

RESIDENCY LOOKBOOK 2023

Made to Last Forever





LOS ANGELES, CA 2023

RESIDENCY 10 | 10 | 10

MADE TO LAST, FOREVER

SUSTAINABLE MERCH & MINDSET

BRAND WORLD CONSTRUCTION

PRIORITY-ACCESS TRAUMA THERAPY

OUR DREAM OF 10

RING OF FIRE ECLIPSE 10/14

STAR-POWERED PROGRAMS





CLIENT: MOTHERSHIP COFFEE
AS COLOUR CHORE JACKET
WHITE HEAT TRANSFER PRINT

ABOUT US:

We're a social enterprise that makes custom merch and apparel to help women transition into permanent housing and self-sustainability.

Alongside our focus on social impact, we also invest in what we call Brand World Identity, guiding our clients toward making merch that's sustainable, stylish, and supportive of those in need.

We believe that purposeful work naturally leads to personal and communal growth. To us, merch is an art and a science that we can direct toward greater well-being. Your business is the fuel for our machine, aka programs! 🌞



CLIENT: SURELY
AS COLOUR STAPLE TEE, CREAM
MULTI-COLORED SCREEN PRINT

OUR 2023 COMPANY MINDSET:

We focus our work and outreach around the idea of long-term, sustainable living. We believe that sustainability is found through the guidance of personal, communal, and environmental well-being.

In other words, we're focused on providing practical value to staff, program participants, clients, and our larger support community. To us, sustainability isn't just about the production process, but about our lifestyle, legacy, and mindset.

We believe in supportive employment at the highest level and that work should be a place that promotes, rather than detracts from, personal well-being. 🌞



CLIENT: NETTE
CUSTOM, CUT AND SEW TOTE WITH SCREEN PRINT



INK GAMES PRINTED SHORTS
INDEPENDENT TRADING CO. GARMENT DYE

CLIENT TESTIMONIAL: THE MILL (LA, NY, CHI)

Residency always delivers and takes care of us! From more custom pieces to straight prints, Residency is with us every step of the way and go above and beyond. Not only are you all fantastic human beings, we love Residency in its support of women transitioning out of homelessness and stand behind collective care. Thanks for all you do!

CLIENT TESTIMONIAL: MOTHERSHIP COFFEE ROASTERS

We have dealt with run of the mill merch companies and it seems to us that it was just an add-on to what we do as a cafe brand. I felt like there had to be a way to elevate the experience of purchasing merch that made an impact from our brand to the customer. Residency was a zinger when they first reached out. So when we developed a relationship that is now built on wow factor for the best service, best product, and best people we're like 'How can we use more of our budget to support Residency!'

CLIENT TESTIMONIAL: DAOU VINEYARDS

After my first call, the goals and the processes were so aligned with what we were looking for in such a short amount of time and after that, the ball kept rolling so smoothly we pressed them with a short time window to produce the merchandise, the designs were approved, and then we went into production, and even went out of the way to send us proofs to make sure we wanted to move forward with one specific design. From start to finish, a smooth and easy process. And to top it all off we sold out of most of our merch within 2 weeks and had to put in another order. The quality was unreal!



CLIENT: MOTHERSHIP COFFEE ROASTERS
WELD MFG CABLE BEANIE WITH LOGO EMBROIDERY



CLIENT: DAOU
DIGITAL SQUEEGEE PRINT

OUR PROGRAMS AND OUR DREAM OF 10 🌟

At the end of 2013, we launched our Residency Supportive Employment Program. Workplace support and well-being have been integral parts of our mission from the very beginning. We've now provided over 9,600 hours of supportive employment for women transitioning into permanent housing! We found this number so motivating that we were inspired to dream of more:

10 years of Residency, 10k hours of supportive employment, and 10 Residency Trauma Therapy participants all (potentially) converging in 2023. We call this Our Dream of 10.

PRIORITY-ACCESS TRAUMA THERAPY

10,000 HOURS OF EMPLOYMENT

10 YEARS OF RESIDENCY



CLIENT: VIV
AS COLOUR STAPLE TEE, CREAM
SCREEN PRINT



LOS ANGELES, CA 2023

ASTRONOMY AS CULTURAL PRACTICE ☀

This year we're focusing our attention not just on the night sky (in recognition of our residency, not just on the earth, but in the Milky Way), but also on archaeoastronomy, or ideas, beliefs, and observations from our ancient ancestors.

Stargazing is one of the oldest cultural practices in existence. The stars have provided symbolic, religious, and artistic inspiration since the beginning of human history. The most ancient artists and designers interpreted the stars, which left an even greater impression without artificial light. We love the idea that ancient artists valued what they would see in the sky each night, and that our environment reflects design principles for us to learn and follow.

With all the benefits of modern technology, we've lost much of our connection to nature, to the land, and to the sky. When we appreciate our environment and our reality, we follow the guiding star of well-being.





CLIENT: COMETEER
AS COLOUR HAT WITH EMBROIDERY



LOVEBIRD CEREAL
LOGO EMBROIDERY

Color: White
AS Colour Hat, 100% Acrylic

RESIDENCY PRODUCT NEWSLETTER

Our monthly product newsletter features seasonal product collections, client features, and segments regarding a variety of topics including sustainability, design, nature, and workplace well-being.

[Subscribe Here!](#)

RESIDENCY MINDSET JOURNAL

Alongside our product newsletter, each month we send out our Residency Mindset Journal that features ideas and information regarding health and well-being, social consciousness, and personal transformation.

[Subscribe Here!](#)



MOTHERSHIP COFFEE | VIV | INK GAMES | COLOR A LA MEXICANA | LV PLANT COLLECTIVE | LOVEBIRD | SURELY

CREDITS:

Photography: [Ryan Hogue](#)

Creative Direction: [Residency](#)

Thank you to Melissa for a location, canvas,
and backdrop for our merch!

Featured Clients:

Surely

Mothership Coffee

Nette

Lovebird Cereal

Laroolou

Color a la Mexicana

Daou

Little Haven Coffee

LV Plants

Viv

Cometeer

Ink Games

