



WE ARE



LITTLE & LIVELY



MADE IN CANADA

BY THE *Kindred* STUDIO

WWW.LITTLEANDLIVELY.COM

THE FOUNDERS



WE ARE

THE WESTS

OUR STORY

Little & Lively - The little brand that could... and isn't so little anymore.

After obtaining a fashion design degree in 2007, founder Carmen West pursued several creative endeavours, but it wasn't until 2014 that her entrepreneurial drive, creativity, and fashion design talents came together to help her solve a very real problem: finding leggings for her three-month-old daughter that were super soft, diaper-friendly, durable and soft enough for a baby's skin.

She began selling the leggings she created for her daughter on Etsy and almost instantly saw a huge demand. Spending long days and late nights cutting and sewing in her living room and having bins of fabric and clothing all over the house, it was clear that she wasn't just making leggings - she was helping moms, and filling a huge gap in the apparel market at the same time.

From earnest beginnings, Little & Lively has become a well-known name across the Province, driving the success of The Kindred Studio— Little & Lively's headquarters and business hub, also founded by the Wests. Little & Lively has experienced consistent growth, thriving as The Kindred Studio's flagship brand. Located in Abbotsford, BC, The Kindred Studio houses a fulfillment warehouse, design studio, and coworking space fostering a community of creatives and sharing ideas. As we embark on the next chapter of our story, we remain committed to crafting quality apparel and touching the lives of families nationwide.



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Baby & Kids' Clothing



Canadian-made with love



Made from sustainable materials



Durable and long-lasting quality



Luxuriously soft SootheKnit™ bamboo



Playful and unique designs

THE *Kindred* STUDIO

LITTLE & LIVELY
HEADQUARTERS
&
PARENT COMPANY



Retail Boutique



Warehouse & Fulfillment Centre



Creative Hub & Coworking Space



Events & Networking



Photography & Creation studio

OUR FABRIC

SootheKnit™ - Our premium bamboo fabric that sets us apart.

SootheKnit™ is our premium blend of bamboo and cotton fabric that offers the ultimate combination of softness and durability. Our journey to perfecting this fabric has been a long one, but we are so happy with the result! The natural properties of bamboo provide luxurious softness, while the addition of cotton adds structure and long-lasting durability.

Moms of kids with eczema or sensory issues have also been raving about SootheKnit™. They have reported that their children are much more comfortable and less irritable when wearing clothes made from this fabric. It is no wonder why SootheKnit™ has become a favourite among parents and caregivers.

SootheKnit™ is certified with Oeko-Tex Standard 100, ensuring that it is free from harmful substances and safe for both you and the environment. SootheKnit™ is truly one of those things that you have to feel to believe.



DREAMY SOFTNESS FOR SENSITIVE SKIN

SOFT NATURAL BREATHABLE DURABLE



STANDARD
100



Strictly Confidential



WHAT GUIDES US:

- SOLVING EVERYDAY CHALLENGES
- INCLUSIVITY
- TRANSPARENCY
- SOCIAL RESPONSIBILITY
- ENVIRONMENTAL STEWARDSHIP
- CIRCULAR ECONOMY

OUR VALUES

Influencing the fashion industry, guided by our core values and principles.

- ▶ Our goal is to overcome the challenges of everyday families, crafting quality clothing that is the perfect blend of kid-approved soft fabrics and long-lasting durability that both kids and parents appreciate.
- ▶ We cultivate a strong relationship with our fabric suppliers amongst leaders in the production of sustainable fabrics. We only use socially responsible suppliers and employ third-party auditors to ensure that our ethics are upheld throughout our supply chain.
- ▶ We operate locally. Our fabrics are shipped to our local manufacturing facility in Canada. We visit our seamstresses several times a week allowing us to monitor and safeguard the quality.
- ▶ In addition to common sense initiatives (being good stewards of our materials by reducing excess and recycling), we've forged powerful partnerships to reduce packaging waste and foster a circular economy.



WHAT CUSTOMERS SAY:

We have hundreds of 5 star reviews on our popular clothing items!

★★★★★



Customer
Burnaby, CA

Can't live without

Have bought these leggings in a range of sizes for my son since he was 3 months old! He is now 3 and still loving and rocking these comfortable and stylish leggings!!

★★★★★



Verified S.V.
Geraldton, CA

Favorite

These are our favorite go-to leggings! They pair up with almost all items from my son's wardrobe. The bamboo quality is excellent and holds up really well!

★★★★★



Verified Jass
Abbotsford, CA

Bragging about them!

These are the best black leggings we ever owned!!! They don't fade in color and they are super comfy. Stays like new for long time!

★★★★★



Verified Kelsey Holjevac
New Maryland, CA

Amazing quality, and super cute!

I love these leggings. I like the variety of colours and prints but more than that I like the quality. I love that this is a Canadian company and will definitely be purchasing more in the future!

★★★★★

Comfy and Cute!

I've received so many compliments on this dress! I love that I can match my little guy (he has the leggings). It's very flattering and so comfy to wear on a hot day. It looks great with the blanket cardigan too!

★★★★★



Leah Jones Verified
Calgary, CA

Perfect match

My daughter and I wore together and we got so many compliments. So soft! I sized up but didn't need too. It fits TTS.

★★★★★



Caitlin H Verified
Edmonton, CA

Our favourite

Our favourite dress! We get a TON of compliments whenever she wears this!

★★★★★



Cathy Stedman Verified
Victoria, CA

Super comfy!

My son loves this cozy fleece-lined pullover. I also love that it slides over his head easily, so not as much effort to get on and off, and super soft!



Meghan Moriarty Verified
Scottsdale, US

★★★★★

Soft and Buttery

Love our new pullover! It's so soft and buttery on my babes skin! Might need to buy one for mama!



Rochelle Martian Verified
Victoria, CA

★★★★★

Soooo cute

Pretty sure this is the softest sweater ever invented. My kiddo agrees (at least that's what I think he said).



Sarra Fedick Verified
Kamloops, CA

★★★★★

Easy and cozy

My husband hates dressing my daughter in shirts with snaps so the addition of the pull over to our daughter's closet was a welcome edition! Plus she looks so cute and cozy in it.

★★★★★



Verified Sandra Riccardi
Vancouver, CA

Comfiest Leggings ever!

We LOVE Little & Lively leggings so much! These are always the pants my son goes for first! He calls them his "comfy pants". He loves to wear them because they are comfy, I love the stylish colour and prints! Win win for everybody!

★★★★★



Verified Kate McLeod
Burlington, CA

Favourite leggings.

I've lost count of how many pairs of these leggings my girls have worn over the years but they're buttery soft and wash and wear so well.

★★★★★



Verified Jane Levesque
Calgary, CA

Love these leggings!

Both my girls have these leggings and they are so cute and made so well as always :)

★★★★★



Verified Arna Gavaga
Chilliwack, CA

These leggings are made with quality, durability and the environment in mind. We have two very active little ones and love that these withstand their activities.

★★★★★



Verified Tonia Martens
Lethbridge, CA

So impressed with the quality of these little clothes from fit to the way they wash.



Kyla McMullen-Dent Verified
Orillia, CA

★★★★★

Quality, Softness, and Canadian

Loved everything I ordered. Such quality and comfort. Now, I want to order in adult size.

★★★★★



Verified Stephanie Mandrusiak
St. Albert, CA

The best leggings

My tiny 2.5 year old will only wear these leggings, so we have already washed them many times and they still look great

★★★★★



Verified Tara Bouchard
Victoria, CA

Love

Love these for my kids! Such soft and comfortable material yet durable to whatever kids throw at it. And they wash well. I'm a happy mama!

★★★★★



Verified Ilish Franklin
Blumenort, CA

Must-Have Leggings!

These leggings have been a favourite in our house for years! They last through multiple kids and are so soft and stretchy!



Sherri Preston Verified
Vernon, CA

★★★★★

The perfect baby gift!

So excited to give this a friend who just had her first baby. It's so adorable makes the sweetest gift!

MORE THAN JUST CUSTOMERS



We have cultivated a highly engaged community of VIPs, fans, brand ambassadors and resellers.



- ▶ Mostly middle-upper income moms, ages 25-44
- ▶ 44% purchase from us 2-3 times a year
- ▶ 32% purchase from us more than 4 times a year
- ▶ Mostly healthcare workers, educators, professionals and stay-at-home parents
- ▶ VIP Facebook Group with 11K+ Members
- ▶ Brand Ambassador Program with 200+ avid fans.
- ▶ Email List with 40K+ Subscribers
- ▶ SMS List with 13K+ Subscribers
- ▶ 130K+ combined followers on Instagram
- ▶ 1000+ of product reviews raving about our clothing.

BIG MILESTONES SO FAR



100,000

LIFETIME ORDERS



60,000

TOTAL CUSTOMERS



200+

WHOLESALE PARTNERS

OUR ACHIEVEMENTS

Our metrics are consistently well-above industry standards in our field!

58% Gross Margin

\$435 Customer Lifetime Value

\$143 Average Order Value

57.3% Returning Customer Rate

13% Marketing Efficiency Ratio

91 Customer NPS



OUR STRATEGY THIS YEAR

In 2023 we've channeled our talented team & hired strategically!

- ▶ Re-focused our strategy on our most profitable brand, Little & Lively, channeling our energy into what we do best - making ridiculously cute kids' clothing!
- ▶ Refined our ordering strategy to ensure we are only ordering just what we need.
- ▶ Launched Little & Lively Pre-Loved (powered by Treet) for a circular economy.
- ▶ Optimized our fulfillment processes doubling our efficiency year over year.
- ▶ Launched Coworking Space for like-minded creatives to collaborate in our space.
- ▶ Hired an Operations Manager to spearhead large projects.
- ▶ Hired a Marketing Assistant to scale our efforts in PR & marketing.
- ▶ Hired a Sales Rep to forge new connections with profitable retailers.



FUTURE GROWTH PLAN

2023 Q4



- ▶ Build our loyalty programs to capitalize on already loyal fanbase.
- ▶ Launch school and club fundraiser program.
- ▶ Unveil Indigo partnership.
- ▶ Attract more members to the Coworking Space.
- ▶ Focus on PR reach outs and gifting at large scale.
- ▶ Allocate more budget to Influencer Marketing.
- ▶ Amplify marketing efforts across more platforms (add Pinterest, TikTok).

FUTURE GROWTH PLAN

2024 Q1-Q2



- ▶ Launch Custom Merch Program for teams and businesses.
- ▶ Collaborate with like-minded brands & shared resources to bring overhead costs down and share expertise.
- ▶ Optimize brand ambassador & affiliate networks.
- ▶ Secure PR publications and interviews (in person & online).

FUTURE GROWTH PLAN

2024 Q3-Q4



- ▶ Bring Pop-ups to major cities across Canada.
- ▶ Unlock new Sales channels with major retailers.
- ▶ Get upstream enough to capture larger retailers' budgets (currently we are 6 months in advance and we would like 12 months).
- ▶ Forge strategic wholesale partnerships with key retailers.

FUTURE GROWTH MILESTONES



2025

Build upon PR, secure celebrity collaborations and public appearances & test pop-ups to identify key markets for retail.



2026

Leverage our momentum to reach 200,000 lifetime orders & automate some fulfillment processes to quadruple capabilities.



2027

Quadruple our wholesale reach to 800 wholesale partners including major retailers & scale across North America.



READY TO INVEST?

WHY INVEST WITH US?

We are poised to make Little & Lively a nationally recognized brand that inspires and delights families far and wide.

- ▶ 9 years of growth from a home-based business to almost \$4 million in annual revenue.
- ▶ Industry-leading business performance including profit margin, customer loyalty, customer lifetime value and customer satisfaction.
- ▶ An established and emphatic customer base that amplifies our brand values and product quality.
- ▶ A business model that aligns with growing consumer desire for ethical, sustainable fashion and apparel.



THE LEADERSHIP TEAM



Carmen West - Founder/CEO

Fashion Design Graduate
Garfield Weston Scholarship Recipient
Designs featured on CBC News, BuzzFeed,
Vancouver Kids Fashion Week, &
Vancouver Eco Fashion Week.



Jordan West - Founder/CMO

eCommerce Marketing Agency Owner
Host of "Secrets to Scaling Your eCommerce
Business" Podcast
Has worked with over 200 Brands
Owner of Multiple Brands



Jeff Harder - Director of Operations

Over 20 years in project, logistics,
and resources management. The
ability to manage operations,
infrastructure, support
methodologies, and Human
Resources is second to none.



CONTACT US

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FIND OUT MORE

