Reformation
Wakey Wakey Refbabes, Ref here, your one and only source into walking around this earth ecologically sound, while looking sexy as hell.

We have the biggest news ever. We’re coming to Europe! Come and meet us.

Xx Ref

The message above could be Reformation’s big news, when they expand to Europe following the advice given in this book. It contains an exciting and inspiring advice for the brand on how they can create more brand awareness overseas, before opening their European stores. This book is for internal use and written from Reformation’s point of view. When they read it, it will be like one of their own created it.

Lisanne Beute, graduation project, International Fashion & Branding, AMFI, 2018
Where are you looking at?
It’s all about us / The brand  8
USP, Brand story, Vision, Mission, Values

The babe next door / Target group  22

The new chick in town / Issue  34

Wake up with Ref / Concept  36

Strategy talk / Strategy  44
Objectives, Key insights, Communication, Flow, Media,
Instagram, Hashtag, Facebook, Website, Pinterest,
Newsletter, Influencers, Press

Bubbly bash / The event  82
Visual inspiration, Colour, Form & material, Yoga, Dance,
Exhibition, [Re]fuel & recharge

Where you’ll find us / Locations  126
Get local baby
The brand
We make killer clothes that don’t kill the environment
It's all about us
And with us we mean Reformation. An American fashion brand - with roots in the LA coolness - launched in 2009 by Yael Aflalo with the desire to make a difference.

This has lead to the new cool kid in town, who makes sustainability sexy by creating killer clothes that don’t kill the environment. What’s the point in looking hot when our beloved mother earth is going down?

At Ref, we seek to change the way that people think about fashion by demonstrating that it can be eco-friendly without sacrificing style. So, grab your phone and save our philosophy:

"CHANGE THE WORLD, WITHOUT CHANGING YOUR STYLE"

Be a Refbabe and #jointhereformation
Being naked is the #1 most sustainable option. We’re #2.
To lead and inspire a sustainable fashion
To lead and inspire a sustainable way to be fashionable.
We love woman, in all forms, shapes, colours and appearances. To praise that, we design with a mission to make effortless silhouettes that celebrate the feminine figure.
We care, cause caring is cool. We care about our dear world which is struggling to stay healthy, while being poisoned. One of the guilty poisoners is the fashion industry, which is the second most polluting industry in the world. Shocking. We know. That’s why we seek the most sustainable way in, well, literally everything.
educative

You know, we’re actually a bunch of little nerds and we’re pretty proud about that. We love science. #sexymath

Oh, and don’t you worry, we’re not here to lecture you. We’re just here to open your eyes and inspire you with our witty tone of voice. And the Refscale. The more creepy pollution we avoid, the better.

accessible

We have one simple goal in life: to bring sustainability to everyone. We like to aim big, you know. Don’t worry, we’re realistic, so we do this step by step. One of our first steps is to make our clothing accessible. Not super pricy and easy accessible online.
The target group
The target group
The babe next door

European equivalent of the Refbabe
A realist with an idealistic mindset *
Ambitious with an entrepreneurial spirit *
Clever with a critical eye towards... well basically everything * Never ever afraid to share her opinion * Knows the value of all stuff in life * Modern day travel addict, but always returns home * Has confidence as her middle name * Empowers herself and her female friends * Loves to cuddle with humans, oh and with animals * Searcher for the deeper layer * Looks as hot as she wants to * Believes caring is the new cool
“WHAT DID YOU DO TO SAVE THE WORLD TODAY?”
- Refbabe Sara
“YOU KNOW WHAT’S SEXY? A REAL CONVERSATION”

- Refbabe Charlotte
**Target group**

**Let’s go in depth**
As a highly educated super girl, she is part of the millennial generation, aged between 23 and 32. Living in an European urban area, she is the independent girl next door. For her, age is just a stupid number. She’s independent and believes it’s all about your view on life and your part in it.

She sees her life as a big blanc canvas, where she’s the artist giving it color and shape. This mindset takes her on a constant journey through life, where she strives to develope and challenge herself with the interesting things she comes across. Being from a tech-savvy generation, nothing is a big problem. (Did someone say ‘Google is on your friendlist’ and ‘Good wifi, happy wifey’. No? Well, we just did.) A red thread through this all, is her eagerness to think, know and learn about subjects she cares about.

Humanity, environment, society, health and politics are all on her day to day list.

This unstoppable hunger has lead her to make more consious choices. Choices about her food, her clothing and her living situation. Every babe is on another side of the curve, it’s all about the process. You can’t change your life (or the world) overnight. It takes time, courage, energy and of course some money. Her secret wish is to have a money tree in her backyard. Honestly, it would make life easier.

So, what does this babe do in her daily life? She works in the creative industry, which means she is your marketing girl, your fly designer, your epic writer or your kick-ass analyst. Her motto: ‘Creativity will solve all issues’ makes sure she looks at a bright, fun and interesting future.

Next to this, there are her girls! Her and her lady friends are inseparable. (Who run the world? Girls!) Going on coffeedates, little shopping sprees, discussing the important matters of life or dancing the night away.

What connects them - next to their awesome sense of humor - is self-love and love for each oter. Oh, and celebrating being a woman in all forms and shapes. You’re super pretty. Show that (dressed Ref of course).

What about her ‘me time’? That’s absolutely on her agenda. She’ll call her pizza guy, grab a bath and put on some Netflix. Watch Stranger things, Homeland, or put on a good old movie (the 90’s rock). Afterwards she is reloaded, feels on top of the world and ready to shine bright again.

Although she comes across as a very active person - which she def is - this doesn’t reflect her working out skills. She occasionally happens to join a friend to the gym, but it is not big on her priority list. Running arround all day is sporty enough. And don’t
forget the nights she and her girls are playing dancing queens. She did discover yoga last year. Getting older in a 24/7 on society means you have to make sure you don’t end up in a burn out. So that’s where yoga is for. Meditation, personal-wellbeing and a tiny workout.

Then Clothes. Clothes are the real deal. You can look damn cute, smoking hot or je-ne-se-qoui. Whatever you feel like and whatever you need that day, it’s on your body and supporting you. For her, clothes are about the feeling they give you. How they can make you feel like feminine, sexy, smart, pretty, etc. She gets inspired by a list of influencers, aka. her virtual friends. It really feels that way if you follow someone for several years now.

Curve wise, the ‘babe next door’ can be devided in two groups. You belong to either one of them. Do you pick a brand based on your values and do you always make conscious choices, while at the same time search for the perfect fashionable option? You are an ‘eco-chic’ girl. Are you 100% aesthetically driven, while do value an interesting brand story? Then you’re a ‘fancy fashion’ girl.
you know what's sexy?
a real conversation.

Love yourself 😊
The new chick in town
While building our empire we stumbled upon something very important: It’s a hassle for our European girls to walk around as a Refbabe, because of our lack of - physical - presence overseas. It’s expensive and difficult to order, since they can’t jump by our stores to say hi and give their favourite dress a try.

So, we think it’s time to obey the wishes of our girls in the other continent and arrange some heart-to-heart time. Why? Well, that’s easy-peasy. We want to bring sustainability to everyone. We’re booming and super ready for the next step. To do this, we need to stay on top of our game, cause everyone knows: what’s hot today, may not be around tomorrow.

We’re totally ready to be the hottest babe in town.
Watch out Europe, we’re coming for ya!
Wake up with Ref
Coming all the way from LA and bringing our legacy with us, we decided to take a little detour overseas to explore new territory, say hi and get more girls on board to #jointhereformation.

We packed our stuff and good behaviour, so we can go to the continent of French fries, croissants, the real Gouda cheese and cute boys on Vespa’s. While being there, we want to **wake up with you, to wake you up**.

We see you clever girls thinking: ‘Wait, what? Wake up? Why?’ We’re all for never getting out of bed either, but **you must be awake to turn dreams into reality** (our specialty, you know). Our dreams concern our dear rocking mother earth. She’s in trouble and when our girls are in trouble, we stick together to help. We care about her and since you believe caring is the new cool, we think we’re a match!
To celebrate this, we throw a bubbly bash in the morning glory, giving you the chance to have a little tête-à-tête with us. We’re going to share our knowledge and insight jokes to praise that we’re in Europe, sustainability is sexy as hell and the power of us babes.

So, leave your pj’s at home and see you soon.

Xx Ref
“Waking up with Ref is fun, being quirky and being the real you to prepare yourself to get ready to rock the day”
Strategy
The big why

[and what]
As you read a few pages ago, we stumbled upon an issue and since we’re very hands on, we’re dying to solve it. Yay for creating reasons to party. So, why this concept, why a campaign?

Obviously, to solve the problem and make sure our European girls can enjoy us as much as our US babes can.

But, that’s not all. We also really want to grow, see an opportunity in Europe and like to explore new territory by staying on top of our game. Going overseas is our way to go.

We decided to launch this campaign as preview before we open our first store in Europe. We do this to create the much-needed brand awareness over there, so when we open the stores, we can play in on your needs even better. In fancy words: we want to engage with you.

Next to this, we aim to bring sustainability to everyone. And with everyone we really mean everyone. So, yes, that’s the whole world. Europe is our first step in creating a worldwide empire.

**What**

It’s an introduction strategy to introduce us, Reformation, in the European market physically.
“Fashion is the third most polluting industry in the world. Let’s clear up!” #jointhereformation
- Reformation

‘The babe next door’ is searching for a deeper layer in basically everything in life. She wants meaningful products, which are aesthetically eye pleasing. Also, she wants stories and information that touches her by being visually and mentally inspired.
- Target group interviews

The ideal experience is a shareable experience that ‘The babe next door’ can share online and with her besties. It should contain an active element and offer content which is inspiring and with which she can inform herself.
- Target group interviews & WGSN
BABE NEXT DOOR GOES #REFBABE
These events serve as a wake-up call for our girls overseas that we have arrived - aka. the new girl in town - and as a wake-up call for today’s environmental issues which we’re so concerned with.

**A physical and mental wake-up call, which we celebrate with a morning rave in four European cities.**

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**Pay off**

*Wake up with Ref*

**Tone of voice**

*Witty, informative, honest*

And you know, we’re quite sure about ourselves, so we love to share this with a healthy dose of charming confidence.
What’s a day, plan or idea without goals? Useless. If you want to be a badass babe and rock your day, goals are there to reach and to give you direction. So, here are ours:

**Main goal:**

**MAKE THEM OBSESSED**

This is our - in fancy-pancy language - cognitive goal. Our way to create more brand awareness in Europe. We aren’t happy until our girls overseas are just as addicted to us, as we’re to ourselves. Oh and no, we’re not being cocky, we just believe in ourselves and are looking for girls who do the same. Yay for girl powerrr.

And, when you’re totally in love with us and wear our clothes, we want you to feel the following:

**FEMININELY SEXY AND READY TO CHANGE THE WORLD, WITHOUT COMPROMISING ON STYLE**

Yup, our affective goal. Nothing beats a girl in killer clothes that don’t kill the environment. We mean, if we want to get you obsessed, we def need to give you something and that’ll be our most powerful tool: our clothes. Based on your needs. Hell yeah.
Oh, and how we plan to reach this goal? Our event. Duh. We want you to:

VISIT THE EVENT AND
SHARE YOUR EXPERIENCES
ON SOCIAL MEDIA

Nothing beats a nice Insta post about your early morning filled with excitement. Show everyone your coolness. And after this behavioural goal you’ll be rewarded with the previous two goals. Isn’t that nice?

This is good and all, but what are the long-term goals? Well, this campaign will lead to a bigger target group by creating new relationships with ‘the fancy-fashion girl’ and deeper relationships with ‘the eco-chic girl’. This will lead to more exposure, which leads to more sales and more babes in sexy sustainable clothes. Oh, and above all, this campaign is the perfect preparation for our store openings later this year. What’s not to love?

Oh, and before we forget. Of course - as we always do - we also want to inspire you on living a sustainable life and making conscious choices. This is our everyday goal and a red thread through everything we do.
Okay, goals, done. But, to achieve those goals you need a plan in the form of a strategy to make sure your plan rocks. This is ours. It consists out of four simple, yet super effective, phases to make our party one to remember. Because, yes, that’s what this whole book is about. But when you host an event, it’s of course nice if there are also people attending. So.....

1. **We have the biggest news ever**
   In order to engage with our girls and make them aware of the offline event, we start with an online campaign to spread the news!

   With #wakeupwithRef we give all girls the opportunity to join the event and win their way in. This communication will start at our own channels.

   Next to this, our dear influencer babes will invite ten of their girls to join them to meet us. We love these not-so-complicated constructions. That’s a win-win situation for those girls, you know. And, meet us while at the same time meeting their style crushes.

   Also, we need professionals for publicity. Publicity is the key. So, those will be invited with a press release. Think (online) magazines, platforms, bloggers, vloggers, influencers, etc. And as a cherry to the pie, all the press we invite, gets two tickets to give-away, isn’t that nice? So many new people to meet. We’re super excited.
2. The bubbly bash aka. the event
Then, the moment suprême we’re all been waiting for. The whole focus point of this big ass book. Four events at the same time in for cities. Why? To create more buzz and media attention. We know how to play our cards, since it’s a powerful and effective way to generate awareness and create a Ref community in Europe.

3. The aftermath
We don’t like it when things end abruptly, so our hashtag still has a function after the event. We love double layers and function, you know.

Our babes are online addicted, so we bet some nice shots end up online. Using the hashtag, of course. If this doesn’t happen - in the worst-case scenario - we always have our own photographers present.

All these images and experience will be shared with our hashtag, which creates some ‘after’ buzz, which we definitely need to keep the girls’ attention for the store openings.

4. Ref in Europe, like... forever
And then, the one and only reason why we hosted these events, and wanted to create awareness in the first place. The opening of European Ref stores, so we can stay in Europe forever. Big yay.
Phase one will start in June 2018. Since this is an introduction campaign, the words - that we’re coming to the other continent - need to come out. This will be done in three ways.

1. **Communication own channels**
   Use the campaign images, the hashtag, sneak peeks of the capsule collection and atmospheric images.

2. **Influencer posts**
   Let the influencers create own content with the clothes we sent them after they picked it out themselves. Also, get them ten event tickets per person to invite their followers to join them.

3. **Invite press**
   Like: VOGUE, The Gentlewoman, Chapter Friday, Het Parool, La Parisienne, NSMBL, Bedrock etc. And, get them two tickets to give-away amongst their followers.

From phase one, we roll into number two, which is the big booming event itself. Hosted in July 2018, so if you’re lucky, it isn’t dark when your alarm clock sings you out of bed. The event is a morning party hosted in four cities at the same time. We’re talking Paris, London, Amsterdam and Stockholm. The party is from 7am till 11am. The most important elements:

3. **The Battle**
   Point one and two combined, where the city that generates the most energy wins the battle and gets the first Ref store.

   **Attendees**
   Max 250 per event.
   1. Influencers from the campaign and ten of their followers each.
   2. Press and the girls from the tickets they give away.
   3. Girls from the target group, obtained tickets through sharing their #wakeupwithRef moment.
THE AFTERMATH

After the event, we hop into phase three, which are the online shared experiences of the visitors. As well press, as influencers, as the babes. These will be in the form of reviews, recaps, spreading the news and sharing personal experiences.

Press
Articles and reviews, spread the news about the winner of the Refbattle and the city where the first Refstore will be.

Influencers
Making use of Instagram stories and Instagram posts during and after the event.

The babes
Target group posting/sharing pictures on their own channels.

Which pictures?
1. After movie + professional photographs
2. Photo booth pictures
3. Own pictures

We end the campaign with a big bang: opening our first ever Ref store in Europe in Autumn 2018. Whoohoo. This is the practical goal of the campaign and the reason why it’s here in the first place.

The city will be decided by the city that wins the Refbattle. The following openings will also depend on these results in Winter 2018, Spring 2019 and Summer 2019.

In order to keep the attention of the event visitors for the time in between the event and the store openings, the visitors get a nice discount cheque at the event which they can spend at their new European Ref stores.

So, when is our strategy successful?
When awareness is created for our brand in Europe. How to measure this? It’s a combination between how many great girls show up at the event and the online presences amongst #wakeupwithRef.
Sharing is caring. So, share us your ultimate wake up moment and get the chance to join our bubble bash in the morning glory to wake up with us. Go, go, go!

Next to getting the chance to win a ticket for our event, you can also be the new star on our Instagram feed. The hottest and coolest babes will be featured on our feed. More exposure = more fun.

And why the #? Well, interaction my dear. We love to stay in contact with you after the view early dancing hours.
We as millennials are almost born and raised with media all around us. Sure, we do remember the time when we didn’t even have internet, but it’s hidden somewhere in our memories.

We’re online 24/7 and indeed, sometimes get a bit crazy about it. That’s why we would recommend a day to the spa. For everyone.

To give our introduction in Europe more attention, we’ll make use of **owned** and **earned** media. We choose not to work with paid media, cause we’d rather spend our money on something important, like buying offsets.

The channels and methods we’ll use:
- Instagram / Facebook / our own website / Pinterest / newsletters / influencers / press texts / #wakeupwithref

With these diverse channels, we’ll be able to reach as well the girls who are already familiar with us, as the ones who aren’t. Our goal is to create as much brand awareness as possible amongst the new girls, while at the same time meet our Refbabes overseas.

Our strategy is focussed on the ‘fancy-fashion’ girls, who are unfamiliar with us. The smart thing is, that in this process, we’ll also reach the ‘eco-chic’ girl, cause she’s already following our leads. Win-win situation.
‘The babe next door’ gets super inspired by Instagram. We agree, cause it’s our favourite place on the internet too.

Your wish is our command, the client is king... Some think it’s bullsh*t, but we take it super serious. So, we post regular shots of our babes, our hot clothes and our people.

For our trip overseas we’re going to address it a little bigger. We love to take on new challenges and, most importantly, we want that all suitable European girls get the message.

To make this happen, we’ll launch another hashtag next to our beloved #refbabes.

With #wakeupwithRef we challenge you to share your wake up ritual with us. Why? because it’s a precious moment of the day, where you decide which great things you’re going to tackle that day. And most importantly, what you’re going to do that day to live consciously and save the world. The coolest babes, will be placed on our feed. Next to the babes, we’ll post some of our sleepwear - to stay in the theme - and campaign images.

And since we want to wake up with you, we’re just as curious how you wake up.
WAKE UP WITH REF

We are taking a little detour and going to say hi to our overseas girls. Yes, Europe, we’re coming for ya! Put your alarmclock super early and be ready to dance the morning away.

June 3rd
Skyscraper
20 Fenchurch St,
London, UK
Why do millennials have Facebook anno 2018? No, it’s not to connect with others, or to spill out the juicy details of their latest date with that cute boy. It’s to keep track of all cool events in town.

We’ll make four event pages for the events in the four cities. Put yourself on attending, so you can join us. And be aware, full house is full house. Half of the event spots will be for invites only and the other half will be for all Refbabes out there, so grab you chance.

By clicking on ‘interested’ the Facebook friends of the babe who did this will also get aware of the event. Perfect way to create quick brand awareness.

GET YOUR ASS ON
‘INTERESTED’
Our beloved website. The one and only place where we started Reformation and where we plan to grow out in a worldwide imperium.

We know you Europeans have a hate-love relationship with it. You browse to drool away by our pretty dresses, but you’re also annoyed, because it’s such a hassle to buy everything you want.

Well, then it’s your lucky moment, cause we’re launching an European friendly website. We see you girls thinking: what the hell does that entail?

It means that ordering becomes easier. Big yay. You can for instance pay with Ideal or another service that’s convenient to you. Also, you can ask back the VAT after the items leave the US. That means the high import costs will be partly covered. Great, right? You do need to put a bit more energy in it than the US girls, but hey, you’re a power babe, right? To make up for this we’re opening stores in the EU soon.

For this campaign, we’ll have three banners telling the good news online.
... we have the biggest news ever

We’re coming to Europe!
Today we don’t create super cool scrapbooks anymore. Such a shame don’t you think? Well, okay, no one is waiting for all the cutting and pasting.

That’s why some genius invented Pinterest. We have to admit. We love it! We’re active pinners. Obviously only to promote ourselves. Only this was true... we secretly have a lot of hidden boards of food and cute dudes.

It gets us inspired and into moods we want to come into. Also, for our trip overseas, we make happily use of this medium. By pinning all great morning related stuff we bump into, we have a board which helps to wake us up any moment we need to. And to inspire you. So, you can buy some fancy Ref jammies at any time.

**Wake up with Ref**
88 pins
You know we sent you regular love letters via mail. Just giving some nice advice and tell you what awesome things just have arrived or are back in stock. This must be your favourite mail in-between all the other boring ones you receive, because... you can dream away how sexy you would look in that dress, and how perfect it would look on you, for your date that night. And while looking like that, you’re nice for mother earth too. Then you realize that you won’t be able to buy it and get it in time, so you check your closet to see what comes closest. We like the sustainable thought behind this - buy less, enjoy more... but, we’re still going to turn your dream into reality. In a while you can buy your own Reformation clothes in Europe. Hooray.

Well, to feed this process, we’ll send three of these pretty ones regarding the event. One spreading the news, one right before the event and another one after. Check the example below. Already curious for more?
Wakey, wakey Refbabes, Ref here....

We have the biggest news ever.
We’re coming to Europe!

Hooray, hooray! And.. spoil, spoil, we bring some of our finest stuff. Curious yet?

See ya soon!

xx Ref

Being naked is the #1 most sustainable option. We’re #2.
We like to change the world together. Twice the fun, twice the impact. That’s why we always love some help from our awesome Refbabes.

We choose a diverse group of girls to spread our message, so we can reach both the ‘fancy fashion’ and the ‘eco-chic’ girl. To achieve this, we choose influencers, bloggers, journalists and models. Some clearly into sustainability, some not. But hey, when you look at us the first time you also don’t immediately see our involvement in sustainability, right? We make sustainable sexy for a reason.

Our girls have voices which are heard, and that’s what matters. And of course, they should care for the world as well. But that’s the good thing: They do! Yay. Happy us. Half of them are already loyal Ref wearers, others will be after the campaign. One thing we know for sure: they’ll reach a lot of girls and that’s what we want to do. Bring sustainability and style to everyone. So we can change the world, looking pretty damn hot.
Lindsey Holland, a blogger, vlogger and explorer who loves to share her opinion and her sense of style to the London fashion crowd. Oh, and she’s into Ref, also a pre.

44K

Olivia Purvis, a London based photographer, blogger and influencer who has been spotted in Ref dresses before. You go girl. Feeling like your best friend next door, she’s the girl for the job.

172K
**Jeanne Damas**, a French model, influencer, owner @Rouje and a Parisian Refbabe pur sang. All parisian fashion chicks love her, including us. 683K

**Sabina Socol**, a journalist, Ref ambassador, girl with a voice and some good writing. Perfect to bring across our oh-so important messages. Love it. 135K
Nina Pierson, the Dutch sustainable pioneer and co-founder of SLA and Bedrock. She’s the voice in this tiny country and can’t be missed as our babe.
24,7K

AMSTERDAM

Yara Michels, an ambitious influencer, blogger, vlogger, tv host and editor in chief, with a style and sassiness that fits us like our favourite shoe.
157K
Lisa Olssen, a digital content creator, blogger and true Refbabe based in Stockholm. She’s wearing our jeans with much love and we would be pleased to make her our Swedish voice.
476K

Hannah Steffansson, a creative centipede who takes photo’s, gives consultancy, blogs and travels. Happy gal and girl to our heart. Will make Ref shine in the cold North of Europe.
83,8K

STOCKHOLM

Lisa Olssen, a digital content creator, blogger and true Refbabe based in Stockholm. She’s wearing our jeans with much love and we would be pleased to make her our Swedish voice.
476K
Sabina Socol for Reformation in the “Don’t call me cute” collection.
What’s a good event without press? Of course, our babes will generate a lot of buzz while sharing their experiences on social media. We’ll also use our online powers, but some prof press isn’t to be missed.

We’ll sent them an invite and a press text. We’ll invite local papers (like het Parool, Le Parisian etc.), and no, not to print the articles, because that’s so not sustainable. We want them to write a nice piece of text on their online medium. Also online magazines and fashion/lifestyle magazines (like The Gentlewoman, Vogue, Glamour, Chapter Friday, Bedrock) will be more than welcome. Furthermore, we’ll invite blogger, vloggers, more influencers, sustainable pioneers and other people in the scene. It’ll be a hell of a party. Be there or be square.

And you know what we’re going to sent to all those great people?
We got the biggest news ever! Xx Ref

Wakey wakey super girls, Ref here. Your one and only source in walking around this earth ecologically sound, while looking sexy as hell. As just mentioned, we have the biggest news ever!

We decided to take a little detour overseas to say hi to our girls over there. And, meet new ones. There’s nothing we love more than a good conversation about, well literally everything, but preferably our dear mother earth. Already guessed the good news? Not? Well, here it is:

We’re coming to Europe!

Now we see you thinking: ‘What, when, how? Well, block June the 6th in your online calendars babes. 2018, Obviously. And a little spoiler the call time is early, like very very early. But, also super exciting, trust us, you don’t want to miss it. And yes, a call time means it will be a physical experience. We think it’s super important to get away from your screen so every now and then.

And sttt, this date shouldn’t get out right away. See it as a nice little secret between us. We’d like to give you something extra you know.

Last but not least... invitations for you and your bestie – or your colleague in crime - are on their way. See you then!
There’s one thing left to discuss, yay. Let’s talk money baby. We can be as creative as f*ck, but it needs to stay realistic and feasible. Hereby presented the budget for the campaign. Although we have a nice bank account thanks to many many Refbabes, we still didn’t invent a money tree, so our money stream isn’t endless.

**Locations: € 25.000**
- Skygarden London: €5.700,-
- Le Flow Paris: €5.200,-
- A’dam Tower Amsterdam: €5.000,-
- Tak Stockholm: € 5.100
- Facilities locations: € 4.000

**Food & drinks: €8.000,-**
We count €8 per person for food and drinks. Per event we expect 250 people.

**Energy floors: € 6.100,-**
The floors (€75,- per tile. 9 tiles per location): €2.700,-
The photo booth (€250,- per booth): €1.000,-
Transportation and instalment costs: €2.400,-

**Equipment: €11.400,-**
- Screens (1,5m x 2m = € 550, x8): €4.400,-
- Yoga mats (5€ per mat. 25 x 4 = 100 mats) : €500, -
- Plants (various palm trees and plants €300,- x3, cause the sky garden is already filled with plants) : € 900

**Neon lights (average price €400,- x4) € 1.600,-**
- other: €4.000,-

**Influencers: € 20.000,-**
Depending on the number of followers, we pay the influencers between the €400,- and €2000,- per post. We expect a minimum of two posts, but since the most of them are a fan of the brand, we expect more in good collaboration. For attending the event, we get them all clothes to wear.

**Photographers: €2.900,-**
- €150,- per hour, 4 hours per event = € 600,- : €2.400,-
To create one after movie for the four cities we count €500,-

**Unforeseen: € 10.000,-**
For all extra costs, we did not take into account.

**Total: € 83.400,-**
The event
Our bubbly bash is the place where our LA roots, our brand and you come together. We take these typical LA visuals as inspiration.
Normally, we have one colour per collection or campaign. Just a hot colour to pop. We like white and we like minimalism, but it needs something extra. That’s what we do. We go that extra mile.

For these events, we take this literal. We bundle all these colours, to launch with an extra pop. And because colours just make us very, very happy. And energized. And even better, they’re so LA and sunrise-ish. Whoop. Isn’t that convenient?
Our physical spaces are clean, modern, white and with a touch of personality from the city it’s located. But, as market leader, we have to keep developing ourselves and an important factor to do that is experimentation.

Luckily, we’re so smart to host an event, which is the perfect opportunity to be creative and go out of our comfort zone in a Ref proof way.

Since we host the events in fixed places, form and material will be in the details. Cause obviously, the big lines are already there. The details entail:

- plants / glitter / neon signage / coloured mirrors / decorative golden elements

 Forms need to be modern, just like we are, but with a soft touch. We want to feel comfy when we’re just out of bed, right? Movement will be created through plants and us, the amazing creatures dancing our hearts out. In this way, we create our own little clash.

Yay for that.

Mix these ingredients with the LA vibe and the perfect Ref event is here. Whoohoo.
Yoga
Before you go crazy on the dancefloor, it’s important to wake up your muscles. Yes, they brought you to our location in this super early morning, but that doesn’t mean they’re ready to dance. It’s the same as how you’re behaving before you had your morning soy vanille latte. That’s not you at your best either, is it?

With yoga, we practice to be present in the here and now. It’s important that with everything you do, you focus on the things you do. We mean, daydreaming is nice, but does it get you anywhere? No! By doing yoga, we make sure we’re being mindfully present at the event, to experience it at its best. We know, it sounds a bit floaty, but it’s nothing more than the truth.

Normally, morning raves start with an hour yoga before people hit it off on the dance floor. We thought it’s nice to have an all morning yoga, so you can decide for yourself when you want to join or do yoga again. We do things our own way, as you know.
7.3
0 am
Dance
You’ll be surprised how great dancing soberly is. Cause, that’s what morning raves entail. It’s the perfect opportunity to express yourself and to experience partying in a completely different vibe. Don’t worry if you don’t like the sober part. When there’s something to celebrate, we have champy, so we added it to the list. sttt.

Also, this way of morning exercises - after you’ve been here, you don’t need to go to the gym anymore - help the speed of weight loss and boost energy by priming the body for an all-day long fat burn. Oh, don’t we all secretly love that?! 

But there is more... yay. Flip the page to check it out.

A perfect match
Why the combo? According to Samantha Moyo, founding mother of Morning Gloryville, morning raves bridge the gap between the spiritual getting-into-your-body-feel and a let’s-go-out-and-party-vibe. Yoga and dance are a match made in heaven.
When you show us your best moves, it isn’t all for your own benefit. We like to start the day **feeling good, doing good and looking hot**. For that second element, we collaborated with Energy Floors, a Rotterdam based company who create sustainable solutions for parties and events, to raise awareness for renewable energy in an interactive and fun way. A company to our hearts.

They invented the energy floor. A sustainable dance floor which converts human power to electricity, cool right? Your fab moves will be tracked and used to provide for instance the lights of the event. Win-win situation.

The big battery is a true eye-catcher. We know it’s not the prettiest thing, but it’s fun, since it shows how much energy we already generated. Watch out, it makes dancing quite addictive. Once you started, you want more. Like basically everything in life.

This essential element is also responsible for two other cool things:

1. The Ref battle.

2. Reduce your footprint to walk around as a Refbabe.
During the event, we organize a true Ref battle with an amazing prize. We almost can’t wait to tell you. The city who generates the most energy, will be crowned dancing queen and – more importantly - gets the first European Reformation store ever! Whoohoo, isn’t that some piece of good news?

We’re planning to open stores in all four cities, but whenever there’s a reason for a party, we throw one, so open all stores at the same time would be a shame. An opening party for every store is a must.

You already throw your dancing skills in the battle to do something good for mother earth and we like to stimulate this with this battle. We know you babes are very competitive, and since we’re clever, we’re going to take advantage out of it.

The generated energy will be measured with the big batteries on the locations. And you know what’s even more fun? The big screens virtually connect all locations with each other, so you can see your Ref sisters dance in all cities and enjoy a bit of all stunning locations. See how it looks like for London on the right.
“It’s all about math and we’re super into it”
#sexymath
Did you know we’re secretly little geeks and we love math? I bet if you read everything about our legacy on our site you did, but you wouldn’t expect it on the first glimpse, would you?

With this quality, we created the RefScale. For every item you buy, or gaze at with desire - because you want to buy it - we calculated the environmental footprint we created and compared this with the average industry standards.

It’s tracked in terms of water, carbon dioxide and waste. We aren’t wizards and we don’t have magic - although we’d want too - so, this means we still leave an environmental footprint. To make up for this, we buy offsets by investing in programs that replace the resources we’ve spent.

We’re doing this not just for us, but also for you. To teach you something. Oh, and also to give you a good feeling, because how good does it feel when you see how much water you saved for the earth!? Karma point present.

You can find the Refscale online and at the exhibition during the event. Come and see!

<table>
<thead>
<tr>
<th>RefScale</th>
<th>Sterling Dress</th>
<th>Industry standard</th>
<th>Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbon dioxide</td>
<td>10 lbs</td>
<td>30 lbs</td>
<td>20 lbs</td>
</tr>
<tr>
<td>Water</td>
<td>379 gal</td>
<td>4557 gal</td>
<td>4178 gal</td>
</tr>
<tr>
<td>Waste</td>
<td>2 lbs</td>
<td>3 lbs</td>
<td>1 lb</td>
</tr>
</tbody>
</table>
There’ll be more in it for you than only dancing your ass off. We know that we can’t come all the way from LA and don’t bring any of our clothes with us. That’s still the thing we’re all about.

Especially for you, we brought a small capsule collection. Since our clothes are more than just clothes and they have an interesting ecological story behind them, we created a little exhibition. Learn all about the items, how to take care of them and when to wear them.

Also, touch them, feel them and try them on. When you decide you want to buy the item, you’re not there yet. To make clear that every item you buy has a footprint, we came up with the following idea:

You can only walk around as a Refbabe, when you reduce your own footprint through dancing X minutes (depending on the item) on the energy floor and generate energy. Chop chop, let’s do this!
Heya, I’m Camila!

I’m a lightweight top in georgette fabric with a dry handfeel. Oh, as you can see, I also have a very low v neckline, yay for sexy tops. I’m a peplum, but I also have a relaxed fit. Win-win situation. I’m made out of 100% viscose. You’ll love to wear me. I fit like a second skin. We told you we’re the best option after walking around naked.

When you own me, you need to take care of me by take me to the dry cleaner. Watch out, I’ll only go if it is a green or organic cleaner. The others use creepy toxic chemicals. yikes.

When do you wear me? Well that is simple, when you are out and about with your besties doing whatever you do that makes you happy. I am extremely revealing because of my very low neck. So, say bye bye to bra’s and celebrate life comfortably.

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RefScale

Carbon dioxide savings 7 lbs. Water savings 2 gal. Waste savings 0.8 lbs.

Wanna walk around in me? Dance 30 minutes and get your ass over to the bar. Pay me and take a nice glass of champy to celebrate that you reduced your footprint with 60%

You rock girl!

xx Ref
Capsule collection

We didn’t want to go overseas empty handed. We know how we disappointed you over and over again with our exclusive-quick-to-sell out collections. A time zone can make the difference.

So, we created a small capsule collection of eight of our iconic pieces. The very good news: it’s only available during the event. So, it’s really really exclusively especially for you! Yay.

In order to make all our girls happy, we took items for four occasions. Also, it’s a good reason to convince yourself that you really need a new dress for that party and some dressy pants for work. We always have your best interest at heart baby.

We have basics - the building blocks of your wardrobe - items for a fancy party, two businessy pieces and some items that bring the sunshine to your day. Literally, in the form of a rainbow and that lovely thing only appears when the sun shines. Ref logic.

Zipper jean

Hanna crop top
Vice jumpsuit

Vanessa dress
HAPPY RAINBOW

Polk dress

Camila top
BUSINESS BABY

Lazer blazer

Cara pant
0 am
[Re]fuel & Recharge
(Re)fuel & Recharge

People are just like cars, they need fuel to move forward. Our fuel is food. Duh. We love food and our brekkie is our favourite meal of the day.

To enjoy breakfast the Ref-way, we made a special menu for you. We can’t wait to try out the best of the best of European bakers and juice companies. Local support you know. It should taste just as good as American, but hey, we can only try that out once we’re landed on European soil. We don’t fly unnecessarily stuff over.

The menu is just like us, very delicious, very hot and it comes with a tiny clash. Of course, we serve healthy juices, water with taste and yogurts. But, we also serve our American pleasures in the form of donuts and champagne. Who said morning raves should be sober? Rules are there to break. A sip of champy never hurt anyone and if you’re honest, being completely wasted in the morning doesn’t sound that attractive, right? So, we trust you to leave it till a few sips.

We also think that when you dance your ass off at the dancefloor, you need to recharge and refuel yourself so every now and then. That’s why we came up with this area. Soft couches, so your ass will be like thank you.
elaborate morning yogurts with tons of fruits / yummy fat donuts / crispy croissants

super healthy shakes / delicious green juices / fancy flavoured water/ ice cold iced coffees
What’s a party without a picture place? Not that much in our eyes. Like it or not, we’re part of the digital generation and that means capturing our happenings for great memories. Our favourite place on the world wide web to share this is Instagram. Okay, next to the folder of ugly failed selfies in our phone. But hey, that’s hidden for the rest of the world.

At our bubbly bash, a photobooth will be present. Yes, it’s also a tool for free publicity, but we guess that you secretly all love it.

You have to activate the camera with your sexy moves. So, it’s basically the same as the floor. We’re all in for sustainable solutions for everything. And we promise, it will give nice snaps for your collection. Spontaneity all over.
Where you’ll find us
If we decide to go overseas, we do it well. So, clap your hands, cause we’re coming to four superb cities.

**Oui, Oui Paris!**
The city of love, je-ne-se-qoui and the cutest boys.

**London**
Where all our super carreer tigers work their magic and where desire becomes reality.

**Amsterdam**
Down-to-earth, cutesy and real Gouda cheese.

**Stockholm**
The city that conquered the world with her incredible sense of fashion in the middle of the prettiest nature. Hiking trip, anyone?

Our locations are the perfect modern ones to see all the beauty of mother earth, while being in a cool urban surrounding. We want to show a clash of city and the nature, cause clashes inspire us. Also, waking up with us is energetic, but don’t forget about the wellness element. We did this by choosing rooftop locations - okay, the Parisian one is not the highest, but it’s on the water, so all is forgiven. From great heights, we can gaze at an incredible sunrise while doing yoga and dancing like there’s no tomorrow.
SKYGARDEN
LONDON

A vibrant and open place at 20 Fenchurch Street, where you can experiences London from a different point of view. It’s London’s highest public garden. How we love that. Can we build one in LA too?

We choose this location, because it’s epic, we mean, look at that sunrise! It’s huge though, too big for us. But, luckily we can make use of a nice corner - the one in which the sun comes up - which will be perfectly Ref-proof.
A’DAM TOWER
AMSTERDAM

New and hot, with a great view over this tiny world city. We’re sorry Ams, in comparison to LA you’re super tiny. But, you’re very cute and we love visiting you.

Located behind Central Station, this building is the building of dance and music, based on the companies who have their offices here. Perfect to host our fab rave. There are multiple rooms available, so it’ll be a surprise which one we claim.
Location
LE FLOW
PARIS

A floating nightclub with a rooftop. Can it get any cooler? When hanging around here, your eyes will be pleased with a breath-taking view of Pont Alexandre III, the Eiffel Tower and the Grand Palais. Secretly, we all want to live here.

When you read the words above carefully, you know why we picked this spot. We’re in love.
Located at Brunkebergstorg 4, this is a spot with style. It’s a down-to-earth atmosphere with breath-taking view, which fits Stockholm perfectly in our view. Complex and simple, lavish and playful. A location with little clashes, we couldn’t think of anything better.
Get local baby
For our big trip overseas, we collaborate with local players on the European market. #consciouslifeproject. When possible, companies in the cities we’re visiting. For food, plants and screens, this is possible.

For our energy floor this isn’t possible. For items like these, we’ll hire hybrid trucks to bring the items from A to Z.

Why? We want to build a long-term relationship with Europe. Next to that, flying all elements over from US is crazy bad for the environment. And it’s also fun. We love meeting new people and new companies who have our mother earth’s best interest at heart.

Also, supporting locals is a very important element of living a conscious life.

For the footprint we still generate, we’ll do what we always do and have explained before. We’ll invest in offsets and programs that replace the resources we’ve spent, so the earth be like, thank you.
KBYE

Xx Ref