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# CLEAN & UNIQUE

*Small sized fashion labels and fashion designers  
for a social and environmental responsible fashion production*

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## Conclusions Meeting 4-9-2008 (p.1)

### Theme: PROFIT

#### Agenda:

- Presentation by the lovely Cindy Pielstroom;
- Introduction by Roosmarie Ruigrok (Elsewear)
- Profit for Dummies by David Uijl (K.v.K. Utrecht)
- Green trends by Jan Agelink (Jaffa/ presentation dropped out)
- De Groene Boekhouder by Joep Blox
- Investors for start-ups by Keith Wallace and Paul Janmaat (Nebib)
- Joke Bom: the story behind watMooi.nl
- Rita Radoux: the story behind Fates
- Het nieuwe inkopen intro + Quiz by MVO Nederland



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#### Introduction

Clean&Unique is an Elsewear project especially for small fashion companies and designers. In a row of 5 meetings, after People and Planet, this PROFIT meeting is the third.

The next meeting is planned on 5th of February 2009 with the theme Promotion will cover green marketing and sales issues. The last meeting is planned on 2nd of April 2009 and will be about the most important drive for success: Passion.

#### The green bookkeeper

Joep Blox is a young professional (24 y) continuing his career as founder of the first Green Bookkeeping company in the Netherlands. He wants to work only for other green minded companies. Where possible, Joep travels by train and compensates his carbon emissions.

His added value in the green sector is that he knows the tax tricks of doing green business (e.g. for a hybrid car the tax is lower, a bike can be registered as 'costs', there are some green tax related subsidies and more of this).

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#### Profit for Dummies

David Uijl explained the basic principles of profit: turnover minus costs.

In a self built animation movie David showed by example how the conventional textile trader 'John' gets into trouble with his non-sustainable textile business: his suppliers, employees and customers don't take it anymore. And 'greenwashing' raises his costs even more while journalists discover this: John's business is apparently going down.

The other example is about the starting company of Mero, who is doing fair trade. His suppliers and customers are happy and loyal and work harder. Mero gets a lot of free publicity. The company of Mero makes good profit. After time Mero employs a new bookkeeper: John.

#### Investors for start-ups

Keith Wallace is an investor, and mediates between start-ups and informal investors. Before the meeting I asked how he as an investor thought about the 'green' wave: "When it generates profit, it is interesting, when it generated loss, it is not".

Keith stated that nobody in the room should want to engage with an informal investor, because as an entrepreneur, you obviously choose to be independent. Having an investor on board, means that there is someone co-owning your company and sharing the decision making position.

But if you badly need money, you can give the "triple F" a try: Friends, Family and Fools.

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To conclude, according to David, green is and will be a crucial factor in doing business nowadays.

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## Conclusions Meeting 4-9-2008 (p.2)

### Theme: PROFIT

*...Continued: Investors for start-ups*

If the triple F doesn't cover your needed investment, you make a good business plan and go to a Bank. And in the fashion design sector, the bank will not give you a credit loan. So in the end you might consider to find yourself an informal investor.

When it comes to informal investors, it is not about business plans, it is about the person and about the 90 seconds pitch, according to Keith. This is the time you have available to raise an investor's interest.

Some 8 people from the audience presented their plan in 90 seconds. Keith asked some critical questions and afterwards, Paul Janmaat, former Rabo banker, now investor and Nebib consultant, gave some honest and great value feedback.

Most eye- and ear-catching pitch was from Vivian Joore-Buys, presenting the Cat-Art-Fair-Trade-T-Shirt company [dweezilsfriend.nl](http://dweezilsfriend.nl).

### Fates

After the break, Rita Radoux was one of the entrepreneurs telling the history of their first years of their company. Rita is large shareholder of the small family business Fates, now running three shops in exclusive hand made accessories, shawls and bags.

Rita had a good job as consultant but one day she felt the time was there to do something else. She went to India and found a new mission: to design fair trade accessories, have it made in India, and sell it in the Netherlands. Fates now employs 5 persons and buys from many Indian producers. To get so far was quite an odyssey. "We did everything wrong, that we could have done wrong".

At the start, three years ago, friends and family gave support. There was more finance needed, but the plan was feeble; investors at Nebib were not interested. With persistence and overstating own assets, Rita finally convinced a bank to make the needed credit available.



### WatMooi

Joke Bom and Sjoerd Roorda want to make the world more beautiful with [watMooi.nl](http://watMooi.nl). Joke worked at the Ministry of Justice but after a drinking session and an hilarious email to fashion designer Judith Osborn, the idea [watMooi](http://watMooi.nl) was there.

The well designed webshop sells where possible fair or eco labeled clothes. [WatMooi](http://WatMooi) also engages in campaigns for charity organizations. This seems a smart marketing tool; the charities generate extra income from the profit of special T-shirts sales and [watMooi](http://watMooi) generates a loyal customer base.

How does 'green' relate to the profitability of [watMooi](http://watMooi)? Customers don't seem to care much, only 0,4% of the clicks relate to background articles on production circumstances. Just a very small group really interested. But for free publicity, green is buzzing.

The free publicity record of [watMooi](http://watMooi) is impressive. But Joke thinks that green will be 'normal' within some years. On the other hand, beautiful clothing with a unique story will always be an important selling point.

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### Presentatie en Quiz 'Het nieuwe inkopen'

Madelon Knop did the presentation, and together with Cindy Pielstroom the Quiz. Four people handled the balloons most adequately and won the great book '*Veggie in Pumps*'.

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*This meeting was supported by:*

**Kamer van Koophandel Midden-Nederland**

