

# REET AUS BRAND

Slow fashion.

Beautiful clothes.

2009

Toomas Plunt

# CONTENTS

1. Reet Aus
2. Reet Aus brand
3. How it began
4. What have we learned?

# REET AUS

“Create only as necessary,  
don't create the need”



# REET AUS BRAND

“SLOW FASHION. BEAUTIFUL CLOTHES” is our motto.

What we value:

- Design
- Environment
- Quality
- Ethics



**HOW IT BEGAN**

# THEATRE WORKS



# REUSE FASHION CONCERT 2005 & 2007



# 2007 – RA LOOMING IS ESTABLISHED



2007:

- RA Looming is established
- Focus on studio and theatre works
- First big order from hotel



# 2008 & 2009 – NEW GOALS



2008:

- Toomas joins the company
- 3 fashion shows in Germany and 1 in France
- Focus shifts to foreign markets
- Creating souvenirs for Tallinn2011 Cultural Capital of Europe

2009:

- First (mass) producible collection - AW2009
- The first ever Estonian brand to participate in London Fashion Week
- Participating in Riga Fashion Week

[http://www.youtube.com/watch?v=nfxx\\_3TWq2Q](http://www.youtube.com/watch?v=nfxx_3TWq2Q)











# WHAT HAVE WE LEARNED?

1. Cooperate with people who have different background and skills
2. Focus! Don't do too many things at once
3. People don't change
4. Be persistent.

# TYPICAL PROBLEMS IN CREATIVE INDUSTRY

- Lack of capital – guarantees from Government
- Lack of capital – consultation about funding options
- Lack of economical knowledge – business plan consultation and accounting service
- Lack of juridical knowledge – legal drafts and consultation if needed
- Lack of technical knowledge – technical support

Most important:

OFFER EASY SOLUTIONS !