

# Velé Brand Partnerships

KATE // 10.19.17

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/ Nube

<https://nubegreen.com/>

Store in Capitol Hill, Seattle whose 'going green' inventory provides choices that support local artisans and eliminate new materials.

They do carry leather goods but also value manufacturing within the U.S., so I'm not sure if that eliminates our chances of a pop-up with them?

/ Vitruvi

<https://vitruvi.com/>

Globally sourced plant oils.

Based in Vancouver so not too far—a pop-up is possible.

Motto: "Help you take care of yourself so you can take on the world."

/ Loq

<https://www.loq.us/>

Based in LA so a pop-up is possible.

Their shoes are made in Spain—just like our products.

/ Modern Citizen

<https://www.moderncitizen.com/>

Beautiful minimalist clothing at a reasonable price point.

They do pop-ups in their store in San Fran, which is not where we are located but this means they do partnerships often—they have a calendar of multiple upcoming ones.

/ Cuyana

<https://www.cuyana.com/>

Have a location in LA, pop-up is possible.

Minimalist clothing company that partners with the non-profit H.E.A.R.T. for their Lean Closet Movement, challenging us to collect fewer, better things and donate the rest to those who need them.

The option to add a reusable bag plus shipping label to your order gives customers an easy way to send in clothing that will be given directly to women who are in need of a fresh start.

/ Velouria

<http://shopvelouria.com/>

A shop in Pioneer Square, Seattle that specializes in small production.

Believe in fashion that is thoughtfully designed and produced in an economically sustainable way.

/ Amour Vert

<https://amourvert.com/>

Locations include Newport Beach and Santa Monica, among others.

Ethical and similar minimalist style to Velé with a Parisian flair (founder is Parisian, now living in the states).

/ Vetta

<https://www.vettacapsule.com/>

Posted on Instagram the same photo of Andrea Hartman that Velé posted—the salmon jacket she is wearing is by Vetta.

Create mini capsule wardrobes for customers to browse that are made up of five versatile pieces that can be mixed and matched.

Committed to environmentally friendly fabrics and responsible factories.

/ Sseko

<https://ssekodesigns.com/>

Located in Portland, Oregon—slight chance of a pop-up?

Minimalist and ethical fashion that employs women in Uganda to enable them to earn money for their college careers.

/ Eve & Adis

<https://www.eveandadis.com/>

Sustainable accessories brand.

Located in South Germany and Berlin, but have a very similar style to Velé and I think partnering with them could be really interesting since they are abroad.

### **Additional Larger Companies**

*Probably more difficult to partner with, but definitely worth a try!*

/ Alex & Ani

<https://www.alexandani.com/>

Popular jewelry brand that would help us reach a larger audience.

They also support Not For Sale.

/ Reformation

<https://www.thereformation.com/>

Over three-quarters of Reformation's management team are women, they provide on-the-job training, and screen all suppliers to ensure fair and safe labor.

They are a very popular brand that sells to a similar audience as Velé, so partnering with them would be huge.

/ FashionAble

<https://www.livefashionable.com/>

Global clothing brand that would help us reach a larger audience.

Beautiful products by women who have overcome.