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Despite the economic recession that has plagued the on and offline fashion retail industry, trendsetting women's apparel company Project Iris recently realized annual revenue is up 61 percent from the debut launch of its flagship line in October 2010.

In addition to its impressive revenue growth amid a persistently poor economy and retail slump, Project Iris also significantly improved a number of other key operational metrics. Namely, a ten percent monthly increase in new retailers throughout the U.S. are added to the company's reseller network each month, with nearly 125 spas, boutiques, resorts, yoga, fitness and sport centers and other specialty retailers from coast to coast now carrying the lauded 100 percent American-made apparel. Project Iris recently partnered with Ann Macy & Associates, a veteran manufacturers sales and marketing agency offering unique and innovative wholesale collections to retailers and resellers throughout Northern California and Northern Nevada.

Project Iris' catalog SKUs have also increased 80 percent since the debut of the original line, and website traffic is growing exponentially—up 183 percent in May 2011 alone.

"Our success in this first year of operation is a direct reflection of our investment in production infrastructure, marketing communications, and strategic business relationships," said Neil Hoynes, Project Iris president and CEO. "Among other endeavors, we've sourced materials more efficiently and accelerated new product development initiatives while concurrently enhancing and refining our website content and social media presence. And, as always, our commitment to providing beautiful, top-quality apparel with the best possible customer service experience allows us to enjoy a high rate of loyal, repeat customers and referral business. I'm confident that as the economy rebounds and the financial climate improves in the marketplace overall, we are extraordinarily well positioned to continue our rapid sales growth."

Made responsibly in the USA, Project Iris' inimitable apparel retails between \$39 and \$53 and includes v-neck and scoop neck short and long sleeve shirts produced in buttery soft burnout fabric and luxurious ringspun cotton. Each garment is adorned with original artwork designs unlike anything else on the marketplace, offering women a fresh feminine fashion statement that exudes casual sophistication. Available prints, offered on an array of Spring and Summer shirt colors, include "Willows," "Lotus Watercolor," "Queen Anne's Lace," "Dandelions," "Lunaria," "Mums Bouquet," "India Blue Feather," "Hummingbird," "Painted Garden," and "Spring Blossoms," among other nature-inspired images.

Combining style with substance and women's advocacy, Project Iris has partnered with World Food Program USA, the largest humanitarian agency fighting hunger worldwide. Through this affiliation, a portion of each Project Iris sale provides nourishing meals for new mothers and their children in the most poverty-stricken parts of the globe.

"There is a lot more to Project Iris than the striking clothes we produce," Hoynes notes. "This brand was developed with a purpose—to give women that like fashion an opportunity, through their own social consumerism, to easily contribute to causes that help other women. We're spreading a message of giving and hope that is reflected through Project Iris fashions designed and manufactured with great care. With this line, we intend to raise awareness, and funds, to positively impact world hunger, malnutrition and the health of women and children in developing countries. Our initial contribution to World Food Program USA provided meals to more than 12,500 mothers and children in need." ■

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Revenue Surges For Cause- Conscious Clothing Company

Project Iris



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