

V. MORA

Case-Study:

Poppet

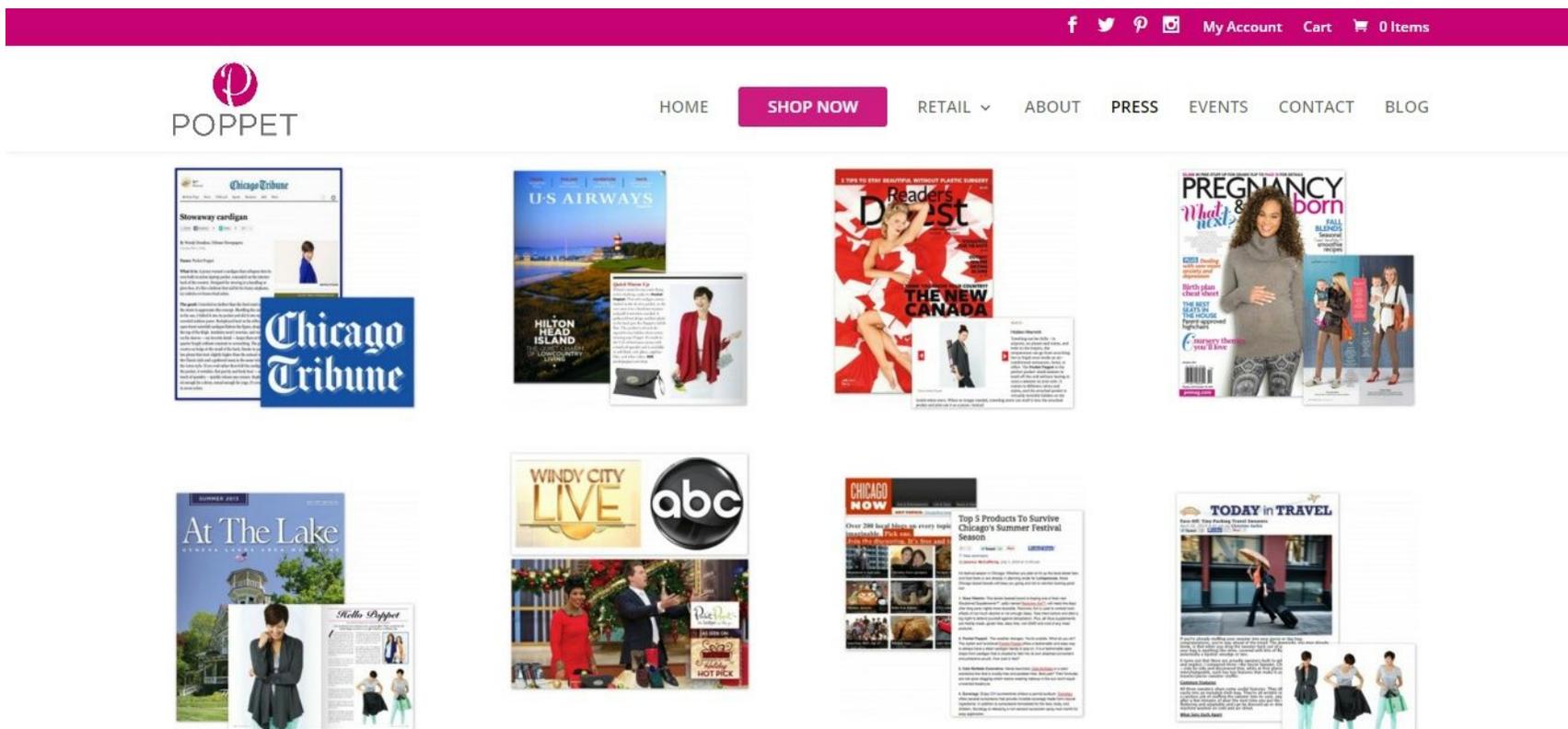
## Who is Poppet?

H&K's Aha! moment came after a conversation about dining in a chilly air-conditioned restaurant. We recognized the absence of a portable garment for women, that could still be practical, protected & packable, but stylish and flattering. With special attention to detail, we designed & created a line of what we feel are high-quality innovative & classic open front travel cardigans that fold into their own attached water-repellent pockets. It's a fashion first-aid kit for frosty airplanes, icy cubicles or frozen-food aisles.

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# check out some of Poppet's press



## issues the client was facing

Helen Tyler and Karen Hill-Krolow first starting working with V.Mora over three years ago. They came to us with a humble prototype made out of a shower curtain and safety pins, and we transformed it into a workable garment that has been featured everywhere from Good Morning America to the Wall Street Journal. We created patterns and samples, sourced fabric and partnered them with manufacturers across the country. We continue to develop new products together and oversee their production as they continue to grow and expand!

## how and why Poppet chose v.mora...

After tirelessly researching manufacturers in Chicago, I came across Jane Hamill's Fashion Brain Academy website and consequently an upcoming tour of 4 manufacturers. I called Karen , we discussed the tour and decided to take the last two spaces. At the end of the tour, we both realized that we knew very little about the whole process and knew that we needed help. Anna Livermore founder of V.Mora was also part of the tour and after learning more about the services that they offered , we signed then and there. We did not want to make costly mistakes, and knew by the end of the tour that V.Mora was for us. We learned that we needed help sourcing textiles, pattern making, production and so much more. V.Mora were there to guide us at the start of our journey.

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## your plans for the future, continued growth with V.Mora's help?

Since our launch in June of 2013, our line of packable cardigans has now grown to 4 styles and in 2016 we plan to launch our Paris packable wrap dress and Turnaround Tank. Working along with Julie Luther making our patterns and Lydia Granger keeping our production needs organized is key, and a vital component in our growth strategy.



## testimonial



"We started our company three years ago with just an idea and with no previous background in fashion or design and knew that we needed help!

Our favorite part of continuing to working with V.Mora is that we have a team that is on our side, cheering us along , keeping us on track and we honestly could not have come this far without their knowledge and guidance. We look to V.Mora to make our patterns and prototypes ( Julie Luther is amazing ! ) , coordinate production, help us to source labels, textiles, interfacing, threads you name it! We are able to communicate on a regular basis and work through issues together, to reach a positive conclusion.

If you are on the fence about whether to work with V.Mora or not , we would say , make as few costly mistakes as possible and use the resources and expertise that are offered. We would have wasted a lot of time and money (not to mention the stress) trying to get our company where it is today without the help of patient and knowledgeable professionals."

- H & K



### about us:

Established in 2008 by its Founder Anna Livermore V. Mora is a fashion business and production consulting company that works one on one with independent designers. We offer hands-on help with everything from pattern making to sourcing to production management and marketing. V. Mora is a one-stop-shop for success. With our wide range of services and talented team of experts, *We bring your fashion dreams to life.*

**Schedule your FREE 20 min  
strategy meeting today!**