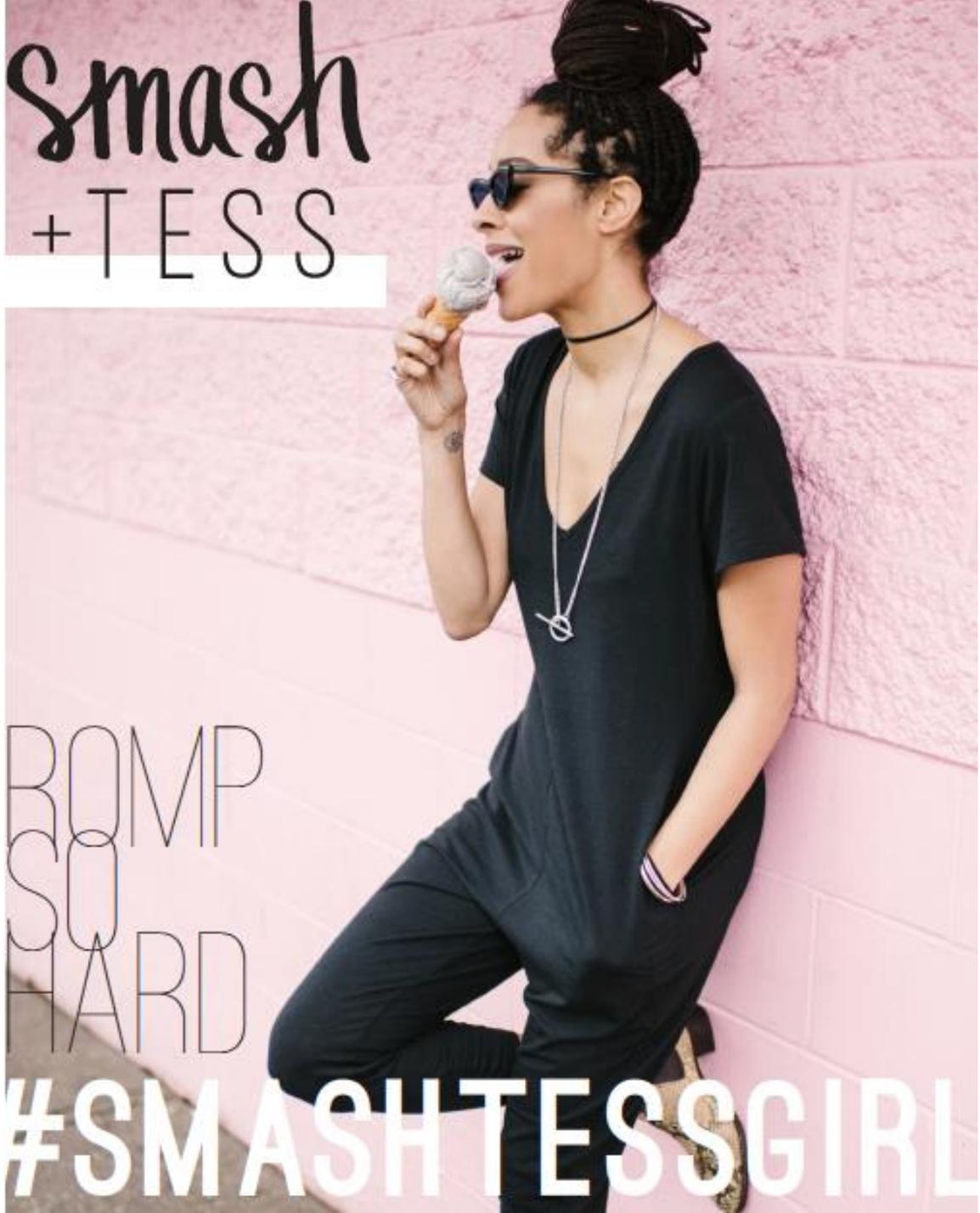


Smash  
+ TESS



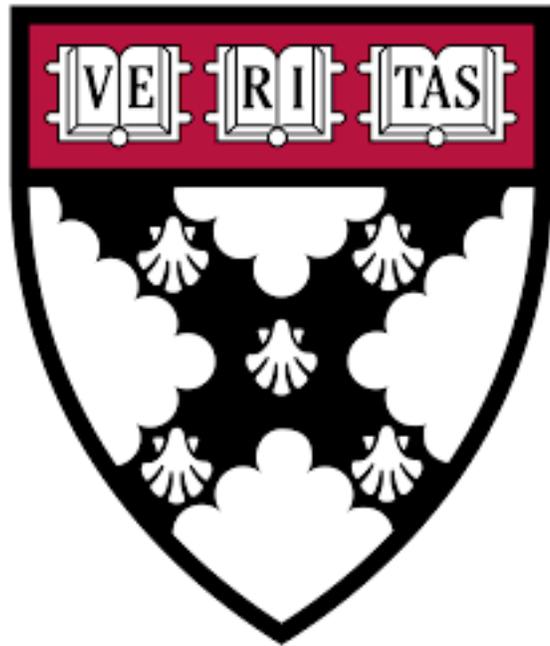
## **Why Choose Direct-to-Consumer? Is it the Solution?**

**Ashley Freeborn**  
Founder +  
Managing Director

- Smash + Tess is a leading loungewear product in Canada
- We are comfortably generating revenue in the 8 figure range this fiscal year
- Our revenue is 70% reliant on web-based, D2C sales



“No industry is failing faster than retail.”



Harvard Business Review, 2018

Consumers are now, more than ever, in the driver's seat- they can seek out the products they want, when they want, however they want.

At the click of a button.





## Why DTC can be the solution?

1. Own the customer experience
2. Appeal to the heart
3. Engage audience through content
4. Create sales through thoughtful and targeted advertising

## Why DTC can be the solution?

### 1. OWN THE CUSTOMER EXPERIENCE

DTC allows us to focus on “brand equity” and “brand purpose” because **we own our customer relationships**-elevating people and products over price and place.



Own the customer experience and relationship:

**We are helpful**

### Interactive Size Calculator

ONLINE EXCLUSIVE

**HEART™ ROMPER**  
\$119.00 USD

#### SIZE CALCULATOR

Want to order a romper but aren't sure which size and need some advice? Give our size calculator a try and we'll offer you our best guess! Because friends don't let friends order the wrong romper size :)

**SELECT A STYLE**

- THE CLASSICS
- THE SWEETHEART
- JH X SMASH + TESS

**SELECT A FIT**

- A BIT MORE FITTED
- JUST SO!
- A LITTLE LOOSER

**SELECT HEIGHT**

5'4" ▾

**SELECT WEIGHT (LBS)**

170

**CALCULATE**

Please note that we use US sizing site-wide and if you know your exact measurements, we do recommend that you check out our detailed size guide!

### Visual Size Guide

#### THE FRIDAY ROMPER



Own the customer experience and relationship:

**We are inclusive**

GET THE LATEST SUMMER STYLES [Shop NEW!](#)

### #ROMPRESENTING

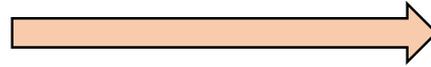
How do you rock your Romper? Tag us @smashtess using the hashtag #ROMPresenting to be featured below! ❤️



Own the customer experience and relationship:

## The customer journey is consistent

From the way that we talk to our customers in our product write ups



To the moment that they unwrap their Romper when it shows up at their doorstep



You made it! Another successful week under your belt. Hot shower, glass of wine, and a deliciously cozy long-sleeved romper to kick off this weekend just right (we just happen to call this that #rompsohard moment, we got you, girl!). Whether you're laying low or hitting the town, this versatile romper screams "FRI-YAY!"



Why DTC can be the solution?

## 2. APPEAL TO THE HEART



We appeal to the heart:

**Through giving back...**





## We appeal to the heart: By connecting personally...

### HOW DID YOU COME UP WITH THE CONCEPT? HOW DID YOU GET STARTED ON THE DAUNTING PROCESS OF WRITING?

Frankie has this fantastic book about a bunny who watches over baby while she sleeps. Whenever I would read it, I would think about how there should be a bunny that goes along with the story so that she would feel extra safe. It made me think... we've had a lot of love for our Smash + Tess Mini Rompers, so wouldn't it be cool if little girls could listen to or read a story that was about their Romper, while wearing their Romper?

The moment I put Frankie down that night, I went downstairs, told my family that I was going to write a book... and then I wrote the book... that night. Of course, there have been edits and it has evolved substantially- but the foundation of "Frankie and the Magical Romper" was written that very night. When I'm feeling creative and inspired, I never find the process of writing daunting.



### KEEPIN' IT REAL DESIGNED AND ETHICALLY PRODUCED IN NORTH AMERICA

Smash + Tess creates comfy, cozy and cute loungewear you never want to take off... and we don't think you need to!

We believe that women should feel confident and beautiful every minute of the day, no matter whether it's spent in the boardroom, on a school run, or between the sheets after a day spent conquering the world.

### ON THE BLOG THIS WEEK

## SMASH + TESS TURNED 3

On April 23rd, we celebrated our 3rd birthday with our closest friends, family and our #smashtessgirls at Parq Vancouver. Everyone was comfy and chic wearing their fave Rompers and S+T styles!

We brought the summery, retro vibes of Palm Springs to Vancouver thanks to Bespoke Décor! The D/6 Bar & Lounge Patio at Parq Vancouver was transformed with greenery, wicker pieces, funky poofs and a hand-painted Instagramable backdrop. And of course, what's a beautiful space without an amazing photographer to capture all of the special details and memorable moments. Thank you, @brooklyndphotography!...

READ MORE

### FOUNDER / PRINCIPAL TERESA FREEBORN - TESS

Working in the financial services industry for all of her career, Teresa has always believed in people helping people. Raised in Tsawwassen, British Columbia with three sisters, Teresa's love of sleepwear started early in life. Pajama parties were commonplace at home, but Teresa was always frustrated that she couldn't find any pajamas that were elegant yet playful.

After her daughter Ashley attended fashion school in 2014, the duo decided to take the plunge with Smash + Tess. Teresa has lived in sunny Los Angeles for 20 years and enjoys downtime with her husband, puppy, family and friends.

### GIRL CRUSH

Melinda Gates. She is a killer boss babe who is well educated and fiercely confident. She, like me, considers one of the most important give-backs is her ability to assist in the advancement of women in leadership in all sectors.

### GUILTY PLEASURE

I have a serious obsession with peanut butter, I love to cook, shop, and always enjoy a friendly round of golf - the course is my happy place!



# Why DTC can be the solution?

## 3. CREATE AUDIENCE THROUGH CONTENT

“Great content doesn’t sell a product, it seals an opportunity to better an aspect of your life.”

-Nik Sharma, Head of DTC and VaynerMedia and 2019 Forbes 30 Under 30





smashtess [Edit Profile](#)

757 posts 97.8k followers 736 following

Smash + Tess  
Home of the original ROMPER! Comfy and cute loungewear designed + ethically produced in North America #rompsohard #ROMPresenting NEW SUMMER  
[smashtess.com/collections/new-styles](https://smashtess.com/collections/new-styles)

- AS SEE...
- SUMM...
- SPRIN...
- BC WO...
- BTS
- JHxST
- HOLIDAY

POSTS IGTV SAVED TAGGED



[View Insights](#)

[Promote](#)



Liked by [afreeborn](#) and 3,512 others

**smashtess** CLOSED •• GIVEAWAY // We've partnered with [@sajewellness](#) x [@jillian.harris](#) to give you the gift of self-care! We want to give you a chance to with a Smash + Tess x Jillian Harris Jilly Jumper in Annie Almond, AND a [@sajewellness](#) x [@jillian.harris](#) SOLD OUT Limited Edition Diffuser and diffuser blend - talk about the perfect evening at home! 🌿



**meg\_instagramham** I love reading a good book while wearing my [@hadaka\\_beauty](#) 24K gold eye masks and sipping on a coffee. Best way to start the weekend [@thegreengreen](#)

6d 2 likes Reply

[View replies \(1\)](#)



**addijade** [@coco.summers](#) Our mom's night (geriatric meal time of healthy food) followed by yoga, meditation and crafting with you on my living room floor! I LOVE YOU Mama ❤️❤️❤️

1w 2 likes Reply

[View replies \(1\)](#)



**katieandlean** [@budayfour](#) and I self care each summer with a girls getaway to Vancouver: rompers, rosé and tacos - oh my!

1w 2 likes Reply

[View replies \(1\)](#)



**juniper.ireland** Enjoying a glass of wine and venting with my girl [@ssophit1](#)

1w 2 likes Reply

[View replies \(2\)](#)

# AS SEEN ON



**ALESSANDRA AMBROSIO**

@alessandraambrosio



**JENNA RAE**

@jennaraecakes



**SELMA BLAIR**

@selmablair



**SARAH MICHELLE GELLAR**

@sarahmgellar



**JORDANA BREWSTER**

@jordanabrewster



**ANGI FLETCHER**

@angigreene



**JILLIAN HARRIS**

@jillian.harris



**TORI WESSZER**

@fraichenutrition



**KAITLYN BRISTOWE**

@kaitlynbristowe

# Smash + TESS

RELAX · INDULGE · IMAGINE

FREE SHIPPING ON ORDERS OVER \$150

It's the #monstersmash!

## WIN A ROMPER

Head over to Instagram for our  
**HALLOWEEN CONTEST!**

To enter, share how you include your  
Romper in a costume OR how you're  
getting spooky S+T style until  
midnight on **HALLOWEEN** using  
**#monstersmash**.



BEHIND THE BRAND FASHION LIFESTYLE THE #SMASHTESSGIRL

**"WOMEN ARE 2X MORE LIKELY TO EXPERIENCE CHRONIC PAIN THAN MEN YET THEIR REPORTS OF PAIN ARE ALSO MORE LIKELY TO BE DISMISSED" (2) ...LET THAT SINK IN FOR A MINUTE.**

Ashley Freeborn, co-founder of Smash + Tess, knows this all too well as she experienced pain and the horrible symptoms of Crohn's disease for years before getting diagnosed or treatment. (Read more about her experience with Crohn's disease in her Reason to Romp.) Even though she visited various specialists and had countless visits to the hospital, she was told she likely had a form of indigestion and needed more pillows to keep her head elevated to alleviate the unexplained nausea.

The problem was that Ashley and the health issues she was experiencing were not taken seriously. In fact, according to the Health Gap, "70% of patients with 'medically unexplained symptoms' are women and they are often incorrectly assigned to a psychological origin." Ashley and most women, are not taken FOR REAL.

#SHESFORREAL

System Preferences

Our blog sees an average of 10,000 views a month

60,000+ Newsletter Subscribers  
With over 18% of our traffic resulting from this source

# Our #smashtessgirls are our greatest ambassadors



“Some moms show up to pick up their children in heels...I show up in one of my @smashtess rompers at least 3/5 days a week.”



“Why did I wait so long to purchase a @smashtess romper???”



“Sundays are for rocking my @smashtess. Actually who am I kidding, Monday- Saturdays are no different.”

## Why DTC can be the solution?

### 4. CREATE SALES THROUGH THOUGHTFUL AND TARGETED ADS



- In the past year, our average ROA is \$50.34
- 10% of our sales are a result of our FB ads



- Retarget visitors who left without purchasing
- Similar to Google Ads but more user friendly
- In the month of April, our ROA was \$161.80 for every \$1 spent



Challenging

The Great Divide

## Bricks and Clicks are not mutually exclusive

- As a comfort-oriented product, this offers customers the chance to try on the styles
- Brand Ambassadors across the country
- Large bulk orders that require less time and labour

Bricks and Clicks are not mutually exclusive

P L E N + Y



A screenshot of the Indigo website's homepage. At the top, the "Indigo" logo is in a bold, black, sans-serif font. Below it is a navigation menu with links for "BOOKS", "TOYS", "BABY", "HOME", "FASHION", and "SALE". A large banner at the top features a background of pink and red roses and the text "NEW BRANDS WE ❤️" in pink, with the subtext "Must-haves from the brands we can't get enough of." in black. Below the banner are four product category tiles. The top-left tile is for "BENEFIT COSMETICS ONLINE ONLY" and shows various makeup products. The top-right tile is for "BKR BOTTLES" and shows two water bottles, one pink and one purple. The bottom-left tile is for "SMASH + TESS ONLINE ONLY" and shows a woman wearing a blue jumpsuit. The bottom-right tile is for "FJALLRAVEN ONLINE ONLY" and shows a red backpack. A black arrow points from the banner area down to the "SMASH + TESS" tile.



THE LILY JOGGER

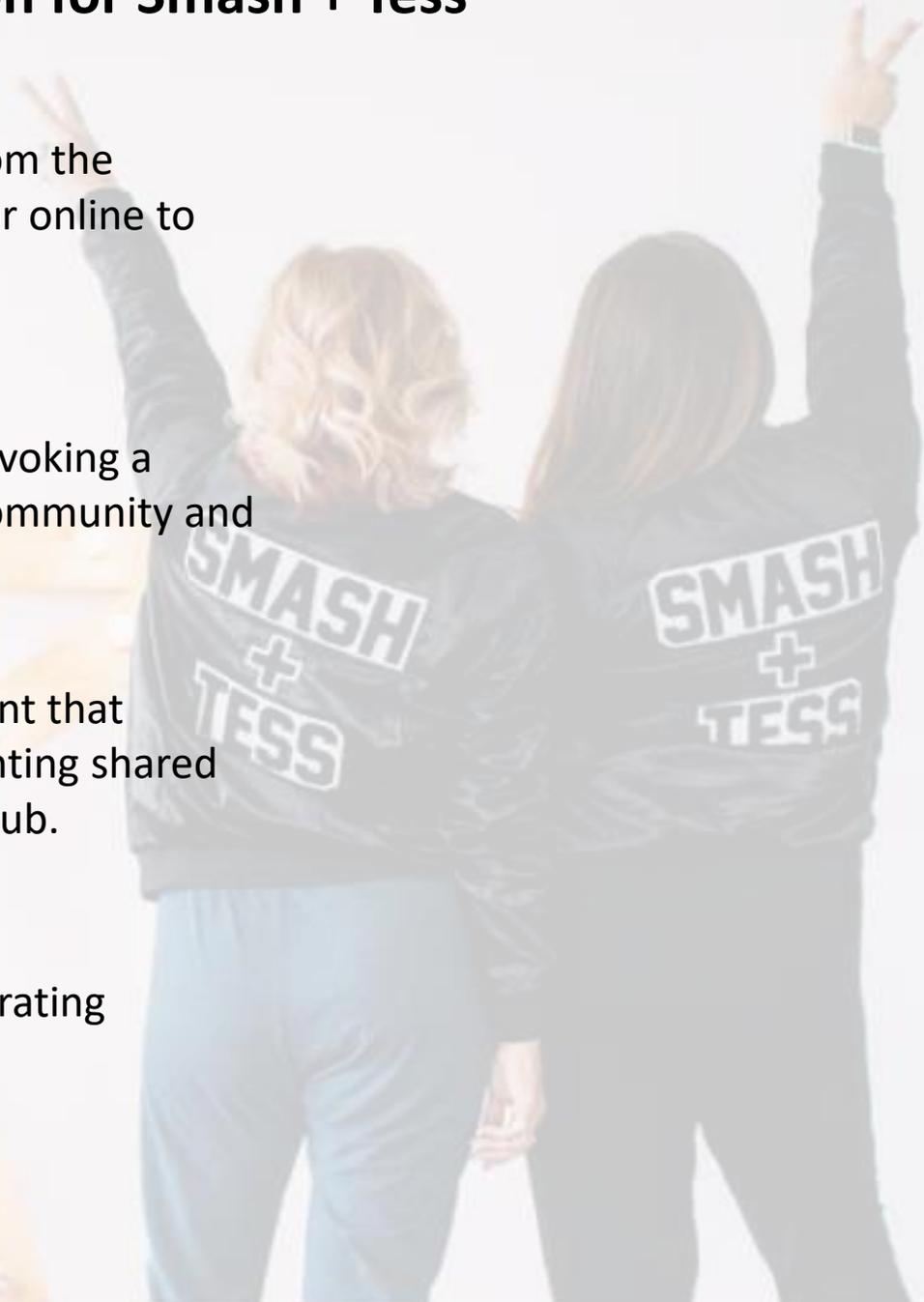
Bricks and Clicks are not mutually exclusive

**BUT**

- We are sure to have online exclusives
- We offer unique packaging and treats
- We insist on being first to market
- We are careful about market saturation and our retail partners are chosen carefully

# Direct-to-Consumer has been the solution for Smash + Tess

1. We are able to own the customer experience from the moment our customers interact with us on social or online to the moment that their package is delivered
2. We can appeal to the hearts of our customers, evoking a sense of belonging through personal stories and community and charitable involvement
3. We are able to create, share, and reinforce content that speaks to our customers in a personal way, highlighting shared narratives and inviting them to join our cool girls club.
4. We are in control of our own ad strategies, generating sales through thoughtful and targeted advertising.



## Romper Humour

When I'm wearing a romper in a public restroom and someone tries to open the door





Smash  
+ TESS