



Brand Profile

SCARLETT POPPIES

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Brand *Profile*

Stunningly designed and consciously produced resort- and beachwear - created to make you feel like the beautiful goddess that you are!

A brand shaped by a passion for mindfully crafted details, developed by talented artisans with premium natural materials placing an emphasis on working conditions and *real* sustainability standards.

Lovely to look at and a delight to wear, our garments are designed with dreamy silhouettes that evoke timeless romance - and celebrate the magic of eternal summers.



Our Story

Linda Augustsson, born and raised in Sweden is the Creative Director and passionate soul behind Scarlett Poppies.

With design and sewing emerging as her hobby at a very young age, pursuing a future career within the fashion industry appeared as if it was written in the stars.

Linda moved to India at the age of 25 to establish a liaison production office for one of the largest Swedish retailers, to be based in Delhi. After her one-year contract ended, she decided to stay in India and work as a freelance designer.

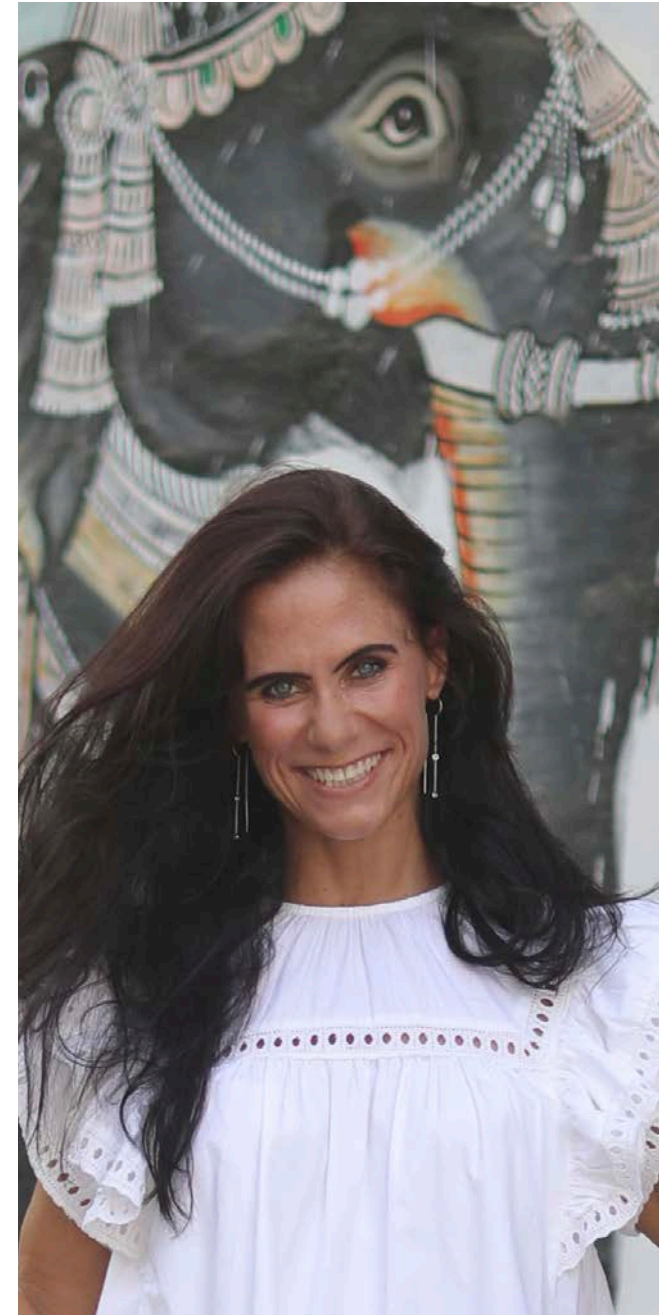
Linda created her own unique handwriting combining Scandinavian shapes and beautiful Indian novelty fabrics - elevated by exquisite, traditional embroidery techniques true to the Indian heritage of skilled artisans.

Just a few months into freelance designing, she saw the need of shortening cultural bridges between foreign brands and retailers, and the Indian supply chain.

Continuum Buying Agency, a design-driven buying agency, was born in Linda's living room in early 2002. It was, at the time, a unique of its kind buying agency and based on Scandinavian ethics, values, complete transparency, and modern work processes.

Continuum Buying Agency is today servicing many of the larger brands and retailers across the world, while Scarlett Poppies evolved in September 2019 as an offspring to allow Linda to consistently stay true to a product that is mindfully crafted and ensure that unique craftsman skills can and will be carried forward for future generations in India.

Each Scarlett Poppies garment is the result of her love for beautiful, well-made clothes and not least the efforts of our passionate and skilled tailors and artisans. Timeless clothes created with the desire to make any woman feel beautiful and comfortable the moment she slips into our world.



Why *Scarlett Poppies?*

Our creative director Linda grew up on the dreamy, beautiful Scandinavian countryside and fell in love with nature from her earliest childhood. She was obsessed with beautiful flowers growing wildly and naturally across the endless fields - and the fact that one would find them where least expected. There was one particular flower though that stood out among all the others, with its stunning beauty and vibrant color; the red poppies – and they naturally became her favourite.

With the strong connection to the Scandinavian roots and nature, it just felt so natural to name our brand Scarlett Poppies.

Scarlett expresses our passion and true love for what we do. Our passion for beautiful, authentic details, craftsmanship, and clothes made to last beyond one season.

Poppies illustrate what our collections and customers are all about. Clothes that are attractive and often delicate and feminine just like the showy, irregular flower petals; each of them is truly unique in their shapes and visual expressions. But the poppies are also a sign of how we would like our customers to feel the moment they slip into our world; beautiful, unique, confident, feminine, and not least free.

And just like poppies on a field, Scarlett Poppies craves sunshine and you find us where you least expect to.

EMBRACE THE NATURE, FEEL THE SKY - LET YOUR SOUL AND SPIRIT FLY!





Our *Vision*

We are her preferred premium resort wear brand infused with integrity and values – and an infinite business mindset.

Our passion and love for what we do shines through every item of clothing we bring in to the world and flows through our brand voice.

Our collections are inspired by the beautiful world around us, traveling to and indulging in different cultures and our nostalgia for vintage details and intricate craftsman skills. We design pieces for everyday life and endless summers. We provide a seamless shopping experience for our customers, no matter where they are in the world.

To do what is right rather than convenient underlines all work at Scarlett Poppies.

WE ARE THE ARTISANS OF RESORT WEAR.



Our *Mission*

Through transparency, she trusts Scarlett Poppies resort wear as it is crafted with intent and is “made for me”, expressing our beauty in a dreamy world with realness.

We inspire and amaze our customers through mindfully crafted and beautiful designs, the stories around our products and the knowledge and expertise we generously share.

We communicate clearly and consistently, in both visuals and tone of voice. Sustainability is infused in everything we do; it is about the process and always minimizing the impact on the environment.

We embrace modern technology and strive towards automating processes while building a strong social media presence and nurturing relationships with influencers who share our values.

Scarlett Poppies is easily available and provides a sleek, yet personalized, boutique shopping experience both online and offline.



Brand *Ethos*

Feminine, effortless, timeless, our crafted designs are an essential addition to every woman's wardrobe. Our rich colors are chosen and blended exclusively for you – with unmatched shades such as our tan-enhancing carnelian orange or the perfect sand that illuminates the natural glow on your skin.

Our customer feels beautiful the moment she slips into our clothes.

We are:

COOL RELAXED FEMININE YET EDGY TIMELESS WITH A TWIST UNDERSTATED





She is our *Customer*

Scarlett Poppies is for all women across the globe with an eye for quality and a distinct sense of detail. Primarily aged 25-50 years old. She is an open-minded and adventurous traveler, confident and comfortable in her own skin. She is happy to spend her money on clothing that ignites an emotional connection with her, and a brand with values that resonate to her beliefs.

Whilst being a strategic shopper, she is still social and shops online or in beautiful boutiques with a focus on outstanding customer experience. She loves the spontaneity of finding beautiful items in unexpected locations.

She is quality and brand conscious and knows what she wants; she buys a dress that feels good rather than being addicted to trends.

Other shops and brands of interest are Anthropologie, Innika Choo, Doen, Ba-sh, and sometimes also more premium brands like Isabel Marant, Ulla Johnson, Sea, etc.

She cares about the environment and makes strategic choices to contribute to a better world tomorrow.

Collection *Calendar*

We design three collections a year, keeping our global audience and transcending seasons, in mind.

For each collection/sales campaign, we provide our showrooms and agents with a set of salesmen samples. We also create solid digital marketing material such as look book, mood board, line sheet, virtual showroom videos, and high-resolution images to support the marketing of the products B2B.

CHAPTER	COLLECTION NAME	SALES START	BOOK CLOSURE	DELIVERY WINDOW
7	Desert Rose	2 Jan, 2022	1 Mar, 2022	Mid Jun - Mid Jul, 2022
8	Shimmers	10 Apr, 2022	30 Jun, 2022	Mid Oct - Mid Nov, 2022
9	Lotus Dreams	15 Jul, 2022	15 Oct, 2022	Mid Feb - Mid Mar, 2023
10	-	1 Nov, 2022	31 Jan, 2023	Mid May - Mid Jun, 2023
12	-	15 Feb, 2023	20 Jul, 2023	25 Oct - 25 Nov, 2023



Our Commitments

SCARLETT POPPIES

Our *Philosophy*

As late as May 2019, the first sketch was drawn for what became the very first collection of Scarlett Poppies, Chapter 1; AMBER.

We already had a clear vision to only use natural fibers such as cotton, linen, silk, and viscose/ rayon.

Their fiber characteristics are the most suitable for resort wear and to create perennial, high-quality garments to last far beyond one season.

We are intent on creating long-lasting products, keepsakes to be treasured for many years and, transcending the trend cycles that are normally associated with fast fashion.

The greatest
threat to our planet
is the belief that
somebody else
will save it.



Sustainability *Certifications*

Sustainability – a Holistic Approach

We see sustainability as a process and not just the product. It is about integrating the entire supply chain and their wellbeing, being transparent, and teaming up with the right partners. Together we'll make a difference!



Sustainability *Certifications - Products*

Different certifications define to what an extent a fabric is classified as a sustainable fabric, a better choice than a conventional fabric.

For cotton, we aim for GOTS-certified fabrics. GOTS is the worldwide leading textile processing standard for organic fibers, including ecological and social criteria, backed up by independent certification of the entire textile supply chain.

For viscose and all other fibers generated from cellulosic pulp, we aim for FSC; Forest Stewardship Council certification. FSC is an international non-profit organization dedicated to promoting responsible forestry. FSC certifies forests all over the world to ensure they meet the highest environmental and social standards and for every cut tree, three new trees will be planted.

FIBRE	CERTIFICATE	CHALLENGES	OUR TARGET
Cotton	GOTS	Certain yarn counts are not available as GOTS certified.	50% of all cotton based products to be GOTS certified by July 2022
Viscose / rayon / modal (made from wood pulp)	FSC (Forest Stewardship Council)		50% of all cellulosic based fabrics to be FSC certified by July 2022
Silk		Lack of traceability	Only peace silk by 2022, ensuring that the silkworms are not harmed in the process. A cruelty free way of producing silk.
Linen / ramie		As much as it is a 100% natural fibre, it requires excessive amount of water at fabric processing stage	To only source linen and ramie from mills in India where fabrics are made as per order to avoid excess waste fabric

Sustainability Beyond *Certifications*

A. LOCAL FABRIC SOURCING

Responsibly sourced fabrics are as important as procuring the fabrics with the most suitable sustainability certificates tagged to them. From the very first day, we have taken a very clear standpoint on opting for local sourcing of fabric in the market we produce. And for three primary reasons:



01.

To avoid excess carbon emissions while transporting a fabric from one country to another to manufacture the garments. Transportation of fabrics normally takes place by air to manage delivery time.

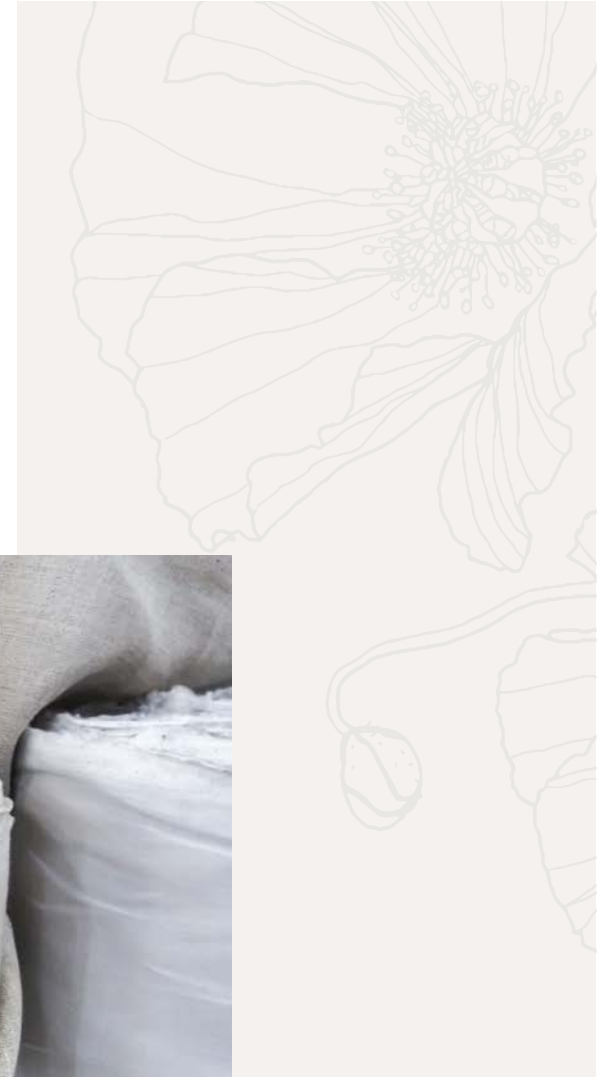


02.

To give back maximum to the community where we have teamed up with partners in the supply chain. We believe in going local while thinking global.

03.

To minimize waste, we aim to source left-over fabrics at market rates to encourage factory owners to make use of it rather than just disposing of it. We acknowledge that the industry is severely challenged when it comes to waste / excess material handling. We often design products based on what is available and have been very successful with many of those designs.



B. INDUSTRY PACKAGING

As soon as each item is complete, we immediately pack them in individual biodegradable polybags to ensure each garment reaches our customers in a pristine condition aligned to her expectations.



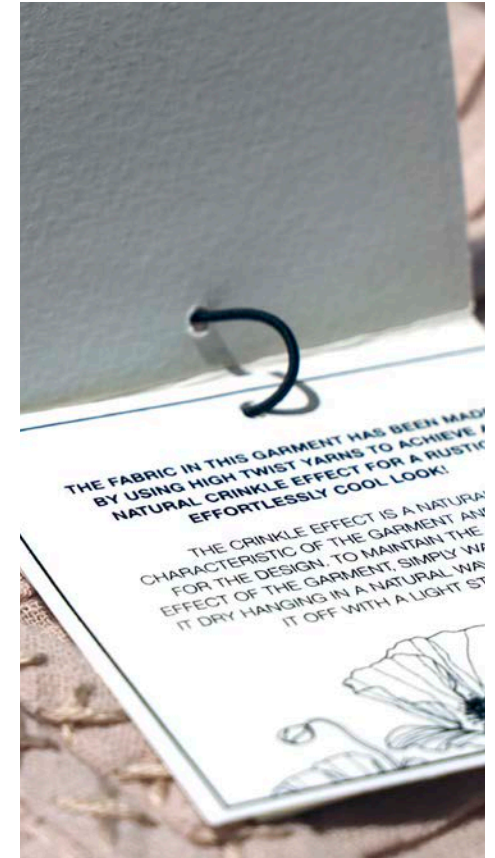
While we emphasize the need for individual poly bags for each garment to ensure it reaches the end destination in pristine and clean condition, we are fully aware of its negative environmental impact.

Scarlett Poppies only uses biodegradable poly bags for all product packing, however as much as these bags degrade into organic compounds, they still emit greenhouse gases in the breakdown process.

As a solution to this, we are now exploring the option of implementing glassine bags instead. These are clear bags made from paper but at a far higher cost. We still believe that there is no better sustainable option.

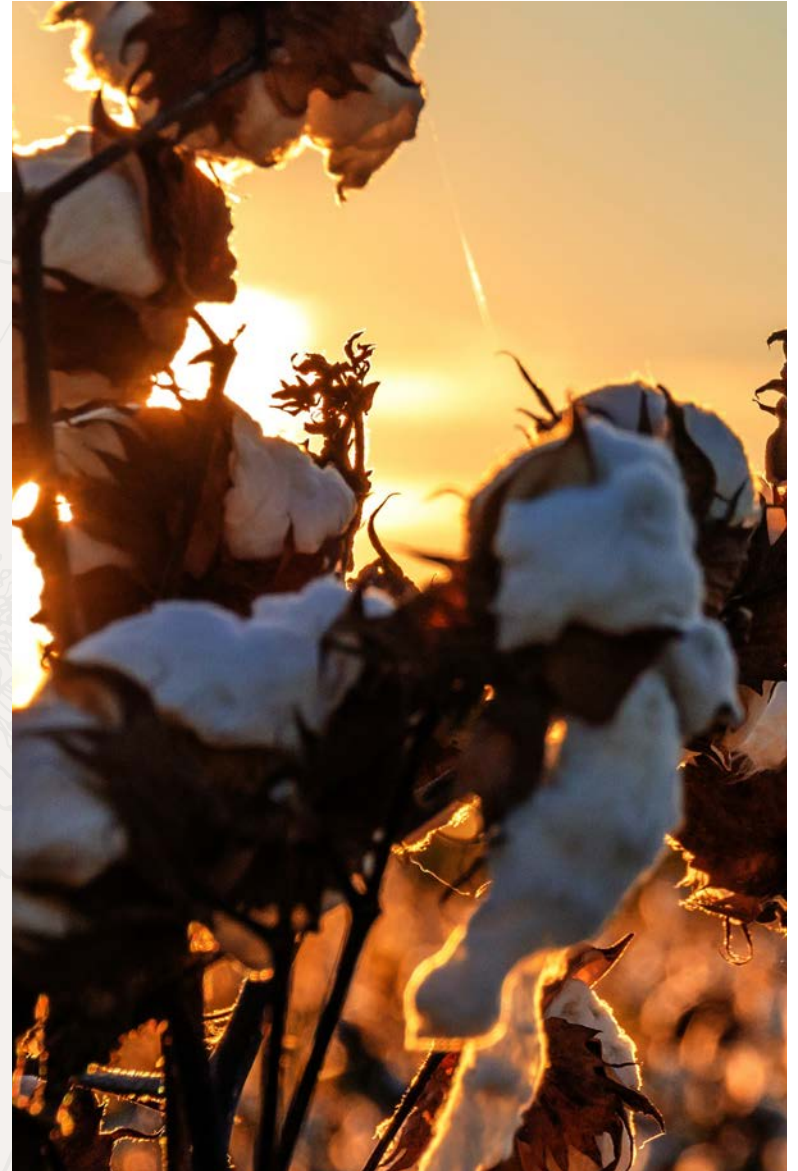
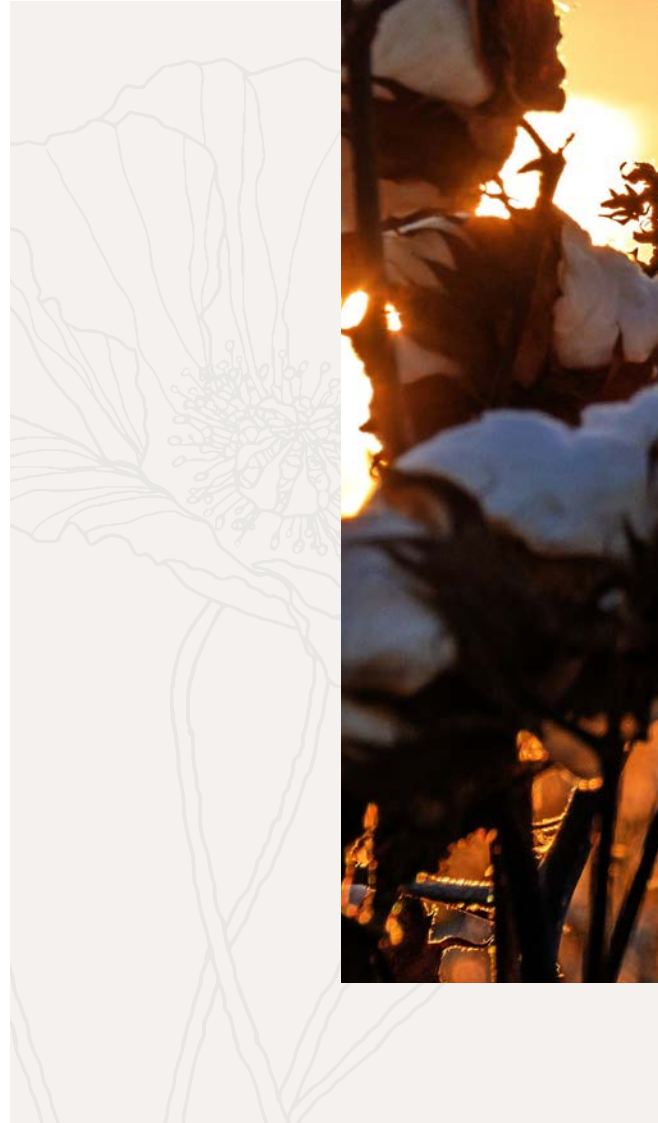
- All our hangtags and disclaimer tags are made from FSC certified paper. From Chapter 7 collection and onwards, all hangtag strings will be changed to unbleached cotton strings.
- All internal sampling/ salesmen samples are wrapped in unbleached tissue paper instead of using poly bags.
- Care labels are printed on 100% cotton, unbleached tape instead of traditional industry standard which is polyester or nylon.
- Boxes used for shipping are FSC certified.





As a relatively young brand and smaller production runs, we are sometimes challenged meeting minimum requirements for GOTS and FSC certified fabrics. We prefer to be transparent and open about this, rather than greenwashing the consumer with wrong facts.

Only when we acknowledge the challenge for what it is, are we sure that we will take the right actions to achieve what our sustainability goal is.



Ethical *Practices*

We are fully committed to using only audited, certified vendors who are socially compliant and work strategically on a holistic view of sustainability.

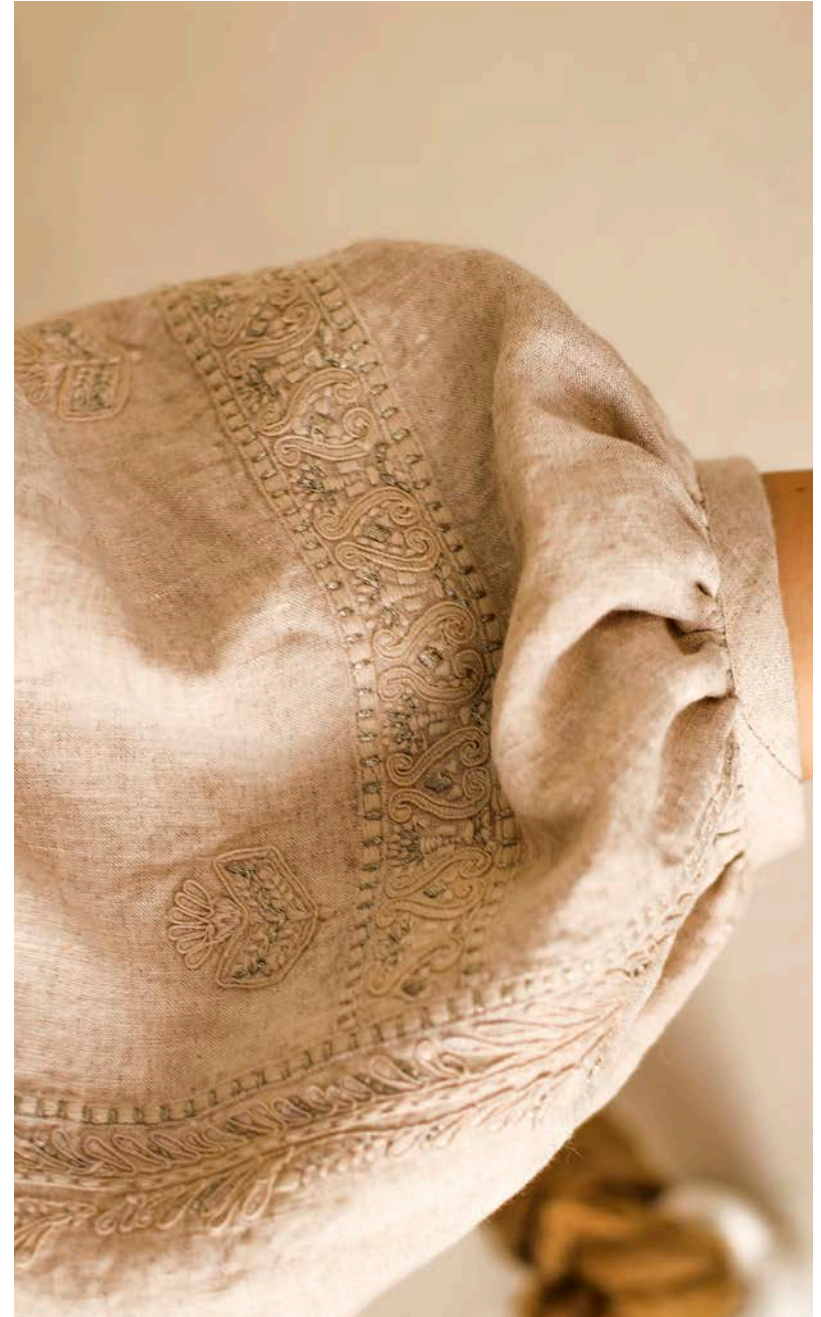
We produce primarily in India, as a strategic choice and to resonate with our vision and mission for what we would like to achieve with Scarlett Poppies, apart from creating mindfully crafted, stunning garments.

India resonates with the fabrics we build our collections around, the kind of resort wear brand we are with a focus on light woven, often intricate garments requiring highly skilled tailors and all unique craftsman skills that only India has.

By designing such products, we hope that talented, skilled artisans get future opportunities; that the new, young generation find meaning and will be able to make a living from these unique, inherited skillsets.

OUR PARTNERS IN THE SUPPLY CHAIN

We are currently working with a dozen factories in India and Asia. In 2021 we added more partnerships led by women and teaming up with NGOs within the crafts sector aiming to rejuvenate ailing handloom clusters across India.



Social *Compliance*

ALL FACTORIES IN SCARLETT POPPIES SUPPLY CHAIN HAVE AT LEAST ONE OR MORE AUDIT CERTIFICATIONS.

The certifications assure that health and safety is in place, minimum wages and correct overtime is also paid and on time, there is no discrimination of any gender or religion etc, no underaged workers, ESCI and pension funds, fresh water available for everyone, maternity leave is provided as per law, and that Indian laws and regulations are adhered to.

- BSCI
- Sedex
- Wrap
- Bureau Veritas
- SGS



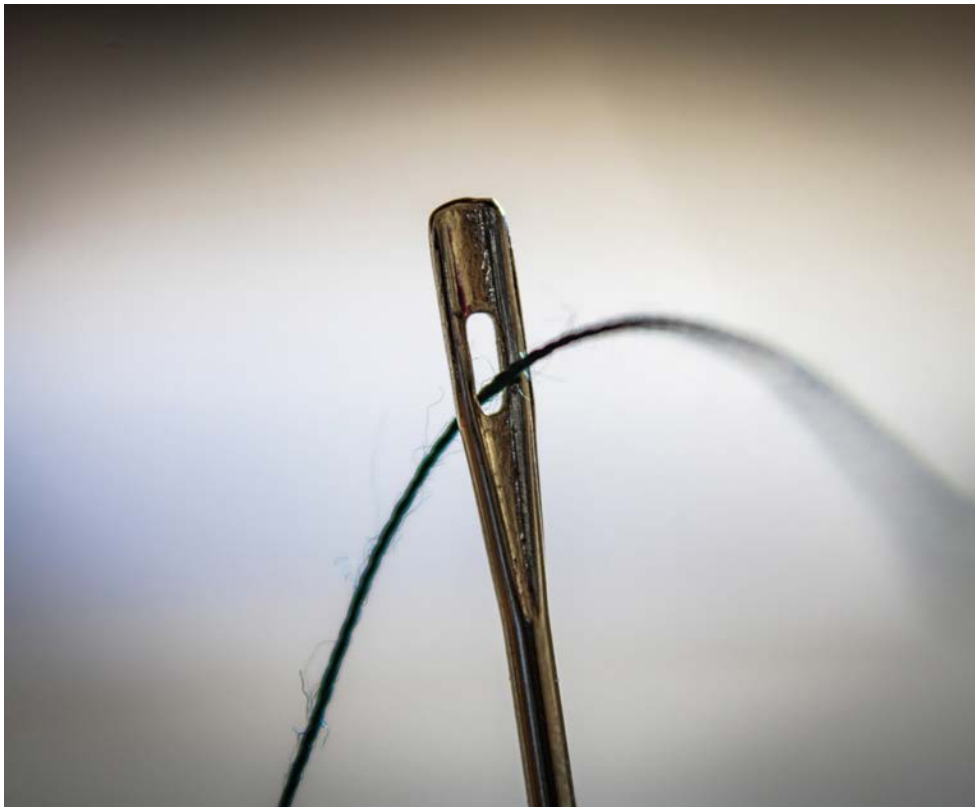
Which kind of certification a factory would have depends on primarily which market they produce for and what the customers ask for.

In addition to third-party audits, we also collaborate very closely with a Scandinavian agent, based just outside Delhi. Their clear vision and mission, their transparency and integrity are instrumental for ensuring that all factories are not only monitored but that they also get expertise and the local help

they need. Not least now in Covid-times when we have not been able to travel monthly, as we used to in the past to meet all factories frequently.

We believe in building deep and long-standing relationships with all partners in the supply chain.

We pledge to always conduct best practices and selecting collaboration partners mindfully and carefully.



Retail *Partnerships*

Scarlett Poppies is always looking for retailers to represent our brand and products. We strive towards establishing long-term relationships with partners aligning with our values and the way we look at best practices within the industry. This starts from the initial design stage to manufacturing, labeling, and packaging of our products to final selling.

We are already proudly teamed up with some of the most impeccable luxury resorts and five-star hotels, such as Mandarin Oriental in Dubai, Soneva Jani in the Maldives, Six Senses in Doha, and Dusit Thani, Maldives.



Existing

Shops and Resorts



AMICIS



bettina.



blue



covet



Dusit Thani
HOTELS & RESORTS



[et cetera]
WOMAN

FLAG

Girls of Ipanema

Gus Mayer

HYDORA
CONCEPT STORES

INVICTA
CASCAIS



The LBD ETC.
THE LITTLE BLACK DRESS

Lili Grace

emma's
Shoes and Accessories



Prestige



Existing

Shops and Resorts



Existing

Shops and Resorts

Monkee's of Peachtree Battle

currie

disco.

THE GREEN PINEAPPLE
KEY WEST



ivyvibe
BOUTIQUE

LAS CATALINAS

LAVIYANI
BODYWEAR
DESIGNS • MODE • BEACHWEAR

THE BAY TREE
REMUERA + ST HELIERS

SI BELLE™

MACALA
COLLECTIONS



milla.



Minx

MOE AND ME
Bohemian Lifestyle Store



Monkee's of the Pines

QUESTA



sharush®
Thaiwil

the
stable

BOUTIQUE
STE'S

TWO FRIENDS
saint simons island

BY TINAS


Top
Drawer
Boutique

WISH
& Shots



Brand Development

SCARLETT POPPIES



AT SCARLETT POPPIES, WE ARE CONTINUOUSLY FOCUSING ON THE DEVELOPMENT OF OUR BRAND IMAGE AND DEFINING HOW WE WANT TO BE PERCEIVED.

THIS DEVELOPMENT INCLUDES ALIGNING OUR BRAND WITH OUR BUSINESS OBJECTIVES, COMMUNICATING TO OUR TARGET MARKET AND BE CONSISTENT, TO BE INCREMENTALLY RECOGNIZED INTERNATIONALLY. TO ACHIEVE THIS, WE ENGAGE IN MANY DIFFERENT MARKETING ACTIVITIES.

Influencer *Outreach*

We work with several international influencers from the US, Europe, Asia, Australia, and Middle East (Dubai) with an overall combined total followers of 3.5MM.

We only collaborate with influencers that truly represent our brand image and values. We carefully inspect all content created to ensure adherence to our brand guidelines.

SCARLETT POPPIES' INFLUENCERS POSTS



@bubbly.moments
522K



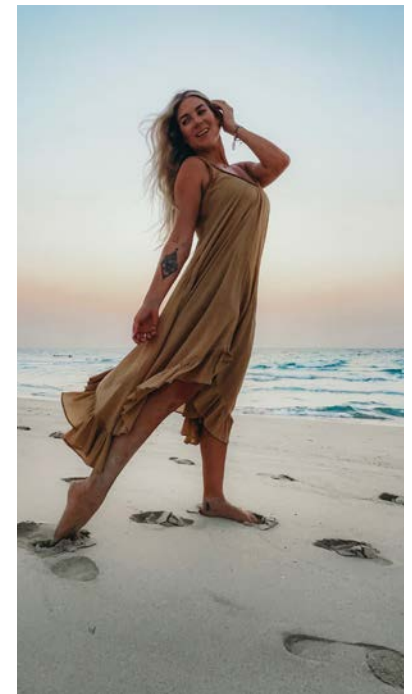
@marina.razman.real
34K



@sabinalynn
100K



@tatyanafigueiredo
97K



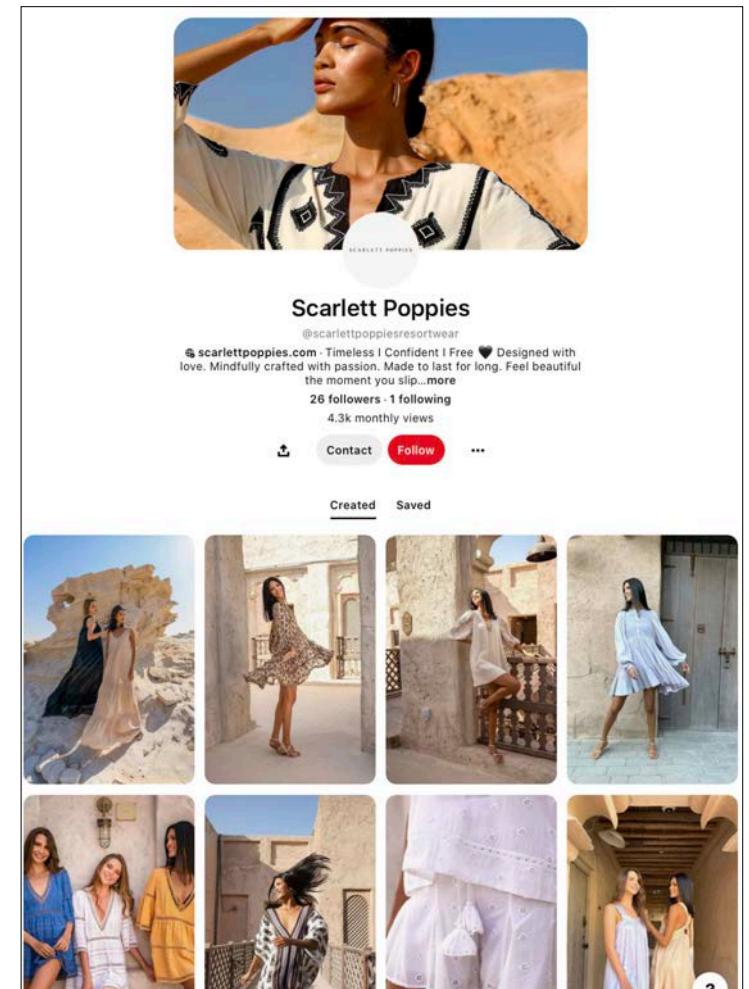
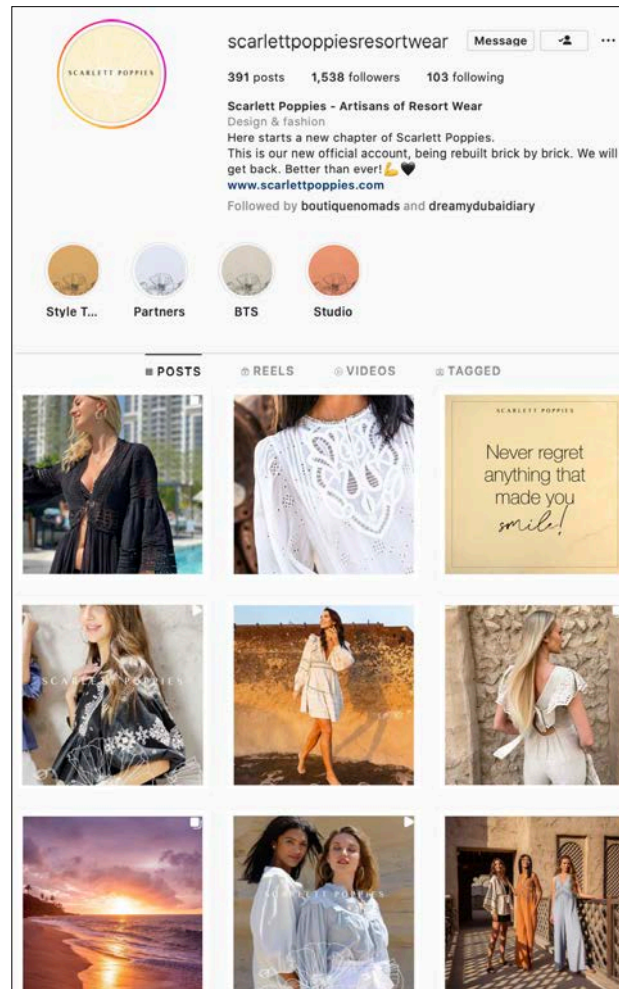
@tranquil_steph
22K

Social Media

We believe that brand awareness is key to our success and we are present on Facebook, Youtube, Pinterest and Instagram.

As the Social Media platform of choice in the fashion world, we pay special attention to Instagram's content and growth. We constantly post on the platform and focus on gaining a relevant and solid base of global followers.

We put a lot of effort into creating inspirational and relevant content beyond selling clothes. We focus on inspiring and uplifting our customers and followers by sharing good vibes and a dreamy view of life.



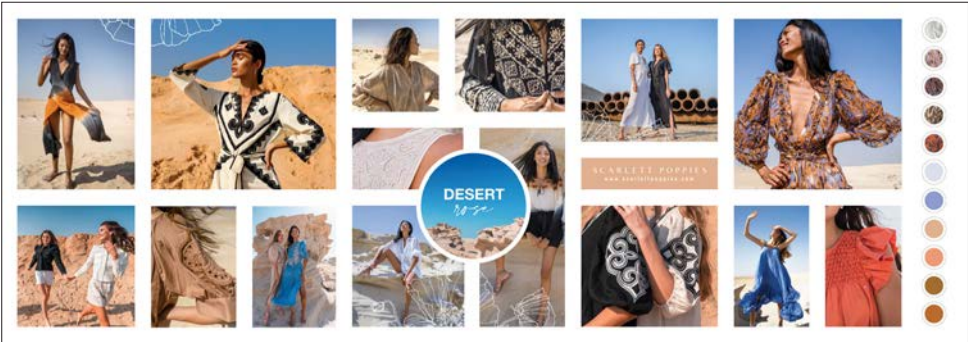
Our Scarlett Poppies Instagram account was hacked. As a brand, we stand strongly against the hackers' malicious intent and to avoid future attacks on other brands we will not be entertaining any negotiations with them. We are now rebuilding as @scarlettpoppiesresortwear and we know we will come back stronger than ever. Please follow our new Instagram account @scarlettpoppiesresortwear

Our digital voice - B2B tools

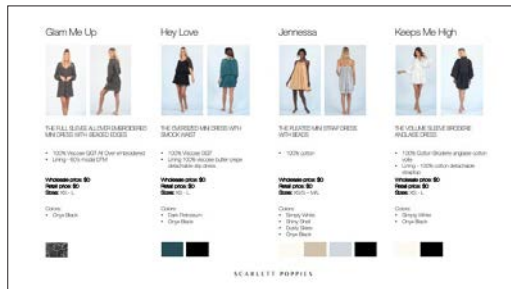
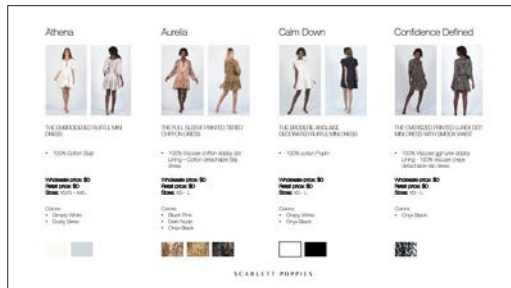
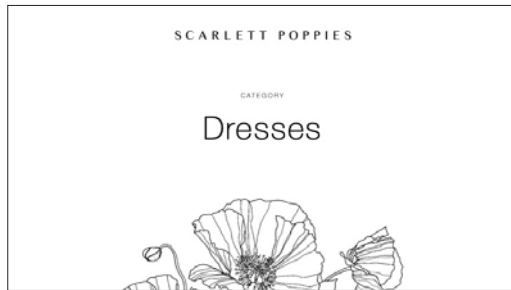
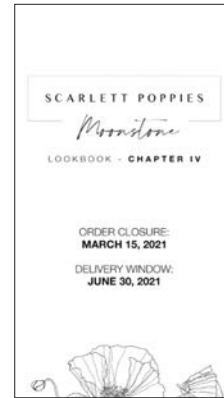
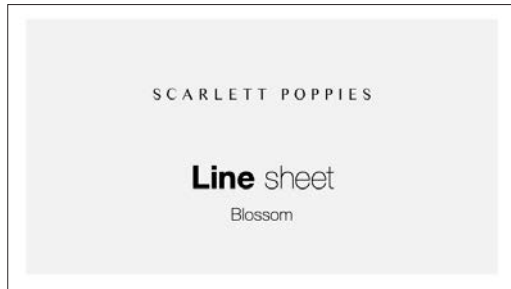
We frequently share relevant business information and updates to our retailers and showrooms which may include reminders of upcoming collections, order deadlines, best selling styles, support channels and opportunities, sales and tools and retail training material and more, in the efforts to drive sell through and grow the brand within each channel.



Lookbook



Moodboard



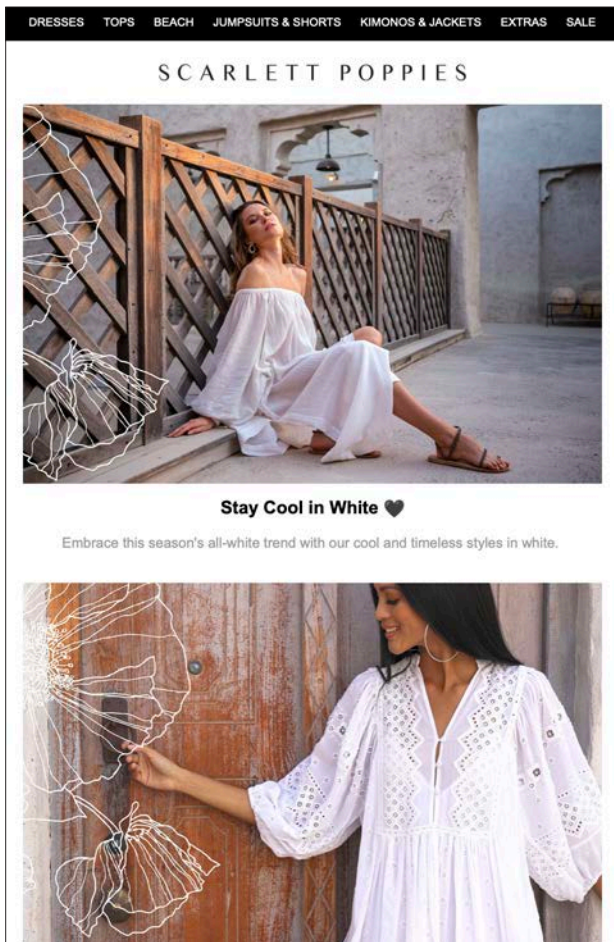
Linesheet

Showroom Video

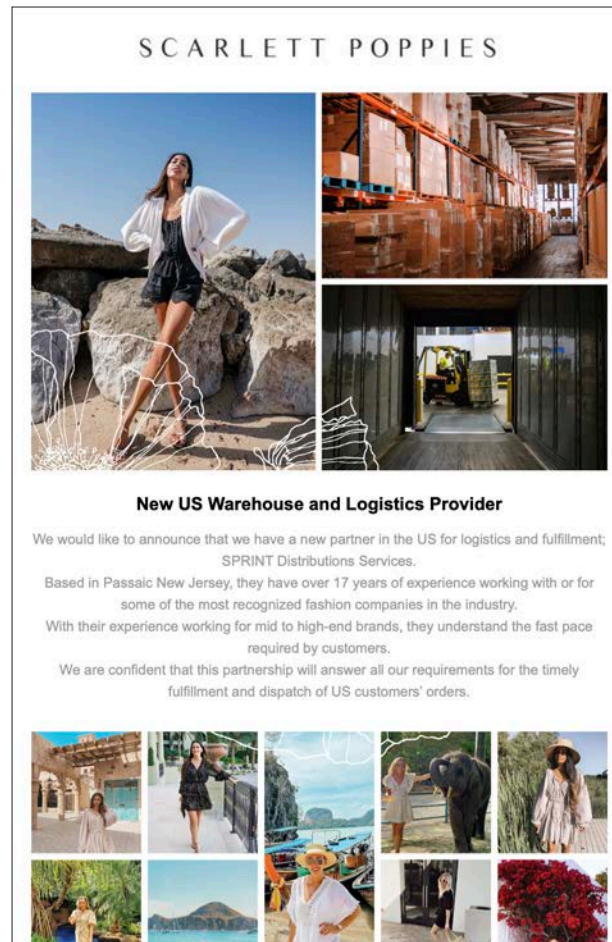
Lifestyle & product Images

Our digital voice - B2B Communications

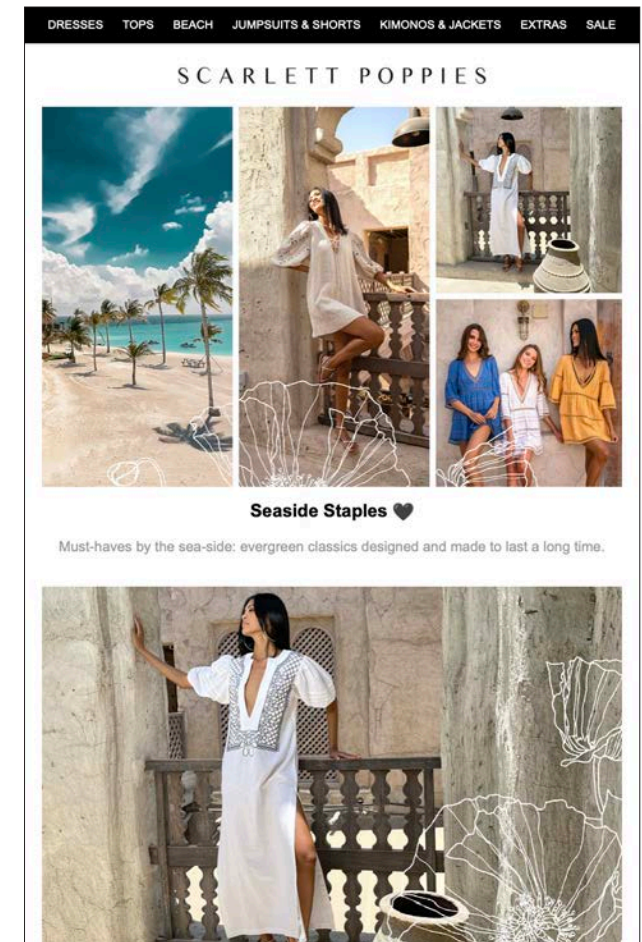
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Newsletter 1



Newsletter 2



Newsletter 3

Our digital voice - Wholesale Website

Access to all collections via our on-line B2B website portal and where you can also conveniently place your order in a hassle-free way, no matter which time zone you are located at.

Access to marketing kit, pictures etc to use for your social media channels to reach out to customers.



Wholesale Website



Reels



GIFs



Lifestyle Videos



Blogs

Blogs are for us a way to weave narratives, a lovely way to communicate a thought, an idea, a memory, a snippet of heritage, or the entire richness of a culture. Our retail website hosts the Blogs section where we publish articles about different relevant topics, from fashion tips to sustainability.


Summer Dresses 2022

MAY 26, 2022

Share


It might be argued that summer is the most wonderful time of the year. Even if you're less inclined to bask in the sun's rays, there's no denying the outfit possibilities that warm weather affords. We're most excited by dresses that show a little skin, like a puff sleeve mini or an open-back halter knit. Both will have you more than ready for all your fun reemergence summer plans—travel, celebrations, and nights out. And there are a handful of other exciting dress styles to look forward to wearing this season.

Dainty Day Dresses



A simple sundress is one of the most versatile pieces of the season. You can just as easily wear one as a beach cover-up as you could to a wedding (so long as you have the right accessories). If you pick a good one, the very same dress can be worn on weekend neighborhood strolls, park picnics, or even going out for a cocktail or spritz. Airy and light, a dainty day dress will be the hero piece in your summer wardrobe.

Hello, Legs



How To Choose Sunglasses for the Beach


MAY 12, 2022

Share

No summer look is complete without the ultimate choice of sunglasses to match your outfit and mood of the day.


A stylish pair of sunglasses not only enhances your look but also protects you from the sun and the heat. This accessory should be a fundamental one in your daily life, especially if you live in countries blessed with lots of sunshine.

So, what should you be looking for exactly? Here's a brief list of what to look for when choosing sunglasses for the beach and beyond:



1. Full UV Protection

When you say beach, you automatically think of the sun and heat. Therefore, it is a no-brainer for anyone to buy a pair of shades that has full protection against. Although some of the best sunglasses for everyday use do have UV protection, the pairs meant for the beach should be fundamental.



How to Transition Your Closet From Spring to Summer

APRIL 14, 2022

Share

If you're already thinking about how your spring wardrobe will transcend into your summer version, we're on the same page. Outside of the obvious reasons (rooftop bars, sunbathing, rosé, alfresco dining, everyone's generally improved mood), summer is our favorite time of the year because it's the easiest season for getting dressed.

Less layering is required, and there's always far less consideration for the blasted weather. There will be many stretches of time across the summer when throwing on a pretty dress and sliding into your favorite sandals is as much effort as needed to look tip-top. **Treasured moments!**



The foundations of what you'll wear when it's warmer are already in place—there's no need to ditch everything each time one of the new seasons comes around. It's more of a case of reconfiguring what's already in your closet and putting a few pieces on ice for when a colder day comes along.

All of the below suggestions will undoubtedly lie within your catalog at home.

Start Wearing: Silk, Cotton, or Linen Pieces

Your favorite jeans still have plenty of mileage during the summer. Just add sandals and lighter cotton, linen, or silk top to finish things off. A basket bag for a summer fresh look always works!

Popular summer pieces like cotton dresses don't take up a lot of space, making it easy to find what you're looking for when you're in a pinch. But to make your summer closet the most optimal space for hot weather fun, here are a few tips.



Store *Finder*

We help our retail customers find the nearest store near them in the Store Finder section of our retail website, where we have listed our 50 (and growing) retailers worldwide.

STORE NAME | COUNTRY | CITY

EUROPE	+
USA	+
CARIBBEAN	+
SUB-SAHARA AFRICA	+
NORTH AFRICA & MIDDLE EAST	+
AUSTRALIA	+
ASIA	+



www.scarlettpoppies.com/pages/store-finder



Thank you! ♡

We'd love to hear back from you!

Please send as an email and we will get back to you soon.
sales@scarlettpoppies.com

f **@** **@** **▶** **in** @scarlettpoppiesresortwear
www.scarlettpoppies.com