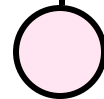
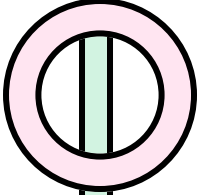
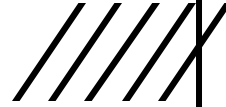


# ECO.LURE

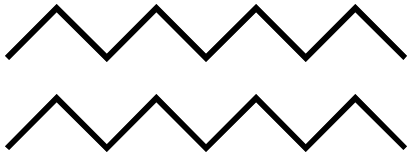
HIGH QUALITY  
SUSTAINABLE B2B  
APPAREL



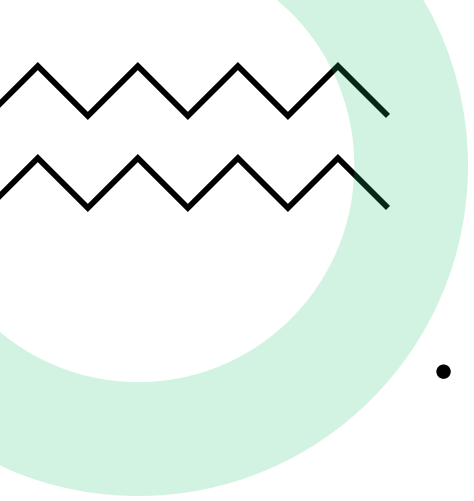
ECO & ETHICAL  
FASHION



# The power of branding

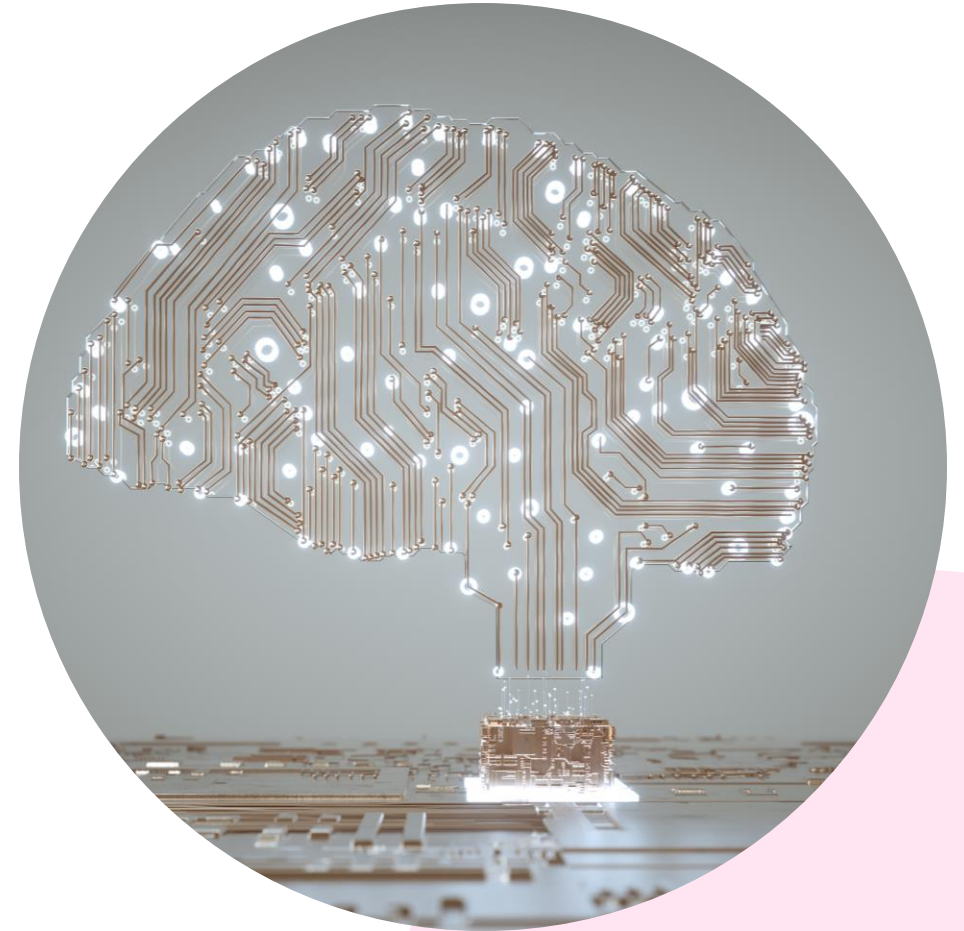


- Your business uniform is likely to be one of the first interactions people have with your company and it's your opportunity to make a solid first impression, show you deliver a quality service, and visually express your purpose. It communicates to people with no prior knowledge or experience with your business that you do great work.
- If it's apparel/ goods you need, making products your clients are going to fall in love with is essential for any brand or business and to gain their attention in such a competitive market, creativity and innovation is essential, for that colours, typography, sustainable options and creative products do the trick.
- Now to persuade them to come back and leave you a positive review, than it's all about the quality and uniqueness. The good news is you are in the right place, whether it's for your business uniform or apparels/goods or both, I've got you covered.



# The science behind branding psychology

- Branding psychology isn't just a likable marketing term – it's rooted in science. Specifically, it focuses on how brands use recognized psychological principles to engage with their audience.
- These principles include:
  1. The Psychology of colour
  2. Pattern Recognition
  3. Creating an experience Social Groups & Belonging
  4. The Heart of Branding Choices: Emotions





# Why sustainable?

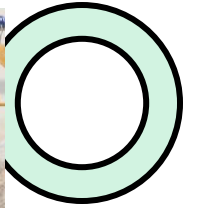
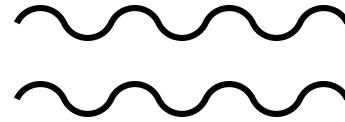


- By now, we all understand the importance of investing in sustainable business practices. What was once considered a company mission to do social good is now a business imperative and will soon become part of legislation, so be ahead of the game.
- The proof is easy to see. There are a lot of thriving industries that are successful and doing good for the world, and customers are holding responsible those who don't.
- So, where should companies start?
- Source ethically and responsibly by working with suppliers who are committed to sustainable environmental practices and protecting the health and safety of people and the planet, and by this you will also be adding value to your business.



# Introduction

Hi,



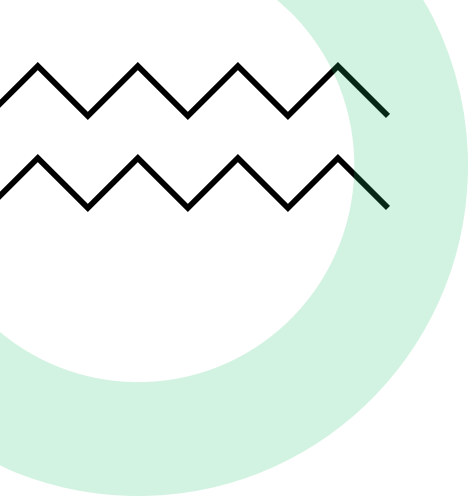
Thank you so much for taking your time to go through my portfolio.

My name is Rebecca Lyall, I'm a single mom, Copeland resident and owner of the newly established Eco-lure.

I am a creative force, innovative and professional business branding expert, and I am here to help you take your business to the next level.

I have a wide range of courses and experiences, my knowledge and influence is a mixture of European and tropical Latin providing me with flair and a unique vision of fashion and branding.





I work with a wide range of products:

- mugs, cups, bottles, coasters, notebooks or pads
- tote bags, knitted bags, raw fibre bags
- T-shirts, jumpers, coats, cap
- uniforms and aprons

I offer infusible ink transfer, water-based print with glitter or plain (our most sustainable options, with no nasty chemicals), hotfix crystals (stuck to the garment with melted metal guaranteeing a long term fix), foil and vinyl.





# Why us?

First I will understand your needs and what you want for your business

I will present my ideas to you and listen to your feedback

Let's celebrate, we have achieved perfection



I will plan your uniform/ apparel/ goods

I will adapt any requirements made for the perfect outcome and manufacture your goods according to specifications



# Testimonials



## Tot Spot B2B

- Great design and art work
- Easy communication and the end result was great
- My new staff uniform has received many complements and has put my business in evidence

## Retail client

- Tasteful designs
- Great quality
- Great customer service

## Retail client

- Loved the packaging
- Perfect fit
- Amazing quaiity



# Collaboration

Let's take it a step further?

I offer social media collaboration too, grow your audience even further; allow your audience to see and feel as part of your story and development.

Collaboration is a powerful growth tool, I develop content to be showed and tagged on both mine and your social media platform so we can benefit from a wider audience and increase our social media blue print, which means our content will be featured to a wider public, both followers and non-followers.

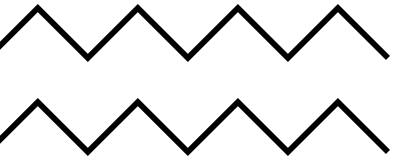


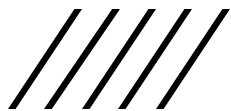
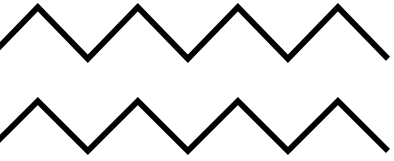
# Not finished quite yet!

Because we aim to always take a step further, and really provide a service quality never seen before, we also offer the option to return your beloved apparel you purchased from us, once it's ready for retirement to be recycled, this is a great way of reducing your business carbon footprint.

And we don't stop there, we will also issue you with a discount code for your next purchase with us, because it's good to do good and together we can generate a positive impact on the environment and guarantee a beautiful world for our future generations.

We are really looking forward to doing business with you





# THANK YOU

Eco.lure  
07367 685089

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 @ecolureshop

 @ecolureshop