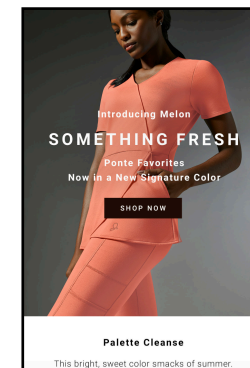
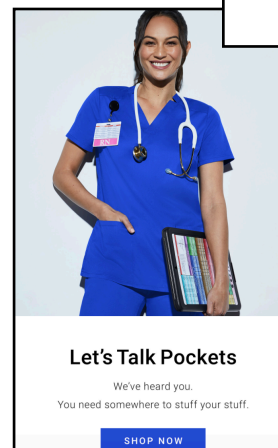
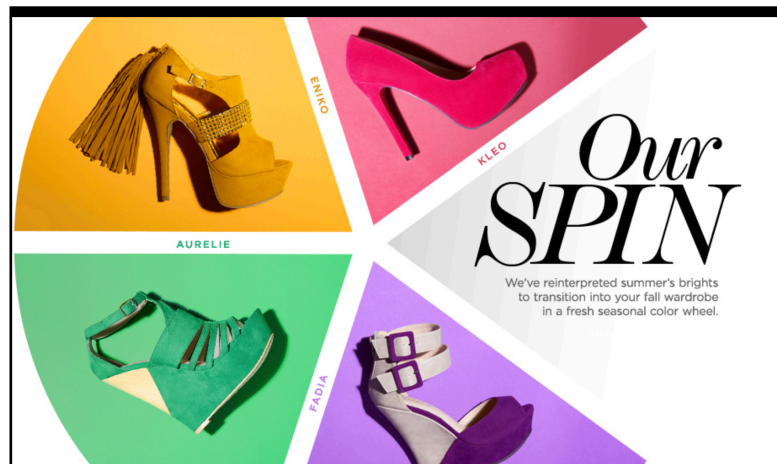
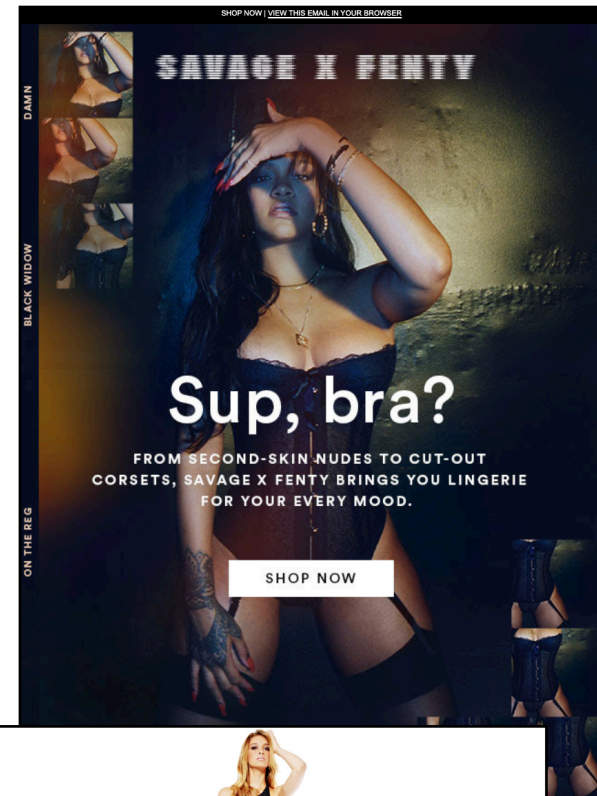
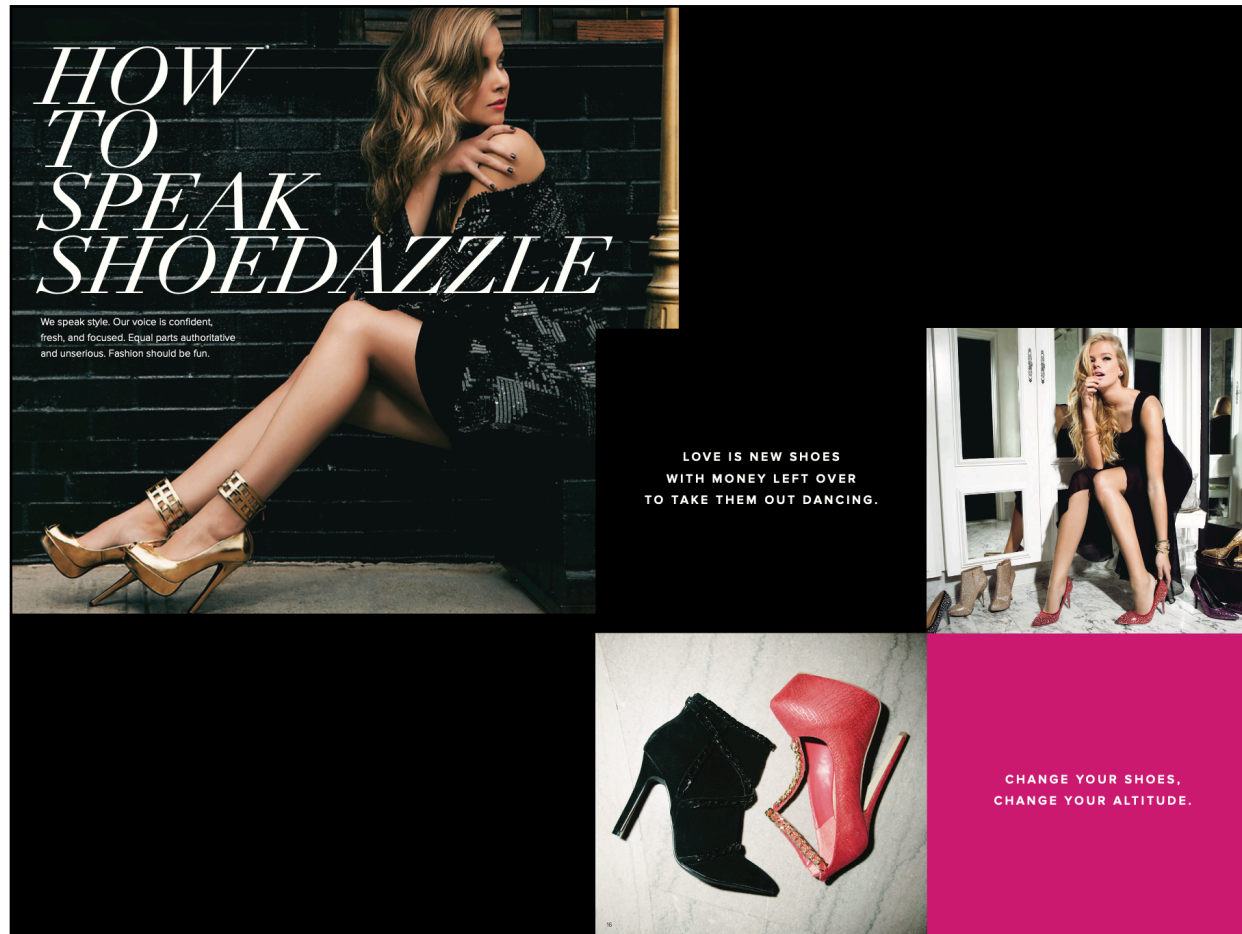
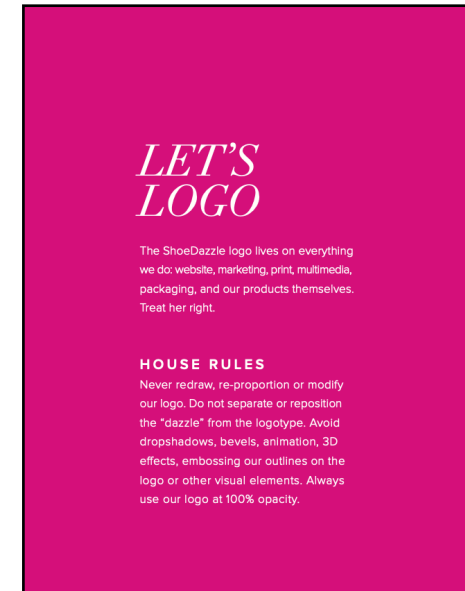


EMAIL & SITE





BRANDING + STYLE



SCRIPTING

Tiff abruptly whips open her skirt-- GASPS from the darkness-- to reveal: it's actually SKANTS. She starts to shill:

TIFF (CONT'D)

Combining conservative comfort with sinless style, they're practical *and* patriarchal, fundamentalist *and* fun for your fundament...

(playfully slaps her butt)

Skants by Pfaffashions. Half skirt, half pants, double discretion. Finally, you can be an independent, modern woman... *and no one will ever know!* But don't take my word for it--

Lights up to reveal: We're on HGTV, on a MEGACHURCH STAGE, surrounded by hundreds of WORSHIPERS as CORKIE HARRIS walks out in her own pair of Skants to huge applause! ON SCREEN: A QVC-style sales ticker starts to tick up as Tiff and Corkie work the room. A double act from hell (or heaven, depending).

CORKIE

When my father, Pastor Newell Swafford, our Shepherd in the Sky, got a look at me in these Skants, he quoth the Lord: 'She is clothed in strength *and* dignity! Proverbs, 31:25.' And now you can be too! The phone lines are open, ye faithful!

BLACK MONDAY 208 NETWORK DRAFT 10.01.19 2.

TIFF

Get 'em stone-washed in holy water--

CORKIE

Or acid washed in what liberals call "acid rain" but is actually just the good lord's tears!

TIFF

And it works miracles on your silhouette. Forgive me father, for I have *thinned!*

CORKIE

Now do we have any moms out there?

Moms go wild-- this is their core demo. Tiff notices, hmmm.

CORKIE (CONT'D)

From praying, to oven scrubbing, to submitting to your husband, we've got your kneeling needs covered!

Black
Monday

CORPORATE COMMUNICATION

PRODUCTION, PERFECTED.

Redacted, Inc. was established in 2002 as a manufacturing apparel operation and has since grown into a fashion and lifestyle powerhouse. We offer our clients a one-stop shop with unrivaled resources and global relationships.

Headquartered in the heart of Downtown LA's fashion district, with certified factories in the China and Vietnam, and sourcing from 17 countries worldwide, Offline is uniquely positioned to respond with precision and speed to a rapidly evolving industry.



CONCEPT-TO-COMMERCE INTEGRATION

We operate a 360-degree business model. This allows us to control quality and client experience end to end, and leverage our business size and experience to ascertain the highest standards of material and construction from among the best factories in the world.

Concept, Design + Merchandising

Product Development

Sourcing

Manufacturing

Quality Control + Logistics

Branding + Marketing



PRODUCTION

Our extensive vertical integration and operational expertise provides us with transparency and control over the entire manufacturing process. This give us unparalleled control to resolve inefficiencies and identify resource savings in real time. We also conduct annual audits to reaffirm our commitment to always operate responsibly and sustainably.



GLOBAL FOOTPRINT

We own and operate certified factories in Vietnam and China. Our diverse portfolio of manufacturing allows us to negotiate competitive costs and quality. We conduct annual audits to ensure our standards of quality and responsibility are met.



SHOULD YOU GO SOLAR?

Installing a renewable system is a commitment and an investment. We're here to support you in making an informed choice, based on your energy goals and property type.

Pros:

- Clean, renewable energy at home or work
- May reduce your overall monthly energy bill
- Stay connected for grid power when you need it

Cons:

- Large upfront investment
- May not offset all your energy costs
- May not be suitable for all property types
- Responsibility for maintenance and upkeep



TYPES OF RENEWABLE SYSTEMS

ROOFTOP SOLAR PANELS:

Photovoltaic (PV) solar panels are the most popular form of renewable energy. PV harnesses the sun's light rays and converts them into electricity.

SOLAR THERMAL SYSTEMS:

Unlike PV, which harnesses the sun's light, solar thermal energy (STE) harnesses the sun's heat, and converts it into electricity for your home or heat for water.

OTHER RENEWABLES:

While less common, there are alternative energy, like wind and hydropower, available. Some of these options may not be suitable for residential or small-business customers.

Small Wind: Installing turbines may require special zoning.

Energy Storage: Advanced batteries can store renewable energy for later use.

Hydropower: Safe but expensive renewable energy. Drought sensitive.

Biofuel: Plant-based, carbon neutral fuels. Requires compatible equipment.

Biomass: Like biofuel, but also uses non-plant sources like waste and landfill gas.

We're Your Partner

We'll be in lockstep with you throughout the process. Start at [SDGE.com/renewables](https://sdge.com/renewables) to find tools and resources to help you make educated decisions about your options. Once you're installed, we'll stay connected so you always have energy from the grid when you need it.

CONSUMER EDUCATION

HOW FLEXIBLE XTRA VIP MEMBERSHIP WORKS

As part of the paid flexible Xtra VIP Membership program, you will always save up to 25% on full priced styles and get access to members-only Xclusives.

Shop or 'Skip'

No commitment to buy. The choice is always yours, either Shop or log into your account to 'Skip the Month' by the 5th of each month.

Earn VIP Member Credits

If you don't shop or 'skip' by the 5th of the month, your payment method will be charged \$49.95 on the 6th until you cancel. Your charge becomes a VIP Member Credit you can redeem on purchases of \$49.95 or more.

Cancel Anytime

Cancel anytime by calling our Customer Service representatives at (855) 728-2439 (open 24/7), or manage online.

WEB + CRM STRATEGY

Logo	Navigation w/Email Capture
HERO WITH FORM FIELD	Overview: More granular wires in the following slides but this is the hierarchy and structure. All of these are for desktop under the assumption they will be responsive. Ideally we build these are containers that can be modular and easily trade places, etc., but if that's more of a long-term goal let's plan for this to be the homepage in the medium term. Main objective for this update is to simplify and streamline engagement and prioritize lead (seller) capture. Secondary is to update the look and UX. Tertiary is to future proof for our overall content and UX strategy. Needed ASAP to support this (see prioritization): <ul style="list-style-type: none">• Onsite T&C• Onsite (simple) page with office locations• Consultation/email capture with toggle for audience (see)
VALUE PROPOSITIONS	
OFFICE LOCATIONS	
PROPERTY LOCATIONS	
FOOTER	

LET'S TALK
We will call you soon to work out the details.

Form Field (Fname)

Form Field (Lname)

Form Field (email)

Form Field (phone)

Dropdown (buyer/seller/agent)

Dropdown (region)

Submit

I accept the Second Avenue [Terms and Conditions & Privacy Policy](#)
Already have an account? [Sign in](#)

SIGN UP
We'll keep in touch about all your [opportunities!](#)

Form Field (Fname)

Form Field (Lname)

Form Field (email)

Dropdown (region)

Dropdown (seller/buyer/agent/property management)

Submit

I accept the Second Avenue [Terms and Conditions & Privacy Policy](#)
Already have an account? [Sign in](#)