

A recurring thought is: I wish I didn't have that inch of belly fat. I know it's petty, but I still wish it were gone.

“Some days I can’t stop obsessing over the zit on my face, my cellulite or the fact that I’m a very hairy lady, and I spend a lot of time staring myself in the eyes. It’s hard.”

Too much body fat for my comfort level.

I'm sick of having chronic acne because I've been trying to get rid of it for 10 years and nothing as worked.

I need to lose the rest of this weight.

You're arms are so fat - you'll never get them to look like you want.

Fat

flips self off in the mirror

You look so bloated - stop eating breads, sugars and dairy.

nose, hair, thunder thighs.

Oh my legs are fat

where are your hips? you look like a rectangle, its a shame you got your dads genetics.

More aware of loneliness when look at [my] reflection.

Blue bags under my eyes

I hate this acne

Some days I feel like a troll: big nose, overweight, and bad skin.

You're arms are so fat - you'll never get them to look like you want.

Too much fat.

I'll have to remember to suck it in all day if I'm going to wear this, so I don't look fat.

You're arms are so fat - you'll never get them to look like you want.

It was hard for me to think of positive things versus negative things, which I thought of much quicker.

I can't believe I look like this. I think I used to be pretty.

Looks like I'm finally losing weight.

I wish my acne scars would just go away.

Failure at working out.

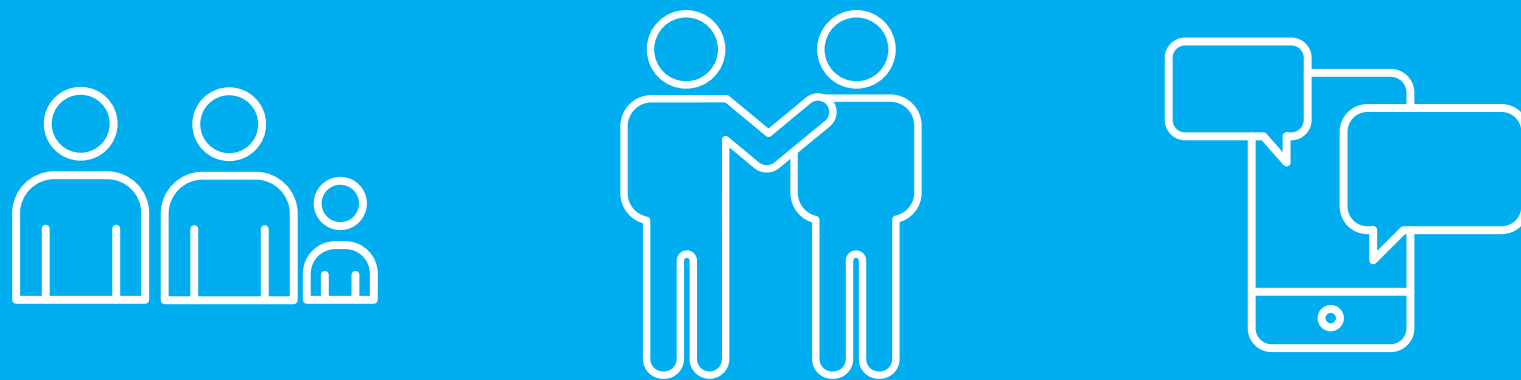
You're not enough.

I wish I could just slice off my stomach fat, then maybe I would like how I looked.

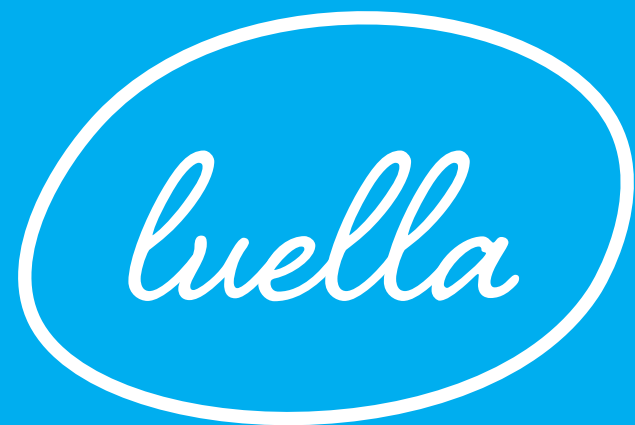
Of American elementary school girls who read magazines, 69% say that the pictures influence their concept of the ideal body shape.

| | |
|--|---|
| 40-60% | 47% |
| of elementary school girls (ages 6-12) are concerned about their weight or becoming too fat. | say the pictures make them want to lose weight. |





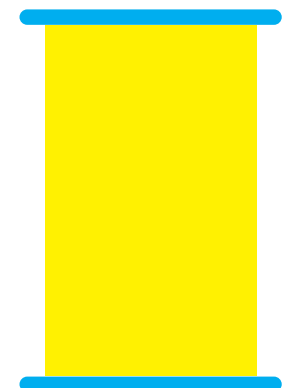
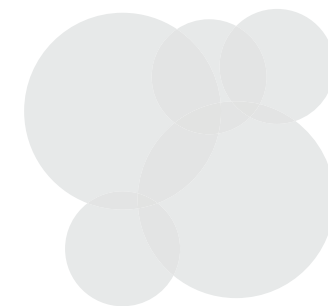
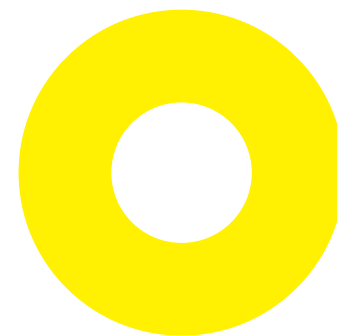
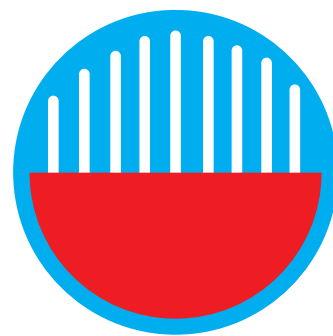
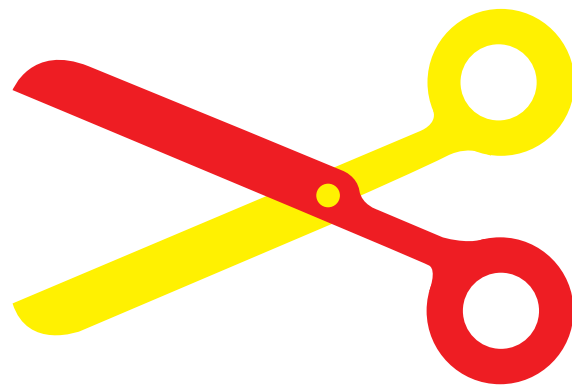
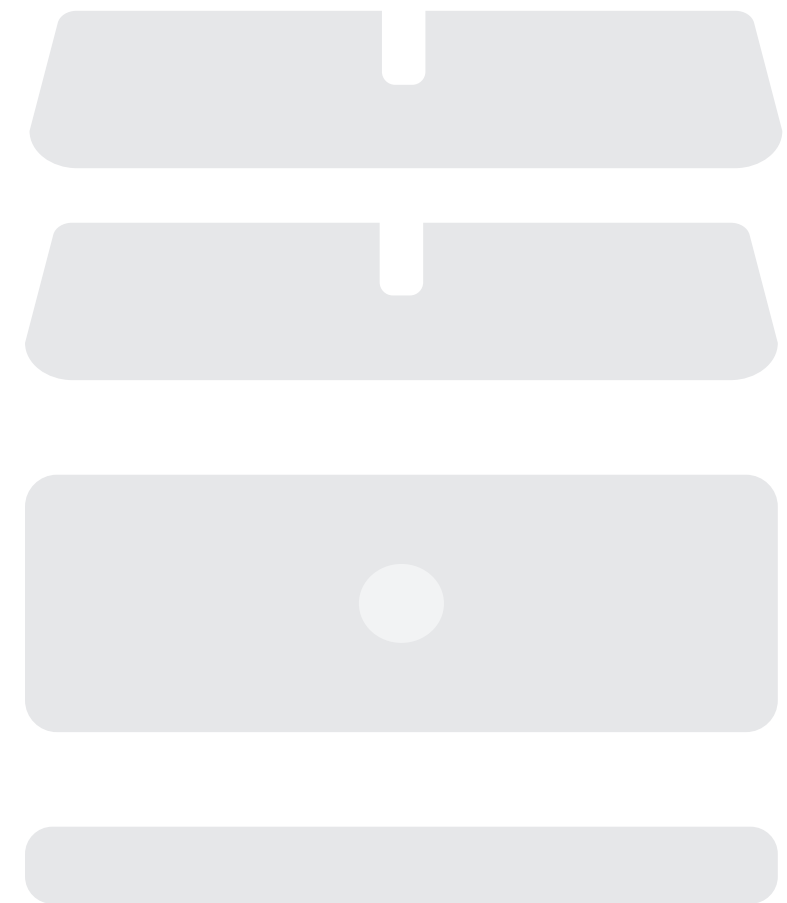
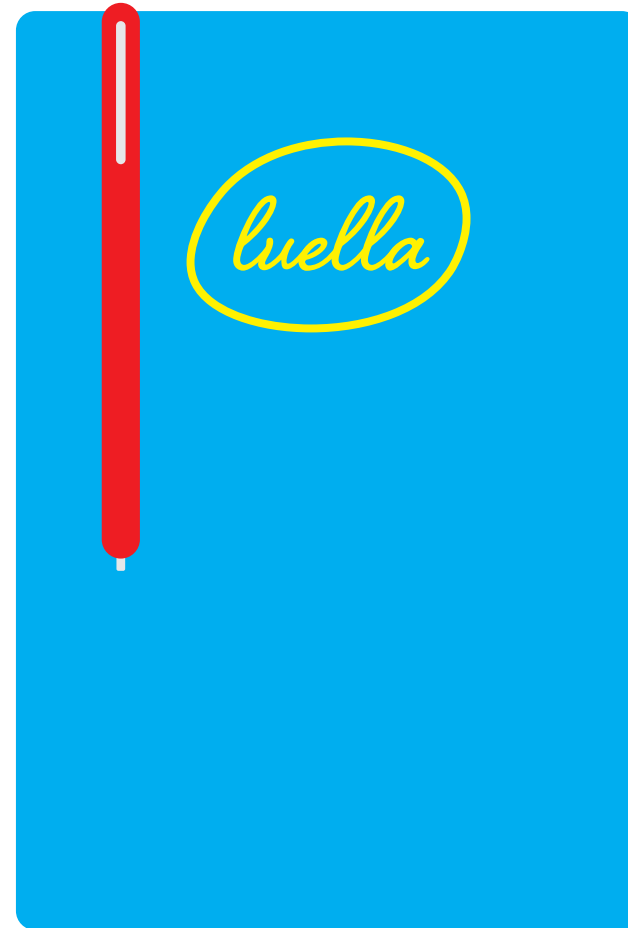
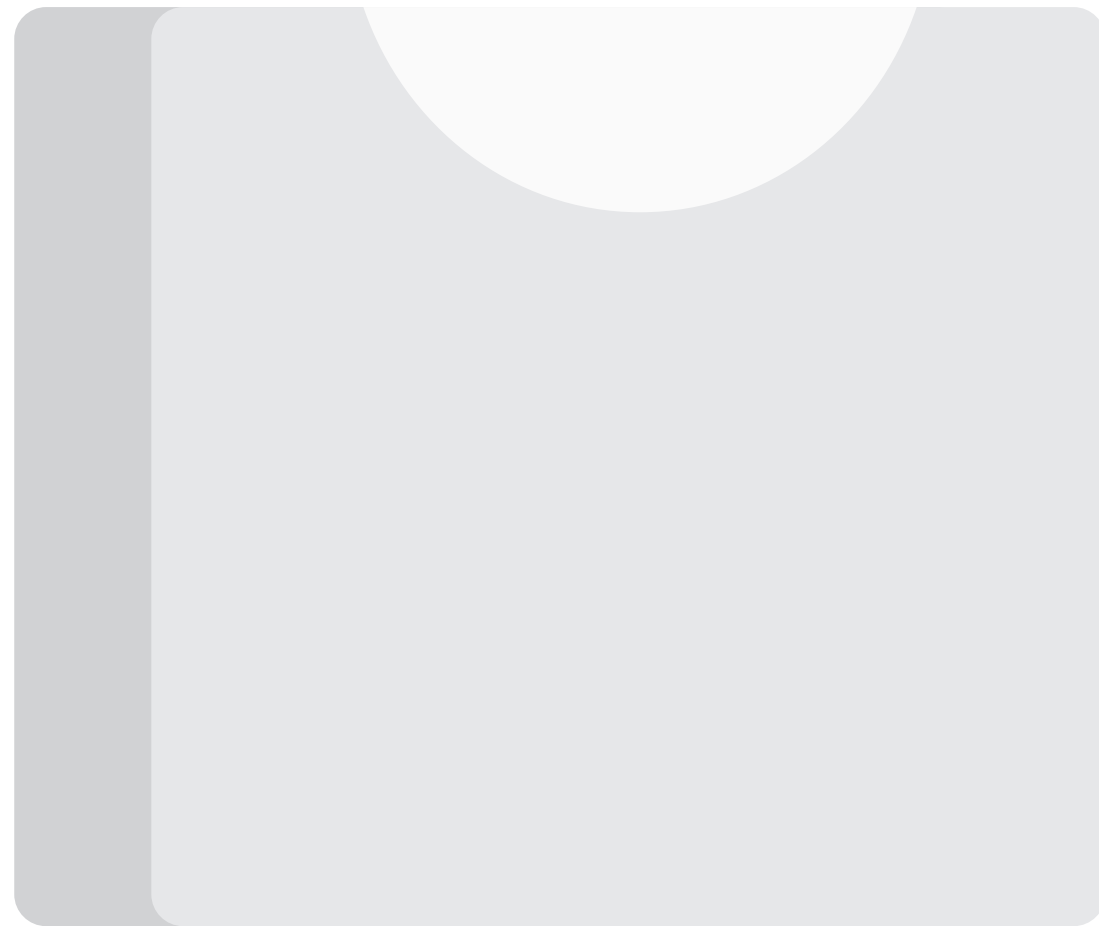
The societal/peer pressures of body image that women face begins at a very young age. Friends, parents, and media are the main contributors to the cycle of a negative body image environment.

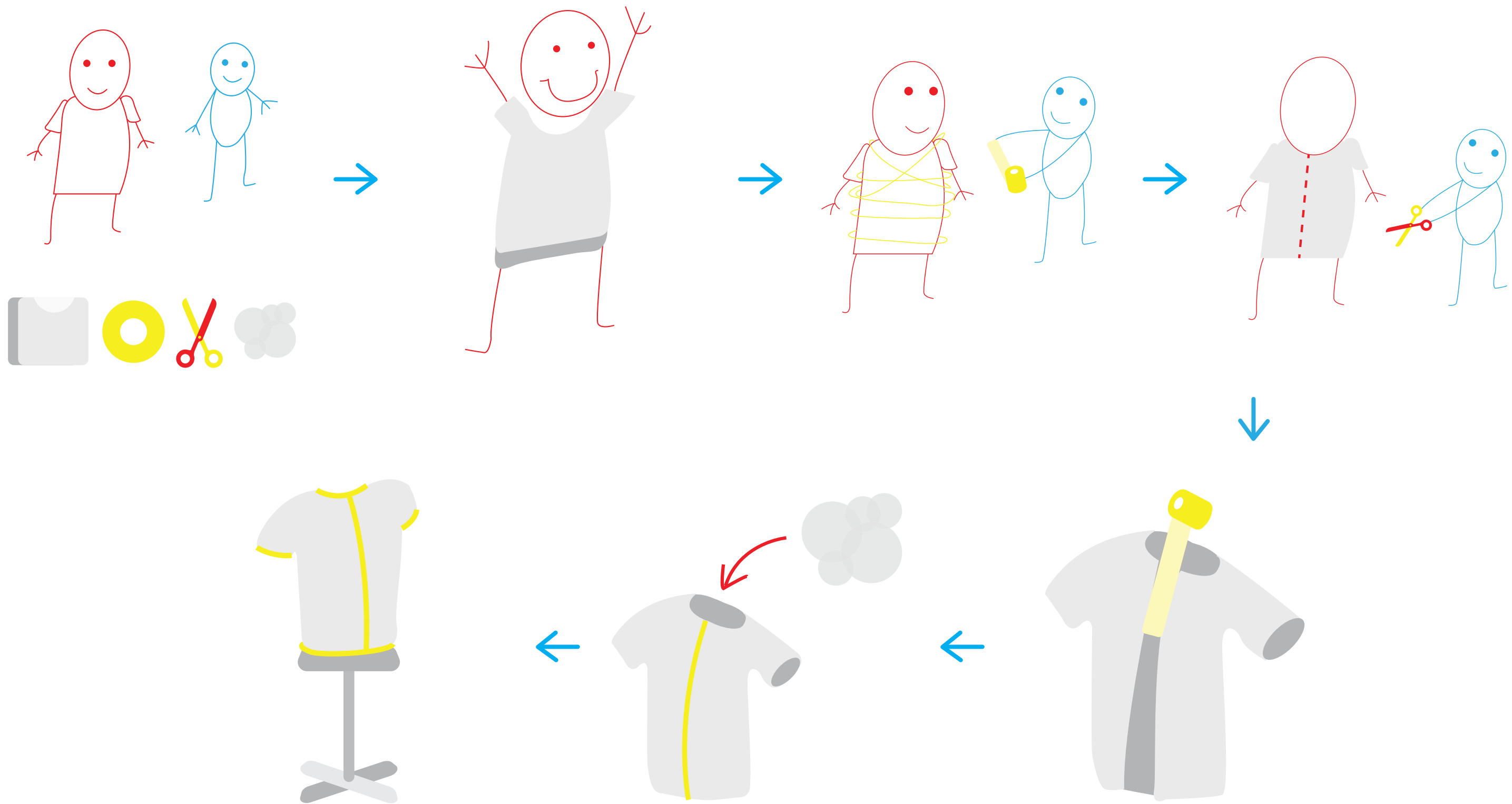


a subscription box service
containing different materials
for adolescent girls to explore
fashion in a manner that is
creative, free of rules and is
for every type of body.



what's inside





the process



primary goal

to negate the prominence of vanity sizing through educating young girls in a new skill so they can have more options than what is given to them.

how luella helps

act of cutting & remaking shows girls that clothes are malleable and they are meant to fit their bodies as they are, rather than contributing to the idea that they have to be a certain size to fit clothes.

luella is a tangible creative kit that truly believes that "size is just a number."

stakeholders

- + adolescent girls
- + parents
- + relatives
- + friends

Everyone can knowingly or unknowingly contribute to the harmful stigma of “acceptable body size”.

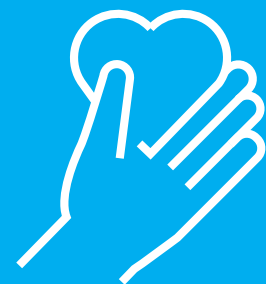


benefits of luella



social

empowering young girls



environmental

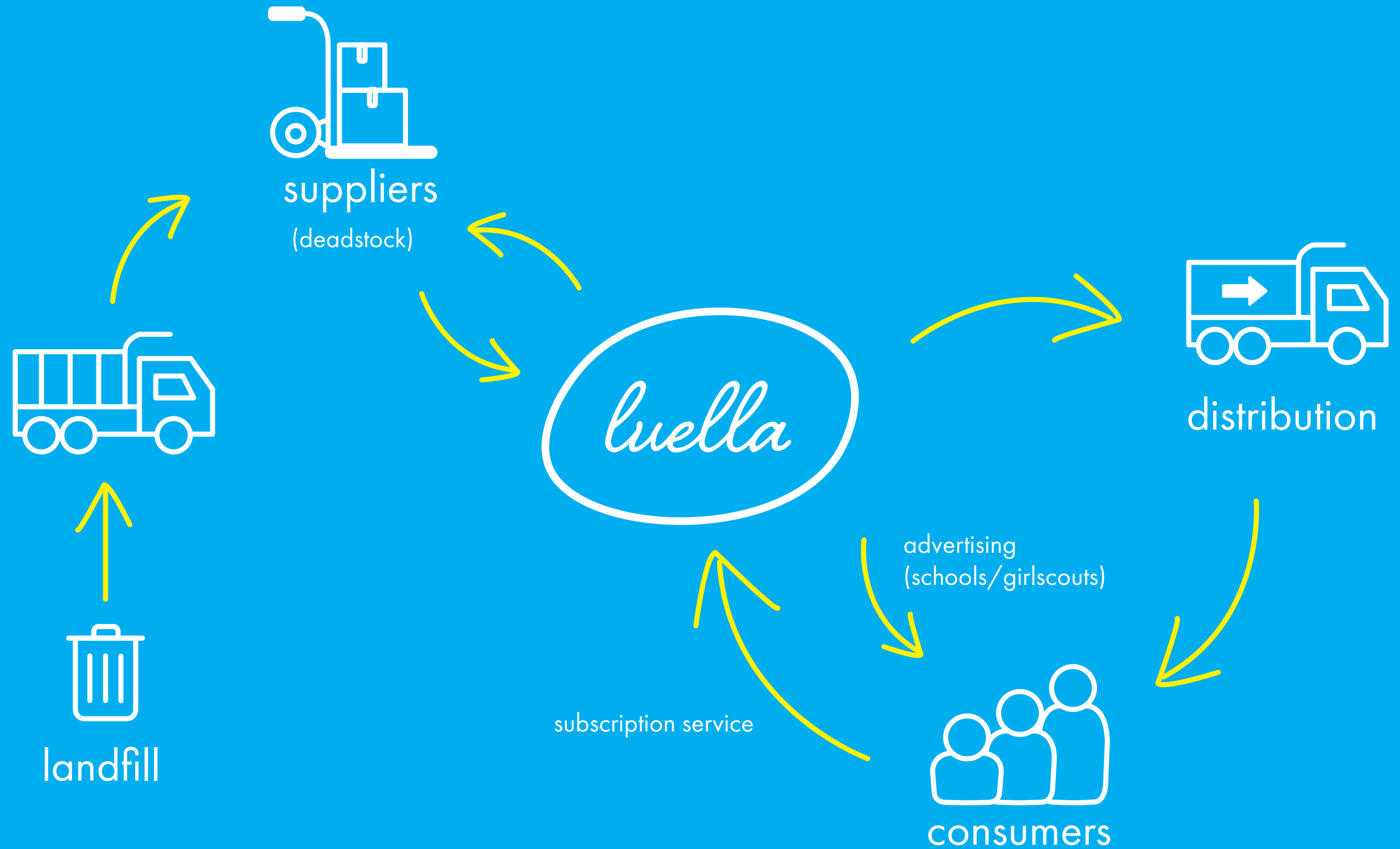
re-purposing "dead-stock" &
up-cycling



why luella?

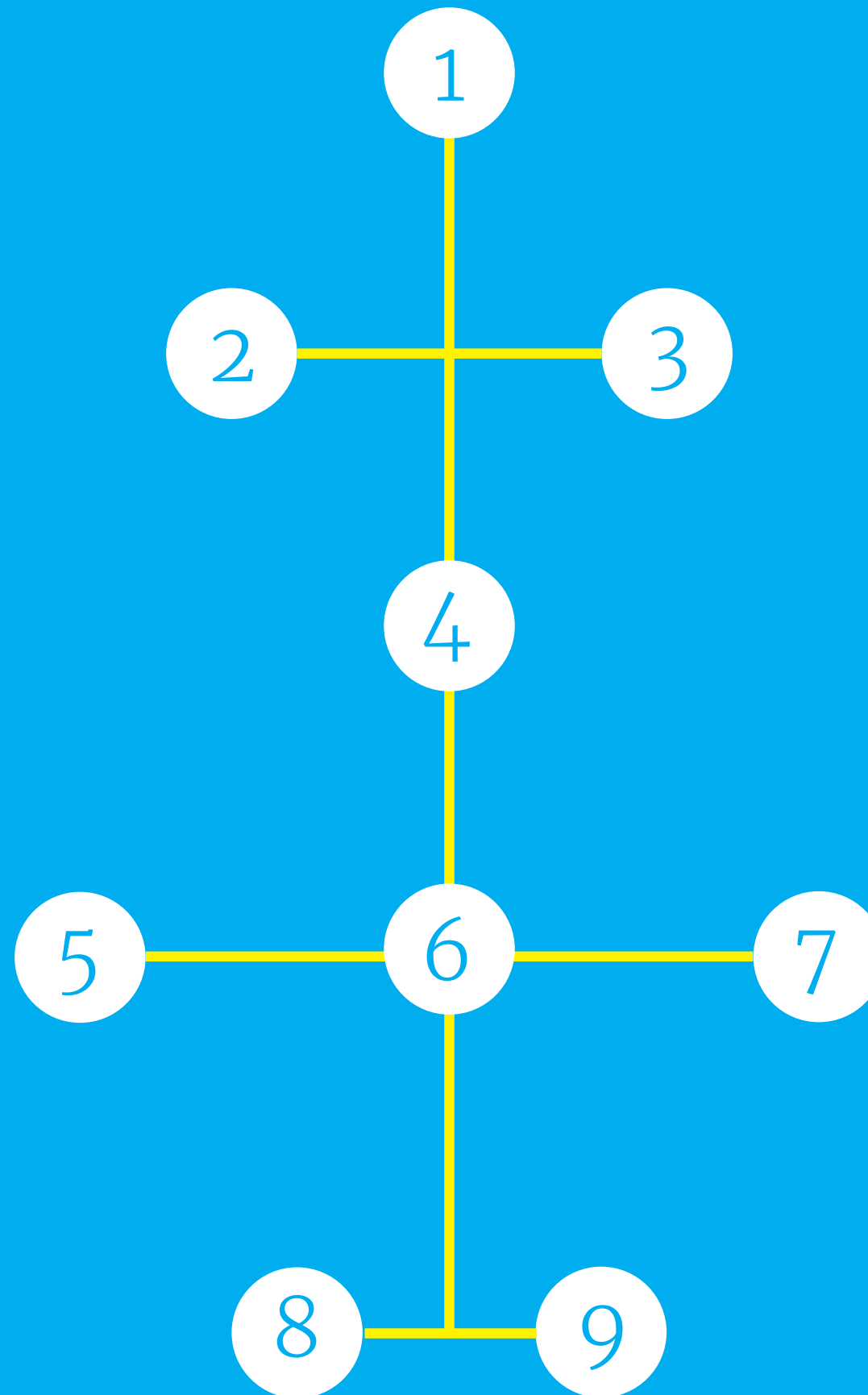
Amanda's great, great aunt Luella Zehner was the first woman to graduate from Ohio State Law School.

Our brand embodies the societal and personal benefits of empowered women.



subscription box plan

1. intro box - build a mannequin
2. create an outfit for your mannequin
3. follow basic pattern
4. pockets, buttons, zippers & etc.
5. follow a complex pattern
6. print patterns
7. accessories
8. pick a pattern of your choice
9. make your own pattern



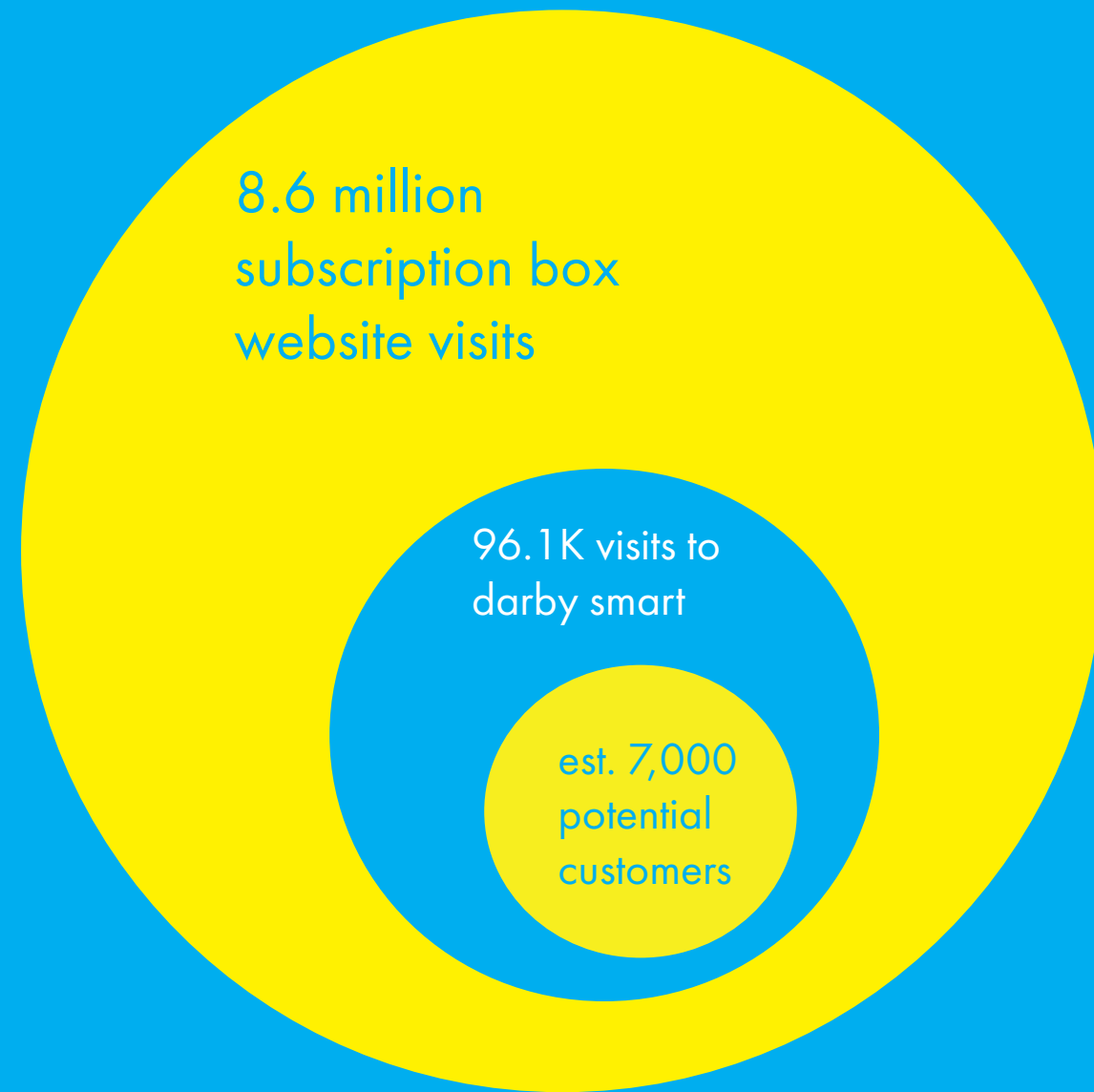
essential skills

basic skills

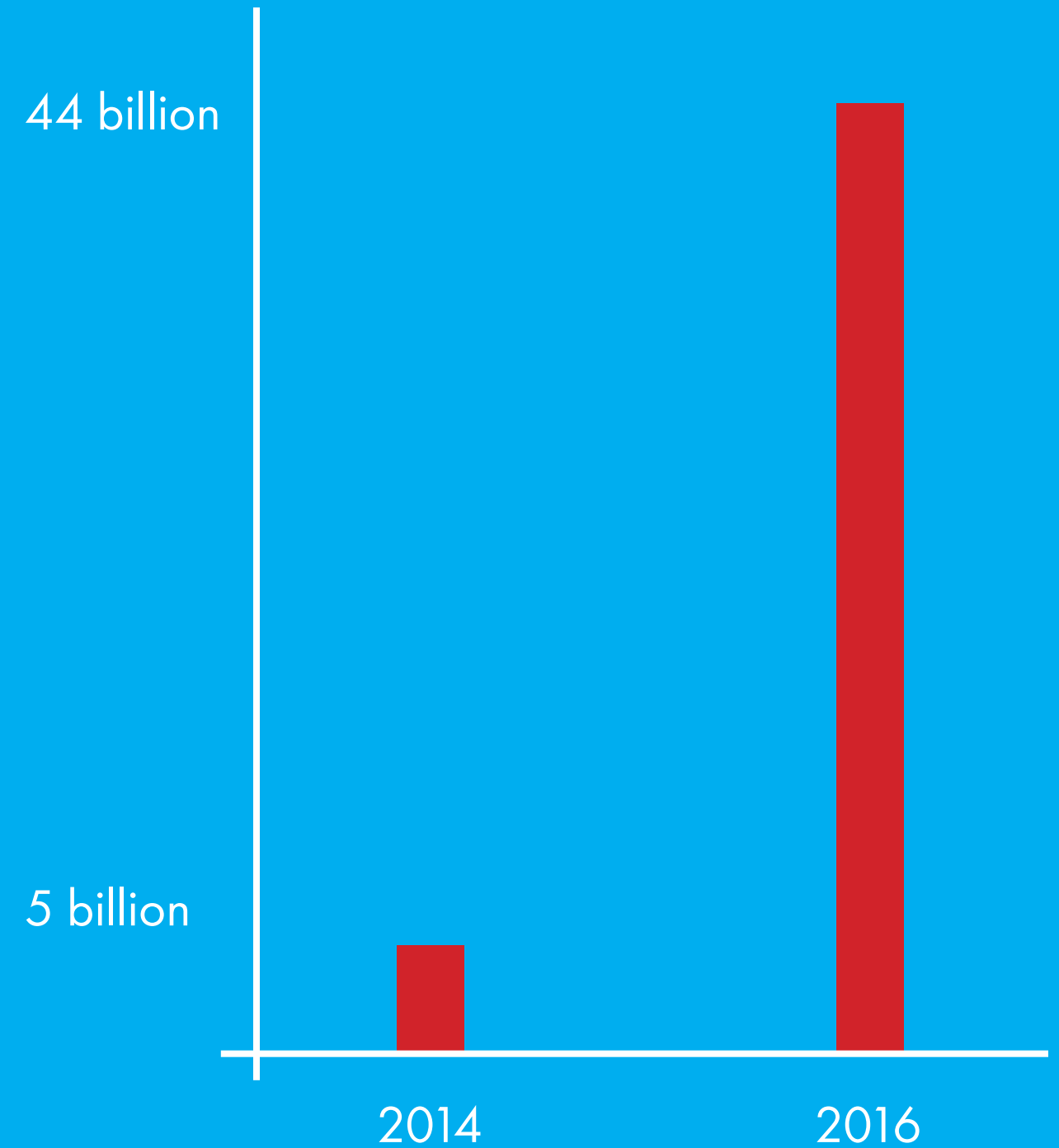
basic skills 2

intermediate

advanced



market segment (parents of adolescents)



craft industry in the United States

competitive landscape



education



product



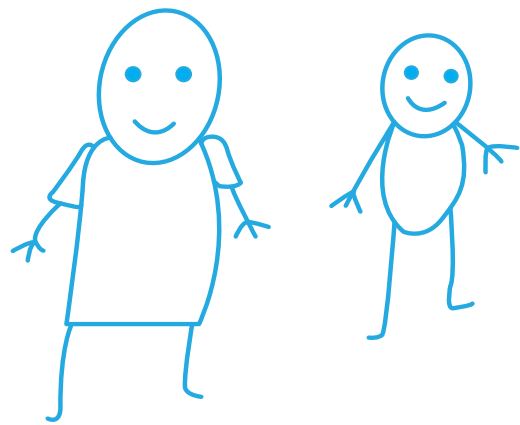
craft



our branding is
unique paired with
the concept.

the combination of
education and crafts
has not been done
before especially
with this business
model.

fundraising



the team



Amanda Kibbel



Isabel McDowall



craft industry expert



luella

workshop

















"If you ever want to see heaven, watch a bunch of young girls play. They are all sweat and skinned knees. Energy and open faces."

- Amy Poehler, *Yes Please*

