

Executive Summary



A division of Sami Designs, LLC

QUICK FACTS:

Management:

Bonnie Siefers, CEO Founder Designer

Industry:

Apparel

Business:

Wholesale & Retail sales of Women's contemporary eco fashion

Corporate Structure:

Jonäno was launched in 2006. The S Corporation company is headquartered in Pennsylvania.

CONTACT INFORMATION:

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Summary: Jonäno manufactures and sells natural fiber textiles and organic apparel. Products are sold 1) wholesale to retailers and distributors, and 2) retail through the Company's website, jonano.com, 3) through private label programs, and 4) direct to consumer through sales events. The collections are Scandinavian-inspired, timeless, with modern styling, and special attention to ensuring the best fit.

Value Proposition: As consumers are becoming more committed to a greener planet, the demand for organic clothing is rising exponentially. Jonäno develops and works with exclusive trademark fabrications in the Womens Ready to Wear and Sportswear Categories specializing in organic textile goods

including clothes made from certified organic cotton, organic wool, corn, wild silk, organic bamboo, flax, and hemp. The company's fabrics are developed from crops grown without the use of toxic pesticides, herbicides, fungicides, and defoliants. Reducing pesticide use is extremely important for improving the overall health of the planet. Pesticides were originally developed during World War II as nerve agents. Studies link pesticide use to health problems, such as birth defects, asthma, neurological disorders, Parkinson's disease, and cancer. Conventionally grown cotton uses 3% of the world's farmland but 25% of the world's insecticides and 10% of the world's chemical pesticides. A third of a pound of chemical fertilizers and pesticides are used to conventionally grow enough cotton for a single t-shirt. These toxic chemicals are now pervasive in rain and ground water due to their overuse over the past 50 years and due to drift via wind and rain.

Benefits: 1) While the clothing industry causes more pollution than any other industry, organic clothing produces a lower carbon footprint than conventional clothing (50% less energy is used in organic farming). Organic practices can remove about 7,000 pounds of carbon dioxide from the air each year per acre of farmland. If all 434 million acres of US cropland were converted to organic practices, it would be the equivalent of eliminating 217 million cars, or nearly 88 percent of all cars in the US and more than a third of all automobiles in the world. If only 10,000 farms were converted, it would be the equivalent of reducing car miles driven by 14.6 billion miles. 2) Organic farming eliminates the health risk of pesticide exposure for workers, their families, and people who live in rural communities. The World Health Organization estimates that pesticides poison at least 3 million people every year, with 200,000 people dying from pesticide poisoning annually. 3) Organic farming increases the viability of family farms and significantly reduces soil degradation. Traditional farming depletes one inch of topsoil every 28 years. Organic farming can produce six inches of topsoil every 50 years (60 times faster than the

rate in nature). 4) Ecotextiles are renewable, biodegradable and sustainable. For instance, bamboo grows extremely rapidly and it can be harvested every two to three years with little or no environmental impact. Bamboo is seldom infected by pathogens or eaten by pests and does not require agricultural chemical pesticides or insecticides.

Company History: Jonäno was launched in 2006. The brand produces Spring + Summer + Fall + Winter Collections and special seasonal offerings as well as Lingerie and Sleepwear programs. Jonäno's Collections have been recognized by Women's Wear Daily in their MAGIC ECO edition and have received editorial recognition in [Yoga Magazine](#), [Organic Spa Magazine](#), [Surface Magazine](#), [WWD](#), [California Apparel News](#), [Luxsure](#), [Spa Magazine](#), [The Wall Street Journal](#), [Martha Stewart Natural Living](#) and requested for events like Mercedes Benz Fashion Week Gift Bags and EcoCloset Sundance 2010 Gibson Guitar & Green Lodge. Founder/Designer Bonnie Siefers' designs have been showcased at exhibitions across the US and Canada, Australia and Europe. She was awarded Natural Collection admittance of her trademarked textiles ecoKashmere® eColorgrown® and Maïsse™ into the prestigious textile resource, Material ConneXion's four libraries in New York, Bangkok, Cologne and Milan.

Fall 2010 Jonäno was featured on the runway at LA Fashion Week Sunset and Gower Green Initiative. Celebrities such as Jennifer Anniston are purchasing Jonäno collections for their own personal wardrobe. Jonäno has been selected for design editorials in [Vogue Japan](#), [Beverly Hills Lifestyle](#), [Nylon](#), [Audrey](#), [YRB](#), [Essence](#), [Flaunt](#), [160 Grams](#), as well as for red carpet events including TEEN CHOICE AWARDS, SPIN LA and COMIC-CON.

engagement as an Eco Designers Panelist speaker at WWDMAGIC. Jonäno utilizes Constant Contact to distribute ongoing communications, targeting marketing efforts towards building online market share. Viral marketing campaigns include a video channel on Youtube, a blog: ecocouture.org, a Facebook fan page,

Customers: (1) Boutique apparel and multi store resellers, (2) Private label for retail distribution outlets and established consumer brands, and 3) Drop ship and affiliate online resellers.

Target Market: “Jonäno Jane” is college-aged, a mother, wife, career woman, and multitasker. She needs a wardrobe that is timeless and multifunctional, travels well and offers a mixture of style with sustainability. She is also committed to a socially responsible lifestyle and the goal of a healthier planet.

Sourcing and Manufacturing: Jonäno employs vertical manufacturing in Brazil, China, India, Asia and Turkey and all factories are strategically located near the organic farms to minimize the carbon footprint of the textile production. Jonäno also manufactures in the USA. Within the objectives of establishing a third party organic certification and systems covering fair and safe working conditions as well as clean manufacturing “From Seed to Sewn,” Jonäno manufacturers received certification by ISO 9000: 1400 Environmental Management, and have met the ÖKO-TEK STANDARD 100 to verify that textile products are safe to be used for the consumer and the environment and have been USDA and OCIA Certified Organic. Jonäno chooses production that benefits small farmers, cooperatives and local artisans. By selecting cooperatively-based, socially responsible and “low impact” methods Jonäno supports economic equality for over 400 strong artisans. Jonäno uses a green and socially responsible fulfillment center, emphasizing a commitment to environmental sustainability and social responsibility from “Seed to Sewn” and throughout the entire distribution process.

Jonäno was recently chosen as one of six companies in the USA to enter the Pilot TransFair USA Fair Trade Apparel Certification Program – the first of its kind - and will roll out the first products bearing the new TransFair labeling with full support and marketing by the TransFair team in 2011.

Barriers to Entry: Jonäno is creating a sustainable brand image that is known for high quality organic fabrics and classic design. The company has developed proprietary fabric collections such as ecoKashmere® organic bamboo knits, eColorgrown® organic cotton knits, and Mäisse™ organic bamboo corn blended knits, and continues to spearhead the development and market strength of

natural fabrics including Begonia Silk and Energy Satin bamboo wovens, Peace Silks, Bamboo Linen blends , Hemp Denim and Organic Wool Blends. Jonäno has partnered with DuPont in developing new sustainable textiles and has a licensing agreement with DuPont to work with their trademarked fiber Sorona®.

