

I VALUE AND BELIEVE IN:
POSITIVITY. AUTHENTICITY.
ORGANIC AND HEALTHY LIVING.
BEING SUPPORTIVE AND
INCLUSIVE. PLANT-BASED
LIVING. HIGH FASHION.
TREATING EVERYBODY AND
EVERYTHING FAIRLY.

INTERESTS & ACTIVITIES









THANK YOU!

