

PRESS/ MEDIA KIT

OLSENHAUS
PURE VEGAN



Concept:

Consciousness – the new hip Olsenhaus is 100% cruelty-free, using only non-animal materials that are environmentally friendly. The concept of Olsenhaus is to showcase alternative materials that are clever, sophisticated, fun and on trend, while promoting consciousness through example and education. What the goods are made of, why, and attention to the impact on the environment, animals and people. In addition, Olsenhaus works to change the face of what a vegan person looks like. It is not the 60's, it is hip and stylish to be knowledgeable about what is going on, and work to make a difference, without sacrifices. It is all about style, truth, and the shift in consciousness to a new luxury.

The Look:

Olsenhaus style focuses on clean lines, color and unexpected material mixes. The line also keeps an eye on comfort by keeping heels a little lower, adding platforms, and including padding to insoles. Elizabeth experiments with colors and textures to create a signature look, that is on trend, but also classic and wearable for many seasons. The line has been described as modern, sexy, cool, hip, fun and fashion forward with impeccable craftsmanship. The collection consists of approximately 30 styles for each season, Spring/Summer and Fall/Holiday including sandals and wedges to pumps and boots. Retail ranges from \$125 to \$265. All store listings can be found at: www.olsenhaus.com

Our Customer:

From fashionistas, to vegans to incremental environmentalists, the Olsenhaus customer appeal is broad and spans worldwide. Our customers are educated, stylish, seekers, interested and interesting, value - based, conscious, and best of all indefinable by age, race, or political affiliation. As “green” goes mainstream, our customer base expands into all walks of life. The Olsenhaus website has experienced phenomenal growth with increased daily visits inquires and personal subscribers.

Materials:

Olsenhaus uses alternative, sustainable and renewable plant-based and man-made, non-animal materials such as: ultra suede, organic cotton, canvas, nylon, velvet, linen, cork, and a synthetic eco-lining. We are 100% vegan: no leather, fur, wool or silk is ever used. Soles are a composite of rubber, glues are rubber-based and vegan, paint is vegan and non-toxic. Nothing is tested on animals. Olsenhaus continually searches for more innovative techniques and encourages our factories and suppliers to use safer processes.

Synthetic and plant based materials account for far less pollution, and use only a fraction of the energy when compared to any leather. Most synthetics available today are flexible, breathable, and biodegradable. In addition, alternative materials are consistent in size, shape and thickness and therefore the entire piece is used, unlike a leather, which creates an enormous amount of waste.



Manufacturing:

Olsenhaus works only with people and factories with high standards of quality, reliability and accountability. Factories are personally checked for fair trade practices, fair wages, proper facilities, ventilation, clean and comfortable working conditions, safe machinery, superior organization, it is ensured that employees are respected for their skills, there are no child –labor practices, and no outsourcing to other factories or countries. We produce as local as possible in Central America.

Philanthropy:

Olsenhaus believes it is very important to give back and support organizations doing investigative and educational work towards increasing public awareness in animals rights and the environment through campaign programs, legislation, activism, and educational publications.

The following are organizations Olsenhaus works with participating in events, donates to, and/or is a corporate member of. We fully support all of their missions and work in the world.

Farm Sanctuary- www.farmsanctuary.org PETA- www.peta.org Humane Society- www.hsus.org Greenpeace- www.greenpeace.com

Future plans:

Future plans for Olsenhaus include growth into an international Lifestyle brand for Women's, Men's & Children's lines of footwear, handbags, and belts, extending into clothing and health & beauty. In addition Olsenhaus looks to launch a limited signature line under the designer's name, as well as vegan healthy fast food chain and vegan department store.



Olsenhaus as seen in:

VOGUE

marie claire

People

WALL STREET JOURNAL

NYLON

Los Angeles Times



WWD

yoga
JOURNAL



Women's Health



In collaboration with:



GREEN PEACE



OLSENHAUS
PURE VEGAN

QUICK STATS

as of Nov 2014



**Olsenhaus has been sold in
16 countries**

**Olsenhaus website gets
6-7,000 hits per month
80,000 per year**

**Facebook: 12,000 Fans
Twitter: 4,000
Instagram: 1,000+
Pinterest: 500**

Eco-Green :

Olsenhaus believes in accountability. The livestock/leather industry is the largest contributor to global warming, land devastation, environmental pollution, usage of valuable natural resources and water supply contamination. The leather industry is more harmful to the environment than the textiles, medicine, fertilizer, and paper industries. It is a 1.5 billion dollar industry that directly relates to abuse and death of 100 million animals from factory farms and slaughter houses.

From start to finish, the amount of energy required to create a leather hide is 20 times greater than the production of a synthetic material. The production of leather requires the transportation of feed to animals, removal of waste, electricity in housing facilities, electricity for operations and killing, pesticide use, vaccine and antibiotic use, transportation to remove carcasses and transportation of pelts. Then transportation of the hide to a tannery which involves sorting, soaking, fleshing, tanning, wringing, drying, kicking, cleaning, trimming, buffing, drying and finishing. Lastly the hide is transported to the garment maker, then a to wholesaler, and so on. In addition, hundreds of thousands of acres of land are cleared for the raising of livestock.

It is common sense. Leather is the hide of a dead animal and intended by nature to decompose. To prevent biodegrading hides for commercial use are treated with toxic chemicals, just some of which are hexavalent chromium salts, aniline, azo dyes, lead, cyanide, formaldehyde, tannins, solvents, and chlorophenols. These chemicals pollute the land, air and water supply. Groundwater samples collected near tanneries have indicated the presence of arsenic, chromium, lead, zinc, and total organic halides. Additional pollutants include protein, hair, salt, lime, sludge, sulfides and acids.

Vegetable-tanned leather is often touted as being less harmful to the environment. However, Bill Bartholomew, a representative for The Leather Group at The World Shoes Accessories eco-Ethics Conference, admitted that "Eco-friendly" vegetable tanning is actually just as polluting as chrome tint.

Olsenhaus products are manufactured as local as possible. We condense shipments into as few packages as possible to reduce our carbon footprint. In the office we use recycled papers and do as much electronically as possible. Our shoe boxes are made from recycled materials and our look books are digitally printed on recycled paper.

Olsenhaus is vegan owned and operated. Every person eating a vegan diet saves at least an acre of trees every year.



Founder:

Now a Manhattanite, Elizabeth Ann Olsen was born in 1972 and raised in both the Northeast and in the South.

She attended a college preparatory high school, then the University of Florida, focusing on studies in Art and Art History and then FIT (Fashion Institute for Technology) in NYC, graduating with a degree in Accessories Design. At FIT she learned the craft of Accessories: Footwear, Handbags, Belts and Anatomy, having to physically make pieces from concept, pattern to finished product.

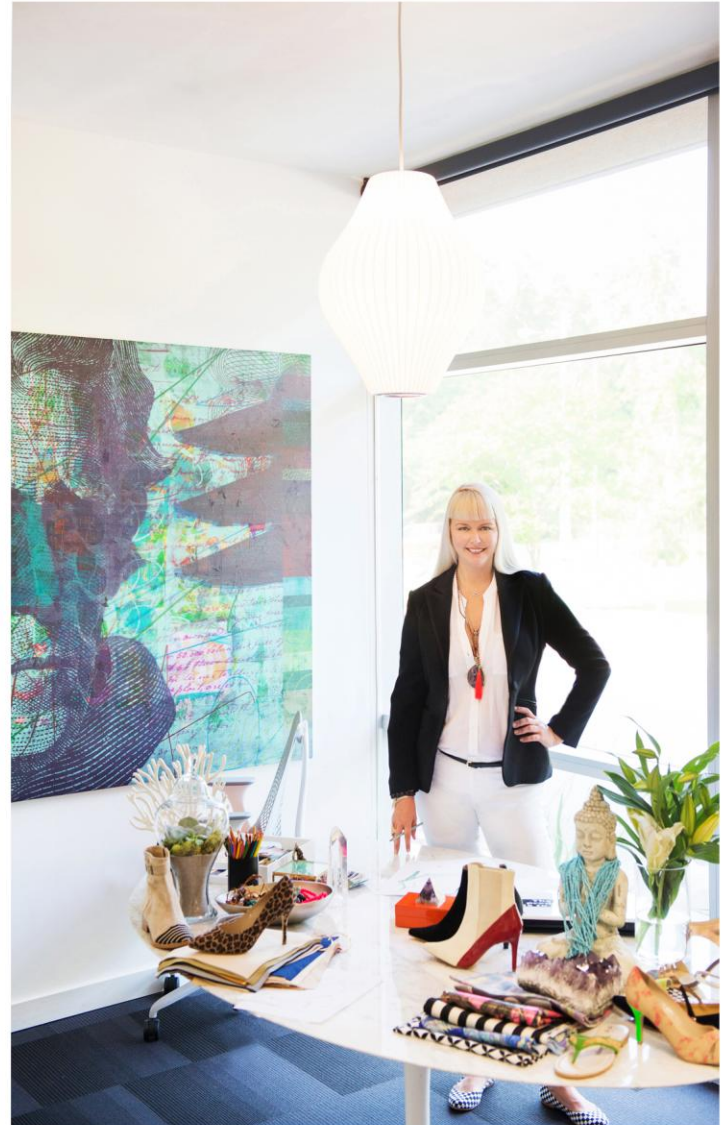
Elizabeth has traveled extensively and has lived and worked on both coasts working in design and styling. She has experience as a stylist for films, print campaigns, and commercials, and designed for notable clients. Companies and positions have included: Nike, Corbis, IBM, Nissan, Universal Studios, and Creative Director for Tommy Hilfiger Handbags, Calvin Klein, Bulga, Nine West, Jodi Arnold, as well as designed for several start-up footwear and handbag companies.

Experience gained in the industries honed Elizabeth's knowledge of business, management, creating brand imaging on small and large scales, and styling product, which fueled the desire to create a brand that stood for something larger than materialism.

Olsenhaus was created to merge Elizabeth's love of art, design, fashion, function, and being a voice for animals. The name pays homage to Elizabeth's Nordic heritage by combining her last name Olsen with "haus" the German word for house. Elizabeth Olsen is the creator and owner, currently wearing all the department hats for Olsenhaus, from Creative Director, Designer, Production Manager, Business Manager, to Marketing Director.

Elizabeth has been a vegetarian for 19 years and a vegan for the last 2 years. She currently divides her time between New York City, Florida, and traveling for Olsenhaus.

Future plans include the expansion of Olsenhaus, the further study of metaphysics, theosophy, yoga, building a completely environmentally friendly home and starting a family.



QUICK FACTS:

The meat, dairy & leather industries produce more air, water & land pollution than all the cars, trucks, planes & ships in the world

260 Million Acres of US forest are cleared for Livestock every year

That is equivalent to 7 football fields of land every minute

10 Billion animals are tortured and slaughtered every year

It takes 5,000 gallons of water to produce 1 pound of meat, growing wheat takes 25 gallons, you save more water by not eating meat, than by not showering for a year

1.3 Billion humans could be fed by grain that is fed to livestock

There are 225 chemicals used in production of leather many are toxic- cyanide, lead, arsenic, formaldehyde, they poison the workers and pollute the land, air & water

Sources:

*-Leather and the environment – Article from E/ The Environmental Magazine

www.healthnewsdigest.com/news/Environment_380/Leather_and_the_Environment

*-UN Report “Livestock’s Long Shadow” 2006-www.fao.org/docrep/010/a0701e/a0701e00.HTM

*-Doris Schubert, “ Assessment of the Environmental Release of Chemicals From the Leather Processing Industry,” IC-07 Leather Processing Industry 28 Jul. 1998.

*-Country case study on Environmental Requirements for the Leather and Footwear Export from Bangladesh, 2003

*-United States Environmental Protection Agency, “Regis Tannery,” Waste Site Cleanup and Reuse in New England 9 Aug. 2006.

*-Energy Study of Real vs. Synthetic Furs- Gregory H. Smith, University of Michigan, Sep 1979

*-Tanning and Leather Finishing Encyclopedia of Occupational Health and Safety, Stelman, Jeanne Mager, 88,4-88.6 Geneva: International Labor office, 1998

*-Guides to Ethical Living: For women: www.girliegirlarmy.com, For Men: www.discerningbrute.com

*Diet for a New America- John Robbins / *Skinny Bitch- Co-Author-Rory Freedman /*Animal Liberation- Peter Singer

ON DVD- Shaun Monson-*Earthlings.com

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Logo:



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