

## Webinar Series

Tune In  
Every Wednesday  
@ 12:30PM EST



**Wednesday, May 6<sup>th</sup>, 2020**  
12:30pm EST

## PHILANTHROPIC RETAILING: HELPING YOURSELF BY HELPING OTHERS

### Retail Boutique Panel:

Larisa Olsen	<b>Chantilly Lace</b>	Wilmette, IL
Ilene Levy	<b>Cheeks</b>	Pittsburgh, PA
Tamara Disaverio	<b>Bliss Beneath</b>	Ontario, Canada
Lee Padgett	<b>Busted Bra Shop</b>	Detroit, MI
Mindi L. & Lynn P.	<b>Necessary Secrets</b>	Baltimore, MD
Mary Jordan	<b>Bra-La-La</b>	Fulton, MD
Emily Doren	<b>Lace &amp; Day</b>	Buffalo, NY

Moderator: Louise Schultz, L2 Brand Consulting

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## Philanthropic Retailing: Help Yourself by Helping Others

“Think Outside the Box” .....The Gift Bag!



MOTIVATION:

“stabilize not only my boutique  
but the lingerie eco-system”



INSPIRATION:

to connect to customers during  
current crisis & give back to community



MISSION:

to give nurses something comfortable  
to put on after taking off PPE gear and  
show them they are appreciated

THE  
*chantilly lace*  
COMFORT PROJECT

Larisa Olson Wilmette, IL



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# THE *chantilly lace* COMFORT PROJECT



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## COMMUNICATION AWARENESS

Both Consumers & Lingerie Retailers Nationally

THE  
*chantilly lace*  
COMFORT PROJECT



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## MAKING A DIFFERENCE

Smiles Cannot Be Covered by a Mask!

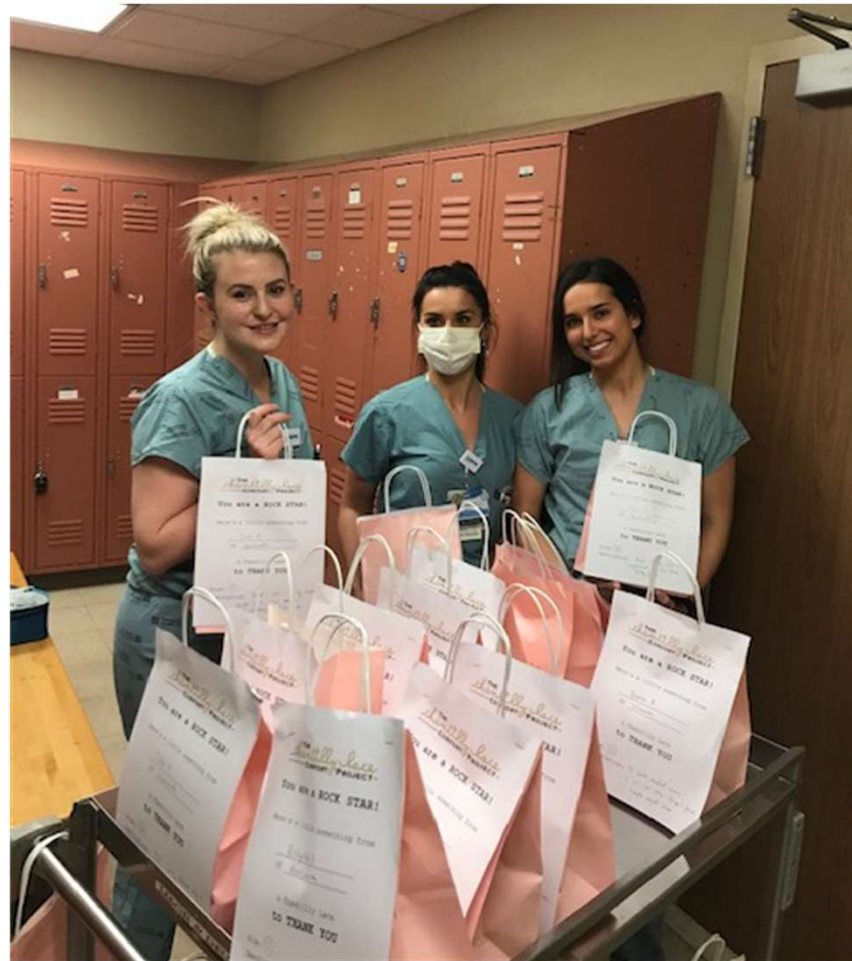
THE  
*chantilly lace*  
COMFORT PROJECT



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APPRECIATION & RECOGNITION of HEALTHCARE WORKERS ON FRONTLINE  
“While We Cannot Say Thank You with a Hug, We can Wrap Them in Comfort”

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COMFORT PROJECT



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POSITIVE IMPACT & RESULTS  
Two Thumbs Up!



**THE**  
*chantilly lace*  
**COMFORT PROJECT**



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# NATIONAL NURSES WEEK

MAY 6-12, 2020

A NURSE  
*is basically a*  
SUPERHERO  
*in SCRUBS*



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WIN WIN: Showing Appreciation AND Keeping Business Owners Active & Connected with Customers  
Feeling Motivated and Having Purpose is a Gift



“The Comfort Project is keeping me afloat and supporting me from losing my business!”  
Ilene Levy, Owner

Local News Exposure:  
Customers reached out by phone & text to sponsor gift bags

Customer Feedback after Sending Contribution:  
“We love our boutiques and we need them to stay”

Ilene Levy  
Pittsburg, PA

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## MAKING PURCHASE OF COMFORT GIFT BAGS EASILY ACCESSIBLE

Purchase Directly on Web-site



### *Cheeks*

*Lingerie. Sleepwear. Hosiery.*

Cheeks Comfort Project For Nurses!

We are so excited to announce the Cheeks Comfort Project!

In an effort to give back to our frontline nurses fighting COVID-19, we are sponsoring gift bags with comfy and cozy items as a THANK YOU. Please join us in donating gift bags starting at \$50 and help the community and small businesses stay afloat during these unprecedented times.

For more info call 412.915.1803 or email

glassworksandcheeks@gmail.com .



Cheeks Nurse's  
Comfort Gift Bag(s)

\$50.00



Cheeks Nurse's  
Comfort Gift Bag(s)

\$75.00



Cheeks Nurse's  
Comfort Gift Bag(s)

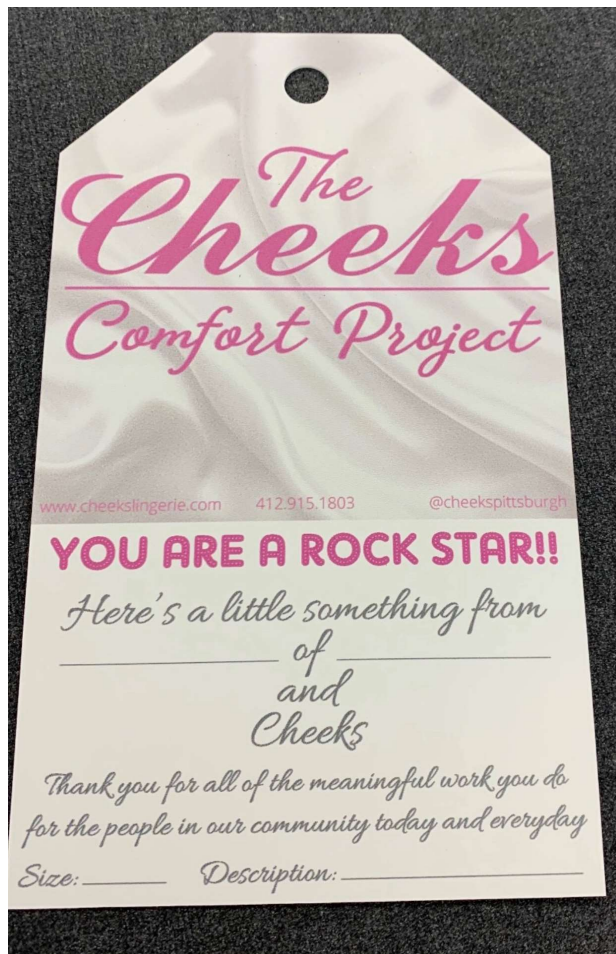
\$100.00

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## A PERSONALIZED TOUCH

### Branded Hangtags + Handwritten Description



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EXPANDING PROGRAM TO ENCOURAGE CONSUMER MERCHANDISE PURCHASES


Portion of Mother's Day Sales contributed to Comfort Project





## NEW BOUTIQUE BUSINESS OWNER

Drives Sales Activity AND Unites Small Business Community

  
bliss beneath Tamara Disaverio, Ontario Canada

Hi! Bliss Beneath is a new Barrie small business just 10 months old. We specialize in lingerie, swimwear, sleepwear, and breast prostheses fittings.

I have connected with the Barrie RVH, and I will personally deliver the donations to our deserving nurses.

**OPERATION NURTURE A NURSE**



Show your gratitude for the nurses in our community.

**DONATE NOW**



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## TAKING INITIATIVES AND REINFORCING BUSINESS VALUES

1<sup>st</sup> Canadian Lingerie Retailer to launch “Gratitude Program” 🇨🇦



**BOUTIQUE POSITIONING:** Body Positivity + believes in the philosophy of giving back

**CONNECTION IS IMPORTANT:** no images of models in store...just inspirational messages in dressing room



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## BRINGING SMALL BUSINESSES TOGETHER / SUPPORTING RETAIL COMMUNITY:

Reaching out to other local businesses for the opportunity to include their services in Nurture a Nurse Bag



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LOCAL NEWS GETTING THE WORD OUT of SUPPORTING FRONT-LINE WORKERS  
“New Ways to Survive This Economic Downturn”



BARRIE.CTVNEWS.CA

**Sleepwear for frontline workers**

A women's boutique looks to the communit...

Thank you Barrie CTV news for your support in getting the word out about our health care workers sponsorship initiative! ❤️❤️❤️❤️



YOUTUBE.COM

**INFO Simcoe -Tamara DiSaverio, COVID-19, Friday, April 24th, 2020**

LOCAL NEWS



**Nurture a nurse with cosy pajamas from Bliss Beneath in Barrie**

NEWS Apr 14, 2020 by Janis Ramsay

Barrie Advance



*Bliss Beneath is offering to Nurture a Nurse by giving an RVH nurse new pajamas for donations of \$50. - Cyberjammies photo*

Small-business owner Tamara Disaverio has only been open for 10 months and is creating new ways to survive this economic downturn.

But she's also trying to support front-line workers dealing with the coronavirus pandemic.



**Bliss Beneath**

1 hr · 🌐

Thank you **ROGERS tv Barrie** for supporting our Nurture a Nurse initiative! The fight against COVID-19 isn't over for our healthcare heroes; not by a long shot. Let's show them we haven't forgotten their hard work and sacrifice with a Bliss Beneath Care Package. The Care Packages contain a beautiful, soft piece of sleepwear from our shop, perfect for them to slip into when they get home feeling emotionally, mentally, and physically exhausted. A Care Package is \$50. To sponsor, call 705-503-2547 (BLIS), DM us on social, or sponsor directly through our website at [www.blissbeneath.com](http://www.blissbeneath.com). Our healthcare workers are continuing to fight; let's continue to show them our gratitude and appreciation! ❤️❤️

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## GRATITUDE AND NEW BUSINESS AWARENESS

Merci Beaucoup!



< Inbox Pajama Donation ^ v

able to pass along my sincere thank you, I would much appreciate it.

I was unaware of your store and the services you offer, so after life gets back to 'normal' I will most certainly be in!

Again, your support is so very appreciated,

Marcy Bly, RRT

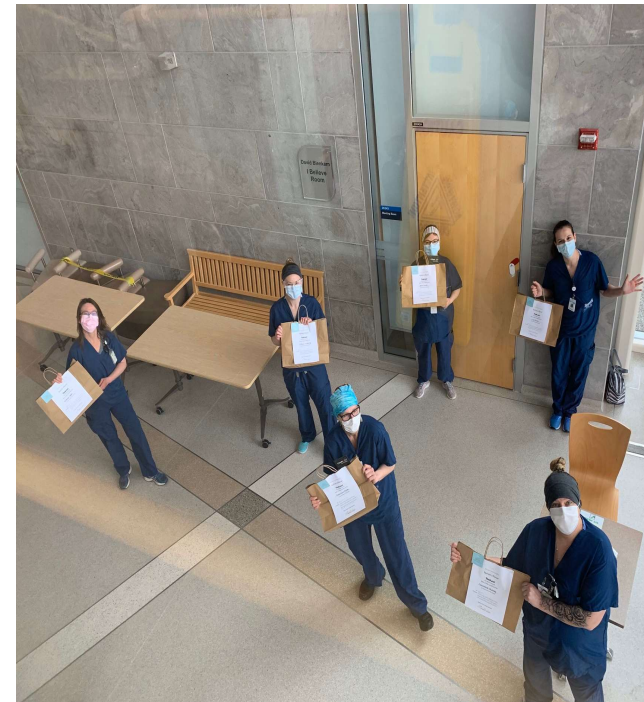
Julie N Bradley  
THANK YOU SO MUCH!!!!!!  
Appreciate your kindness so much, and the pjs are soooo comfy!

I wanted to express how incredibly thoughtful and appreciated your "Nuture a Nurse" gifts are. The Respiratory Therapists also received these gifts which is unusual as this small but critical group (they are the people who deal with all things to do with breathing, including operating the ventilators) are often overlooked.

Thanks again for your generosity and kindness.

Susan

PS. I will be seeking out your shop when we are free to go out!



Gail Stewart-Grant  
Thank you for the gift and for making my day so much brighter.  
Xoxoxo

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## MISSION IS TO BRING VALUE

Inclusivity and Supporting Her Communities



### 3 Stores:

1. Jefferson Chalmers Detroit, MI
2. Cadillac Place Detroit, MI
3. Southside Chicago IL



Lee Padgett



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Busted Bra Shop Panty Raid Project  
5 panties for \$30 (Retail value \$60 - \$75)



1. Sexy



2. Basic



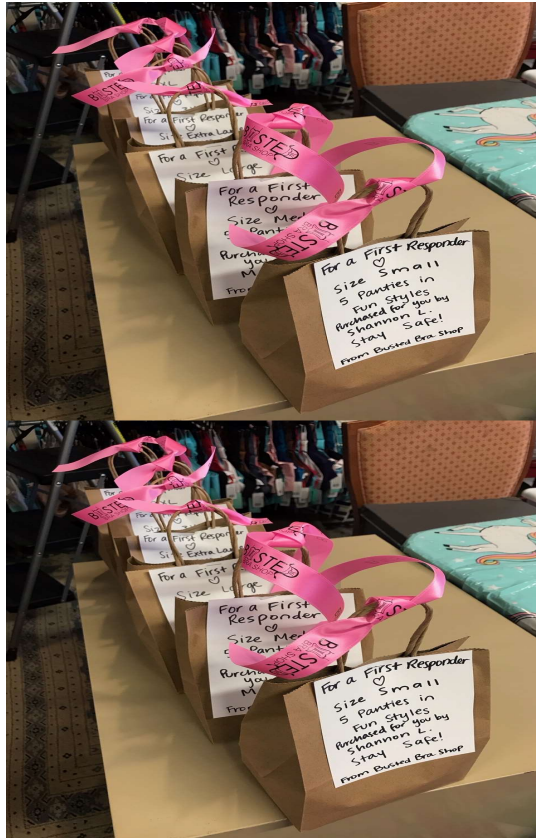
3. Grab Bag

Select from 3 options of Panty Raid Bags: buy for yourself or to gift

Panty Raid Bags Delivered to Hospitals: Detroit & Chicago (3 hospitals right near stores)

Collaboration with Brands: Eveden & Montel donated programs (GWP)

## Team Collaboration: Creating & Delivering Bags



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DAILY COMMUNICATION on FACEBOOK & INSTAGRAM  
3:30pm Live Chats Every Day + Interactive Newsletters



### Busted Bra Shop Fit Specialists:

6 employees actively working on virtual fittings

11 team members motivated to return soon!

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PERSONAL CARE BAGS  
Includes Gift Card From Store



Mindi Leikin & Lynn Polashuk  
Baltimore, MD  
36 years in business



Brighten the Day Of Our  
Healthcare Providers!



Yesterday we delivered our first  
round of Personal Care Bags.  
Inside of each bag we put a pair of  
undies, a scarf, lip balm,  
deodorant, and a \$25 gift card.

The nurses and doctors were so  
thankful!!

Help Us Continue to deliver gift  
bags by making a donation  
of \$25+ below.

Together, we can say THANK YOU!

[CLICK HERE TO DONATE](#)

SPREAD THE NEWS!

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PERSONALIZED DELIVERY OF CARE BAGS:  
Making A Difference & Consistent Outreach to The Community

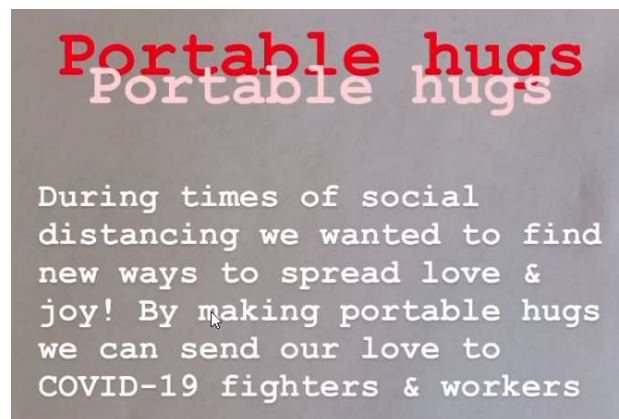
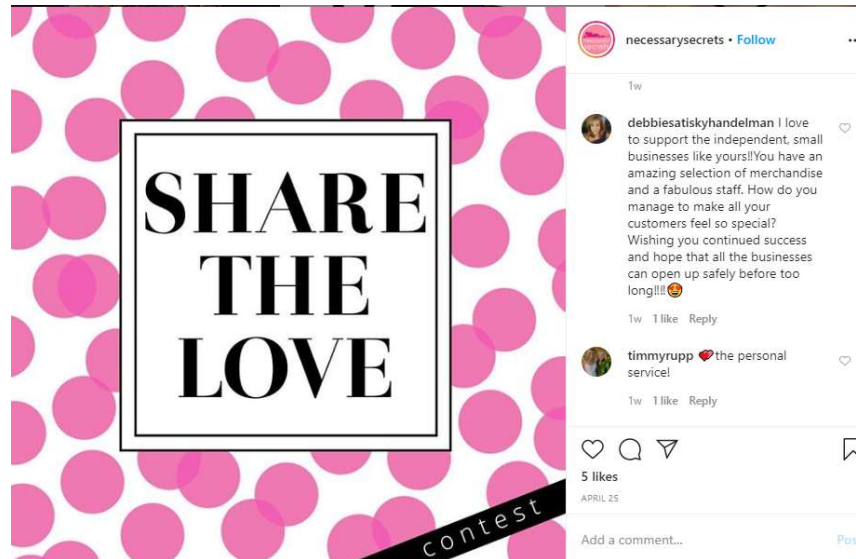


**Help us support our  
health care  
providers!  
Braladies@gmail.com  
410-583-1383**



## SUPPORT OF INDEPENDENT BUSINESSES

### Positive Customer Experiences



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ADAPTING MERCHANDISE MIX TO BE RELEVANT  
Sourcing Product to Stay Connected With Consumers



Face Masks



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LAUGHTER IS POWERFUL MEDICINE  
Happy Connections & Helps with Stress



**you say “bath robe.”  
i say “casual wrap dress.”  
let’s not get caught  
up in the details.**



necessarysecrets This is where all our masks have gone to! 😂😭 We still have sexy bras & thongs in stock. If you need anything please email us @braladies@gmail.com



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## ON-GOING PHILANTHROPIC COMMUNITY ACTIVITIES

### "A Serial Philanthropist"

*Bra La La*



20 Columbia Lifestyle | February 2020

Mary Jordan Fulton, MD

**NETWORKING GROUP:** Businesswomen Group collaborating with Community Action Council (Food Bank / Domestic Violence / Homeless Families)

**CHAMBER OF COMMERCE:** highlighting small business activities

**MENTOR:** Young Women's Giving Circle

BRA LA LA OWNER MOVES FROM BIOCHEMISTRY,  
TO ENTREPRENEURSHIP, TO PHILANTHROPY

ARTICLE A. KENYATTA GREER  
PHOTOGRAPHY EDISON MANALO POEMTOGRAPHY

owner of Bra-La-La, where she employs eight others who help her in her mission to enhance every woman's well-being and esteem by finding her perfect fit.

A "serial philanthropist" is what Jordan is called these days, she says: "I volunteer a lot where I feel like I can help the most." For her, that's the Young Women's Giving Circle; Success with Style, an organization that offers dignity to women in crisis. Bra la la donates 500 bras per year to this organization. Better Bedrest, where she was on the board for years; and a local high school and community college, where she talks about the interviewing process, leadership, and entrepreneurship. Jordan is currently working closely with Business Women's Network by fundraising and hosting fashion shows to benefit their scholarship foundation. Jordan served on BWN's board for

CONTINUED >



#### BRA-LA-LA Collection Site:

Consumers providing feminine hygiene products for Young Women's Giving Circle



#### FOODBANK DONATIONS:

For every Comfort Care bag purchased, Bra-La-La donated a can of food

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## BRA-LA-LA COMFORT CARE PROJECT

### Recognizing Heroes From All-Over the US

Give a well-deserved gift to essential workers during COVID-19.

## Bra-La-La Comfort Project

Let's help essential workers during these difficult times!

There are two ways to help. Together, let's give our hero's something comfortable to wear when they get to return home.

Sponsor a nurse, or send a gift to someone you know!



### Option 1:

## Sponsor a Nurse

Amount

Fifty \$50.00 USD ▼

Add Message for Nurse-Optional

Add to Cart

### Option 2:



## Send a Gift To Someone Personally

\$50.00 (\$8.00 shipping)

BUY NOW



Do you know an essential worker, such as nurses or health-care professionals, firefighters, police officers, or grocery store employees who continue to head into work each day to tirelessly serve others?

**Let's show our appreciation for them!**

Spend \$50 to sponsor a well-deserved worker. We will deliver a surprise gift of comfy items to spark some much-needed joy in her life. Choose her size and we will handpick a pajama set or robe and deliver it to her house with your name and a special message.

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SMALL BUSINESS CARE PROGRAM  
Positives & Challenges

*Bra La La*

POSITIVES:

**High Service Levels:** many virtual fittings & sales generation

**Feeling Motivated:** very busy keeping me focused

**Learning From Whole Experience:** resourcefulness

**Vendor Communications:** managing PO's + Support

**Reconnecting With Customers:** usually so focused on business & inventory management and this has given me the opportunity to touch base first-hand with clients

CHALLENGES:

**Magnitude of Coordinating Bags while managing ALL business activities alone:** 600 local nurses + out of state

**Bra-La-La Team:** loyal experienced motivated team however, current benefit assistance package prohibits immediate return



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MISSION ACCOMPLISHED  
Smiles & Gratitude!



## *Bra-La-La Comfort Project*



Thanks for the awesome PJ's! They're going to be great to sleep in after a long night shift at the hospital!!

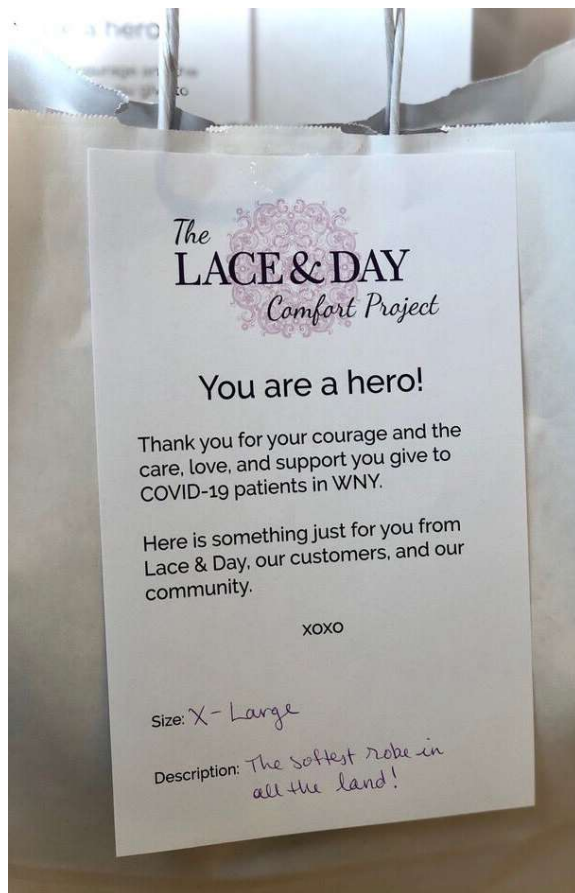


Thank you Bra La La for helping me find comfort at the end of a long day fighting Covid 💜

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# The LACE & DAY Comfort Project



Better Together!!!



Holly Ortman & Emily Doren  
Buffalo, NY



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NETWORKING WITH OTHER RETAIL PARTNERS  
Sharing Information & “Hustling Energy” to Make a Difference



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## BEYOND THE THANK YOU'S

### Strategic Small Business Activities

#### SMALL BUSINESS COMMUNITY COLLABORATION

**Small Business Make a Big Community Impact:**  
millions of people are employed by small businesses

**Communication:** needs to be on-going commerce conversations to promote "Shopping Small"

**Collaborations on Customer Experience:**  
improve awareness + promote traffic + increase value + deliver higher service levels

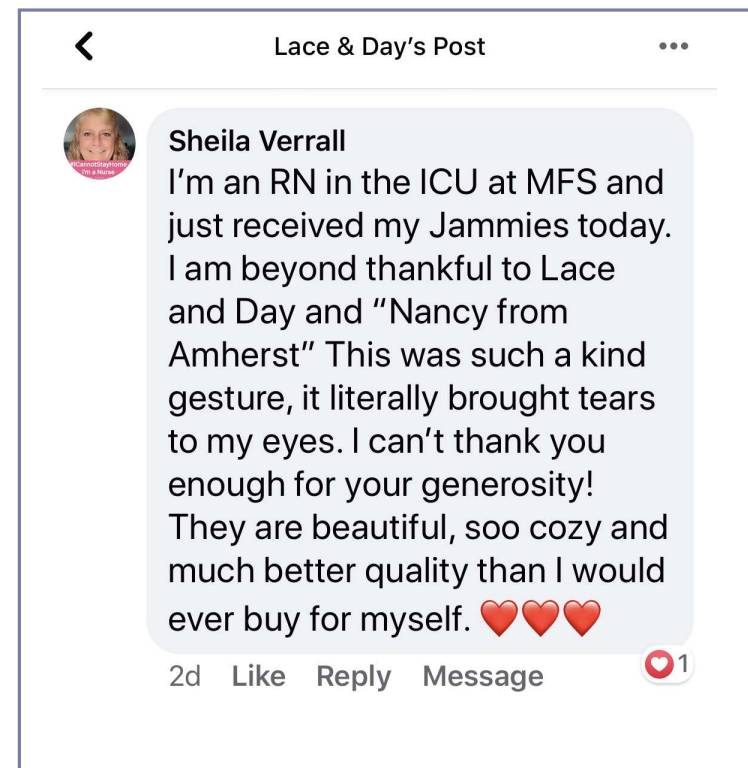
**Consumer Feedback:** Spending stimulus \$ on small business

#### COMMUNICATION

**Owners Being More Present / Connected to Store Identity**  
Increased social and more personalized

**Brands' Support:** "vendors have been phenomenal"

**Brands' Opportunities:** off-price excess inventory margin builders



ADDITIONAL RETAILERS' Comfort Project Initiatives:

  
**à la mode**  
intimates  
Comfort Project

  
THE  
**à la mode**  
COMFORT PROJECT  
Something comfy after you take  
off your PPE.  
from \_\_\_\_\_  
and \_\_\_\_\_  
à la mode intimates  
**Thank You!**  
Beautiful intimates work magic,  
just like you.  
Size \_\_\_\_\_

Patti Platt  
Annapolis, MD

The  
**LILIBEA'S**  
Comfort Project



An amazing way show some love to  
those ladies & gents on the frontline  
by sponsoring a ♥ comfort gift ♥  
& we thank you for your support  
**XXXX**

Robin Horman  
West Reading, PA

the  
**Levana™**  
Bratique  
Comfort Project



Sponsor a Nurse Gift Bag \$50.00

Judy Masucci  
Wexford, PA

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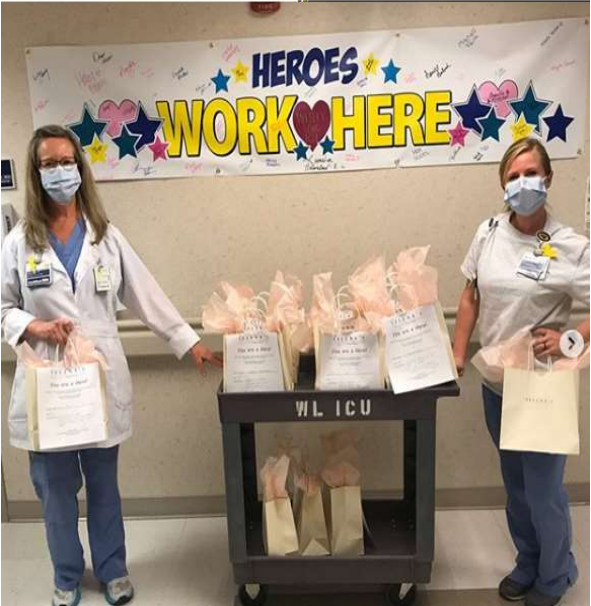


ADDITIONAL RETAILERS' Comfort Project Initiatives:

**THE SELENA'S**  
FINE LINGERIE BOUTIQUE  
COMFORT PROJECT


SELENA'S Fine Lingerie Comfort Project

SELENA'S Fine Lingerie Comfort Project




Greensboro, North Carolina

**#thecomfortproject**



**NEED ANOTHER REASON TO SPONSOR A BAG? FOR EVERY \$50 SPONSORSHIP, YOU'LL BE ENTERED TO WIN A \$150 BRA GENIE GIFT CARD TO BE USED WHEN OUR STORES REOPEN.**



thebragenie • Follow

1w 2 likes Reply

trixerelixer I couldn't love this more!!!

1w Reply

View replies (1)

bragenie You inspired us, Larissa. Thank you!

1w 2 likes Reply

Jeanne "Genie" Emory  
3 Stores: Louisiana

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GENEROSITY OF BRANDS CONTRIBUTING to PROGRAMS THANKING HEALTHCARE WORKERS ON FRONTLINE

Supplying gifted products and/or discounted previous season & overstock goods

**SAXX**  
UNDERWEAR CO

**F A L K E**

P.J. Salvage®

MARIE JO



COTN  
COLLECTION

commando®



EVEDEN

Montelle®  
I N T I M A T E S

LA CERA

mey

L I N D A H A R T M A N®  
For the Many Moods of a Woman  
"eco-friendly, natural fibers"



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Effective Philanthropy Requires A  
Lot of Time & Creativity.....The Same  
Kind of Focus and Skills that Building  
a Business Requires

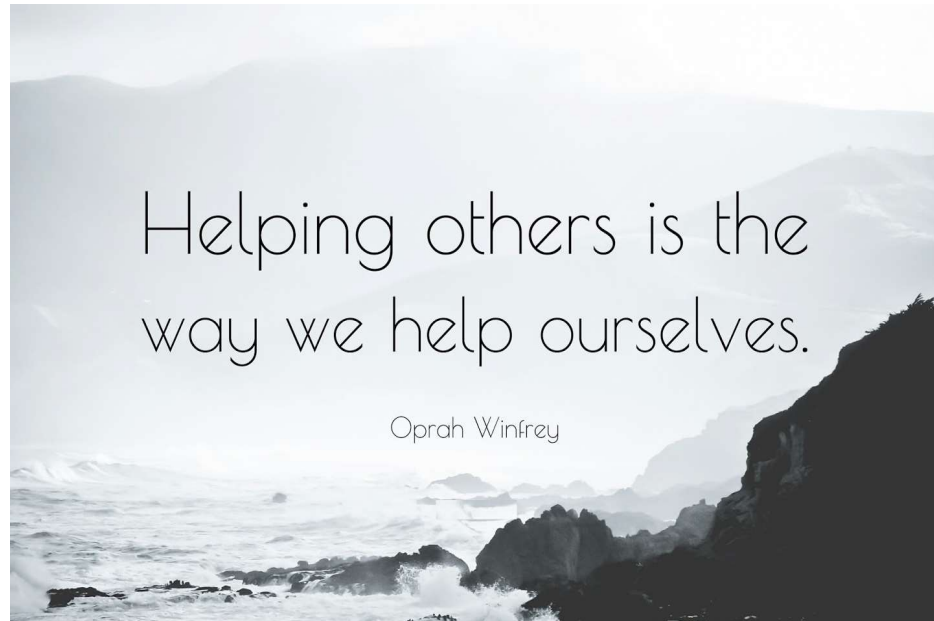
- Bill Gates

## PHILANTHROPIC RETAILING: HELPING YOURSELF BY HELPING OTHERS

Connecting with Community & Customers Recap:

1. **Coordination with Hospital / Essential Workers Groups:** sizing / quantities / drop-off process
2. **Connect with Your Customers:** phone / web-site / social to communicate program
3. **Small Business Collaborations:** involve other local businesses + share in exposure / value
4. **Inventory & Bag Coordination:** product sorting / inventory tracking / bag count + labelling
5. **Marketing / Branding:** program logo / post images & video on social / site banner / local news
6. **Systems / Supplies:** payment processing / tracking of clients' sponsorship / bags
7. **Vendor Discussions:** reach out to brands for their support..... **WE ARE BETTER TOGETHER!**

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WITH GRATITUDE,  
MERCI BEAUCOUP!

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## Webinar Series

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### UPCOMING WEBINARS

**Wednesday, May 13<sup>th</sup>, 2020**

12:30pm EST

#### LET'S TALK ABOUT IT

*An Intimate Chat with Specialty Stores*

*by Ellen Lewis, Owner and publisher of the Lingerie Briefs*



## CALIFORNIA ApparelNews

**Wednesday, May 20<sup>th</sup>, 2020**

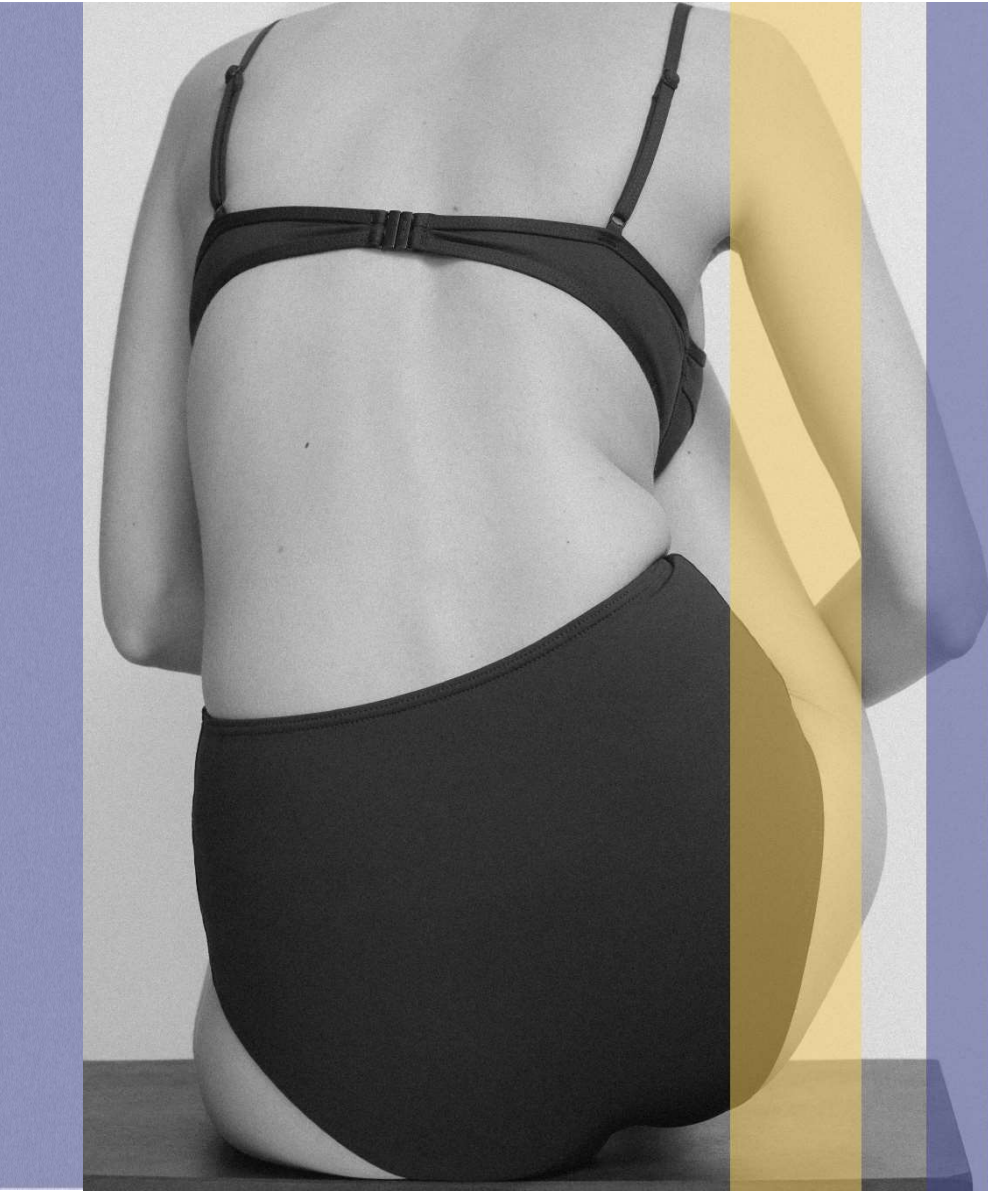
12:30pm EST

#### BUDGET BLUES

*Strategies and Financial Planning Post Pandemic*

*Hosted by California Apparel News and Financial experts*

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New Webinars every  
Wednesday at 12:30 PM EST

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Our goal at CURVE is to keep  
the community connected

Have any feedback or want to hear  
about a certain topic?  
Email us at [marketing@curvexpo.com](mailto:marketing@curvexpo.com)

Curve's upcoming shows are still  
on schedule. We will keep you updated  
on any changes.

Questions?  
Email us at [marketing@curvexpo.com](mailto:marketing@curvexpo.com)

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