

EVERLANE

Guadalupe Guerrero



Everlane

- Everlane started as a startup company and was founded in 2010 by Michael Preysman and Jesse Farmer as online menswear e-commerce (Britt, 2011).
- It is designed to provide consumers with high-quality product basics at an affordable reasonable price point.
- Everlane is known to be minimalist, contemporary, modern and straightforward.
- Everlane does not focus on any fashion trend, they focus more on growing the business, and attracting new customers and as well as satisfying their loyal customers.

Mission Statement

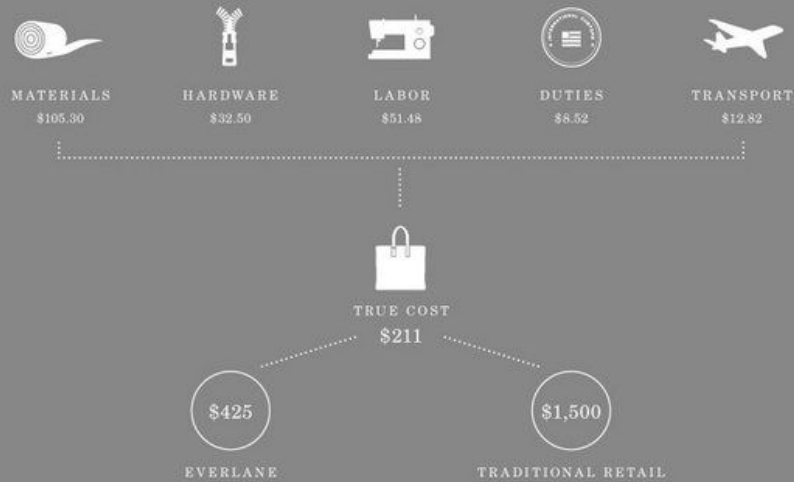
“ We believe we can all make a difference ”

The screenshot shows the Everlane website header with the brand name 'EVERLANE' and navigation links for 'WOMEN', 'MEN', 'ABOUT', and 'BLOG'. Below the header is a large hero image with the text: '- introducing - Radical Transparency'. Underneath this is the slogan 'Know your factory. Know your costs. Always ask why.' and a 'LEARN MORE' button. At the bottom of the page, there are three circular icons with corresponding text: a factory icon for 'KNOW YOUR FACTORIES', a group of people icon for 'KNOW YOUR COSTS', and a pencil icon for 'ALWAYS ASK WHY'.

THE PETRA PORTFOLIO

Transparent Pricing

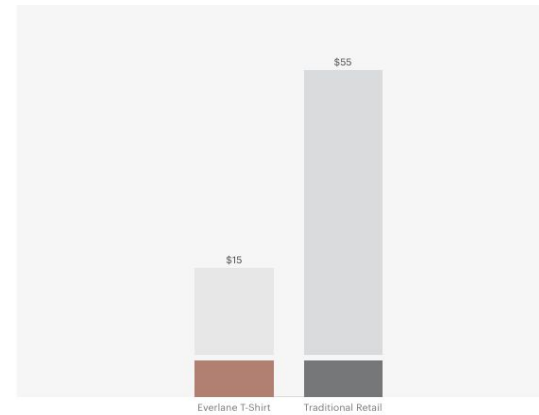
We believe customers have the right to know what their products cost to make.



People want transparency in two ways;

1. People want to support a brand that uses ethical labor.
2. They want to know if they are being ripped off or not

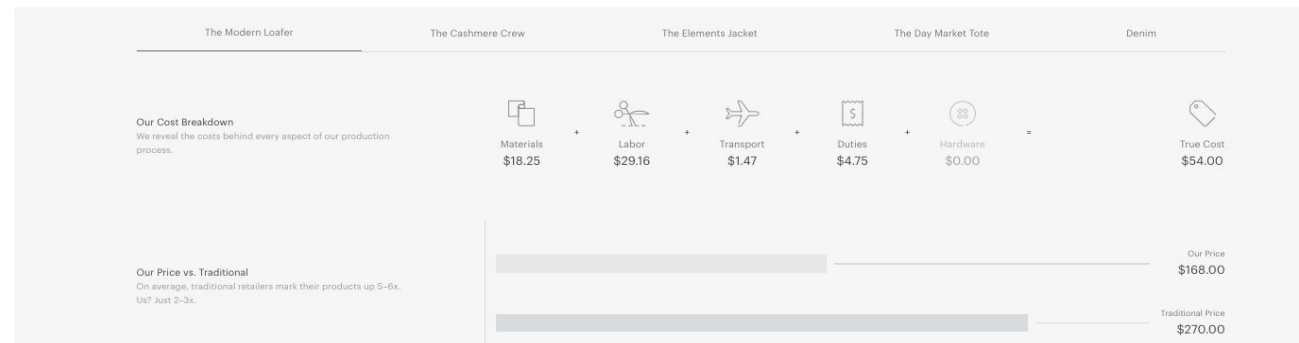
Everlane compares their product prices versus the traditional retail price.



OUR PRICES

Radically transparent.

We believe our customers have a right to know how much their clothes cost to make. We reveal the true costs behind all of our products—from materials to labor to transportation—then offer them to you, minus the traditional retail markup.



Sign up to get a sneak peek at our upcoming products.

Log In

Women

Men

EVERLANE

Visit Us

Factories

About



Cotton Shirt Dresses

SHOP NOW

Free U.S. shipping on your first order. Easy returns.

HELP

Contact / FAQ
Terms of Service
Privacy Policy
Sitemap

COMPANY

Visit Us
Factories
About
Jobs

CONNECT

Blog
Snapchat
Instagram
Twitter
Affiliates

Sign up for early access to our next collection. [JOIN NOW](#)



The Cotton Box-Cut Pocket Tee

Heather Grey

8 colors available



The Cotton Box-Cut Pocket Tee

Pale Blue

8 colors available



The Cotton Box-Cut Pocket Tee

Heather Charcoal

8 colors available



The Cotton V

\$15



Size Guide

XXS XS S M L

ADD TO BAG

Save for later

Target Market / Location

- Upper middle class
- Urban
- Educated
- Conscious consumer
- Ages between 21 - 34



Located:

- Los Angeles
- San Francisco
- New York

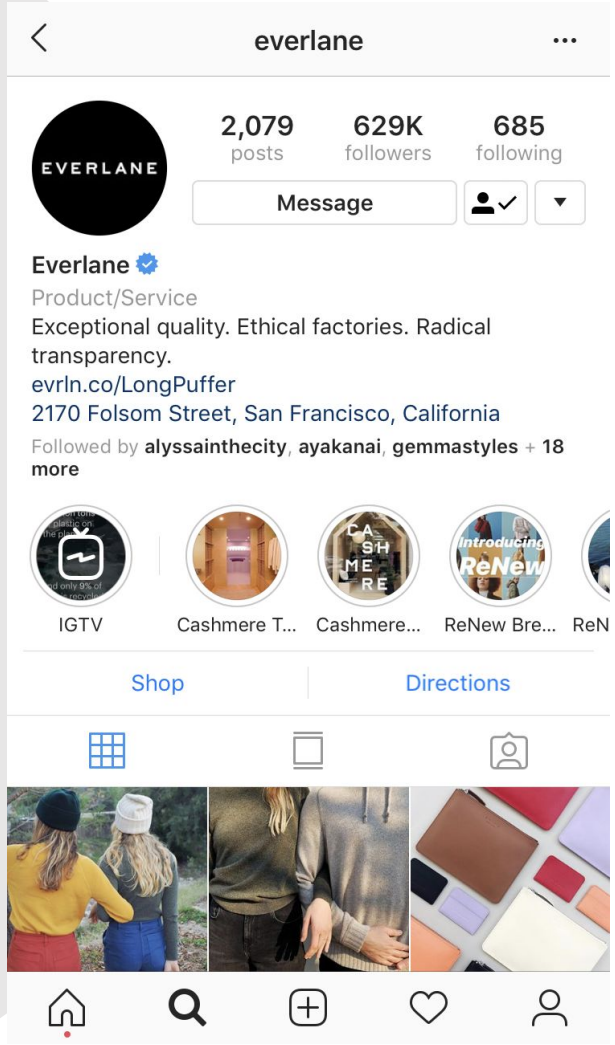
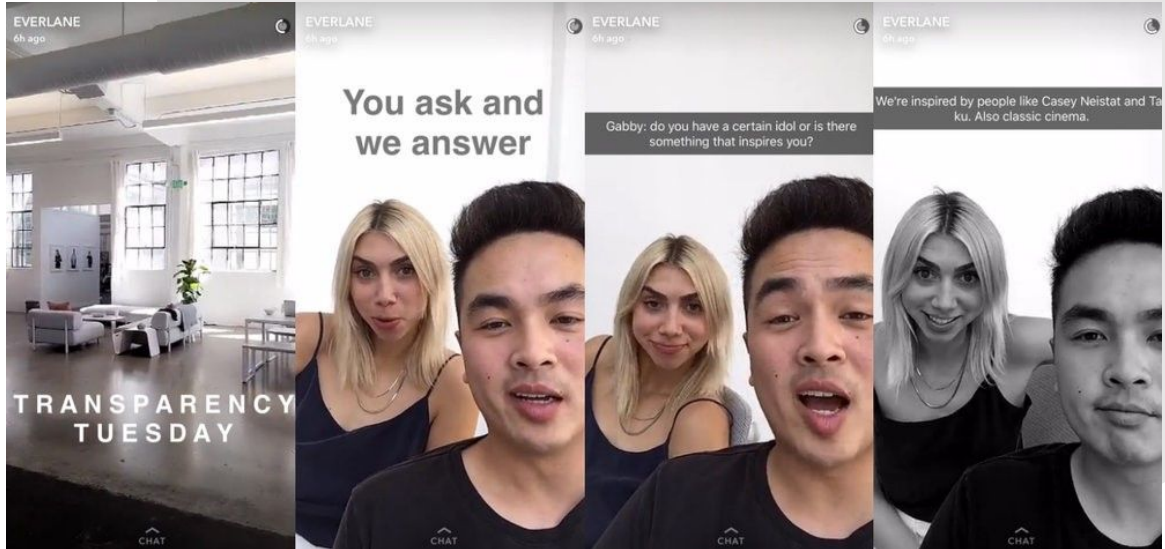
Everlane Utilizing Technology

- Everlane uses Sailthru, an innovative platform for email, web, and mobile and it is an integrated marketing solution.
- It can help Everlane to have more a personalized approach, and the ability to capture customer data and gain actionable insight into browsing behavior and buying patterns (Lowery, 2018).
- With the help of Sailthru's support, they can remove the bottleneck between marketing functions and developers engineer functions which it helps them to build the business



Social Media

- Instagram, Facebook, and Twitter
- Everlane does not advertise their brand on television or billboards, they advertise their brand through word of mouth and social media.
- Transparency Tuesday



EVERLANE

ReNew



Used
once.



Worn
forever.

ReNew

- Everlane surprised customers with their new sustain collection for winter on social media, known “ReNew collection.”
- It is a part of virgin the plastic-free line of outerwear, an environmental conscious. Everlane announced by 2021, and it will eliminate all virgin plastic from its supply chain.
- They use a recycled plastic bottle as renewed materials for their “ReNew” collection products.

<https://vimeo.com/295913312>

- Everlane does not only provide information about their products but also features their ethical factories, show their customer inside their factories and demonstrate pictures and videos.
- They spend months finding the best factories for their company and visit them often and build a strong personal relationship with the owners.



<https://www.youtube.com/watch?v=G6lrpMzXQe4>

24 hours of signup

EVERLANE

WOMEN

MEN

MINI

FACTORIES

ABOUT



The Slim Trouser

~~\$98~~

WHY CHOOSE YOUR PRICE?

Sometimes we love a design so much that we overproduce it. We're getting better at predicting demand, but to move overstock, this week we're letting you choose your price. Enjoy.

\$46

\$56

\$89

\$0 to Everlane.
This only covers our cost of
production and shipping.

(SIZE AM I?)

4

6

8

10

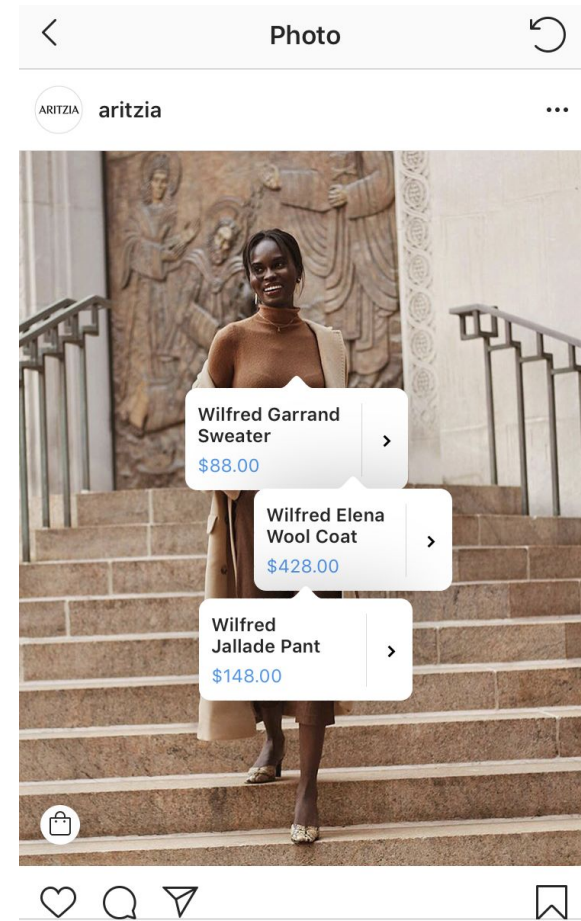
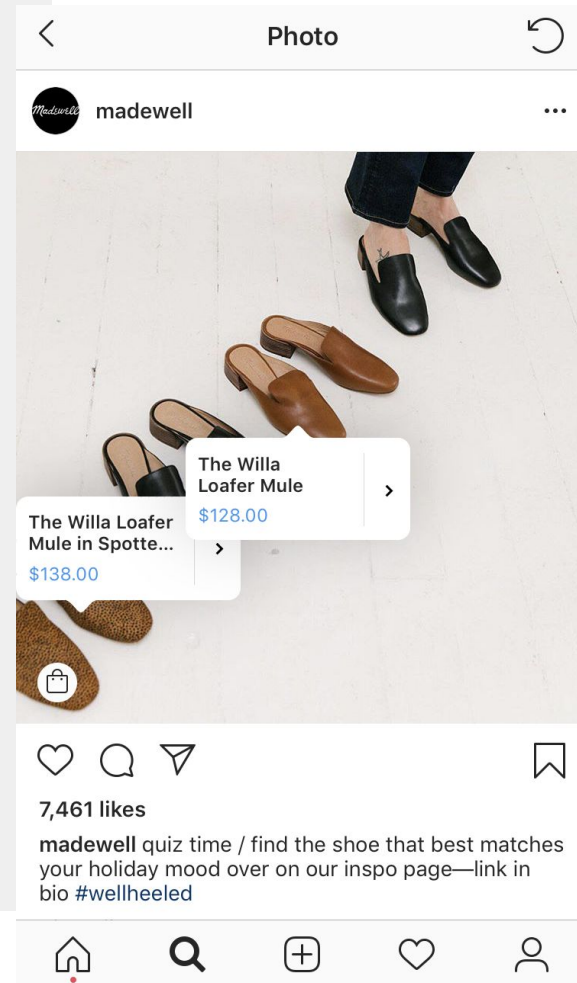
12

ADD TO BAG

- The benefits of Everlane, there is an option called “Choose What You Pay,” when the product is selling out, Everlane let the customer to choose, and it gives a 20% off to 5% off the original price.

Conclusion

- Most retail companies sell their products on Instagram, known as Instagram's shoppable post feature.
- Everlane could improve their Instagram post to shoppable posts, which it would offer an opportunity for Everlane to turn their followers into customers.
- Everlane could improve or find a solution to restock the items quicker or let the customer know when would it be restocked again.



Reference

- Britt, Aaron (November 20, 2011). "Everlane: Business savvy meets swank". San Francisco Chronicle. Retrieved from:
<https://www.sfgate.com/style/article/Everlane-Business-savvy-meets-swank-2288943.php>
- Everlane, Inc. (2018). About. Everlane. Retrieved from: <https://www.everlane.com/about>
- Everlane, Inc. (2018). Black Friday Fund. Everlane. Retrieved from:
<https://www.everlane.com/black-friday-fund>
- Fast Company & Inc. (2018). Most Innovative Companies; Everlane. Fast Company. Retrieved from: <https://www.fastcompany.com/company/everlane>
- [Figure 1] Ryan, Tom (July 28, 2016). Is it time for marketers to embrace radical transparency?. Retail Wire. Retrieved from:
<https://www.retailwire.com/discussion/is-it-time-for-marketers-to-embrace-radical-transparency/>
- Hershman, Hayley, and Mills, Eliza (June 09, 2017). "Everlane is a millennial fever dream and it's making a killing". Marketplace. Retrieved from:
<https://www.marketplace.org/2017/06/09/business/everlane-millennial-fever-dream-and-its-making-killing>
- Nailor, Cody (June 14, 2018). How Everlane Disrupted The Fashion Industry. Museum Hacks. Retrieved from: <https://museumhack.com/everlane/>
- Lowery, Kristine (2018). How Everlane Became an E-commerce Wunderkind in Fashion and Tech. Sailthru. Retrieved from:
<https://www.sailthru.com/marketing-blog/how-everlane-became-an-ecommerce-wunderkind-in-fashion-and-tech/>
- Spera, Mark (September 21, 2018). The 10 Marketing Secret to Everlane's Success. Growth Marketing Pro. Retrieved from:
<https://www.growthmarketingpro.com/ecommerce-marketing-manual-10-secrets-everlanes-success/>
- WebFinance Inc. (2018). Bottleneck. Business Dictionary. Retrieved from:
<http://www.businessdictionary.com/definition/bottleneck.html>