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Couple of travelers





— *founder*

Since May 2013, SO Original offers fashion accessories for those with a social conscience. Founded by Marie-Claude Coulombe, globe-trotter and passionate about ethical fashion, SO Original offers over 330 products, hand-made with loving care by artisans from around the world. 28 countries visited to naming but a few Myanmar, Cambodia, Lao, Thailand, Tanzania, Madagascar, Mali, Sri Lanka, Egypt.

“With SO Original, I want consumers to discover the know-how of artisans equitably paid. These artisans work with unique raw materials and offer high end accessories at an affordable price, explains Marie-Claude, owner and founder. These unique fashion accessories contribute directly to the vitality of local economies in Asia, Africa and the Middle-East.”



*Why did we
name ourselves*

— SO Original

SO is a positive expression in all languages.

SO in Thai means a "shared object". Our mission is to share with you our exclusive products.

SO in English and German denotes "so much" willingness to buy products, made by artisans, which improves their quality of life.

SO in Japanese conveys the "perception" of perpetuating an authentic work ethic which adds value to local economies.

SO in Vietnamese implies "in this manner" we wish to continue a dialogue in a respectful relationship which ties us to these gifted people with golden fingers.

SO in Korean expresses our will to build a "solid" reputation and differentiate ourselves by offering a selection of accessories of the highest quality.

SO in Portuguese indicates you will find these unique objects "only" at Style SO Original.

SO in the south of France "invites you in and allows us" to have de pleasure of assisting you.

SO in Laotian signifies "then".

Then' what happens? We created SO Original.



— *our brand
proposition*



Uncover wearable stories



Continuous discovery
of world-inspired creations

We have an endless desire to find and
distribute ethical fashion accessories;
from all regions of the world.



With each new product
you find in-store, we offer a
shopping experience that
immerse our clientele in
a universe of discoveries.



Unique stories and exceptional people

Each product we distribute carries a unique and inspiring story. Through our product selection, we showcase and help our clientele to connect with talented designers and artisans from all over the world.

Style and social substance

We offer contemporary-styled and ethical accessories concretely contributing to the health and vitality of local economies.

*to see
something once*

All of our products are attached to a social cause.





— *our* *consumers*

They have taken personal responsibility to tackle issues they care about and let their lives be guided by their values rather than external measures.





They're traveling to volunteer for nonprofits, creating a whole new category of "eco-tourism."

They're funding good ideas through Kickstarter.

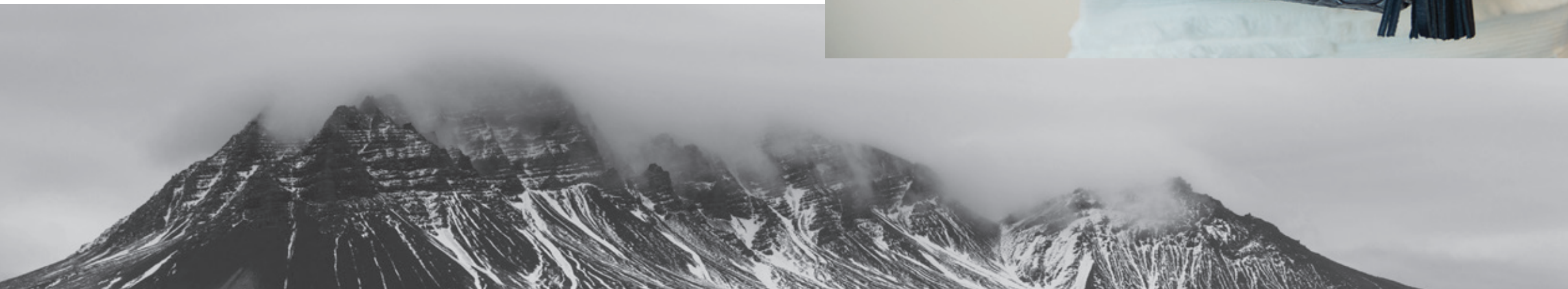
The spirit
of travelling

*Behaviour —
minded individuals*



/ respect does
not talkers

A group of humans whose behaviour forms a common cultural mindset. They span different ages and classes, but they share a common cultural mindset: they want to see values connected to actual behaviors. And they engage with brands they see as acting according to their values.





They choose startups over “traditional” jobs like investment banking, law or consulting firms (because startups have values and purpose and allow for personal action and impact).

Writing



Working for an NGO is a sign of success and values, not an inability to get a real job.

For them, what you have, who you are, and how you express your values is defined through action and impact — whether through your social footprint, sharing, or networking.

Materialism has given way to Experience as a form of social currency: doing, engaging and acting is the new badge.

They respects doers, not talkers.

of new stories

— *brand vision*

Become a nationally recognized leader in the retail of contemporary-styled, internationally-sourced and ethically-produced fashion accessories.





— *brand belief*

Fashion feels better when it carries an optimistic and meaningful human story and leaves a positive social impact.



— *brand purpose*

To discover and distribute
exceptional artisanal
accessories from
around the world in
an ethical and socially
responsible way.







— *brand promise*

Reward you through the perpetual discovery of an ever-evolving selection of fashion accessories that appeal to your style sensibilities, your social conscience and your thirst for enriching human stories.

— *reasons
to believe*





Hand-picked stories

A diverse array of products, each carrying a unique and engaging story.



Off the beaten fashion path

More than 330 unique products from various regions of Asia, Africa and the Middle-East.

*makes new
discoveries and
share them*



Style with substance

Contemporary fashion accessories that do real good; giving back to local communities and contributing to social causes.



Always adventurous

The relentless pursuit of new designs, new colors, new materials and new stories means there is something to discover on a weekly basis in store.

— *brand
values*





Celebrating originality

From the diversity of the people and countries from which we source our products, to the way in which we refine and combine these original products to develop our own unique creations.

a gypsy soul

Respecting people

Conducting business in a way that not only respects the heritage and talent of the artisan, but is also dedicated to their fair treatment (pay and conditions) and skill development.



*and a vibrant
heart*

engages

new Communities



Building relationships

Close collaboration and co-creation ensure trusting and lasting relationships with artisans; producing better products and in return, providing better support to them and their community.

Longlasting beauty

The use of high quality raw materials, and a preference for classic design over short-lived trends contributes to the longevity and timeless style of products; a better investment for you and the environment.



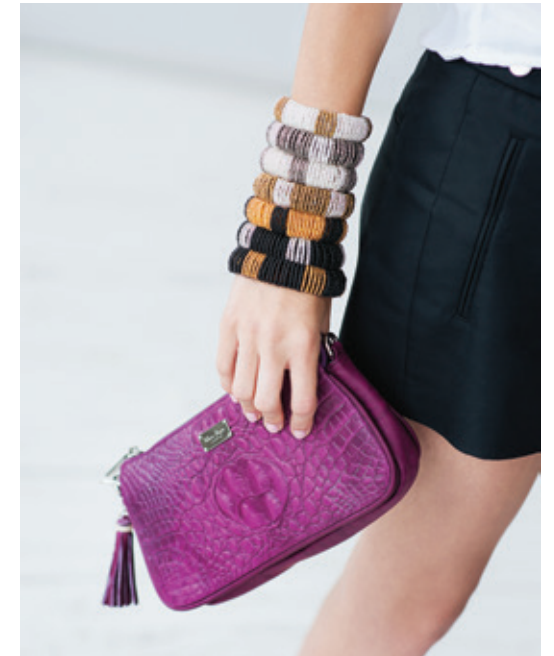
— *brand personality*





Meet and Greet

Open-minded and personable, we never shy from conversation or interaction with the people we meet. With a travellers mindset, we bond easily and share stories freely.



Happy Go Lucky

A joyful disposition, unbridled optimism and a wicked sense of humour should come through in the way we act, speak and write. We are fun to be around and manage to keep business lighthearted.



Full of Wanderlust

With an insatiable appetite for travel and adventure, we marvel at new experiences, new encounters and new discoveries. The mere thought of the next adventure brings a smile to our face and twinkle to our eye.

Good Judge of Character

Whether it's spotting the talent in an artisan or the untapped potential of a piece of design, we have a good eye and a strong instinct for things that will work; from business collaborations to new product creations.



Favour style
with substance



The wanderess

To see something once, is better than to hear about it a thousand times.
Yet, travel is more than the mere seeing of sights; travel is the making of new friendships,
the living of new experiences, the forging of new memories, the writing of new stories.

Of a place where nothing feels so familiar that it can be taken for granted,
where nothing is yours except the essential things;
the air and the skies, the sleep and the dreams.

Of a moment when in discovering how other people live, work and play,
you learned more about one's self and what it means to be human;
your connection with others and your place in the world.

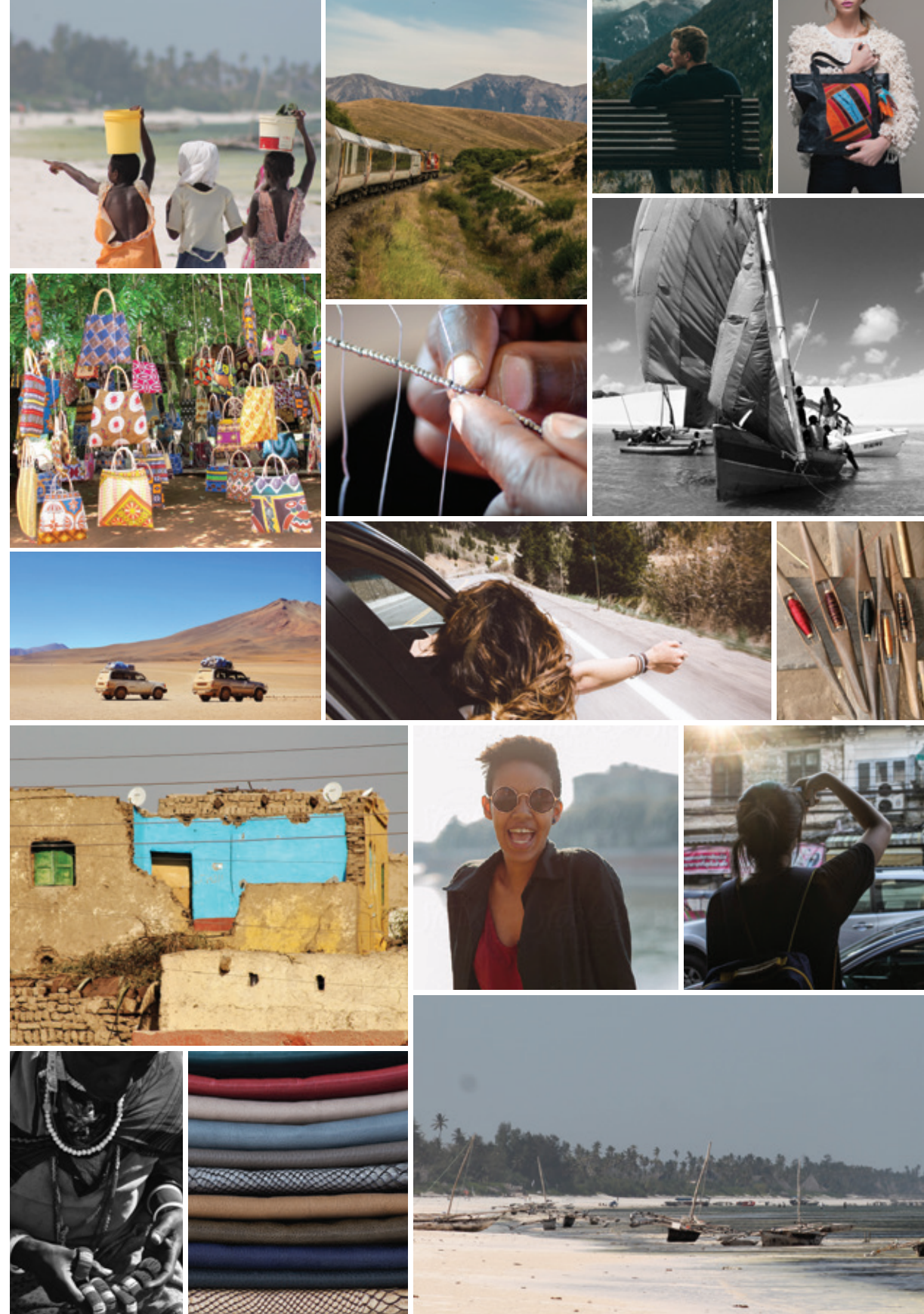
Of a feeling caught between nostalgia for the familiar and an urge for adventure,
where any longing for home gives way to the wanderlust;
for places we have never known and stories we have never told.

The wanderess seeks new perspectives, engages new communities,
makes new discoveries and shares them, just like so.

SO Original
Uncover Wearable Stories.

— brand facts

- Globetrotting across 24 countries
 - Importers of 9 certified Fair trade products
 - Partners with companies that give back to others
 - Givers to three charitable organizations
-
- Companies that give the gift of shoes in sri lanka
 - Provide scholl supplies in mali
 - Buys medical insurance in cambodia
 - Support orphanages in kenya and tanzania
 - Finance the protection of wildlife in Zambias national park
-
- In laos, 225 local women weavers receive regular salaries
 - Womans Massai cooperative and their beaded jewelry
 - Mr georges the teacher and his commitment to procure 40 school scholarships
 - In ethiopia 200 proud women can earn an income through their jewelry collection
 - In madagaskar 5 women are supported in the zebu horn polishing technique





Traveling as a couple with Paul frees us of the grind of our workdays and allows us to leave our long winter behind. Numerous flights, hundreds of buses, many boats trips, without counting all the "TUK-TUK" and taxi rides on two wheels has brought upon us a new sense of freedom and made us forget the stress of our daily lives in Montreal.

We fell in love with amazing people and special atmospheres. We contemplated the sun over lakes, the subtle rays of sunshine through trees and the magical colours of sunsets. With our backpacks and hiking boots, we've walked off-track trails and, hand-in-hand, built imaginary castles. Fate awaited us with spontaneous laughter, incredible culinary discoveries and captivating pictures of young and wrinkled eyes.

*Thanks to
meetings with
these incredible,
talented artisans
we were able to
start our business
and import each
of these beautiful
objects that tell
a story.*

