



Chic

ESSENTIALS

CURATED MONTHLY
SUBSCRIPTION BOX

About Us

Chic Essentials is a uniquely curated bi-monthly subscription box delivering a wide range of sample & full size beauty & wellness products to customers in need each month.

Who is it for?

Diverse people looking to introduce more wellness products into their daily regimen. This is a great time to determine what works for them in a comfortable, intimate setting, their own home!





Audience Profile

Partnering with Chic Essentials positions your brand in front of a unique network of multi-ethnic customers ranging in age between 20-60 years old. They find value in discovering and supporting brands with a focus on health, wellness and inclusivity. The brands they support financially are in touch with today's culture and have crafted original products with their user in mind.



22K Followers



5K Followers



7K Followers



10K Followers



Connect with our audience

With over 10,000 attendees at our flagship event AfroChic, our brand is strong and highly respected in the community and in society at large. Increase your brand awareness and enhance your social interaction. Get known or recognized by our subscribers!



The Value

We help you save your marketing dollars by putting your products directly in the hands of your target audience...and more.



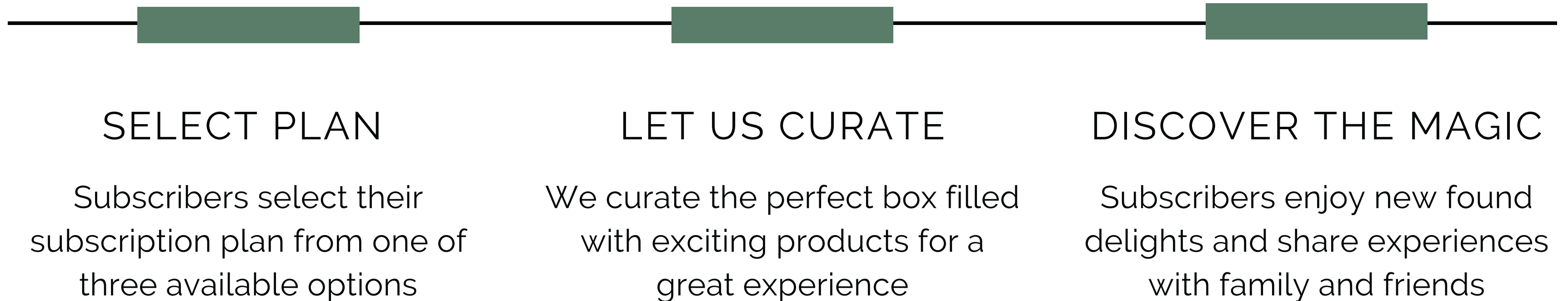


Be part of an Exclusive Club

Beauty and Wellness are trillion dollar industries and although we are experiencing a global pandemic, people still want to feel beautiful and access wellness at their fingertips. Online shopping has become the new normal and brands are having to adapt and be flexible to meet changing needs. Is your brand part of the movement?

Subscription Process

HOW IT WORKS



A close-up photograph of four women of diverse ethnicities (Black, Latinx, and two white) smiling and huddled together. They are wearing light-colored tank tops. The background is a warm, solid orange-brown color.

How Does it Work?

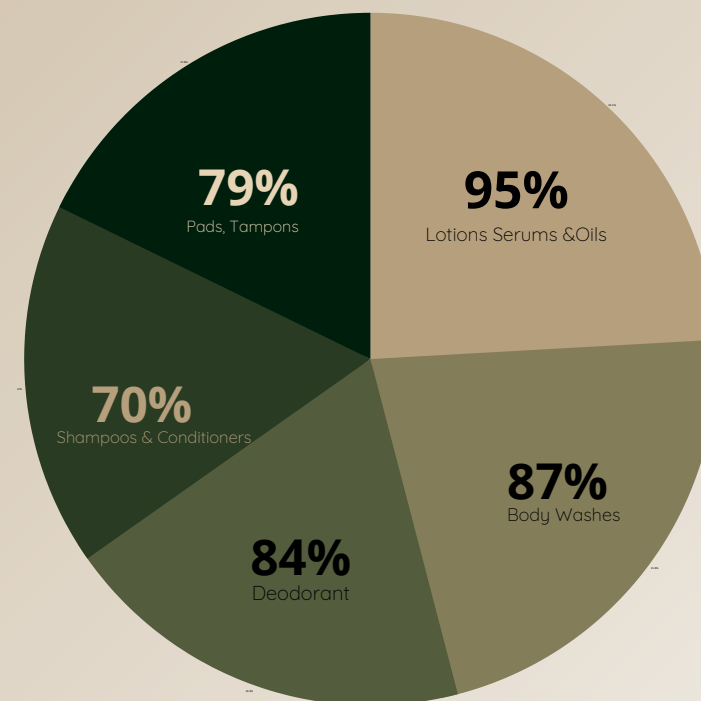
For \$40-\$60CAD per month, a box of 4-6 essential products will be shipped. These products will range in variety from cannabis infused balms for tired muscles, teas for deprived sleepers, essential oils for drained brains, conditioners for dried locks, serums for thirsty skin, natural supplements and more.



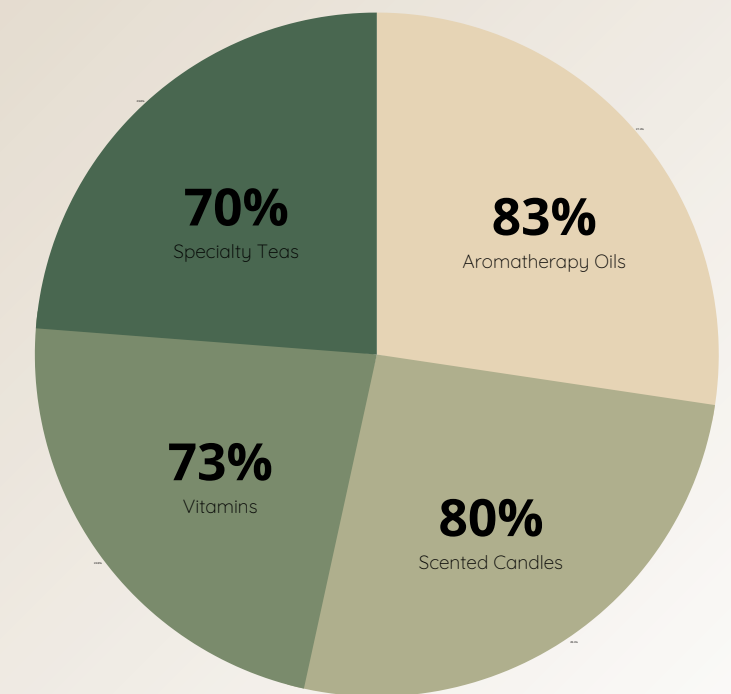
We Asked...They Answered

We surveyed the very people in our communities that would benefit from these boxes the most and they gave us feedback about their need for beauty and wellness products during COVID-19.

Essentials customers told us they need monthly



Novelty Items customers told us would be nice to have



Comparative Analysis

\$45-\$65



TASU



Self Care & Wellness

\$50 - \$100+

TOPBOX



Community Support

\$20-\$35

**CURL
BOX.**

Curkit



Beauty



\$25-\$35



Lifestyle



Our Value Commitment

- Authentic story-telling for your brand journey
- Alignment with a trusted and vetted brand
- Connecting you with influential partners/relationships that live beyond the box
- An amplified platform to accelerate brand marketing
- Website links to purchase conversions
- Real-time surveys for feedback using consumer insights

Membership Experience

BAWSES UNITE

Become a preferred brand partner and contribute to three out of six boxes per year. Exposure Opportunity = MAXIMUM

KEEPING IT CONNECTED

Become a brand partner and contribute to two out of six boxes per year. Exposure Opportunity = MEDIUM

CASUALLY KICKIN IT

Become a brand partner and contribute to one out of six boxes. Exposure Opportunity = MINIMUM





Membership

BRAND PARTNERSHIPS
THAT MAKE SENSE

3

ANNUALLY

Three Contributions -

per year - \$1000
membership fee +
product samples

2

ANNUALLY

Two Contributions - per

year - \$500 membership
fee + product samples

1

ANNUALLY

One Contribution = per

year - \$250 membership
fee + product samples

What We Provide

1 Safety First

Diversified women in our communities want access to the products they need in a safe way.

Our mantra is "Stay Inside, but Stay Chic."

2 Convenience

The enhanced delivery experience beats the inconvenience of long line ups for essential items.

Our vision is "Essentials delivered to you"

3 VIP Membership

Our subscribers want to support emerging relatable brands that introduce new and exciting products exclusive to this community.

4 Authenticity

Consider this your opportunity to form real relationships with your customers and collect qualitative market research about their experiences with your products.

Proposed Approach



VIA EMAIL

Our email subscribers will be invited to learn more about your brand in our Bi-Monthly "Meet the Founder" email series. You will also be invited to the "Chic Essentials Live on Wednesdays: Meet The Founder" Chat.

WEB & SOCIAL MEDIA

You can take advantage of our social media promotions where Influential people will tag your brand in their box unwrapping videos.

CONSUMER INSIGHTS

After being featured in our box, you will receive feedback from product survey completed by our subscribers

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FROM US TO YOU

"Rediscover AfroChic through the products and brands that we want to give to you at home during this time"

- Amoye Henry, Founder



Chic

ESSENTIALS



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