



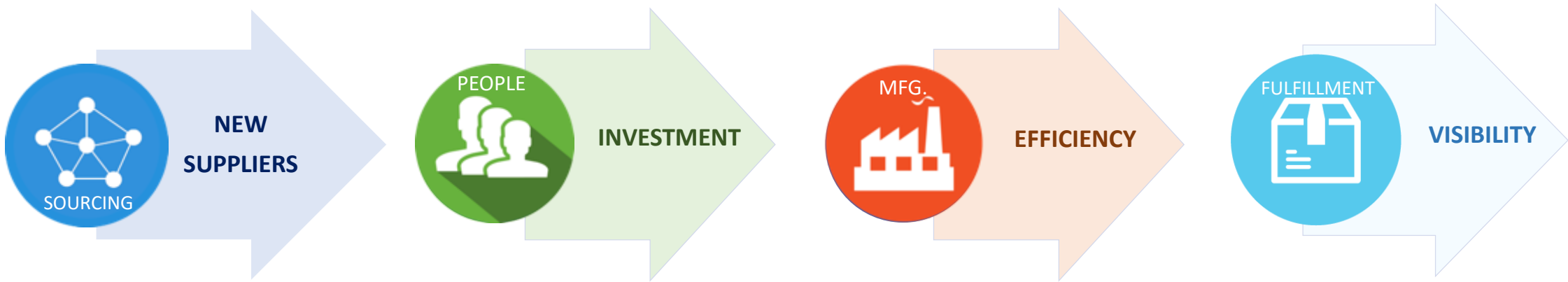
**PRESENTATION TO WRC
UNIVERSITY CAUCUS
SPRING MEETING
2019**

AGENDA

- Video <https://vimeo.com/294311663>
- Alta Gracia Update
 - Re-emergence
 - Investment
 - Operations
 - Factory Culture
 - Product Team
 - College License Product
 - Re-Branding
 - eCommerce
 - Branded Product
 - Q&A

INVESTMENT - OPERATIONS

SPEED & QUALITY



Overhaul
Supply Chain

New Staff
Training

Engineering
New Equipment

ERP – Exenta
Local Printer

← Build Inventory →

REDEFINING FACTORY CULTURE

Objective

Transition from larger company project to a profitable stand alone business model and example for the apparel industry

REDEFINING FACTORY CULTURE

Challenges



Initially launched as one-off project subsidized by Knights Apparel



A sense of entitlement left over from past management style



Historically operated @ 38% of industry average

REDEFINING FACTORY CULTURE

CULTURE SHIFT

Collaborate with union to implement incentives and reward performance



Build personal accountability
dignity and mutual respect

Focus on Sustainable Business Model with measurement & objectives



Leads to planting LW factories
in other parts of world

Demand excellence and manage against International Standards



Shift Status Quo and Become
Model for Apparel Industry

OUTCOME

REDEFINING FACTORY CULTURE

RECENT WINS



Reduced downtime
by 50% in March



Set up sample/proto
room with FT staff



Hired 40 new sewers
on 80 day contract

INVESTMENT – PRODUCT (150 YRS)

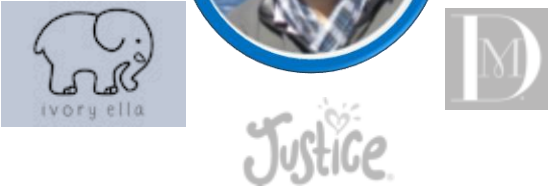
Gina Dubiel – Dir. of. Merch.



Ben King – Design/Technical



Simon Carson – Creative/Design



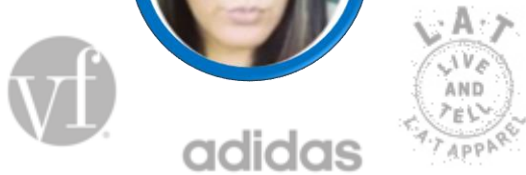
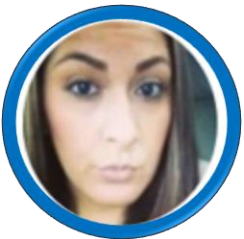
Denise Pierce - Technical



Sid Mashburn - Advisor



Jen Oleksik - Design



MEN'S COLLECTION



UNISEX

MPR001
COLOR BLOCK FULL BUTTON BASEBALL TEE
LEFT CHEST GRAPHIC: VG0088
CENTER BACK GRAPHIC: **TBD004**



UNISEX

PBR002L
CREW NECK SWEATSHIRT WITH POUCH
CENTER CHEST GRAPHIC: VG0111



MPR0016
COLOR BLOCK TANK
CENTER CHEST GRAPHIC: VG0111





BPRO04L
COLOR BLOCKED POLO
LEFT CHEST GRAPHIC: VG0074



MPR003
SHORT SLEEVE TEE WITH HOOD
CENTER CHEST GRAPHIC: VG0106



MHA23 | DIEGO
CENTER CHEST GRAPHIC: TBD030
RIGHT SLEEVE GRAPHIC: TBD031



WOMEN'S COLLECTION



AG201
CROPPED BASEBALL TEE
LEFT CHEST GRAPHIC: VG0070
CENTER BACK GRAPHIC: VG0071



WPR0022



WPR0023
CROPPED FOOTBALL TEE
CENTER CHEST GRAPHIC: IN1070
CENTER BACK GRAPHIC: VG0105

WOMEN'S COLLECTION



WPR0014
BOXY MUSCLE TANK
LEFT CHEST GRAPHIC: VG0056
BACK NECK GRAPHIC: VG0057



WPR008
FEATHERFEEL ULTRA
BOXY DROPTAIL TANK
CENTER CHEST GRAPHIC: VG0058



WPR0011
CROP TIE WAIST TANK
CENTER CHEST GRAPHIC:
VG0059



WPR0010
FLOWY TANK
CENTER CHEST GRAPHIC:
VG0060





WPR0021
SHORT SLEEVE CROP WITH REVERSED FABRIC
CENTER CHEST GRAPHIC: **TBD010**



WPR0021V2
SHORT SLEEVE CROP
WITH SIDE VENT + POUCH
CENTER CHEST GRAPHIC: CP5019



WPR001
LONG SLEEVE CROP
WITH SIDE VENT
CENTER CHEST GRAPHIC:
TBD012
CENTER BACK GRAPHIC:
TBD013



MEN'S COLOR BLOCK TEE



COLOR BLOCK TEE
100% Cotton Jersey
KHAKI
With Camo Color
Block and Camo
Sleeves



COLOR BLOCK TEE
100% Cotton Jersey
TEAM COLOR
With Team 2 Color
Block



MEN'S THERMAL



AG001 STRETCH THERMAL
CROSSOVER V-NECK FASHION TEE
Cross Dye Waffle Fabric

DAL03 STRETCH THERMAL
HOODIE
Cross Dye Waffle Fabric
WHITE SERIES



CROPPED STRETCH THERMAL
LONG SLEEVE TEE WITH V NOTCH
Cross Dye Waffle Fabric

WHITE SERIES



DAL03 STRETCH THERMAL
HOODIE
Cross Dye Waffle Fabric

WHITE SERIES









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LET'S CHANGE CLOTHES

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LET'S CHANGE CLOTHES

**ALTA GRACIA - creating great products, paying living wages,
and treating our employees with dignity and respect.**

www.altagracia.us



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LET'S CHANGE CLOTHES

ALTA GRACIA - creating great products, paying living wages, and treating our employees with dignity and respect.

INVESTMENT eCOMMERCE

- Launch Date: June 1st

Phase 1 – Test Phase (Limited Product Offering)

- Alta Gracia Branded Only
- A/B Testing
- Preparation for Fall Launch

Phase 2 – Fall Launch

- Expanded Product Offering
- Alta Gracia Branded Only
- Continued A/B Testing
- Build Customer Database

- ***Link to B&N, Follett & Independent Sites for Licensing Product***

The logo for Alta Gracia, featuring the brand name in a stylized, white, outlined font. The letters are composed of multiple parallel lines, giving it a modern, geometric appearance. The background of the entire page is a lush green forest with a person in the center, seen from behind, with their arms raised in a peace sign gesture. They are wearing a white t-shirt and colorful, patterned pants. The overall mood is natural and ethical.

Let's Change Clothes

Shop Alta Gracia and join the movement to end sweatshop labor.

[SHOP NOW](#)





SHOP MENS
RESPONSIBLY IN THE DOMINICAN REPUBLIC

SHOP WOMENS
RESPONSIBLY IN THE DOMINICAN REPUBLIC

SHOP THE LOOK
RESPONSIBLY IN THE DOMINICAN REPUBLIC



Become An Ambassador

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Become An Ambassador

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[LEARN HOW](#)





STITCHED WITH LOVE
INTERIOR PRINT

SELF FABRIC
APPLIQUE WITH RAW
EDGE + BEAN STITCH

NATURAL
11-0103 TCX



16-1617 TCX



14-4510 TCX





IW BLACK



IW NAVY



IW MAROON



STITCHED WITH LOVE
INTERIOR PRINT

SELF FABRIC
APPLIQUE WITH RAW
EDGE + BEAN STITCH





NATURAL
11-0103 TCX



16-1617 TCX



14-4510 TCX



IW CORAL



14-0850 TCX

SELF FABRIC PRINTED
APPLIQUE WITH RAW
EDGE + BEAN STITCH



KELLY GREEN





OPTIC WHITE



RAVEN PURPLE



NAVY



COLLEGE GREEN



MAROON



STITCHED WITH LOVE
INTERIOR PRINT

NATURAL
11-0103 TCX

EMBROIDERY



16-1617 TCX



14-4510 TCX



IW NAVY

SELF FABRIC
APPLIQUE WITH RAW
EDGE + BEAN STITCH



IW BLACK



KELLY GREEN
18-6030 TCX

Q&A