



## A manifesto for a new approach to fashion

After ten years of running a successful fashion brand, the founders of studio .ruig think it is time for reflection. They realise that the current fast-paced system of working with trends and seasons is putting an irresponsible pressure on both the environment and on every participant of the fashion industry.

Designers feel constrained by the expectation to create new things again and again. Retailers find themselves forced to invest in continuously changing collections, growing a stock of items that quickly become unsellable.

Consumers feel cheated by fickle trends that push them into mindless overconsumption and feel expected to treat fashion as disposable. The owners of studio .ruig are convinced we can all do better, and take a radically new direction with their own fashion brand to set the tone.

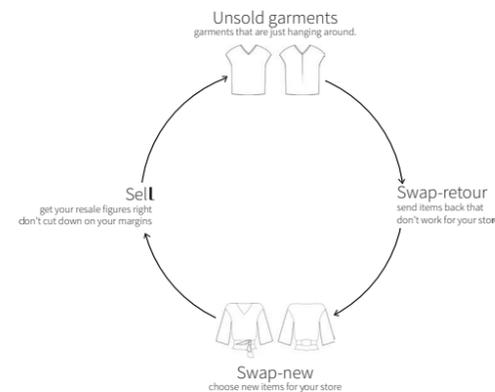
We will create intelligent fashion. Our studio .collection will be seasonless and timeless. Our philosophy is to build upon what is good, perfect that and gradually fade away the items that have outgrown their relevance. With our slowly evolving collection, we'd like our customers to approach their wardrobes as a multi-layered work in progress, not as a final result that has to be completely re-invented every year.

We will foster lasting and reciprocal relationships. Retailers have evolved from mere distributors to playing a much more important role as connector between brands and consumers.

We consider them to be the real influencers in our industry. By shifting from the traditional system of pre-ordering to an agile and flexible business service, we are constantly improving the ways to become true partners.

Producers, designers and retailers can find joy in their work and feel fulfilled knowing they are creating positive impact and are contributing to a more sustainable industry.

Consumers feel better understood and less under pressure to conform. They are free to express their own personality and to enjoy their clothes on a daily basis for many years to come.



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## How does it work?



**Personal account**  
 Login to your personal account in our B2B shop to view our collection. You can reach our B2B shop through phone, tablet or PC.



**Choose the styles you like**  
 Our B2B shop works exactly like a webshop to make everything easy.



**View stock levels and wholesale prices**  
 View how many items of a size are left. All garments we produce are calculated to be in our collection for at least 1,5 years. But some styles run faster than others. We will keep you updated about restocks through our newsletter.



**New drops of garments six times a year**  
 New drops of garments are added to the collection six times a year. We move slow and therefore these drops consist of 2 up to 6 garments. With this method we can evolve our collection slowly over time and let it grow naturally.



**View fabric and style information**  
 All information about fabrics, materials and care. At the reach of your fingertips.



**Flexibility**  
 Order whenever it is convenient for you. Whenever you need to stock up on some missing sizes or add a new style.



**Use our image bank for your e-commerce**  
 Do you have a webshop to fill with garments that you sell? Use our photoshoot pictures. You can find the image bank page on our website, here you can download the pictures from the studio .collection.



**Our benefits**  
 No more waiting  
 No deposit  
 Ready to order  
 Direct shipment



**No minimum order value**  
 We don't dictate a minimum order value. Choose the styles you like and start small if you want. Get to know your customers before deciding to invest in a style.



**Pay directly or pay later**  
 Pay later with Klarna, or pay directly with iDeal, Paypal and Bancontact payment options in our B2B shop.



**No deposit**  
 No need for a deposit half a year upfront, as we have made all styles ready to order.



**Direct delivery**  
 When you complete your order we will collect all garments and deliver everything directly to your store.



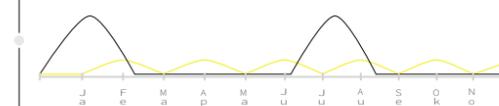
**Stock up on items that sell**  
 Not happy with your resale figures? We can arrange a swap. Garments that don't work for your store will be returned back to us in change for new styles for your store. No biggie.



**We keep you updated**  
 We write our retailers newsletter 2 times a month to keep you posted with relevant information; the launch of a new drop, a restock of a garment or information about the materials in our collection.



**A steady flow in finance**  
 We know the fast fashion system results in two big financial mountains in a year, we want to flatten those with our new concept. By making items ready to order and available through our B2B shop, you can spread out your budget over the whole year and create a new flow.



**Lets work together to create a better future**  
 We need all hands on deck to make the fashion system a better one.