



WEEROES

RESELLER HANDBOOK

weeroes.com

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Our Story



It's not a costume, it's who they are.

I made my 4 year old child a costume of their favourite hero. They loved it and wanted to wear it all day, every day. They were happy wearing the whole costume or just the top or wings. Talking to other parents, similar stories emerged. Kids love their heroes.

Creating a World full of Heroes.

I led a volunteering organization once and saw how so many people need help. What if we could inspire our children to become those Heroes the World needs?

The comfort they need to save the World.

So I decided to create sophisticated every day clothing inspired in our children's heroes. I studied their heroes, partnered with a designer and production agent with over 25 years' experience working with top European children's clothing brands and created WEEROES.

Made for my child and yours, it's bold, fun and empowering. The results from pre-launches are awesome. Children get excited to wear our clothes, deciding what their hero identity is.

While dressing as heroes, that's the best moment to talk to them about being Heroes.

Enjoy!



DS



Our Team

I, Duarte J. Pitta Ferraz, am the sole proprietor of WEEROES Kids Clothing SLU, incorporated in Madrid, Spain, but WEEROES is the result of the efforts and passion of a larger group of people.

Design

Cristina has worked with Europe's premiere children's brands for over 25 years personally and through her agency Just All Design. Having loved our purpose and story, she accepted the challenge of being our product development and production partner. Her Head of Design is personally in charge of designing our bold clothing and accessories. Our passion for kids and experience as parents contributes to ensure clothes are fun, comfortable and practical.

Production

All our clothing and accessories are manufactured responsibly in local factories in Portugal. Family owned, with a long experience in garment making and reliable.

We verify workers conditions, check our full policy in our FAQ, under "How are WEEROES clothes made?".

Sales and Marketing

We hold private and public events and have an online store to test our products and understand customers reactions and preferences.

We are conscious of the importance of Reseller partners and wish to build strong, trustworthy and mutually beneficial relationships. We want your success and are open to sharing our experience on how to sell WEEROES and each item, just ask.

Logistics

Products are warehoused in the EU and ship worldwide. Warehousing and shipment are managed by HUUB, an experienced logistics company working with top international clothing brands. Delivery is organized via recognized international courier partners using tracking codes.



Portfolio

Our clothes are for children under 2 to 8 years old. Sizes are indicative of age. Clothes sizes are 2, 4, 6, 8. Accessories sizes are 2-4 and 6-8. We normally recommend taking a larger size for comfort and the child to grow.

Herolooks

There are currently 4 “Herolooks”: Defender, Twilight, Sky Patroller and Streak.

New pieces are added based on best-selling items and seasons, to extend existing items product lifecycle. We do not recommend seasonal discounts and recommend offering bundles with accessories, which children value greatly.

Girl or Boy? Hero. Carry less stock as our clothes are unisex, except for one dress.

50% of our sales include accessories, even higher if children influence the purchase. Fun and empowerment are key, so we communicate based on full Herolooks. However, all accessories are sold separately and are an opportunity for value-selling.

Clothes are delicate as we use sophisticated fabrics and techniques like foil application, but we endeavour to be practical, so our clothes are in general machine-washable at 30°C and can be ironed inside out at low temperature. Labels carry exact treatments.

DEFENDER

Bold, brave and confident. For children that are charismatic leaders.

Red and Gold T-shirt pairs with sparkly Aqua and Copper Shorts, with frontal flaps that send sparkles all around when the child moves.

Black and Copper Backpack has an extractable Cape. Make them the most admired child on the playground with the full set of headband, wrist bands and leg bands.

Selected by Playtime at January 2020 Paris Fair.



SKY PATROLLER

Calm, discreet and strategic. Children who look before they leap, think before they act.

Red contrast with the Black is accentuated by the textures of the inserts. Powerful, practical and comfortable with Vest, Sweatshirt and Pants, which can all be worn together, all 100% Cotton with the pants having a touch of elastane to improve shaping.

Attaching the Black Wings to the back of either the Vest or Sweatshirt increases children's activity and engagement in child's play with other kids.



STREAK

Fearless, active and confident. For children of active and fitness loving families.



Our Blue T-Shirt is made of shiny blue high quality polyamide with elastane, with scale-shaped blue foil that creates an extra magical shine effect.

Pair it with our Blue Pants, with textured black inserts creating a contrast with the blue.

Increase children's activity with our Blue Cape with vinyl application on the back. Keep them warm in Spring with our Black Gloves.



TWILIGHT

Enchanting, imaginative and unafraid. For fans of Magic, Nature and Universe.

Our Rainbow Silver Hoody Jacket protects children with an exquisite outside shell, made with 100% Cotton to allow breathing. The reversible sequins amuse by allowing different frontal looks and crested hood recalls the strength of powerful creatures. For added excitement, attach our Blue and Silver Wings on the back.



Pair it with the Rainbow Silver Shorts with Wings in Spring-Summer or the Blue Pants with Wings in Fall-Winter. Best worn when the Sun makes them shine at their best.



Our Silver Grey Dress is 100% Cotton, soft and delicate on the skin. Frontal stripes are complemented with a light silver application on the grey cotton and our shoulder and back adornments made of our extra-sparkly Blue Tulle. "My superhero dress" said a 3 year old WEEROES who chose it as her X-mas Day outfit.

"Do you know you have Power inside you?" is how we present our Magic Pink Gloves. 100% Cotton, they go from Violet to Bright Pink in seconds thanks to body heat.

Ideal for Fall-Winter as in Spring-Summer temperatures render them always bright pink. Watch children and adult's faces of amazement.

Our white t-shirt is in high-quality 100% cotton with our brand applied as red metallic foil.

It's a top seller and a perfect complement to any sale.



Selling

We believe our partners knowing how to sell WEEROES is more important than knowing how to buy it from us, so this chapter comes first.

Digital Marketing

The Reseller Area of our website has a link to our high-res photos: product stills and detail close-ups, campaign photoshoots with and without accessories.

Pair them with our inspirational phrases:

Made for real life heroes
Dress like the hero you are
The World needs more Heroes
Creating a World full of Heroes
It's not a costume, it's who they are
The comfort they need to save the World
Superpowers not included (imagination required)
Not all heroes wear capes — but it's ok to accessorize
With great power comes great responsibility. And some cool outfits.

We will tag you in stories of pieces you purchase for you to repost. Please tag us so we can repost yours. Our objectives are to save you time and make our followers in your location aware that WEEROES is physically available at your store.

Hero workshops

WEEROES are more than clothes, they're educational entertainment.

We've had a lot of success and positive response from parents who bring their children to our "What is a Hero" workshops.

One of the simplest and most effective is our "What's your hero identity" arts&crafts. Children are given our hero-masks along with colouring pens and creative materials and with some questions, are guided in understanding that to be a Hero, one needs to Care for Others and Act when needed.

Send us an email to get our hero-mask files and simple event instructions.



Sales pitch

We have tested selling every item to real customers and these are selling techniques we find work well:

- **With children:**
 - Connects the clothes to heroes: "When you are a hero, which herolook would you like to wear?"
 - "You can dress like the hero you are, every day!" which parents wouldn't normally allow with costumes
- **With parents:**
 - Start with WHY "Can you imagine a World full of Heroes? We can inspire them to be those Heroes."
 - Make it personal with my story: "A dad that made a hero costume for his 4 year old child, which they wanted to wear every day. Since the World needs more Heroes, he decided to empower them and make everyday, sophisticated clothes inspired in their heroes."
 - Emphasize it's clothes for daily use (not like costumes) and sophisticated (not like licensed casualwear): "Kids can dress like heroes every day in comfort and style"
- **Accessories:**
 - Emphasize they encourage activity, increase creativity at playtime and playing with other children: "Nobody sits down when they're wearing wings."

Share with your costumers our earnings support our social initiatives:

- We are establishing a program to teach children how to be Heroes, by working with schools and
- We have organized events with Ronald McDonald House Charities where we use our program and our clothes to empower and recognize children undergoing serious medical treatments. Find out more at our Instagram Highlight "Ronald McDonald".

We have specific inspiring and funny stories for practically every piece of clothing and accessory. Feel free to contact us and ask.



Purchasing

Ordering and delivery

Clothes are made in limited editions. Send us an email to dj@weeroes.com with your order and company details and we'll fill out the Order Form.

Shipping costs are quoted per order and borne by Reseller, so there are no Minimum Order Quantities. We ship via courier with parcel tracking number and typically have a transit time of 5 working days, depending on destination.

Once payment arrives, items are processed and shipped the next working day.

Pricing and payment

Our Retail and Reseller Prices are stated in Euro. Our Retail Prices are recommendations only and resellers are free to set their own pricing.

WEEROES Kids Clothing SLU is registered for Intra-EU operations.

Our bank details are:

Account name: WEEROES KIDS CLOTHING SLU

IBAN: ES95 0182 9050 1502 0160 2737

SWIFT/BIC: BBVAESMMXXX

Bank address: BBVA, Plaza San Nicolás 4, 48005 Bilbao, SPAIN

Our email for bank transfer notification: the.major@weeroes.com



Terms and Conditions for Resale

PARTIES

1. WEEROES KIDS CLOTHING SLU, is a sole-proprietorship limited liability company with the company ID number B88188545 of Spain, registered office in Calle Torija 5, 28013 Madrid, Spain and registered in the Mercantile Registry of Madrid, Volume 38,256, Folio 90, Section 8, sheet M-680709, inscription 1. Hereinafter referred to as WEEROES.
2. The Reseller shall be the company indicated in the order form.
3. The commercial relationship between WEEROES and the reseller shall be governed only by the general conditions indicated herein at the time the order is accepted and according to the laws and regulations applicable in Spain.
4. WEEROES reserves the right to refuse orders made.
5. WEEROES can limit the maximum number of units to be delivered by model and/or reseller.

PURCHASE CONTRACT

6. A Reseller may send an order form via email to the.major@weeroes.com, communicate it via phone to +34.656.515.146 or any other methods which might be made available in future.
7. Sending an order form is a proposal to purchase and does not constitute an order. Upon receiving an order form, WEEROES will inform the reseller of the shipping costs and issue a draft order payment request.
8. If, while processing the order, WEEROES identifies that the products ordered by the reseller are not available, the reseller will be informed. There will be no completion of the contract with regards to the unavailable products.
9. The purchase contract is completed only with the shipment by WEEROES of the proposed goods.
10. WEEROES may cancel or suspend an order in the following cases:
 - a. Payment reminder has been issued without payment being produced,
 - b. There are causes to suspect abuse of the order process,
 - c. Reasonable cause of suspicion of illegal actions or actions not allowed under this contract.
11. In order to be able to complete the offer of purchase of the products, the reseller must follow the steps established in the process of purchase; provide the data that is requested for that purpose; expressly accept the terms of sale at the time; proceed with the formalization of the same by confirmation of the order and proceed to complete payment of the same one.
12. Data will be treated in accordance with the data protection and privacy policy of WEEROES and applicable laws and regulations.
13. The contract of sale will be understood formalized and perfected after the effective receipt of the payment of the integral price by the part of WEEROES and on the confirmation of the shipment by WEEROES.



14. **WEEROES** may not process orders when they are incorrect, incomplete, the payment agreement has not been received, in case of unavailability of one or more products or any other reason based on these terms and conditions of sale. The reseller may be informed by e-mail or by telephone of the non-processing of his order and of the reasons of the non-processing and refunded when applicable.
15. Once the order has been formalized and paid in full, the reseller should receive an email confirmation of the order detailing the order number, products purchased and their prices, shipping costs, method of payment, shipping address and other necessary contractual data of the transaction.

PRICE AND PAYMENT

16. Prices may be updated at any time by **WEEROES**, however, the prices applicable to each order will be those in force at the time the reseller confirms the purchase of the products, except in the event of error.
17. The prices of the products for sale are determined in euros and include the corresponding VAT. To these prices must be added, where appropriate, the relevant shipping costs, which are included in Annex B, and which are expressly accepted upon confirming the draft order.
18. The prices presented will indicate whether or not there is an inclusion of the applicable VAT rate.
19. In purchases for shipping outside the European Union, VAT should not apply and the required fees and taxes for delivery to the final destination will be borne by the reseller.
20. Rates and shipping costs will be applied to each order in addition to the price of the products. The rates and costs presented will be payable by the reseller.
21. Payment can only be made by the methods presented by **WEEROES**.

WITHHOLDING PROPERTY

22. The goods sold will remain the property of **WEEROES** until the full payment is completed and received by **WEEROES**.
23. **WEEROES** is a company whose purpose is the creation of true heroes. True heroes are understood as anyone who helps another physical person in need of help when they need it. The use of its products against this purpose is prohibited. **WEEROES** reserves the right to request the return of products that are used for villainy, bullying and illegal or immoral actions.

DELIVERY

24. **WEEROES** sells its products on Incoterms FOB regime.
25. Delivery of the products to the address indicated by the reseller is organized by **WEEROES** with a reputable courier service at the reseller's own risk.
26. **WEEROES** or a third company will deliver the products to the address that the reseller indicates on the order form, and that in any case must be within the territories allowed by **WEEROES**.



27. There will be no delivery service of the products in respect of territories not allowed by WEEROES.
28. The products are usually ready to ship, but WEEROES assumes no responsibility for the consequences of possible delays in delivery.
29. The delivery shall be deemed to have been made from the moment in which the carrier makes the product available to the reseller.
30. If the package has not been able to be delivered for reasons attributable to the reseller within the period determined by the courier, it will be returned to WEEROES with costs of returning to the origin of the goods, as well as possible associated management and administrative costs and taxes borne by the reseller.
31. WEEROES may deduct from the payment received amounts due to WEEROES by the reseller.

WARRANTY AND RETURN POLICY

32. WEEROES guarantees products acquired for a period of one year from the date of order against any defect, hidden defects or faults of conformity that make them dangerous under their normal use.
33. Each product presented in the catalogue is accompanied by a detailed description of its main features. While WEEROES puts the utmost care in the description of its products, images and colours of the products put on sale could, however, not accurately reflect reality, due to the manual nature of the production of WEEROES products, the specific characteristics of the Internet browser; the screen used by the reseller, paper or others.
34. The warranty does not include deficiencies caused by negligence, shock, friction, wear, misuse or tampering.
35. To make use of the warranty, the reseller must contact WEEROES reseller service via email to the.major@weeroes.com or registered mail to WEEROES, Kids Clothing, SLU, Calle Santa Engracia 122 5-A, 28003 Madrid, Spain
36. The costs of returning the items are borne by the reseller.
37. When possible, refund shall be made by the same method used in the initial transaction.
38. Refund shall be withheld until the items are received by WEEROES.
39. To return any product, these three conditions must be complied with:
 - a. Send it properly protected in or with its original packaging
 - b. Send it untarnished, in perfect condition for later sale and retaining its labelling
 - c. Send a copy of the delivery note inside the package, with the returned products marked.
40. The reseller shall only be liable for the loss of value resulting from undue manipulation required to establish the nature, characteristics and working of the goods.
41. If the return cannot be accepted due to its lack of conformity with the conditions stated above, the reseller will not be entitled to receive the refund of the amounts corresponding to the returned products.



DATA PROTECTION

42. WEEROES will maintain the reseller data necessary for the formalization of the purchase contract and on the basis of legal and regulatory obligations.
43. To create a reseller account, the reseller must provide essential data such as first name, surname, company, Tax identification, email, shipping address and contact telephone. The decision to receive our marketing communications is optional and has separate terms and conditions.
44. No personal data will be transferred to third parties without the knowledge of the reseller, except for the data to be transmitted in order to comply with the objectives of this contract, among which to execute orders, manage and control payments, perform credit checks and perform statistical analyses.
45. Reseller data may be changed at any time by contacting the.major@weeroes.com except to the extent required by law and regulations.
46. The information we receive from our resellers helps us continually improve their shopping experience and create an individual and friendly experience. Both reseller-transmitted information and automatically generated information are used to design information that is relevant to the reseller and their interests. For this purpose we use the existing information, such as, among others, the delivery of e-mail and reading receipts, information about the computer and the Internet connection, operating system and platform, your order history, your Service History, date and time of the visit to the website, and the products you have seen, among others. The analysis and evaluation of this information allows us to improve our website and the Internet offer, and send you personalized information. This means information that recommends products or activities that may actually be of interest to the reseller. Our goal is to make our information more useful and interesting to the reseller, so the evaluation and analysis of the anonymised data compiled from reseller It helps us avoid sending you arbitrary information. Rather, we will send you information, such as communications or product recommendations and activities by email or regular mail that match your areas of interest. For this purpose also, for example, we compared emails that the reseller opens to avoid sending unnecessary emails.

FORCE MAJEURE

47. In case of force majeure, WEEROES may limit its obligations, insofar that the contract can be partial or completely cancelled by the part that alleges force majeure. Force majeure includes, but is not limited to, war, revolutions, strikes, government measures, lockout, embargoes, essential supply failures, telephone and Internet, disasters and natural events or similar.
48. In case such situations occur, WEEROES will attempt within reason to comply with its obligations, but never to its loss.

CHANGES TO TERMS AND CONDITIONS

49. WEEROES can change prices, shipping costs and these terms and conditions at its discretion and without prior notice.



CONTACTS

50.Main address: Calle Santa Engracia 122 5 A, 28003 Madrid, Spain

51.Reseller service mail: the.major@weeroes.com

APPLICABLE LEGAL FORUM

52.The general terms and conditions herein are subject to Spanish law.

53.In case of disagreement on the interpretation, execution or validity of these general conditions of sale, the courts of Madrid, Spain will have jurisdiction.

54.WEEROES will have the right to recourse to Arbitration in Madrid instead of pursuing judicial actions.

55.The annulment or change imposed by authorities to the clauses of the contract will affect only those clauses, being that the rest of clauses maintain their effectiveness and may be adapted to fit the relevant ruling.



Creating a World full of Heroes

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