

ESTILA

FOUNDERS CLUB



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Be *Informed*

Be *An Insider*

Be *Smarter*

Be *Connected*

Be *Visible*

Be **AHEAD**

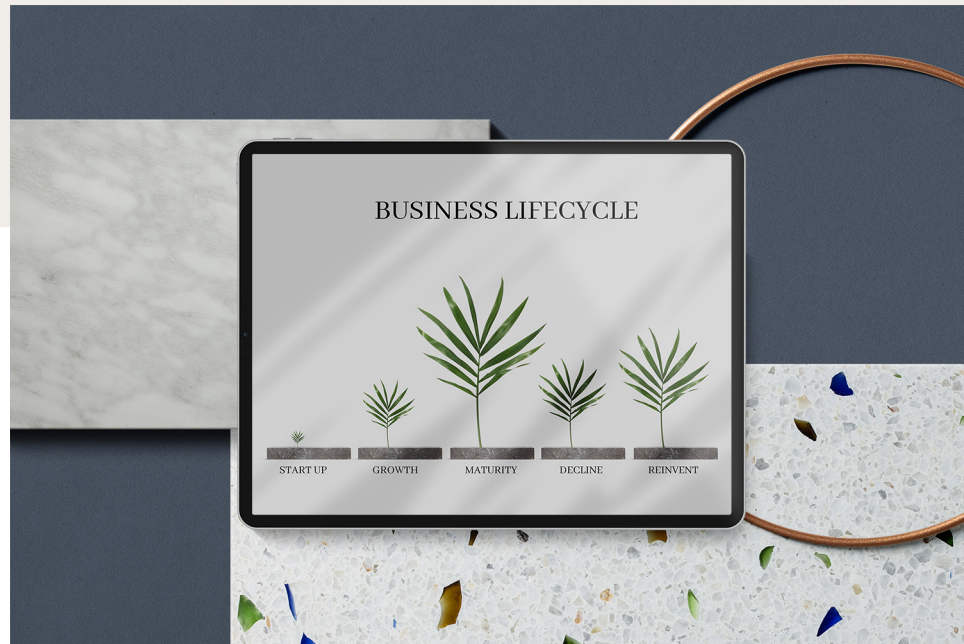
ESTILA FOUNDERS CLUB is a business support network for *founders and business owners* of growing design & lifestyle brands* who want to build better businesses.

* design & homeware brands, interior & textile designers, fashion brands, artists, art galleries, photographers, creative consultants

ESTILA FOUNDERS CLUB helps
founders future proof their business and make
informed strategic decisions for short, mid and
long term *growth*.

WHO WE ARE /

THE CLUB is built around its members' needs and ambitions at any stage of the business cycle.



THREE KEY PILLARS OF FOCUS



BRAND AWARENESS

Brand awareness is absolutely critical to success of any business. While initial brand awareness will give that first, necessary push into the market, growing and retaining market positioning and share is very hard to achieve without customers knowing about you. Brand awareness is about being at the fore of customers minds when they are ready to make a purchase. It's an ongoing activity at the heart of marketing, PR and sales strategies.

PROGRESSIVE GROWTH

Brand growth can mean many things and can be achieved in multiple ways. From increasing your market share (getting more customers) to developing new products and / or extending your reach by entering new markets, modern businesses need to keep moving forward at whatever the stage they are at. Stagnation, cash-flow, losing touch with customers or irrelevance can threaten the existence of any business.

CONNECTIONS & NETWORKING

Your network is your net worth, as they say. The quality of contacts and connections you make in business and industry is much more important than quantity. Our network is founded on bringing such quality connections together, for exchanging valuable information and knowledge, as well as collaborative business opportunities – no matter how big or small.

Stay ahead of the curve and your competitors,
save money on avoidable mistakes and
attract new business opportunities
for better future.

THE CLUB BENEFITS /

From latest social media strategies, market reports, trend forecasting you won't find anywhere else to contact introductions and business profile page and exposure - all in one place.

INFORMATION + ADVICE

- + online marketing, PR
- + experiential sales & marketing
- + wholesale, retail
- + product development & manufacturing
- + innovation & market positioning

INDUSTRY CONTACTS

- + introductions
- + group meet ups
- + networking events
- + collective collaborations

BRAND VISIBILITY

- + business profile listing
- + social media exposure
- + newsletter exposure
- + print media exposure

WHAT YOU GET

- ACCESS TO HIGH QUALITY, UP-TO-DATE, RELEVANT BUSINESS INFORMATION, MARKET REPORTS
CASE STUDIES ON KEY CHALLENGES, INDUSTRY INSIGHTS SPECIALLY CREATED FOR YOUR
BUSINESS TYPE
- ACCESS TO KNOWLEDGEABLE BUSINESS CONSULTANTS & MASTERCLASSES
- TAKE PART IN COLLECTIVE COLLABORATION - TRADE & RETAIL OPPORTUNITIES
- BRAND EXPOSURE AND VISIBILITY
- NETWORKING EVENTS
- MEMBER DISCOUNTS AND ACCESS TO STUDIO/ESTILA BRAND STRATEGY TEAM AND OTHER
SUPPLIERS

Being part of **THE CLUB** your business will gain competitive advantage, ensure business growth through strategic market positioning & increased customer loyalty, while creating new revenue opportunities as well as systems and forward thinking culture.

Your success is our success.

Putting members at the centre of everything we do.

- We don't treat members as quick acquisition numbers
- We are not driven by cashing in on large community
- Our knowledge hub is not generic
- Our members are not irrelevant time-wasters

- We care for each member success
- We encourage sharing knowledge + contacts
- We simplify continuous learning by producing only relevant up-to-date content

MEMBERSHIP OPTIONS /

QUARTERLY
MEMBERSHIP

£ 39 + VAT
per month

Pay quarterly £117 +VAT

YEARLY
MEMBERSHIP

£ 25 + VAT
per month

Paid annually £300 +VAT

WHAT'S INCLUDED

- ACCESS TO KNOWLEDGE HUB
- ACCESS TO KNOWLEDGEABLE BUSINESS CONSULTANTS
- MONTHLY THOUGHT-PROVOKING MASTERCLASSES BY STUDIO/ESTILA
- 2 x YEARLY COLLECTIVE COLLABORATIONS
- BI-MONTHLY INTRODUCTIONS AND MEET UPS
- ANNUAL NETWORKING EVENT
- MEMBER DISCOUNTS AND ACCESS TO STUDIO/ESTILA BRAND STRATEGY TEAM

All membership packages include a FREE directory listing and yearly ESTILA bookazine subscription.

AMBITIOUS PLANS FOR ESTILA

2022 - ESTILA's ambitious expansion plan starts with a launch of HOUSE OF ESTILA, an online ecommerce marketplace of independent lifestyle brands, accompanied by a dedicated ecommerce app.

2023 / 2024 - Our plan for HOUSE OF ESTILA is to expand into physical retail with presence on the high street.

Club members will get the opportunity to be part of this exciting journey.

Founded in 2019, at **STUDIO/ESTILA** we help ambitious purpose-driven brands, big and small, reach new heights. We specialise in developing experiential and storytelling brand strategies for design and lifestyle businesses of the future.

We are a small team of strategic thinkers, storytellers, photographers, creators, developers, designers and artists who learnt through experience and a lot of trial and error scenarios. We are educators who stand by your side.

We love helping creatively-led SMEs in lifestyle industries. Among our clients we have a range of independent fashion brands, home-ware and furniture brands, interior designers, wellbeing brands, building specialists and estate agents.

BRAND STORY STRATEGY | VISUAL MARKETING | EXPERIENTIAL MARKETING
BRAND POSITIONING | BRANDING & WEBSITE DESIGN

GET IN TOUCH

If you would like to find out more about our FOUNDERS CLUB, please email:

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Website: estila.co

IG: [@estila.co](https://www.instagram.com/estila.co)