# **TOP 30** DIRECT-TO-CONSUMER BRANDS OF

PIXLEE

2019

THE

Plants Make People

# Table of Contents

| Definition of a DTC Brand | . 3 |
|---------------------------|-----|
| What DTCs Are Doing Right | . 4 |
| Methodology               | . 5 |
| Featured Brands           | . 6 |
| How Pixlee Can Help       | 37  |





# **Definition of a DTC Brand**

In 2019, it's nearly foolish for upstart brands to combat Amazon on price, convenience and inventory. But in the wake of Amazon's success, we're seeing a growing trend that's reminiscent of the dot-com bubble: direct-to-consumer brands.

These brands specialize in disrupting very specific product areas and are founded on a community-driven model, one that creates unparalleled brand alignment and upends the traditional brand model. What sets these brands apart isn't simply their trendy packaging and millennial-friendly branding – most direct-to-consumer (DTC) brands drive their marketing, product design and brand values directly from their audience. And this strategy is working.

According to Forrester research, 81% of consumers plan to purchase from a DTC brand within the next five years. These shifting consumer preferences are spearheaded by increased millennial and Gen Z purchasing power. Customer expectations are constantly changing. 67% of customers say their standards for good experiences are higher than ever. To win hearts and wallets, companies must not only deliver impeccable marketing, sales, ecommerce, and service interactions, but they also need to prove their customers' best interests are a top priority. In 2019, brands trying to disrupt by simply competing with Amazon will inevitably fall short if they lack the existing market share and infrastructure necessary to achieve similar logistical feats. But in 2019, these brands prove that by driving innovation where consumers shared values fall, there is plenty of opportunity to disrupt.



# What DTCs Are Doing Right

#### 1 Using Relatable Content

Havas Media revealed that consumers would not care if 77% of 1,800 brands from 31 markets and 22 industries disappeared. Even more, the study revealed that 58% of brand content is not meaningful. In order for brands to be meaningful, the number one thing they can do is provide meaningful content

#### 2 Innovating Quickly and Efficiently

As consumers become jaded with traditional brands, they're turning their purchasing power towards these new DTC brands. In the world of DTC brands, fortune is favoring the bold and innovative.

"56% of US online adults admit they are always open to test-driving new brands, products, and experiences — just a decade ago, only 39% of US online adults agreed." -Forbes

#### 3 Prioritizing Authenticity in Marketing

Wary consumers, especially millennials and Gen Z, seek shared values in brands. These shared values not only transcend marketing messages, but often align with the core premise of a brand – a strategy that many savvy DTC's embrace.

"Millennials make up 25% of the population. [They] love to shop by word of mouth, particularly online. And it is not only their Facebook friends and family that they listen to. It is large and smaller personalities that they do not know personally but who can personalize a brand for them. And if in that personalization, these influencers can hit a "hotspot" of millennial values and beliefs, all the better. Two such hotspots are these: Millennials want to be entertained. Millennials want to be a part of a cause" -Forbes

In this report Pixlee highlights the top 30 DTC brands of 2019 ranked by a panel of retail and brand marketing experts.



# Methodology

Pixlee collected a panel of 3 judges well versed in the DTC retail space. During this collaboration, potential brands were evaluated based on:

Funding Amount

#### (2) Total Revenue (3) Number of Employees



#### Nik Sharma

Widely known as "The DTC Guy" on the internet, a Forbes 30 Under 30 member, and a resource brands and investors turn to for growth, Nik is a 23-year old DTC operator who has both assisted and led growth at multiple organizations, including Hint Water and VaynerMedia. Prior to entering the DTC world, Nik worked on social media campaigns for Pitbull, Priyanka Chopra, MAGIC!, and other celebrity figures. Today, Nik words alongside brands and publishers to execute ROI campaigns through creative digital strategies using paid, earned, and owned media properties.



#### Aerin Lim

Aerin currently works at Silicon Valley Bank ("SVB") where she provides banking and debt financing for early and growth-stage technology companies in the bay area. Prior to this, she worked at 500 Startups, a seed-stage VC and an accelerator, and Ooyala, an online video technology platform, managing relationships with partners and investors. She started her career in investment banking in NYC. Aerin graduated from Brown University with a B.A. in Economics. She currently lives in SF and is originally from Korea.

Aerin's two favorite companies on the list are Dang and True Botanicals -- while there are other brands that she has a lot of respect for (such as Curology), Aerin loves Dang coconut chips (check them out!) and True Botanicals' natural oil!



### Will McClelland

Will is a Co-founder and Partner of Elizabeth Street Ventures. He brings 15+ years of experience investing across the venture capital and hedge fund industries. He is also the Co-founder of Bambike, a family business that builds bamboo bicycles and operates ecotourism activities in the Philippines.



We've narrowed the list down to the top thirty based on the innovative potential and disruptive plays each of these brands has shown in the past year.







Apparel and Fashion

#### **Brand Description:**

We make beautiful, top-quality western boots & accessories by hand and sell them directly to you at honest prices.





Followers: 87.1K



Followers:



Alexa Rank: 78,357

High-quality cowboy boots come with high price tags and inconvenient shopping experiences, but not with Tecovas. Tecovases founder, Paul Hedrick, solved these problems by creating quality boots at half the price tag while providing consumers with excellent customer experience.

Tecovas' primary channel is ecommerce that embraces transparent communication with customers about the products production, prices and style choices. By using honesty as a marketing technique, Tecovas is able to build a customer base that is loyal and dedicated to the brand, all while providing exceptional, stylish boots at affordable prices.







Apparel and Fashion

#### **Brand Description:**

Vuori makes performance apparel inspired by a coastal California lifestyle, an integration of yoga, surf, sports, music, and life.

Followers: 47,172



Followers: 79.3K



Followers: 1.097



Alexa Rank: 75.249

Activewear brand, Vuori, combines performance apparel with West Coast style to create clothing that is designed for movement. With the slogan "designed by athletes for athletes," Vuori clothing has created a brand that is relatable and trusted by their target consumer. The apparel includes details, such as special pockets that keep items secure to make clothing ideal for athletes.

Vuori leveraged social advertising to help build their base of loyal customers who were looking for a brand that filled a need for high-guality, functional activewear without sacrificing design or comfort. While Vuori pays attention to consumer feedback and integrates it into product lines, the brand has a clear understanding of who their customer is— inherently building a strong brand-customer relationship.



Apparel and Fashion

#### **Brand Description:**

We believe in doing more with less. Shop our consciously designed clothing reinvented with technical fabrics.





ADAY

Followers: 85.7K



Followers:



Alexa Rank: 173.646

For consumers who want simple wardrobes that are sustainable and adaptable, ADAY creates classic clothing that is versatile and made to last.

Capsule wardrobes are shape-shifting fashion pieces, and have become a popular way for consumers to practice minimalism while investing in high-quality pieces. ADAY's clothing has adopted this trend to design clothing that can be worn in a variety of different ways. This means consumers can purchase fewer items and still create a wardrobe that is stylish and practical. The brand seeks out and incorporates customer feedback on each design, to make sure it creates clothing that speaks to what the brand's customers are looking for and provide the most idyllic choices for consumers — ultimately creating a brand that is trusted and user-friendly.





# Outdoor ( Voices

Industry:

Apparel and Fashion

#### **Brand Description:**

Outdoor Voices is an active lifestyle brand. We believe in freeing fitness from performance and embrace activity with ease, humor, and delight.





Followers: 366K



Followers: 7.647



Alexa Rank: 39.685

Outdoor Voices founder, Tyler Haney, wants to bring the joy back to exercise by creating athleticwear that is ideal for working out giving confidence to customers. The Outdoor Voices hashtag, #doingthings, encompasses the company's vision of physical activity—exercise and doing things without the fierce competitive pressure so common to the messaging of workout brands.

The hashtag draws in abundant user-generated content on Instagram from all of OV's followers, from influencers to regular consumers. Haney also recognizes the importance of building a brand that brings together a community—creating events that will attract people who are not (yet) OV customers along with loyal brand ambassadors







Industry: Apparel and Fashion

Brand Description: Atoms are the ideal everyday shoes.









Alexa Rank: 216,385

The husband and wife team behind Atoms shoes set out to create the perfect sneaker in 2018, and are on the verge of disrupting the sneaker market. Atoms' first line of shoes were handmade leather shoes, but after moving to the United States the team realized they weren't suitable for everyday wear bringing us today's refined pair of Atoms—shoes that can be dressed up or down with streamlined design. The difference is in the details: oval eyelets to keep laces from bunching, copper in the soles for freshness, cushioned midsoles, and the availability of quarter sizes to provide consumers with the perfect fit. The brands availability to adjust its product with consumer needs shows its dedication and mindfulness of its target customers creating a formidable brand loyalty.







BIRDIES





Industry: Apparel and Fashion

#### Brand Description:

Birdies is a footwear brand that combines luxury and style. The company has reinvented the slipper, creating a new category of footwear for in and out of the home, blending elevated style with its exclusive comfort technology.





Alexa Rank: 168,740

What started out as a quest to create stylish indoor slippers has turned Birdies into a successful ecommerce shoe company. Birdies started out by sending a pair of its slippers to Meghan Markle to help gain some brand exposure. Markle loved the shoes, and they became her go-to-flat: "the stylish flat that's secretly a slipper.". Founders Marisa Sharkey and Bianca Gates followed the advice of their advisors and added a thicker sole, embracing the shift from a house shoe to an everywhere shoe. By recognizing the need in the shoe market for a timeless classic style with advanced comfort, Birdies shoes are versatile and beautiful – making them perfect for any occasion.



Apparel and Fashion

### C TEN THOUSAND

#### Brand Description:

Training essentials optimized for you and your workout.



Followers:





Followers:



Alexa Rank: 117,458

Anyone who exercises regularly knows that the gear is important; Ten Thousand breaks through all the noise to create a line of men's essentials "perfectly designed for all the ways you train." With a streamlined product catalogue and direct-to-consumer model, Ten Thousand creates premium workout essentials at an affordable price. Ten Thousand also stands behind their products, offering a 30-day trial of their shorts. If you're not sold, send them back and Ten Thousand will recycle them. After spending two years perfecting their products, Ten Thousand's smaller collection is the result of the pursuit of high-quality, reliable gear at a price point that helps introduce athletes to premium apparel.





Apparel and Fashion

# ANOMALIE

#### Brand Description:

Anomalie creates custom wedding dresses online starting at \$1000. Incorporate all the latest wedding dress trends into your dream gown: long sleeves, matching overskirt, custom embroidery, a pop of color (blush, champagne, blue).





Followers: 51.8K



Followers:



Alexa Rank: 380.239

The wedding industry can be overwhelming for customers, particularly when it comes to pricing. When Anomalie co-founder Leslie Voorhees found out how big the wedding dress markup was while shopping for her own dress, she and her husband set out to fix this problem. With Anomalie, customers can consult and collaborate with a personal designer to create their own dream dress. Anomalie works by combining technology and human stylists to create unique dresses that fit any bride's budget. The custom design also means the brand is more inclusive, by offering sizes that may not be available from traditional bridal retailers. By developing a brand with a mission to help consumers escape from a recurring problem, Anomalie is a brilliant example of a company with a strong customer relationship.









#### **Brand Description:**

We believe everyone deserves a smile they'll love. That's why we straighten grins for up to 60% less than braces or other teeth-straightening options, by sending clear aligners directly to you.





Followers: 333K



Followers: 8,045



Alexa Rank: 32,185

Orthodontics are expensive, but SmileDirectClub aims to change that. With at-home teeth straightening using aligners that cost an average of 60% less than traditional options achieving the perfect smile is finally affordable. The Nashville-based company was started by friends, Alex Fenkell and Jordan Katzman, who wanted a better, more affordable way to straighten teeth. The startup removes the hassle of orthodontist visits and the financial barriers that come with traditional braces. For many consumers who want straight teeth, SmileDirectClub is an appealing option—saving both money and time.





# Ritual

#### Industry:

Consumer Goods

#### Brand Description:

Ritual has grown to be a cultural revolution in the health industry. We are dedicated to creating a brand that speaks to a healthy, clean, and no B.S. lifestyle. We're not about pseudoscience, half-truths or health fads. We are simple, effective and backed by real science.





Followers: 10.8K



Alexa Rank: 103,941

As consumers become more health-aware and health-conscious, they are paying attention to what they eat, drink, and the medications they take. Ritual create a product that is "simple, effective, and backed by real science." With vitamins designed specifically for women, Ritual is a subscription-based service that offers women's daily and prenatal vitamins for \$30 per month. Unlike many other vitamin companies, Ritual has absolute transparency about ingredients, along with providing scientific studies for each ingredient on their website. Ritual is one of the first direct-to-consumer supplement companies, and the brand combines a transparent product with plenty of customer interaction on social media — answering every question that comes in. By providing consumers with such a hands-on customer service experience, Ritual is showing their target customer that they care about their satisfaction.







Industry: Consumer Goods

#### **Brand Description:**

Hubble is the first brand of contact lenses sold directly to consumers through an ecommerce, subscription-only model.





Followers: 95.1K



Followers: 1.798



Alexa Rank: 72,363

Subscription-based contact company, Hubble Lenses, provides affordable daily contacts by sidestepping the big four manufacturers who set steep prices for their products. In addition to lowering costs, Hubble wanted to make contacts trendy. With its bright packaging colors and modern design, the brand is very Instagram-friendly. Their social media marketing has been a big part of Hubble's strategy since the beginning—with colorful ads and user-generated content appearing on Facebook, Twitter, and Instagram. Utilizing UGC, Hubble Lenses gives consumers confidence to purchase their products, and makes it easier and more affordable for contactwearers to get the lenses they need.







### TRUE BOTANICALS

Industry: Consumer Goods

#### **Brand Description:**

Our skincare is pure, potent, and proven to work. Filled with natural and organic ingredients, our skin and body products promise results without toxins. Because your health is what's beautiful.





Followers: 136K



Followers:



Alexa Rank: 240.821

After founder, Hillary Peterson, was diagnosed with thyroid cancer she began looking for alternatives to the chemicals in her personal-care products leading to her company: True Botanicals. True Botanicals provides products that are all made with non-toxic, certified organic ingredients, and through sustainable processes from development to fulfillment. The brand is the only one to have their entire line of products certified by MadeSafe — meaning they're all free from a long list of substances that are potentially harmful. With consumers paying more attention to the ingredients in products they purchase, True Botanicals transparency and commitment to clean products make them stand out in the beauty industry.





# Curology

### Industry:

Health, Wellness, and Fitness

#### **Brand Description:**

At Curology, we provide prescription medications custom-formulated for each patient's skin and shipped directly to their door. We tailor the entire Curology experience specifically for patients with acne and anti-aging concerns, allowing us to provide incredibly personalized, effective and affordable care at scale.







Followers:



Alexa Rank: 43,105

Everyone is always looking for the holy grail of skincare, but one size doesn't fit all. Created to help people get easier, more affordable access to skin-care services, Curology creates a customized "superbottle" on responses to questions, photos, and a personal provider. The subscription-based service comes with the Curology product and personal support from a Curology provider. When it comes to advertising through user-generated content and reviews-Curology is at the top of the game. Their social media ads feature real customers who have seen stunning results, providing a ton of social proof for the brand.



CatyCulp

Holy transformations



Amanda Woods f June 20, 2017

Holy smokes! I NEVER review products but to not review Curology would be insane. This product has changed my life. I have always suffered from horrible acne, big cysts, oily skin, especially around that time of the month. I would pile on makeup just

to run an errand. I saw an ad on FB for curology and thought why not? Wow! I'm almost a month in and I'm already seeing significant changes in my skin. Less redness, no new breakouts, smooth skin, and a real boost in my self confidence.



missellieray624

0

Another skin progress pic because holy crap my skin has gotten so much better! #curology



# HUDABEAUTY

Industry: Cosmetics

#### **Brand Description:**

Brand Description: Huda Beauty is a cosmetics line launched in 2013 by Iraqi-American businesswoman and makeup artist, Huda Kattan.





Followers: 38.1M



Followers: 173.8K



Alexa Rank: 107.173

Huda Beauty is a makeup brand founded by Huda Kattan, a beauty and make-up aficionado and influencer, that has reached global popularity. The products are all backed by Kattan, whose popularity comes in great part from her non-traditional marketing strategy and beginnings. With her background as a makeup artist and blogger, Kattan brought authenticity and transparency to her fans with DIY tips and reviews — something she has translated into a successful company. Huda Beauty started with false eyelashes, but has since branched out into over 30 products. The influencer-turned-innovator leveraged her knowledge and passion for quality beauty products and authenticity to become a successful player in the beauty industry.





# WINKY LUX

#### Industry:

Cosmetics

#### Brand Description:

Purveyors of luxury color cosmetics and makeup inspired by magic. We deliver the highest ingredients to woman-kind at a price that's nice. Always non-toxic and cruelty-free ingredients. Our cruelty-free, high pigment colors are designed to give you all the feels while providing real results.









Alexa Rank: 198,076

Developing a cult following is the dream of every retailer, and beauty brand Winky Lux has accomplished just that. With cruelty-free products that are developed by pulling inspiration directly from their target customer, Winky Lux's non-traditional strategy has had big results. When preparing to launch a new product, the team monitors popular social media platforms and sites to identify trends and patterns that are then turned into real products. Their innovated supply-chain management technology helps streamline the production process, supporting their "fast-beauty" model. Recognizing the power of social media for more than just advertising, but understanding consumers, Winky Lux has leveraged the online community to become one of the most popular up-and-coming beauty brands.







Cosmetics

#### Brand Description:

Supergoop! is the only prestige skincare brand 100% dedicated to suncare, making it easy to incorporate UV protection into your daily routine.



Followers: 56,235



Followers: 189K





Alexa Rank: 124,397

"Supergoop! is a brand that began with traditional beauty/CPG channels and still does well in physical and has grown significantly. Two years ago it made a commitment to improve it's DTC presence and not only did they emphasize their core homepage performance as well as their product development, but they also increased their performance on Amazon (which at the time when they were making this decision, many prestige brands were still afraid of Amazon). I admire Supergoop! because it performs equally well on digital channels as it does in store with major retail partners like Sephora and with very specific, brand-appropriate partnerships like Vail Resorts and Aspen. Supergoop!'s story should be the envy of both traditional CPG brands and DTC startups alike." - Will McClelland

Supergoop meshes sunscreen and skincare with a drizzle of education in the cosmetics market. The brand aims to "kick skin cancer's butt" with a steady stream of advertising and UGC around the positive message of wearing sunscreen, or as Supergoop put it, "skincare dedicated to suncare" With a focus on sunscreen use every day and consumer benefits, Supergoops positive message is an easy one to promote through light, fun UGC with a lean towards sunscreen for everyday lifestyles, not just a day at the beach.





# ARTICLE.

#### Industry:

Furniture

#### **Brand Description:**

Article offers stylish modern, mid-century and Scandinavian furniture from world-renowned designers at accessible prices.







Followers:



Alexa Rank: 25.095

Article has stood out in recent years as one of the new kings of the mid-century modern aesthetic. What separates them from the pack of furniture businesses and puts them as a top DTC brand is their savviness as a social media brand. Furniture shoots can eat up a marketing budget quickly with shipping prices and costs to find new locales to shoot in. Article coopts a traditional photoshoot strategy with UGC – sampling the very best from the living rooms and bedrooms of America, styled with Article furniture. Not only does this benefit the business monetarily, but inspires consumers to create their own unique UGC using Article's pieces.





Consumer Goods

#### Brand Description:

The Sill is a destination for discovering potted plants that enhance both the quality of life and the look and feel of your environment. We hunt down house plants suitable for indoor settings – long life, easy-care, adaptable – and hand plant them in functional, yet artistic containers.



The



Sill





Alexa Rank: 53,213

We're living in an age where just about anything can be delivered to your doorstep – from the latest books and electronics on Amazon to your home-cooked meals with Blue Apron. Breaking into the delivery DTC market is The Sill. The Sill brings potted plants and succulents directly to millennials and other passionate plant lovers. Following the trend from Article – The Sill works user-generated content into their marketing strategy to inspire consumers and build social proof with their community.







#### FEATHER





Followers: 10.7K

#### Industry:

Furniture

#### Brand Description:

Feather is a furniture subscription service that gives you access to stylish, built-to-last furniture without the commitment of ownership.



s:



Feather offers something novel and unheard of in the DTC market – flexible options for furniture ownership. Offering plans to rent or own pieces along with furniture subscriptions, this is the chiq Rent-A-Center for the millennial and Gen Y market offering latitude and trendiness to their target customers.





# **DIRTY LEMON**

#### Industry: Food and Beverages

#### **Brand Description:**

DIRTY LEMON is the first consumer brand in the world to sell products exclusively via text message — We're harnessing the power of natural conversation and machine learning to change the way consumers buy beverages and interact with brands.







Followers:



Alexa Rank: 471.304

Dirty Lemon detox drinks shakes up social marketing to reach a wide audience. Gone are antiseptic, "one bottle a day in your \$200,000 kitchen" advertisements touted by competing detox brands. Dirty Lemon lives up to its name with what can only be described as "eclectic marketing." For a brand that's been around since 2015, they've remade the bottled detox drink market in their own unique image to cater to a niche community and build a strong brand following.







Food and Beverages

#### Brand Description:

Imperfect is a produce delivery startup on a mission to reduce food waste and to make fresh produce more affordable, accessible, and convenient. Imperfect sources produce directly from farms, which would otherwise go to waste and deliver it to customers' doors for an average of 30% less than grocery store prices.









Alexa Rank: 34,269

Imperfect Produce makes the list because of their novel approach to a big world problem. 20 billion pounds of fruits and vegetables go to waste in the US each year; and a big reason for this is our insistence on beautiful, unblemished produce. Working in the startup test-bed of San Francisco, Imperfect Produce sources this otherwise unwanted food and quickly ships it, fresh, to your doorstep to make a dent in the growing food waste problem- proof that brands with a mission win with their customers. Capitalizing on a global problem for everyone's benefit? We can definitely support that.









Industry: Food and Beverages

#### **Brand Description:**

Dang Foods is a lean and high growth startup that reinvents familiar foods into tasty, globallyinspired, and better-for-you snacks.





Followers: 34.3K



Followers:



Alexa Rank: 794,493

Dang. The name doesn't come from the expression, rather, the name of the Thai founder's mother, and her influence on the health bar company's products. Toasted coconut based bars and foodstuffs bring a Southeast Asian spin to the keto and vegetarian markets. How does Dang break ahead of the pack? Delicious, simple UGC from contemporary brands and customers alike featuring Dang products — Plus, the fun name helps to!





### URBAN REMEDY FOOD IS HEALING

#### Industry:

Food and Beverages

#### **Brand Description:**

Urban Remedy is an organic food company that delivers ready-to-eat meals, juices, cleanses & snacks to your home. All ingredients are fresh & locally sourced.





Followers: 39.8K



Followers:



Alexa Rank: 472,205

Urban Remedy's message is Food that heals - healthy, organic offerings with the simple message for being better for you. Allying themselves with the organic food movement, Urban Remedy's social presence isn't just about their branded products – they're all about health food and natural ingredients, even reposting fruit and veggie arrangements sans logo. Building a brand around an issue that is important to consumers certainly predicts success.







Industry: Food and Beverages

#### **Brand Description:**

100% mountain water from the Alps. Served in ice-cold infinitely recyclable cans that contain 20x more recycled material than plastic bottles. 8.2 PH





Followers: 28.2K



Followers:



Alexa Rank: 232,159

Liquid Death sells canned water – with a plug for sustainability. With the argument for recyclable aluminium over plastic, they are pioneering a new wave in disposable water vessels ... with a twist. With a borderline NSFW, gory cartoon and the tagline "Murder your thirst", Liquid Death is going for shock value and viral popularity. If their website and marketing wasn't already selfaware, they revel in complaints and offended comments - often resharing them on social media.





Consumer Goods

#### Brand Description:

Ollie is a trailblazing pet wellness brand that is upending the dog food industry by providing a healthier, easier way for pet parents to feel better about what they feed their dog. We are producing human-grade, freshly made meals with real ingredients dogs love to eat, tailoring it to their individual nutritional needs and delivering it directly to homes around the country.





ollie

Followers: 54.7K



Followers:



Alexa Rank: 258,628

Ollie's social media strategy is cheating, almost. As a gourmet dog food company, They get UGC from customers of... cute puppies, an ever popular percent of Instagram's daily posts. Incredibly, Ollie has also chosen to go the influencer route with their human-grade dog food, through quick captivating videos of famous Youtubers trying (and liking!) the USDA approved dog food. Sharing humans enjoying dog food is definitely one way to bring your brand social proof.



I fill my dog's water bowl with filtered water as opposed to the tap because I know my dog would do the same for me





Consumer Goods

#### Brand Description:

The Farmer's Dog is a subscription-based pet health brand on a mission to disrupt the pet food industry. Our primary service reimagines the food we feed our pets by delivering fresh meals made with healthy, whole-food ingredients in personalized meal plans.





THE FARMER'S

> Followers: 72K

Followers: 840



Alexa Rank: 170,367

A healthier dog food delivery service, or a vessel for showing off pictures of customer's hungry, expectant dogs? Farmer's Dog does a little of both – touting both the convenience of food delivery subscriptions, and dog food that's human-grade and recognizable to most, Farmer's Dog has a recognizable brand and a great social media presence.



ottozurich Are you ready for it??? #imafarmersdog Otto is tired of looking cute and just wants to eat!!! Finally found a food he actually wants and tolerates!!!

#### \*\*\*\*

Robert F. 🥥

Myah (14 year old Unknown Mix Breed)

Our 14 year old could hardly get up and walk due to so much pain in her hips, after eating your food she's now running again! I was hoping it would help her but I wasn't expecting that big of an improvement. Good food reduced her inflammation. You truly are what you eat.





pawsofsimba It's hard work sup the kitchen but someone has to wait to dig into my @thefarmerso #imafarmersdog #realfood





Industry: Consumer Goods

#### **Brand Description:**

We're a subscription service that delivers freshlycooked, vet-designed, human-grade dog food right to your door.





Followers: 29.7K



Followers:



Alexa Rank: 469.762

Sure, this "subscription box dog food" trend is cool, but you'll still have to portion out your dog's meals, right? Not with Pet Plate. This dog food brand solves this problem for those furry friends trying to watch their figure. With pre-portioned servings that come in recyclable, resealable bowls so you can watch their weight a little easier, feeding your dog is easy.



Apparel and Fashion

### DANNY DUNCAN

#### **Brand Description:**

Danny Duncan is a YouTube star turned entrepreneur with his own clothing line and branded products.





Followers: 1.3M



Followers: 192 2K



Alexa Rank: 163.794

Danny isn't a brand like the rest of this list, but Danny understands influencer marketing just as well as the rest of these brands. Starting as a fledgling youtuber with a channel dedicated to skateboarding and prank videos, Danny's 2019 has brought him up to a serious 2.7 million subscribers, a new Tesla (with bull horns mounted on the roof), and an international comedy tour. For a 27 year old with a 5 year old Youtube channel, Danny defines the modern successful internet celebrity with legs into other forms of media. Partnering with skate and clothing retailer Zumiez, Danny's recently launched his own brand, dubbed "Virginity Rocks" - a nod to his tongue-in-cheek style of humor, and the name of his comedy tour.

"I'm most passionate about Danny Duncan. Danny Duncan is a prime example of a naked brand, as David Perell notes it. A Naked Brand is one that is defined not by its symbols, logos, or ads, but by the authenticity of the personality behind it. Unlike most YouTubers, Danny has been able to formulate authentic characters and sayings from his content and turn it into a high-velocity merchandise operation. His acquisition costs stay low, because the better he makes his videos, the more sales he can achieve with his merchandise, unlike most brands who need to spend dollars to acquire sales. On top of doing well over six-figures in revenue, per month, Danny Duncan's merchandise line is now also available worldwide in Zumiez and has also proven to sell out constantly, emphasizing the power of his brand equity among fans across the country." - Nik Sharma





## YEAR&DAY

Industry: Consumer Goods

#### **Brand Description:**

Year & Day makes table settings you'll love. From ceramic plates and bowls to sophisticated flatware and minimalist glass.





Followers: 39.8K



Followers:



Alexa Rank: 519,332

No kitchen is complete without matching dishes and table settings. Year and Day takes shipped settings to the next level with a stunningly beautiful presence on social media. Using the best UGC to promote California designed and European made tableware, Year and Day has an authentic, simple glimpse into how to build your own perfect dining room. User-functionality is key for ecommerce brands and Year and Day is excelling at this. With the new shoppable Instagram tools, we're excited to see if Year and Day finds new revenue streams with this new functionality.



Apparel and Fashion

# CARBON38

#### Brand Description:

Carbon38 is a luxury activewear lifestyle brand based in Los Angeles, CA. The company was founded on the belief that a woman's wardrobe should meet the needs of her individual and modern lifestyle.





Followers: 333.3K





Alexa Rank: 69,195

The self proclaimed "premier hub for active fashion" doesn't pull punches in the DTC marketing world. A healthy retinue of influencers and models populate social media, UGC advertisements, and their website to cement the user experience for the active fashion market. By showcasing consumers rocking their stylish activewear, Carbon38 connects directly with their target customers.



### **How Pixlee Can Help**

Pixlee helps you build and strengthen your brand community by putting authentic, customer-driven content front and center. We give you the tools you need to find your best customer advocates, collect compelling content, engage with customers to get their permission, and publish that content to your website, your social channels, and even your ads.

It starts with collection. Pixlee helps you find content on social, or collect content directly from your customers through your website or email campaigns. From there, you can find the best content, and reach out to customers to secure their permission for you to use it. You can also tag that content with the relevant products, so when others view it, they can seamlessly find and buy. With Pixlee, you can easily publish your content to any channel, and customize your gallery to match your brand's look and feel with simple graphical editing, or custom CSS.

We also give you a set of tools to track how your content is performing, from engagement, down to conversions and revenue by product, category, or overall.

#### **Disclaimer:**

We are not affiliated, associated, authorized, endorsed by, or in any way officially connected with the brands featured in the Top 30 DTC Brands of 2019 Report, or any of its subsidiaries or its affiliates.

The names of these brands, as well as related names, marks, emblems, and images, are registered trademarks of their respective owners.



