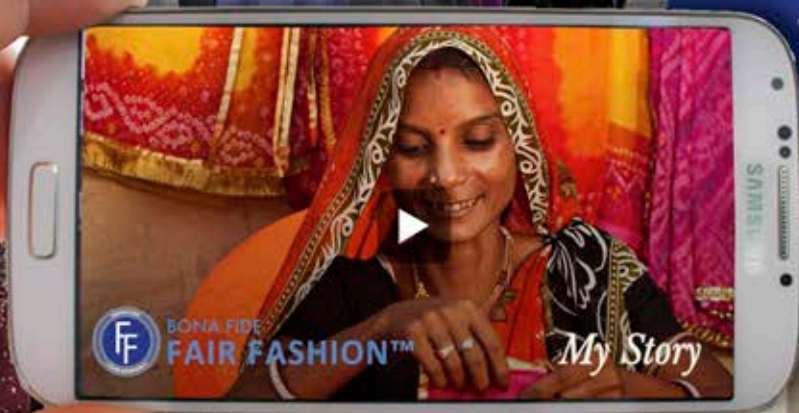


THE BONA FIDE FAIR FASHION™ PROGRAM



Connecting People. Preserving Brands.



HOW THE PROGRAM WORKS

Connecting People. Preserving Brands.

The Bona Fide Fair Fashion™ Program consists of

- Our *“Seal of Approval”* and *QR Code*
- Our *“Hangtag Program”*

includes not only the “Seal of Approval” and the QR Code but provides endless possibilities for increased brand recognition along with marketing opportunities that spell prestige and increased sales



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Scan To Hear My Story...

Consumers simply use their smart phones

In addition to providing confidence that the product was made in accordance with international standards, the **Seal of Approval** and **Bona Fide Fair Fashion™** **Hangtag** “humanizes” the process and the people who made them. A simple scan of our **QR Code** brings up the human faces and the real stories behind the actual people that manufacture the products they buy.



What is the *Bona Fide Fair Fashion*[™] Program?

- An industry first! A third party *“Seal of Approval”* dedicated to the fashion industry
- *Bona Fide Fair Fashion*[™] targets the factories that **meet** or **exceed** international standards including fair labor practices
- It's not just about creating sustainable resources; the *Bona Fide Fair Fashion*[™] Program is about *connecting people* and telling their stories to really make a difference
- It's *“the tool”* consumers use to make intelligent buying decisions
- It's a prestigious vehicle that brands and retailers use to *differentiate their products* from the competition



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What Currently Drives Our Buying Decisions in the Culture of “*Fast Fashion*” ?

- Today, *PRICE* drives the consumer above all else: fashion has become *disposable*
- Rarely is there a thought of how a product reaches the **rack** or about the **people** who made it
- Although occasionally, the media and/or social networking reminds us of some of the terrible conditions that still exist in our industry, most consumers have a very short memory
- It is time to **educate** the consumer of the **real cost** behind the price tag



\$38

The minimum monthly wage of garment workers in Bangladesh

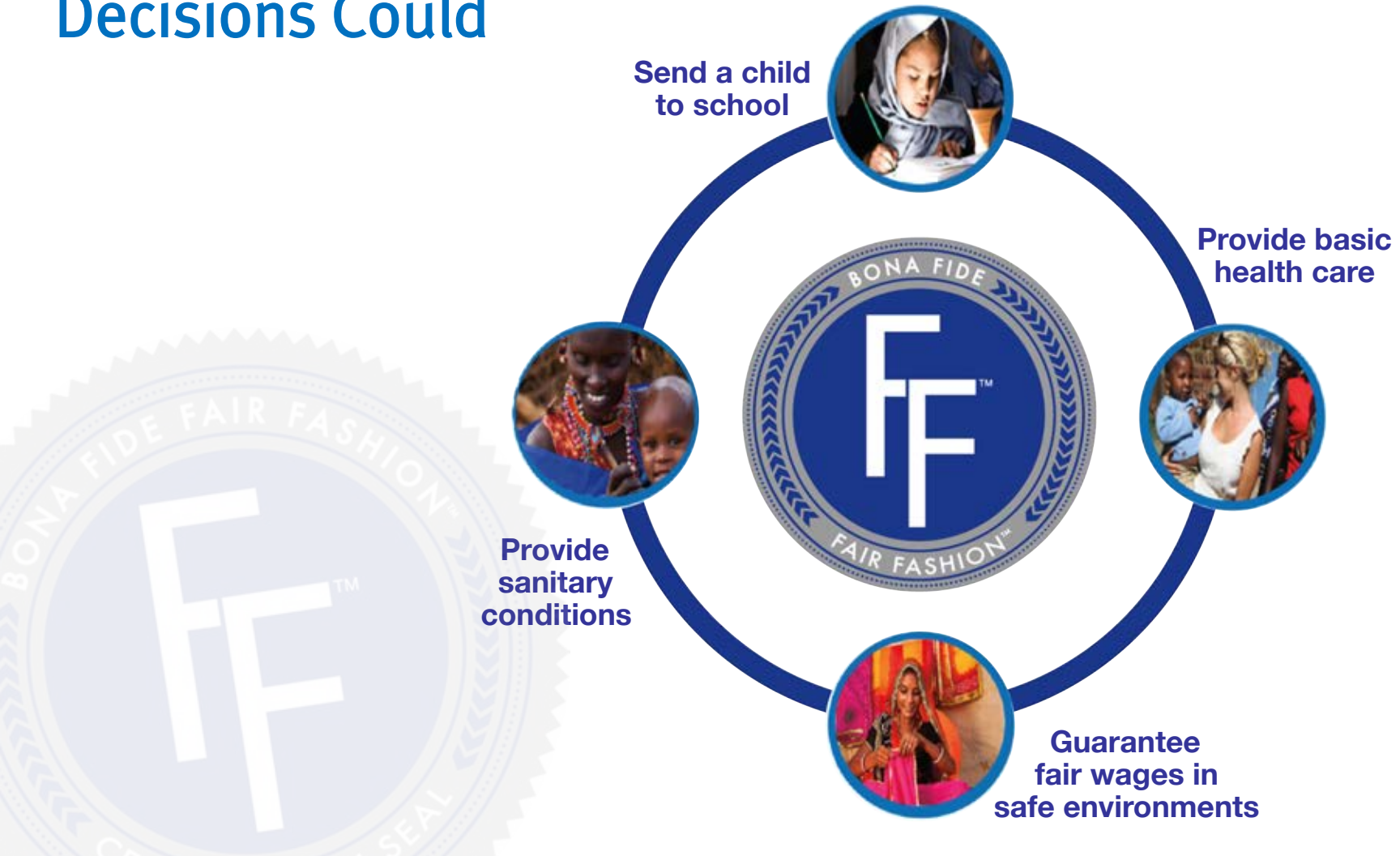


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Imagine A World... Where Your Buying Decisions Could



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The Importance of Reimagining Consumer Awareness

- Too many consumers buy promotional items like \$18 dresses and \$9 sweaters only to wear them once and then throw them out
- This has become an international trend – a feeding frenzy of instant self gratification. There are no longer 3–5 week seasons a year. New merchandise is gobbled up every few weeks. This trend is known as “*Fast Fashion*”
- The ripple effect of “*Fast Fashion*” is that tens of thousands of workers are forced to endure horrendous working conditions that endanger their very lives and the lives of their families

68lbs

The number of pounds of clothing the average American disposes of each year

20
billion

The number of garments purchased by US consumers



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How Do We Combat “*Fast Fashion*”?

With universal acceptance of our **Seal of Approval** and **QR Code**, we boost the consumer's confidence so that they *buy responsibly*. The power of our **QR Code** is *connecting people*. Connected people make a sustainable future possible via their *collective buying power*. Consumers can incite real change. Retailers, brands and manufacturers will follow suit by insisting on carrying products that carry the seal. These retailers and brands have the power to reinvent the supply chain in order to create a future for the fashion industry that is both eco-friendly and respecting of human rights. Smart investments in developing countries from Myanmar to Ethiopia pave the way towards a sustainable future for the fashion industry.

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Can Consumers Be Motivated to *DO THE RIGHT THING?*

- They can as educated consumers with the support of social networking and the media
- They can when they insist that fashion products carry our **Seal of Approval** and **QR code**
- They can when they encourage our congressmen and legislators to institute trade agreements that protect the workers that make our clothing and accessories
- They can when consumers buy “certified” products and boycott those that are not



Keep the faces of those left behind visible to remind the consumer of what is really at stake

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Bona Fide Fair Fashion™ – The Program Consumers Trust

- Today, socially driven consumers often seek the endorsement of third parties just as they do in the food industry
- Many products carry a “seal of approval” but the fashion industry has yet to develop a universally accepted seal



- **Now the consumer is able to intelligently differentiate!**



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Make Your Product “*Bona Fide*”

- Our **Bona Fide Fair Fashion™ Seal of Approval** and **Hangtag** program provides the opportunity to differentiate your brand, showcase your manufacturing choices, and improve consumer awareness
- Choose to align your brand with the future
- Make a difference in people’s lives while:
 - Preserving your brand
 - Increasing social and moral responsibility
 - Making sustainability a reality



Who Benefits from the *Bona Fide Fair Fashion™* Program?

- ***EVERYONE!***
- Our program is not limited to a few select items or specific brands. It is an industry wide solution designed not to **limit** the retail experience, but to **enhance** it
- Bona Fide Fair Fashion™ is a **win/win** solution for:
 - Consumers
 - Retailers
 - Brands
 - Manufacturers



Bona Fide Fair Fashion™ for Factories Means –

*Earning the opportunity to use the **Bona Fide Fair Fashion™ Seal of Approval**, our **QR code** and the **Bona Fide Fair Fashion Hangtag™** on your products and your brand!*



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Bona Fide Fair Fashion™ for Retailers...

Bona Fide Fair Fashion™
enhances the retail
experience! The opportunities
for prestigious brand
recognition and marketing
are boundless!



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Contact Us...

To learn more about our **Bona Fide Fair Fashion™** Program, please visit our website at

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WE ARE THE SOLUTION



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