

Welcome to Asch Building.

A culture document built
for and by the Asch
Community.

If you've just been hired, walked into our store, or visited our website you've now come into contact with Houston's sustainability movement.

Asch Building is a threefold department store based in Houston, TX servicing a community hungry for a thoughtful selection of fair-priced, ethically made goods. Although Asch is a building, our mission is moved forward by the people that come in and most importantly go out.



Our namesake pays homage to the Triangle Shirtwaist Factory fire of 1911 that tragically ended the lives of 146 garment workers.

The Asch Building, located in Greenwich Village Neighborhood of Manhattan serves as our beacon of hope and remembrance. We look back to celebrate our collective progress of improving work standards and supply chains. We look forward to remind ourselves that there is much work to be done in achieving the world we hope to see.



As our brands have been meticulously curated and chosen, our culture must be meticulously created and maintained. A purposeful culture sets us apart and guides how our beliefs are put into practice.

What you're about to read is our culture document. A field manual of sorts allowing our customers, employees, and partners to gain a clear and consistent alignment in mission and vision. Whether customer, employee, or partner, take this book, read it, own it, and live it. This will be your cultural reference for owning and extending the mission.



01 Mission & Vision

02 Culture

03 Values

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This guide is split
into four distinct
sections.

Mission & Vision

We aim to make sustainable living attainable by making it accessible.

How? By providing a living model for individuals and enterprises to understand, adopt, and emulate. We believe our greatest impact will result from walking our talk and deeply investing in sustainable practices both seen and unseen.

Because, our future can be built by grassroots communities.

How? By inspiring partnerships across communities.
Our mission will progress as fast as our community
allows. Which is why we invite a variety of perspectives
into our space for education, awareness, and
connection.

Sustainability is not a feature, but an outlook.

A belief that a ripe future is ahead for our collective species. A future only possible by the progress we achieve today to become caretakers of our global community.

We believe our neighbors across the oceans are as important as those just blocks away. We believe that every resource is a privilege and that our contribution should always outpace our consumption. We are global citizens.

Why? Because...

This is how we continue.

This is how we flourish.

This is Asch Building.

Culture

Purpose. Purpose is the point.

Without purpose we are no better than our predecessors.

Our mission is to make sustainable living attainable by making it accessible. This mission provides us with the north star for all that we do.

We further our purpose by providing an environment of continuous learning that evolves and expands employees and customers' understanding of sustainability. We open our doors to educational opportunities, tours, and networking opportunities that bring a variety of intellectual perspectives into our doors.

Persistence. Because we choose the path of greater resistance every day.

High standards require high integrity. The easy option is always one click away, but we choose to resist, because we persist in all we do. Continuing to try until the solution is discovered.

We maintain our persistence through continued exploration. We look for deeply creative methods to support our circularity and we never shoot down a new idea for improvement. Grit is a vital aspect of our ongoing success and one that we celebrate within our doors.

Progress. We celebrate tiny things because they all matter.

Although our mission casts a far-reaching vision of the future, each step, even small, is deeply important to our team. Even when we're wandering around the solution we encourage and celebrate the success that we discover.

We highlight progress through continuous communication. Offering open channels for employees, customers, and partners to share in collective successes toward greater sustainability. Progress is both the end-result of a successful company culture and the beginning of cultural reinvestment.

Values

Move with purpose. If we stand to value what we consume, we move with purpose.

Serving as an ongoing model for intelligent activity that applies our time together in thoughtful ways. Whether client, partner, or customer, we don't believe in wasting anything, especially time.

Sounds like... "Here is my checklist for today."
Does not sound like... "What should I do today?"

Value One

Question your expectations.

If we aim to reframe the thinking of our community, we must abandon our preconceived notions.

The more you know, the more you care. We believe in backing up our opinions and telling great stories in support of our findings.

Sounds like... “How did you get to the conclusion?”

Does not sound like... “That is incorrect.”

Own your learning. Your mind is your reality and we're developing an intellectually progressive environment that requires pace and progress from each contributor.

Allowing for improvement and a healthy culture of learning. When new findings present concern, we pause and consider how our current worldview is influencing our response. Fostering a deeply innovative spirit within our community.

Sounds like... "I don't know how to do this."

Does not sound like... "Where can I learn about this."

Value Three

Celebrate everything.

Because progress comes in many forms and often when you least expect.

At times, progress may look like a loss, but we aim to celebrate the learning in any way we can. When we receive new information of any kind that improves our thinking, we celebrate. When our customers or employees experience a breakthrough personal or professional, we celebrate.

Sounds like... “That’s amazing! Tell us when you reach your next milestone!”
Does not sound like... “Okay, here is what you’re missing.”

Value Four

Messaging

Cultural alignment is created from a variety of factors, but words make it easy. At Asch, we are very good at words. With one message spoken by many voices we create harmony.

The following messaging guidelines will help you communicate clearly and effectively on behalf of Asch in a variety of contexts.

The Mission

We aim to make sustainable living attainable by making it accessible.

The One-Liner

Asch Building is a collection of shops in Houston Heights servicing a community hungry for a thoughtful selection of fair-priced, ethically made goods.

The Elevator Pitch

Where in Houston can you ethically shop for a variety of everyday needs? Asch Building is a threefold department store based in the historic heights of Houston. Offering ethically sourced provisions for your home, pantry, & closet all within one thoughtfully designed shopping experience.

Market

Inspired by the legacy grocers of European living, our market is an intentional blend of past and present. With hand selected and locally sourced options, we provide a holistic but refined approach to the majority of your everyday grocery needs.



Atelier

Taking deeply to the modern styles of South Africa, the Atelier is both a clothing workshop and an revolving women's fashion collection.

Choosing only to carry the pieces that we personally standby or create in-house, our selection is premiere in quality and classic style.



Home

Unifying a selection of recurring product offerings and unique home goods, the home department is a transformative shopping experience. Sustainable living becomes truly accessible with the selection of refillable products, handmade gifts, and various home goods.



Building today, for
a better
tomorrow.

Want to learn more?
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