

Devon + Lang

2020 Journey

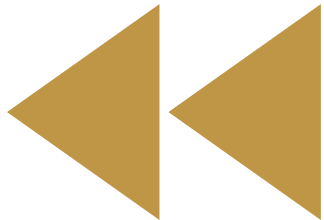


Photo: @aliyahkm

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Introduction

The events of 2020 had a huge impact on everyone and Devon + Lang was no exception to that.

Prior to 2020, Devon + Lang (formally known as OKE Apparel) focused on creating revolutionary boxer briefs for men. However, the events of 2020 shifted the focus from boxer briefs to face masks.

Once COVID-19 was officially named a pandemic in March 2020, many apparel companies began to create non-medical face masks to help meet this new demand. With the pandemic changing the ways people interact and live their lives, Devon + Lang thrived to create a product that will help protect the community while allowing people to work, socialize and live in this "new normal". The Devon + Lang Mask became very popular and was featured in many articles highlighting reusable face masks.

Entering 2021, Devon + Lang will be focusing back to create great apparel basics for men and women.



Where We Started Devon + Lang

During an uncomfortable walk in the Hawaiian heat, Tyler decided that he was done with buying boxers that easily ripped and chafed his legs. After searching for the perfect pair, he came up empty and decided to make a better pouch boxer than what was on the market.

After over a year of working with professional designers and engineers, Devon + Lang was born.

Our Philosophy

Just because we have made the world's best boxer doesn't mean that we are stopping to rest. Devon + Lang's vision to build better apparel through innovation and iteration means we are always working to make our products even better. We are continuing to expand our product line and increase the options available to our customers.



A Message from the Founder

Devon + Lang has grown so much in 2020 and I could not be more proud of what we have accomplished. From launching a new boxer line (*Journey Boxers*) to rebranding our entire company, this year has been non-stop.

When the pandemic hit, it was a priority for Devon + Lang to help the community by raising funds for COVID relief. By partnering with local charitable organizations and businesses, Devon + Lang was able to raise \$25,000 to our local community. We will continue to look into the needs of our community and how we can support.

In the spirit of continued growth and adaptation, we have many big plans for 2021. We are working on some exciting new product lines that continue to focus on our goals of making innovative, long lasting, and unbelievably comfortable apparel that is sourced from eco-friendly fabrics. We hope that you will continue to be a part of our journey, and we thank you for your support.

- Tyler, CEO + Founder of Devon + Lang

2020 Timeline

- Business as usual
- Production of the Journey Line
- First official full time employee started- Nate

JAN

FEB

MAR

- Journey Boxer Line launched
- Production of OKE Facemasks
- WHO declares COVID-19 a pandemic
- Canada closes boarder with the USA
- Canada goes into lockdown

- OKE Facemasks launch- 100% of the first 200 mask sales were donated to the United Way COVID Relief fund
- Canada hits 50,000 COVID cases

APR

- 20% of mask sales were donated to United Way
- Started selling filters
- OKE Face Masks featured in Curiosity Calgary, CBC and Toronto Star.
- Many provinces began to reopen non-essential businesses.

MAY

- 3rd production run sold out ahead of schedule
- Started selling hand sanitizer
- Canada hits 100,000 COVID cases

JUN

- Launched our Nation Vision's campaign- every Nation's Vision mask sold, kids mask will be made and donated
- Began rebranding to Devon + Lang
- A surge in COVID cases across Canada since reopening

JULY

AUG

- A second official employee hired- Sandy
- Moved to the new office
- Calgary issues mandatory mask by-law

SEPT

- Rebranded: Devon + Lang website launched!
- Cobalt Teal Mask launched
- Donated 150 face masks to The Calgary Bridge Foundation for Youth (CBFY)
- Attended TriWood Market

OCT

- Devon + Lang raised \$15,000 for the Calgary Covid Relief Fund organized by United Way.
- Tyler (the founder) went full time
- Began Leftovers Foundation Campaign- 15% of all mask sales will be donated to the foundation
- Introduced kids masks (Obsidian, heather grey and opal blue)
- Launched new face mask designs: with nose wire and XL masks
- Heather grey and opal blue masks are now available
- Launched new Journey Boxer patterns: Tropics, Tidal Camo and Good Vibes Only
- Collaborated with Adesso Man by creating boxers and masks for the Good Vibes Only campaign- 10% of profits will be donated to CBFY
- Attended Calgary Tattoo Show
- Attended Okotoks Market
- 3 pack masks on sale

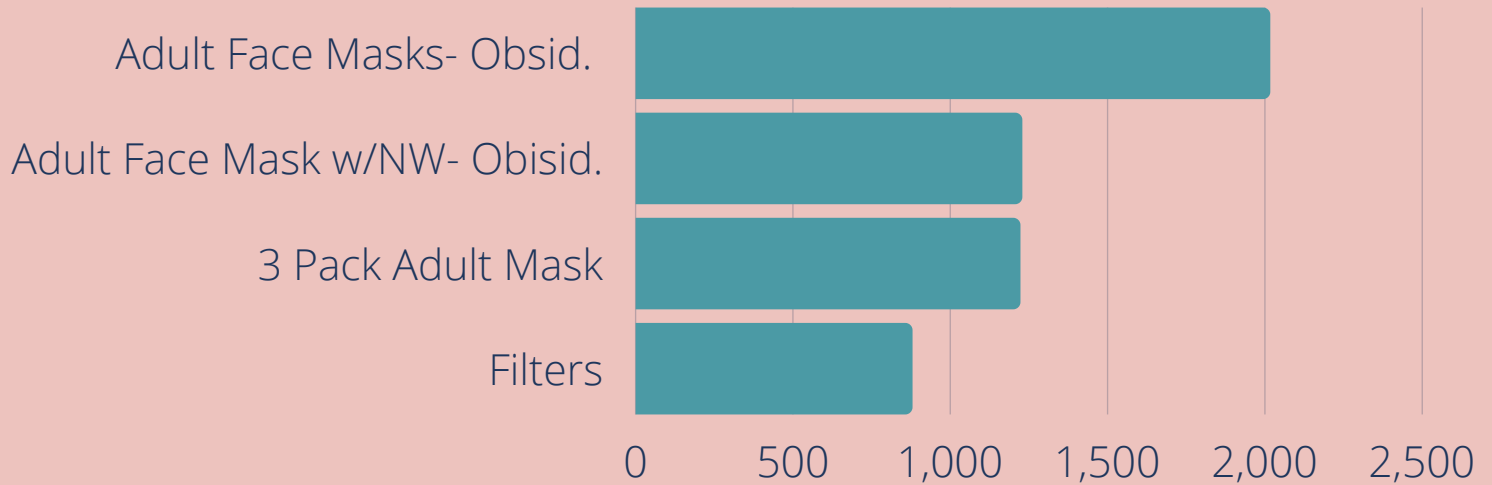
NOV

- Sales at a record high.
- 3 pack adult mask top-selling product
- Collaborated with Adesso Man by adding their sock collection to the D+L website
- Combo Packs launched- Fun Pack, Classic Pack and Good Vibes Combo
- Attended Inglewood Night Market x2
- Bro'kin Yolk Video collaboration
- OKE website redirected to Devon + Lang- No longer able to purchase from OKE website
- Nation's Vision Campaign Closed: 1000 Kids masks donated
- **Canadian Government updated non-medical mask guidelines**

DEC

- Launch new Hustle Boxers: Jade Green, Blue Koi and Steel Hustle Boxers
- Devon + Lang raised \$10,000 for the Leftovers Foundation.
- In the initial stage for the women's line; Bralette, panty and boy shorts
- D+L Socks are in its final stage of design- preparing for March launch
- **Many provinces announced State of Emergency and lockdowns**

Top Selling Products of 2020

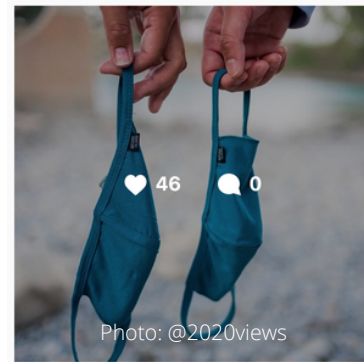
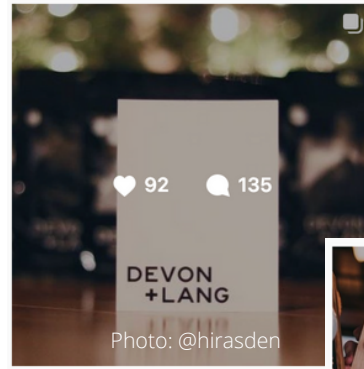


This data is base off of the Devon + Lang website. The data that was retrieved on Dec. 16, 2020.



Media Highlights

Top 3 Instagram posts



5 Places To Get Reusable Facemasks In Calgary

Curiosity Staff
May 22, 2020

OKE APPAREL

Oke's reusable facemasks are by far the most protective on this list. Made with anti-microbial silver infused cotton fibres, and a replaceable cotton filter, these masks will help filter the air on the way in, and on the way out. Fancy. Also, 20% of the profits made from their sales will go to support [The Covid-19 Community Response Fund](#), and that's something we can really get behind.

Business Wire News Releases

Underwear Company Devon + Lang Raises \$15,000 for Calgary Covid Relief Selling Face Masks

GIVEAWAY COLLABS:

- Little Modern Market
- Millie's Little Closet
- ProudLocalYYC +
- Mariangela Avila
- Hiras Den

PMN Press Releases / Business Wire News Releases

Calgary Underwear Company Devon + Lang to Donate \$10,000 to the Leftovers Foundation from Profits of Face Mask Sales

Community Engagement + Donations

D + L is committed to donating 20%-15% of all mask sales to local organizations to help with COVID relief. This year we partnered with many organizations to help support this initiative.

\$25K

DONATED

OF MASKS DONATED: **1750**



Covid-19 Relief Initiatives

“Our team has rescued over 550,000 lbs of food in 2020, ensuring it gets to service agencies and those in need. This would not be possible without the partners that have stood by our side during the pandemic. Thank you, Devon + Lang!”

- Lourdes Juan, Founder and Executive Director of the Leftovers Foundation

When the first 200 OKE Facemasks were created, 100% of its profits were donated directly to the COVID-19 Community Response Fund; a collaboration between United Way of Calgary and Area and The City of Calgary to raise funds for local social service agencies that provide emergency funds and services to the most vulnerable people in our community. After the first 200 masks were sold, Devon + Lang continued to raise money for this initiative by donating 20% of all facemask sales. By October 1, 2020, Devon + Lang raised \$15,000 for the COVID-19 Community Response Fund!



Moving to our next community engagement, Devon + Lang really focused on the growing food insecurity resulting from Covid-19. 15% of all Devon + Lang Facemask sales were donated to The Leftovers Foundation, a food rescue organization that connects with agencies with excess food to distribute to those in need. This partnership was essential as the holiday season was just around the corner! In two short months, we were able to meet our \$10,000 goal! On December 21, 2020, Devon + Lang proudly donated this money virtually to The Leftovers Foundation.



Photo: @sanhesnaps

Nation's Vision Facemasks

Devon + Lang has teamed up with Nation's Vision, a grassroots Calgary-based eyecare team that provides high quality, accessible and affordable eye care to priority and low-income populations in our local communities.

100% of proceeds from these *limited edition* Nation's Vision Reusable Face Masks will be used to provide 1,000 custom made reusable, child-sized face masks for low-income Calgarian school children.

Each mask is made with adjustable earloops and has all the features of our masks have such as a pocket for carbon filter, comes with two PM 2.5 carbon filters, soft modal outer layer and a moisture-absorbing inner layer.

These kid-sized masks are embroidered with the Nation's vision logo and have been distributed to low-income schools throughout the Calgary District.



Photo: @2020views

“Given that a lot of these families are struggling, it would be nice to be able to get a face mask for them, that would be FREE.

Their children get a free eye exam at school AND a high-quality children's face mask for free as well!”

- Dr. Emeka Nzekwu, Founder and President of Nation's Vision

GoodVibes Only for 2021

At the beginning of September 2020, Devon + Lang donated 150 facemasks to The Calgary Bridge Foundation for Youth (CBFY). CBFY is a charitable not for profit organization that welcomes an inclusive environment for immigrant and refugee youth and their families as they build a life in Canada. The facemasks were given to the youth that are participating in CBFY's Afterschool Programs.

Fast forward to October 2020, Adesso Man, a Canadian men's lifestyle brand that specializes in unique and functional products that will enhance the way men feel about themselves through fashion and self-care, teamed up with Devon + Lang to create the GoodVibes Collection. 10% of all sales from this collection will be donated to CBFY.

“The most important thing for us has been to help build confident and empower our community and it starts at the foundational level with our youth. We are happy to be supporting such an amazing organization [CBFY] that is helping build a better future for immigrant and refugee children in Calgary.”

- Abdul, Founder + CEO of Adesso Man

The GoodVibes campaign integrates Adesso's 4 Pillars of Confidence by providing financial, educational and mental and physical health support to local organizations.

Due to the pandemic, CBFY had to move many of their youth programs online. The GoodVibes campaign will provide the CBFY team the financial support to continue their services that provide social, emotional and academic support for their immigrant + refugee participants.



Photo: @chelseayangsmith

“The team at The Calgary Bridge Foundation for Youth would like to give a huge thank you to Devon + Lang for donating face masks to children and youth we work with. They have helped out many families stay safe during the pandemic by providing masks that were both comfortable and breathable. Our team was more prepared to make snack deliveries to the kids because the masks and the filters they provided were great. They look great and everyone was happy to wear them. Thanks so much!”

- Jenai, Afterschool Program Sr. Coordinator at
CBFY

Local Highlights



[Click here for the full video!](#)

Markets:

- Triwood
- Inglewood Night Market x2
- Calgary Tattoo Show
- Okotoks Market
- Spruce Meadows Online Market
- Darling Details Market

Find D+L Products Here:

- Adesso Man:
- Pharm Pharmacy
- MVP Barbars
- The Gromment
- Gulliven
- The Colourist
 - Bro Box Collab
- DYP Refillery



Photo: @chelseayangsmith

2021 Goals

As Devon + Lang continues to expand, our goals become more ambitious. We will get this done with our awesome team!



Photo: @jl.mclane

Next year, our goals are much bigger and we plan to launch new products for our customers. 2020 was a year filled with unexpected events that pushed us to create an essential product that boosted our sales and recognition as a local business. Using this momentum, we want to focus back to our foundation and push out our revolutionary boxers, new socks and the launch of our women's line.

Thank you!

Devon + Lang is so incredibly grateful to our partners, community members and customers for all the support this past year! We will continue to work diligently and in collaboration with our partners and customers to create products that are functional, comfortable and compatible to a variety of lifestyles.



LET'S CONTINUE TO WORK TOGETHER!

Devon + Lang needs your help to develop the best products that match your lifestyle! Follow us on all our social media platforms and sign-up for our newsletters for opportunities to collaborate and/or just to stay up to date with our newest products! Join us as we continue to create revolutionary basics to match your lifestyle.



FOLLOW US:

@devonandlang



SHOP OR SIGN UP FOR OUR NEWSLETTER HERE:

Scan here!



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