The Control of the Nora Silvergleid

Executive Summary

Réchau seeks to redefine what it means to move elegantly. Drawing inspiration from the ballet studio, **Réchau** is for the woman who is consistently pushing the barre, uplifting herself, her community, and her environment:

- Réchau's core mission and visual identity rests upon femininity, sustainability, and balance
- Opposed to activewear competitors, our target consumer—Elena—wants products that are fashionable *and* functional
- To reach a national audience, **Réchau** will implement an **e-commerce** sales strategy and several online and offline (e.g. pop-up events) marketing tactics
- Maintaining its e-commerce operational model, **Réchau** will source and manufacture its products in France before selling to American consumers
- Réchau requires \$60,700 in funding from angel investors



Réchau Wrap Jeté Pant

Dample Size: Small Back Side shoulde Ghoulder Bust waist 28" 28" width Hip 37" Sleek Levath Sidescami waist to mid

See next page

Packaging a Story of Movement

Recycled cardboard boxes that are imprinted with intricate designs and catchphrases



Light pink tissue paper fastened with a Réchau sticker and bow

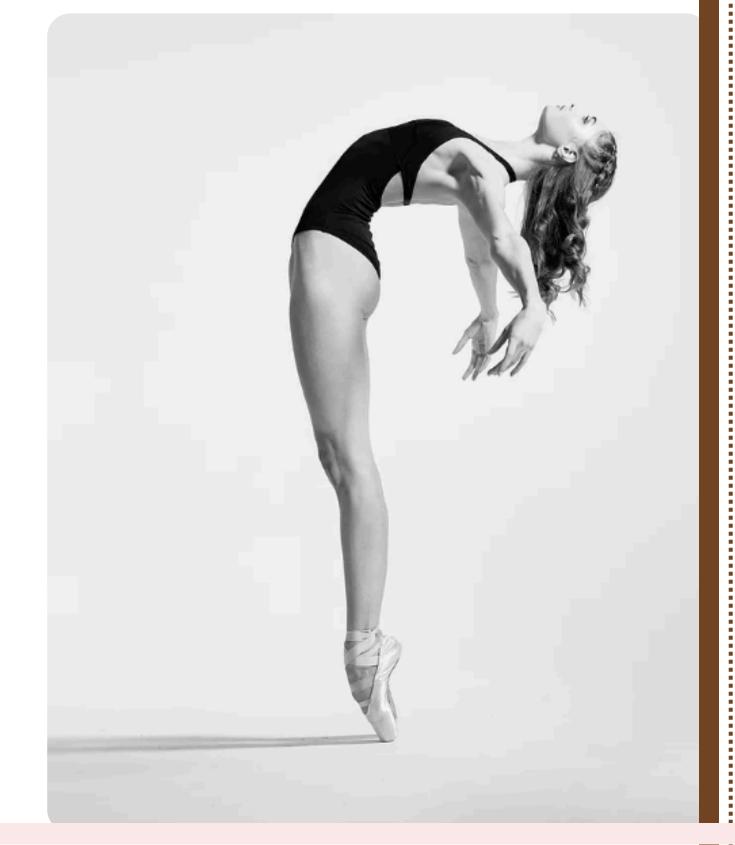


Réchau

Who We Are and Where We'll Go

Réchau aims to redefine elegant movement. Like movement itself, **Réchau** embodies femininity, sustainability, and balance. As a group of movers of all ages, we believe movement transcends decades, and so should our designs. As a proponent of sustainable living, **Réchau** commits to using exclusively recycled and organic materials, including ECONYL Nylon and Organic Cotton. Rooted in French craftsmanship, we honor and uplift the artisans, sewers, and patternmakers who give our product the floor to dance.

Over the course of its evolution, **Réchau** will expand its presence into brick-and-mortar stores in the U.S. and later into French cities. As our community grows, **Réchau** will launch an ambassador program and partner with global fitness institutions that instill connection and confidence. In the activewear space, **Réchau** will shift the mindset away from one way of movement, for there are endless ways to dance.





Réchaut

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Réchau is redefining
what it means to move elegantly.
Because when we warm up together,
we can thrive independently.

HEX fffadb

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Industry Insights & Opportunity Mapping

- Address an **unclaimed white-space** between performance activewear and feminine silhouettes
 - General ambiguity surrounding gym attire:
 - E.g. Nike published 'What to Wear to the Gym'
 - Simultaneously, 'balletcore' was popularized two years ago and remains highly relevant
 - E.g. **1,566% increase** in Pinterest search volume for 'balletcore' aesthetic (L.A. Dance Chronicle)
 - E.g. Vogue's 'Trend Tracker' listed #balletcore at
 41.2 million views on TikTok
- Engages customers seeking high-performance and stylish products, aligning well with their wardrobe and lifestyle



Enchantée, Elena

Demographics

- 25-32
- Millennial
- Female
- Single/casually dating
- Earns \$60,000 to \$120,000
- Creative industry
- Non-Hispanic white women, non-Hispanic Black women, Hispanic women, non-Hispanic Asian women
- New York, Los Angeles, San Francisco



Psychographics

- Online shopping & quality over quantity
- Wellness positive & socially conscious
- Values quality, sustainability, balance
- Ambivert
- Clean, romantic style
- Movement/cultural hobbies
- Early-adopter/earlymajority
- Quiet luxury, softcore trend
- agretalouisetome,
 - @matildadjerf,
 - @whowhatwear



	Annual Revenue	Competing Product & Price	Strengths	Weakneses	Opportunities	Threats
Repetto	\$17.3 Million	 Long-Sleeved Wrap-Over: \$100 Viscose Jazz Pants: \$140 Warm-up Shorts: \$80 	 Symbol of French craftsmanship Distinct ballet-focused brand DNA Global presence & distribution (Paris, Tokyo, NYC) La Fondation Repetto philanthropic efforts 	 Over-reliance on their footwear offerings Narrow perception as a "dance brand" Limited sustainability Static social media presence & lack of influencer partnerships 	 Expansion into other styles of dance (jazz, swing) Strengthen digital tools (virtual fittings, social media presence) Partner with luxury French designers 	 Faces dual competition from luxury houses (Chanel ballet flats) and fast fashion alternatives French manufacturing places them at risk of tariff drawbacks Counterfeit ballet flats are easily replicated
Supple	No revenue listed.	 Pants Meshies: \$104 Supple Skirt: \$108 Sophia Bodysuit: \$110 	 Premium, high-quality, Italian materials Sustainably manufactured in Slovenia Strong founder-led brand identity Engaging live events 	 Extremely limited social media presence (<20k followers) Form-fitting pieces (bodysuits) have performance constraints Limited size range 	 Opportunity to differentiate themselves through sustainability Expansion of product line into layering pieces Strategic collaboration with influencer/dancers 	 Vulnerable to trend cycles as a primarily ballet-focused brand By outsourcing manufacturing, they face tariff pressure Lacks traditional dance heritage; relies on modern storytelling
Sisterly Tribe	According to founder Kristin Hars, the business is not yet profitable. No revenue listed.	 Soft Ballet Wrap Top: \$118 Softsculpt Flared Leggings: \$118 Softsculpt Shrug: \$68 	 Female-founded Clean, minimalist design Ethical sourcing Body-diverse sizing & representation 6 unique, personality-driven campaigns 	 Over-diversification beyond core apparel offerings As a niche Scandinavian brand, they struggle with awareness Limited versatility beyond yoga environments 	 The growth of 'balletcore' aligns with their ballet collection Expansion into U.S. cities could boost engagement Collaboration with influencers 	 By outsourcing manufacturing, they face tariff pressure Global saturation in athliesure market (Lululemon, Alo) Fast-fashion companies (Shein, H&M) are quickly replicating these designs

Where Competitors Miss a Step

- Differentiating factor is ballet-inspired *layering* pieces
 - Not another activewear brand, but rather a complement to existing pieces
- Repetto solely manufactures dancewear, whereas Supple and Sisterly Tribe exist in the activewear space (which is extremely saturated)
- Further differentiation comes through live events and branding a 'Réchau world'
 - o Positioned as casual, current, and moderately-priced
- Value proposition through sustainability efforts and unique product design: athletic outerwear
- Customers perceive **Réchau** as a **trusted confidant**: seamlessly fitting into their lives and wardrobe





Crafting the Réchau World

• Marketing to a national span of reach (San Francisco, NY, LA)

 $^{\circ}$ Brick-and-mortar store by Year 2, expand internationally into France by Year 5

• Online and in-person marketing channels strengthen awareness and engagement

Search engine marketing (SEM) via paid ads on Google & Social Media
 (Instagram) and influencer/celebrity endorsements (e.g. Kathryn Morgan)

Target audience is highly active and influenced by social media

Print advertisement in fitness spaces & public transport (subways/taxis)

Aligns well with working city customer on the go

- Live, inclusive events are a hallmark of our brand and will tie together all channels
- Memorable web experience and strategic placement in popular fitness studios will **drive sales**
 - Develop a seamless 'Réchau world' between website and emotional packaging (stylized designs, quotes)



Crafting the Réchau World Continued

- Live events unify Réchau's marketing online and offline efforts
 - Event details on website and emphasized by influencers
- "Réchauffer + Rafraîchir," or "**Warm Up + Cool Down**" **campaign** is a community workout class followed by a collaboration with *Van Leeuwen's* Neapolitan ice cream
 - Emphasize balance: less stigma surrounding workout classes and 'workout body'
 - Creates message consistency (warm + cool, effort + ease) across channels
- Revenue goal: \$250,000 & marketing budget: \$25,000 (10% of revenue)
 - \$10,000 on digital advertising, \$6,250 on influencer partnerships, \$5,000 on event marketing, \$3,750 on print advertisements
 - Expected ROI is 3:1 = for every \$1 we spend, we earn \$3
 - Expected marketing-driven revenue is ~\$75,000-\$78,000





Our French Framework: E-Commerce Operations

Sourcing

Partner with
Italian mill
Carvico to source
regenerated Vita
and Alicante
fabrics

Production

Fabric dyed at

Couleurs de

Plantes; produced

and qualitycontrol at Atelier

Textile Français

(globally
outsourced)

Inventory & Fulfillment

Bulk ordering enables faster fulfillment from New York center; orders stored, shipped, and returned to this warehouse

Logistics & Supply Chain

International ocean freight to New York (shipping/sustainability concerns); domestic shipments via air freight

After Sales

Photo submission for repairs, replacements, and warranties via New York center; encourage product-recycling



Hybrid Sales Model & Margin Impact

- The following products will be sold through a hybrid sales model:
 - Majority of sales on Réchau's website; select popular pieces in boutique fitness studios:
 SoulCycle, Alo Yoga, and Purebarre

73-78% DTC margins

41-57% wholesale margins

Product #1

Style Name	Style Number		Raw Materia	I Cost		Raw Material Total	Cut Total	Sew Total	Wholesale Price	Wholesale Profit	Wholesale Margin	MSRP	DTC Profit	DTC Margin	Wholesale Mark Up Reference
		Item	Cost/PP	Pieces/Yds Use	Total Cost/Item										
		Fabric	\$16.38	0.666	\$10.91										
Récho		Thread	\$0.10	1	\$0.10	\$12.31	\$6.00	\$8.00	\$53.64	\$27.33	51%	\$118.00	\$91.69	78%	2.20
Longsleeve		Tags	\$0.50	1	\$0.50										
	RC-TOP-001-25S-PNK	Custom box (+design)	\$0.80	1	\$0.80										

Product #2

Style Name	Style Number		Raw Mate	erial Cost		Raw Material Total	Cut Total	Sew Total	Wholesale Price	Wholesale Profit	Wholesale Margin	MSRP	DTC Profit	DTC Margin	Wholesale Mark Up Reference
		Item	Cost/PP	Pieces/Yds Us	e Total Cost/Item										
		Fabric	\$16.38	1	\$16.38										
Récho		Thread	\$0.10	1	\$0.10	\$17.78	\$6.00	\$8.00	\$53.64	\$21.86	41%	\$118.00	\$86.22	73%	2.20
Longsleeve		Tags	\$0.50	1	\$0.50										
	RC-TOP-003-25S-PNK	Custom box (+de	\$0.80	1	\$0.80										

Product #3

Style Name	Style Number	F	Raw Material Total	Cut Total	Sew Total	Wholesale Price	Wholesale Profit	Wholesale Margin	MSRP	DTC Profit	DTC Margin	Wholesale Mark Up Reference			
		Item	Cost/PP	Pieces/Yds Use	Total Cost/Item						\1				
		Bastine Fabric	\$10.89	1	\$10.89										
		Drawstring	\$1.00	0.5	\$0.50										
		Carvico Alicante Fabric (Pockets)	\$11.75	0.333	\$3.91	\$16.88	\$6.00	\$8.00	\$71.82	\$40.94	57%	\$158.00	\$127.12	80%	2.20
		Gromets	\$0.04	2	\$0.08	ψ10.00	\$0.00	φυ.υυ	ψ/1.02	ψ40.54	57 76	\$130.00	Ψ127.12	30 /8	2.20
		Thread	\$0.20	1	\$0.20										
		Tags	\$0.50	1	\$0.50										
Jeté Pant (S)	RC-PNT-001-25S-CRM	Custom box (+design)	\$0.80	1	\$0.80										

Looking Toward Profitability in Month 2

Cost Item	Cost\$
Design sketch	\$1,200.00
Tech pack crea	\$1,000.00
First samples (\$400.00
First samples (\$500.00
Production rur	\$6,266.00
Quality contro	\$350.00
Freight from m	\$600.00
Brand identity	\$1,500.00
Packaging (tis:	\$80.00
Custom boxes	\$160.00
Product photo	\$1,500.00
Model fees	\$700.00
Makeup artist	\$200.00
Studio rental ir	\$150.00
Office supplies	\$2,000.00
Influencer gifti	\$600.00
Launch ads (N	\$4,000.00
Website devel	\$6,000.00
Email marketin	\$240.00
LLC formation	\$200.00
Trademark ap	\$350.00
Shipping supp	\$350.00
Start-Up	28,346

Month	Units Sold	Average Order Value (AOV)	Gross Margin Per Unit	Gross Revenue	cogs	Gross Profit	Net Profit
1	200	138	107	27600	6200	21400	-17753.5
2	300	138	107	41400	9300	32100	21292.5
3	400	138	107	55200	12400	42800	31,993
4	500	138	107	69000	15500	53500	42,693
5	600	138	107	82800	18600	64200	53,393
6	700	138	107	96600	21700	74900	64,093
7	800	138	107	110400	24800	85600	74,793
8	900	138	107	124200	27900	96300	85,493
9	1000	138	107	138000	31000	107000	96,193
10	1100	138	107	151800	34100	117700	106,893
11	1200	138	107	165600	37200	128400	117,593
12	1300	138	107	179400	40300	139100	128,293

Cost Item	Cost \$
COSCILETT	0030
Domain renew	\$2.00
Studio rental ir	\$150.00
Business insu	\$54.00
Influencer gifti	\$150.00
Shipping softv	\$10.00
Shopify subsc	\$29.00
Staff salaries (2	\$6,250.00
Payroll taxes +	\$1,562.50
Accountant fe	\$100.00
Ads (Meta/Go	\$1,000.00
Event expense	\$1,500.00
Monthly	10,807.50

METRIC	CALCULATION / ASSUMPTION	VALUE
Total Start Up Costs	Sum of one-time and recurring expenses for the first year = 28,346 + (12x10,807.5)	\$158,036
Units to Break Even	Total Costs (including production) ÷ Gross Margin Per Unit = 158,036+272,800 ÷ 107	4,026 units
Total Units to Produce	Units beyond initial launch inventory (per month)	8,800
Additional Production Cost	(units beyond launch) x (COGS per unit) = 8,800x31	\$272,800
Revised Total Costs	Start up costs + Additional production costs = 158,036+272,800	\$430,836
Average Selling Price (ASP)	Your retail price per unit = 118+158/2	\$138
Gross Margin Per Unit	ASP-COGS = 138-31	\$107

Total Revenue in

Year 1: 1,242,000

Net Profit at Year-

End: \$532,164





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Réchau Wrap Open

