

# Frank And Oak

## Affiliate Media Kit





# Who we are

Based in Montréal (Canada), Frank And Oak began with an inventive approach to integrating design and technology – all for the purpose of helping men & women buy the clothes and accessories they crave at reasonable prices.

By coupling considered product design with advice through immersive digital, in-store and content experiences, Frank And Oak has transcended its role as a retailer and is redefining the shopping experience. **Operating more than just a regular eCommerce retailer, the brand also offers a clothing subscription box service, Style Plan.**

With its premium collections of shirts, denim, sweaters, accessories & more, Frank And Oak is constantly evolving and looking towards to the future, by offering premium design and world class customer service.

## Our products— Imagined for real life.

Our goal is to combine classic styles, modern cuts and innovative materials to produce style we truly get excited about.

## Our methods— Ethically sourced. Sustainably made.

All of our garments are produced by certified manufacturing partners. We also use sustainable fabrics and sustainable practices throughout our supply chain to make stylish clothes with substance.

## Our brand— Dedicated to inclusion.

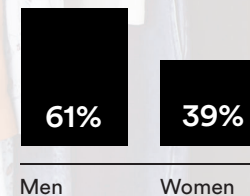
We're a group of over 260 people from over 20 different countries. We speak at least 8 different languages and while we may not agree on everything (we're Canadian; we'll never agree on hockey), we stand together on what's important.



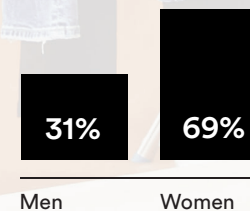
### Demographics

#### Gender:

Regular eCommerce  
and retail customers:

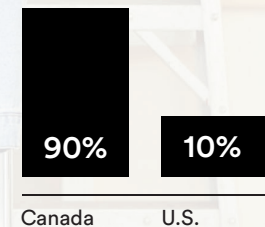


Style Plan Subscribers:

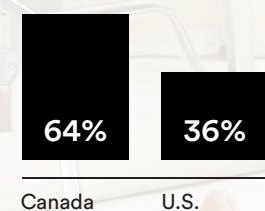


#### Market Share:

Regular eCommerce  
and retail customers:



Style Plan Subscribers:







# Our sustainable engagements

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The decisions made in the fashion industry have a huge impact on people and the planet. That's why we need to do our part. Our goal is to use sustainable fabrics and practices throughout our supply chain and make stylish clothes with substance. This is just the start.

## Hydro-less denim

-79% energy -50% chemicals -95% water

The standard denim manufacturing process wastes thousands of gallons of water. Hydro-Less' factory utilizes nano-bubble and Ozone-wash technologies to conserve water.

## Good cotton

High-quality cotton + sustainable harvesting methods

Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilizers, and build biologically diverse agriculture.

## Sustainable fibres

Lenzing TENCEL™ fibres use wood from sustainable eucalyptus plantations allow a zero-waste process that uses 20x less water than regular cotton, is more durable and is completely compostable and biodegradable.



# What is Style Plan

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Style Plan is a new and easy service from Frank And Oak that sorts members out with great style on a regular basis (without the fuss), at a low cost.

## How it works:

### Recommendations

Our stylists pick out customers' needs based on their personal style.

### Members pricing

Save up to 20% on every order with free shipping and returns.

### Risk-free

Customers can try on their items from the comfort of their home and only need to keep what they love. There is no monthly fee, but each box shipped has a \$25 styling fee, which is credited toward any items that are kept.

Skip a month or cancel anytime.

## Featured in:

*"For the quality of their clothes and expert curation, Frank and Oak is definitely worth the moola. Case closed."*

- **BuzzFeed**

*"Frank and Oak's clothing subscription service is a hassle-free and affordable way to upgrade your wardrobe every month without leaving the house"*

- **Forbes**

*"Frank and Oak is leaps and bounds better than most other subscription boxes."*

- **BUSINESS INSIDER**





# How we work with Affiliates

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Frank And Oak is part of the Rakuten Linkshare affiliate network (MID: 39876), which is home to thousands of trusted affiliates and merchants. It's free to register and payments are sent out monthly.

## Resources available:

- 10% commission on new customers' orders, 5% on repeat customers' orders\*
- \$10 commission per Style Plan sign-up\*
- Personal support from a dedicated affiliate manager
- Custom banners, product shots, logos, text links, videos and more
- Set up your own custom shop
- Free trials are available for Style Plan and our new collection launches

\*30 day cookie window

## Contact

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