



ISSUED BY: Dakota Digital
CONTACT: Rebecca Appleton
EMAIL: Rebecca@dakotadigital.co.uk
UK TEL: 01623 428996
US TEL: 1 917-720-3025

Dakota
DIGITAL

Cut loose, hang tight and recycle with the sPACyHEMp – the organic, hemp onesie for free spirits and tastemakers, proudly made in the USA.

Company and Designer Information

We are a fashion brand for the free spirited. We create apparel for the creative. We design for surfers and skateboarders, mountain climbers and risk takers, street artists and hip hoppers. We are sPACyCLOUD.

Founded in Washington DC, sPACyCLOUD brings designer Tatiana Kolina's (AKA Tati)'s creative vision to life. We're passionate about self-expression, love and positivity and are 100% made in the USA, with production carried out from coast to coast.

We believe in supporting local communities from the soil up. That means our apparel is organic, playful and kind to the environment. We defy categories, labels and age groups to design clothes for men and women that follow their hearts, not the rules. We hope you love our garments as much as you love what you do.

Collection Info

sPACyHEMp is a new collection with a touchably soft, reassuringly natural, surprisingly stylish onesie as the first product. It's made from a unique blend of hemp and organic cotton. Perfect for travelling, sleeping and hanging out, it's a fresh and functional approach to loungewear, elevating casual to a whole new level.

The sPACyCLOUD sPACyHEMp collection is the only casual apparel you'll need this winter (or summer). This is the onesie, re-imagined.

Why Hemp?

Forget what you know about hemp and embrace what you know about nature. Kind to the soil and the atmosphere, hemp is an incredibly versatile plant which can grow just about anywhere – no diva botanicals requiring expensive, toxic chemicals needed here! It flourishes without pesticides, it's sustainable and with over 6000 years of history to its name, is proven, yet undervalued.

One of nature's purest plants, hemp flourishes in spots that other plants fail. This is fast fashion, with a difference. The hemp plant's fibers are long, strong and can be surprisingly soft, silky and sumptuous, making for the coziest apparel you'll find anywhere in your closet.

sPACyCLOUD is an environmentally conscious company and using hemp is a natural fit with our low impact philosophy. Now that hemp is becoming legalized in the USA, we wanted to find a way to incorporate this powerful little plant into our apparel. And why a onesie? Well, we like everything

SPACY so a onesie aka a space suit felt like the perfect addition, pushing us on to new dimensions and helping us to be greener than ever.

Product Info

Whether you're on the road or on your coach, in a tent or sleeping under the stars, you should be comfortable in your own skin. No itchy labels, uncomfortable seams, scratchy fabrics, too-tight waistbands or clinging fabrics.

Made to fit your body, designed to fit your life, the sPACyHEMp onesie is soft, comfortable and ultra-snugly. It's functional and unlike most loungewear, you'll find lots of pockets, so it's useful too. Whether you want to stash your GoPro or your wallet, you can take it with you in your sPACyHEMp onesie. If it rains, just pull up the hood and carry on living your life out loud in the great outdoors.

We don't think apparel should be a struggle so we've made the design easy to pull on and easy to take off.

Clothing should never be boring so it's hip and fashionable, made to reflect your lifestyle and give your passions free reign. What's more it's easily transitioned, if you're comfortable indoors why get changed to go outdoors? The sPACyHEMp onesie is at home anywhere, wear it travelling, wear it chilling, wear it your way.

Features

- Touchably soft, ultra-comfortable hemp and organic cotton blend that'll take you right back to childhood
- Tones of pockets and a useful hood
- Pull on, pull off design making it easy to wear and remove
- But why bother taking it off? The sPACyHEMp onesie can be worn indoors or outdoors
- Great for travelling, camping, sleeping, working, playing and thinking

Where we're at

We've travelled the length and breadth of the USA and found a local manufacturing partner that can help us put the sPACyHEMp onesie into production.

We've also sourced a supplier for the hemp and picked our organic cotton to blend with the hemp. We've experimented with different blends and compositions and found one that creates beautifully soft and amazingly comfortable apparel.

We've also finished our designs and have our fulfillment partners on standby.

Money will be used for

We're right on the edge of creating a new kind of fast fashion, a garment made from an ancient, sustainable and thriving plant, that is kind to the earth, needs no pesticides, is comfortable, made entirely in the USA and organic! We need your help to make this change a reality!

The funds raised by this campaign will be used to purchase materials, pay for printing costs and begin manufacturing our hemp onesie, the first in our brand new range of apparel made from hemp. This will all be done in the USA, from Washington DC and beyond, creating investment in local communities around the country.

Timeline

We've carefully weighed up the risks and spent weeks envisioning potential road blocks. We're confident we're now in a place to overcome the foreseeable challenges and have mapped out a conservative timeline for production and delivery.

We envisage delivery of the very first sPACyHEMp onesie three months after our campaign is successfully funded.

1. Fabric order placed - 3-4 weeks
2. Print order placed - 1 week
3. Manufacturing begins - 3-4 weeks

Risks and Rewards

We're playful and connected to the modern world – leaving us surprised that more brands aren't embracing the sustainable power of hemp in clothing. With change comes risk, but we're passionate about this method of design and see rewards alongside the challenges.

As an established and already successful brand, we know this process, we know our market and we know how to take a product to market. We have contacts and a strong network of suppliers across the USA. With this knowledge, we've been able to mitigate the risks and challenges for this project as best as we know how. We've leveraged our existing relationships and asked suppliers for their recommendations. We've gone out from our Washington DC base and met specialists around the country, tapping into our existing network. We've established, with input from our manufacturing and fulfillment partners a realistic timeframe for delivery.

The local businesses we partner with are reliable, trustworthy and have established relationships with us. We've worked with them at every stage of design and prototyping, so they have been engaged in the process from the beginning, meaning full disclosure at every stage and a final product that we know is feasible, with no unexpected changes or prospect of production delays.

Rewards

\$5 THANK YOU - Thanks so much for your help! We can't thank you enough for your support. For this, you'll receive a handwritten thank you note and sPACYcLOUD sticker.

\$10 The Adventures of sPACYcLOUD- You'll get a coloring comic book depicting stories about three elephants embarking on galactic adventures. Comics are made by our LA cartoon artist and are exclusive to us.
==> <http://www.spacycloud.com/comics>

\$25 EARLY BIRD - Catch them while you can. You will receive your choice of the sPACYcLOUD snapback or beanie. Thank you for your early support!

\$45 TWO sPACYcLOUD ITEMS - You will receive your choice of the sPACYcLOUD snapback and beanie.

\$85 The sPACYcLOUD PACKAGE – we'll be sending you a black sPACYcLOUD classic t-shirt, your choice of size, beanie and snapback. We'll also display your name and picture on our site as a supporter (if you want, of course) - and we'll send you a sPACYcLOUD sticker too.

\$115 DUO DEAL – You'll get everything from the \$85 reward plus your choice of two more beanies or snapbacks. We'll also display your name and picture on our site as a supporter (if you want, of course).

\$160 sPACYcLOUD ONESIE – The ultimate! You will receive your own onesie, patch and a sticker. We'll also publish your name and picture on our site as an early supporter (with your permission, of course).