

SOPHIE LOVEJOY

- I'm 33 years old
- I grew up in Adelaide, South Australia
- I have two older brothers, Will and Tom
- Adelaide is one of the smaller cities in Australia - everyone knows everyone!
- I am the Founder & CEO of sleepwear brand Sant and Abel
- I have travelled all over the world to get to where I am today



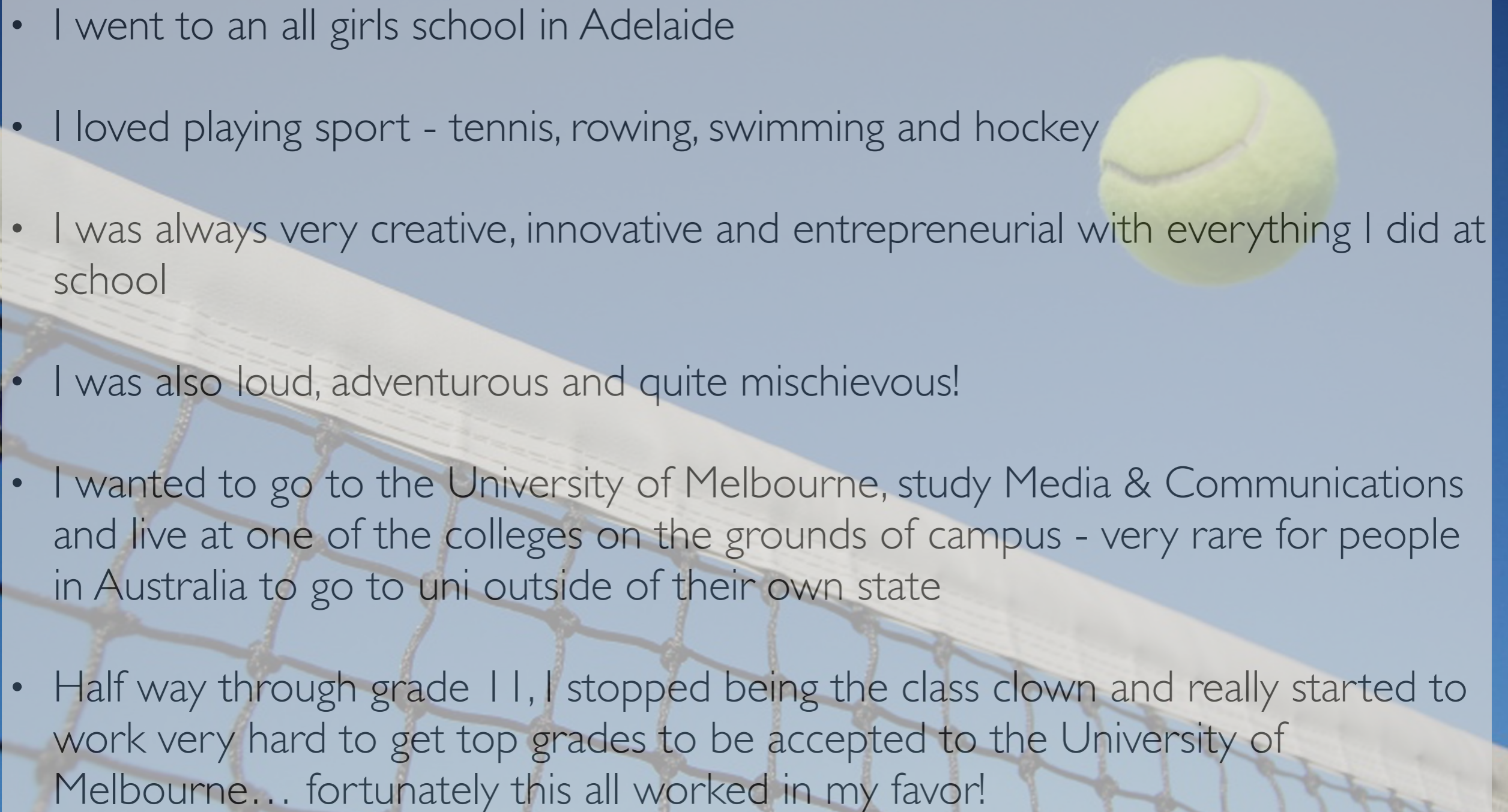
SOUTH AUSTRALIA

- We have a cattle farm one hour from Adelaide
- Weekends spent rounding up cattle, tagging calves, playing croquet on the lawn
- Every summer we would go water skiing at a nearby national park called The Coorong



JUNIOR & HIGH SCHOOL

1986 - 1999

- I went to an all girls school in Adelaide
 - I loved playing sport - tennis, rowing, swimming and hockey
 - I was always very creative, innovative and entrepreneurial with everything I did at school
 - I was also loud, adventurous and quite mischievous!
 - I wanted to go to the University of Melbourne, study Media & Communications and live at one of the colleges on the grounds of campus - very rare for people in Australia to go to uni outside of their own state
 - Half way through grade 11, I stopped being the class clown and really started to work very hard to get top grades to be accepted to the University of Melbourne... fortunately this all worked in my favor!
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BECOMING AN ENTREPRENEUR

- I have always found innovative ways to work and earn money
- Raffle in the local neighborhood
- Lemonade Stand Tycoon at the age of 7
- McDonald's Check Out Chick at the age of 13 - to earn enough money to invest in shares
- Worked in my mum's homewares store



ENTERING THE REAL WORLD

2000

- I was accepted into the University of Melbourne to study Media & Communications, but deferred my position to do a GAP Year in the UK.
- Back in 2000 it was rare for Australians to do this.
- Lived and worked at a historical country house hotel in England called Stapleford Park
- Experience taught me to become fiercely independent at the age of 18
- I travelled with friends around the UK on the weekends and Europe on my holidays



UNIVERSITY OF MELBOURNE & ORMOND COLLEGE 2001 - 2003

- I applied to attend Ormond College at the University of Melbourne - kind of like a combined Frat / Sorority
- I applied from the UK - I was nothing more than a name on a piece of paper. I did not get accepted.
- I was so determined to go to that college... that I found a way in!
- Never give up!



- Three of the best years of my life - some of my best friends have come from Ormond
- Highlights - Social Rep on the General Committee, Rowing Captain, initiator of many prank calls

TV CAREER 2004 - 2011

- Studied a Masters in Journalism
- News Reader on the Radio
- Producer at Australian TV News Networks
- Intern at ABC's 20/20 in New York - I was so determined to get there, I did everything I could. Turns out I was the first Australian they ever had!
- Ended up getting a job as an Associate Producer at 20/20 - the Executive Producer is still a very good friend. Best TV job I've ever had!
- Returned to Sydney in 2008 to work for ABC's affiliate, Channel 9, as a Senior Producer on an Entertainment show.

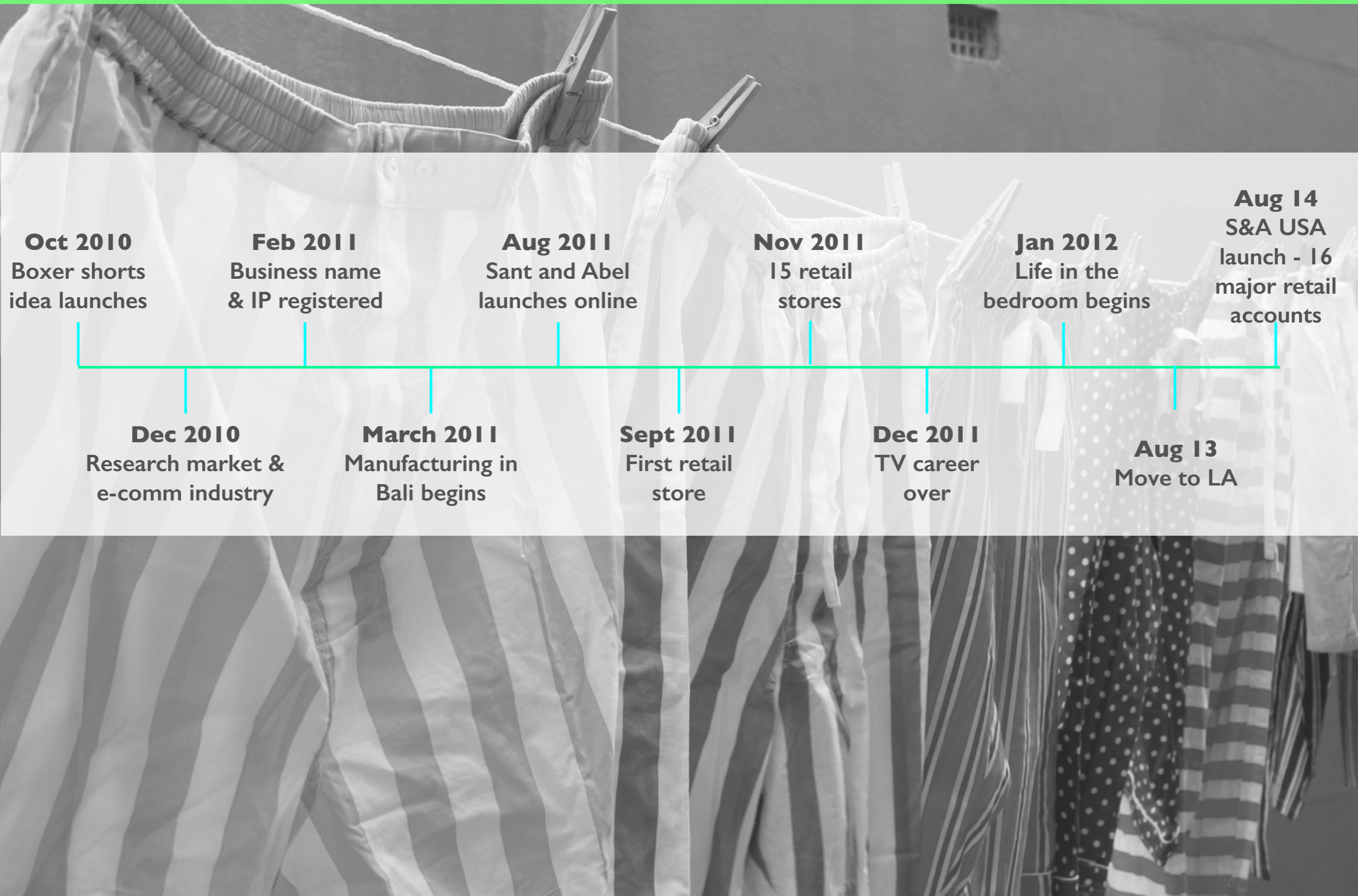


MY ENTREPRENEURIAL ROOTS

Not just having a vision, but the tenacity to use all resources to turn that vision into reality

- Whilst working as a TV Producer, I was looking for another challenge
- I wanted to start an online site as a “side project”
- Years working in my mum’s store came in handy
- She wanted me to start making classic men’s boxer shorts to sell in her store.
- My brother had recently moved to Bali - a great place to start manufacturing.
- Timing seemed to work well

TAKING RISKS



Oct 2010
Boxer shorts
idea launches

Feb 2011
Business name
& IP registered

Aug 2011
Sant and Abel
launches online

Nov 2011
15 retail
stores

Jan 2012
Life in the
bedroom begins

Aug 14
S&A USA
launch - 16
major retail
accounts

Dec 2010
Research market &
e-comm industry

March 2011
Manufacturing in
Bali begins

Sept 2011
First retail
store

Dec 2011
TV career
over

Aug 13
Move to LA

THE PROBLEM

- Most sleepwear is made from inferior, synthetic fibers - alarming especially for children
- 100% cotton sleepwear is expensive - \$150+ per piece
- Many brands target womenswear only, neglecting the whole family

THE SOLUTION

- We offer the high quality, breathable, 100% cotton sleepwear at an accessible price point
- Our range is designed for the whole family: women, men and children
- Each design is stylish, comfortable and affordable
- US Sleepwear market worth \$2.5billion+, children's market makes up \$1 billion
- **Our price point: \$40 - \$60 per piece**

INITIAL OVERHEADS



Website	\$6,500
IP & Business Registration	\$800
Manufacturing & Ship-1150 units	\$13,500
Travel & Entertainment	\$1,600
Photography	\$1,200
Press & Social Media	\$100
Warehousing	\$0
Models	\$0
TOTAL	\$23,700

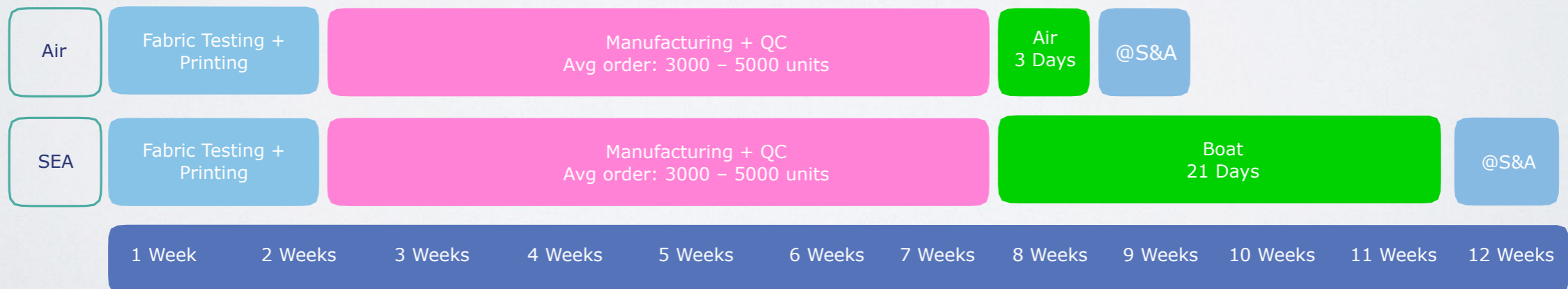
SUPPLY CHAIN MANAGEMENT

Manufacturing History

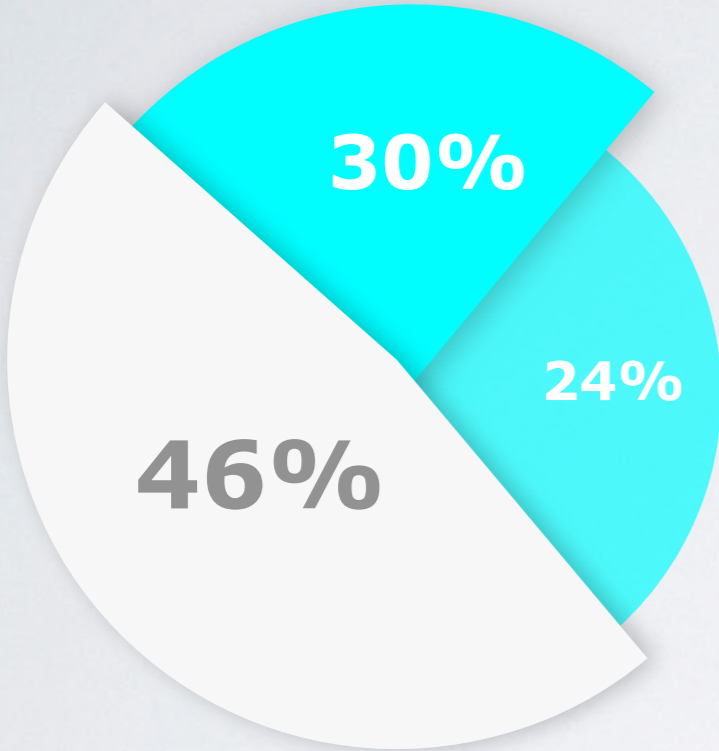
- Formed relationships in Bali, Vietnam, China & HK
- First Production: March 2011, Bali
- Manufactured Units to date: 30,000+

Current Production

- Zibo, China
- Clients include Guess, Gap, American Eagle
- Fabric testing, screen printing, labelling and QC
- Multi-lingual team - better communication



DISTRIBUTION CHANNELS



Currently 30% of Sales

S&A Website



Currently 24% of Sales

Online Stores



Currently 46% of Sales

Brick & Mortar



The Beverly Hills Hotel
and Bungalows

SLEEP WITH PERSONALITY

Remove the logo from any campaign and you should still recognize the brand

- Deborah Lloyd, Creative Director, Kate Spade

Relatable situations injected with humor

Customers not just buying a product, buying into the S&A lifestyle

Creativity on a tight budget

S&A Adventures around the world

Two films on budget of \$10K each, shortlisted for Cannes Lion Awards

Use every contact you have! The worst you'll get is a no!





CREATING A CONSISTENT VOICE

Extend to all aspects of
business

Calls to customers & buyers

Written communication

Visual imagery & coloring

Simplicity and consistency
always best

Be true to your brand
promise

Sant and Abel always classic
and colourful

“People like consistency”
Mickey Drexler, CEO J Crew

THE TEAM

TEAM IN INDIA

hired via [elance.com](https://www.elance.com)

Online orders

Reports & Analytics

6 - 10 hours a day

WAREHOUSES

Sydney & LA

SALES AGENTS

Sydney & Atlanta

ASSISTANTS

Sydney & LA

ADVISORY BOARD

MENTORS

(multiple)

**ALWAYS PICK PEOPLE
FOR YOUR TEAM WHO
HAVE THE SAME
STANDARDS AND WORK
ETHIC AS YOURSELF, IT
OUTWEIGHS
EXPERIENCE**



WHAT DOES IT MEAN TO BE AN ENTREPRENEUR?

Meetings will get cancelled - don't give up!

Celebrate your wins

Exercise humility and appreciation

Take the blame, don't shift it

No one likes criticism... always seek constructive feedback

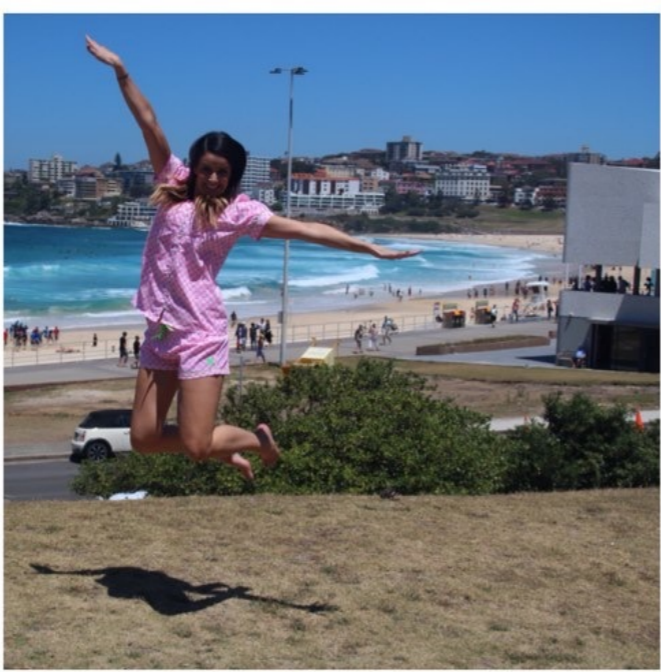
Write a TO DO list and update multiple times a day

Delegate where possible. But never be too important to do the smallest tasks

Retain childish wonder

Stop and look how far you've come!





@SANTANDABEL

