

LOUNGE



COMFORT  
MADE  
SEXY

JESSICA OLDNALL



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# BRAND PROFILE





“

WOMEN NEED COMFORT  
MADE  
SEXY,

## OUR STORY

We are a women's underwear and fashion brand, founded in 2015 by the young couple, Melanie Paradise and Dan Marsden. Lounge was primarily launched with a strong focus on underwear, but our collection has since expanded to include loungewear and swimwear. Lounge was initially created for a very specific reason; to offer women underwear that brings everyday comfort without comprising the style and look of the design. Lounge's ultimate intention is to bring comfort back to underwear, whilst providing something that looks and feels sexy on. The team at Lounge Underwear truly understand the relationship between a woman and her underwear.

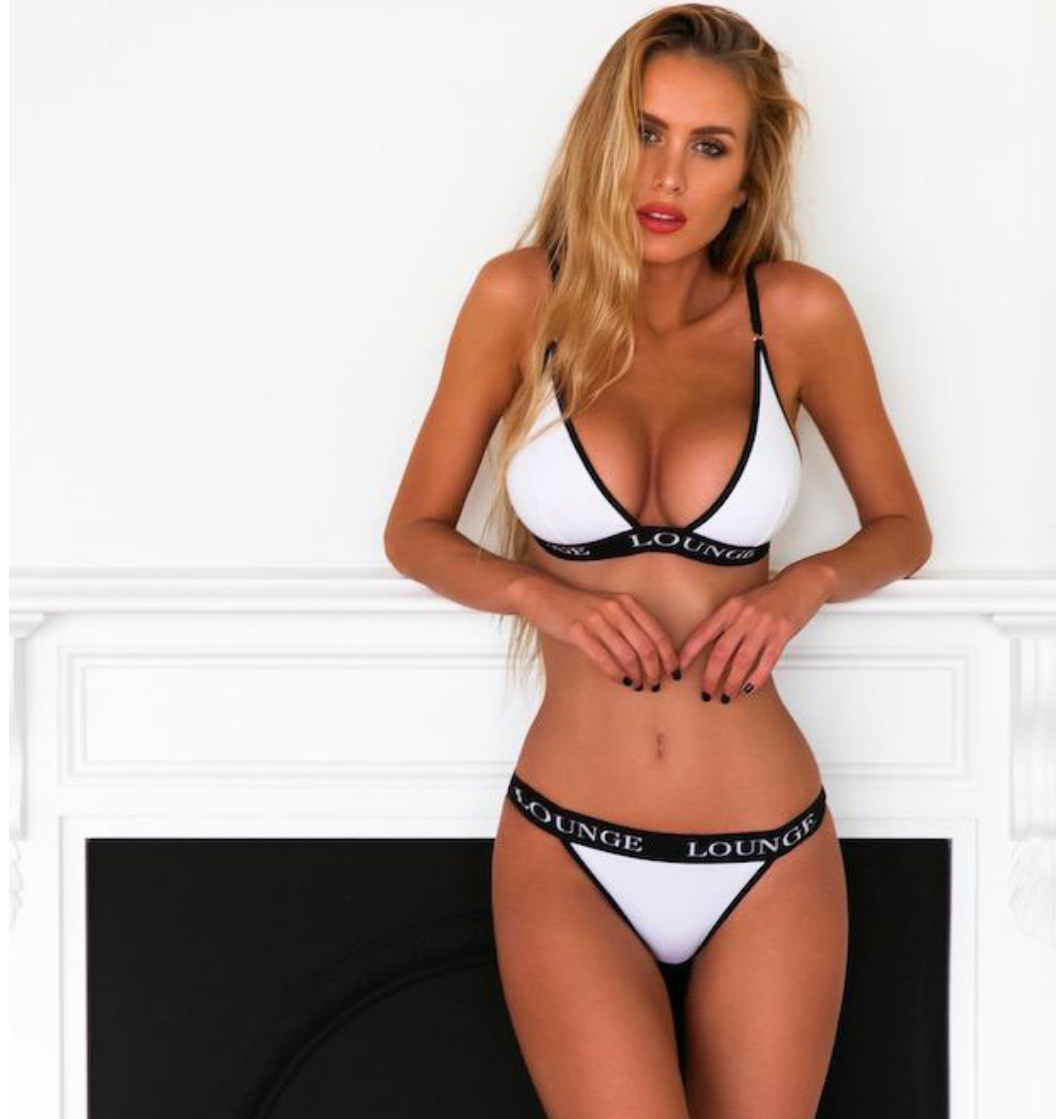
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AND SO LOUNGE  
WAS  
BORN.

”

2015

LOUNGE  
WAS  
BORN.



Sketches were drawn, plans were built.

We took the leap.

We designed our first pattern, the 'Triangle Set'.

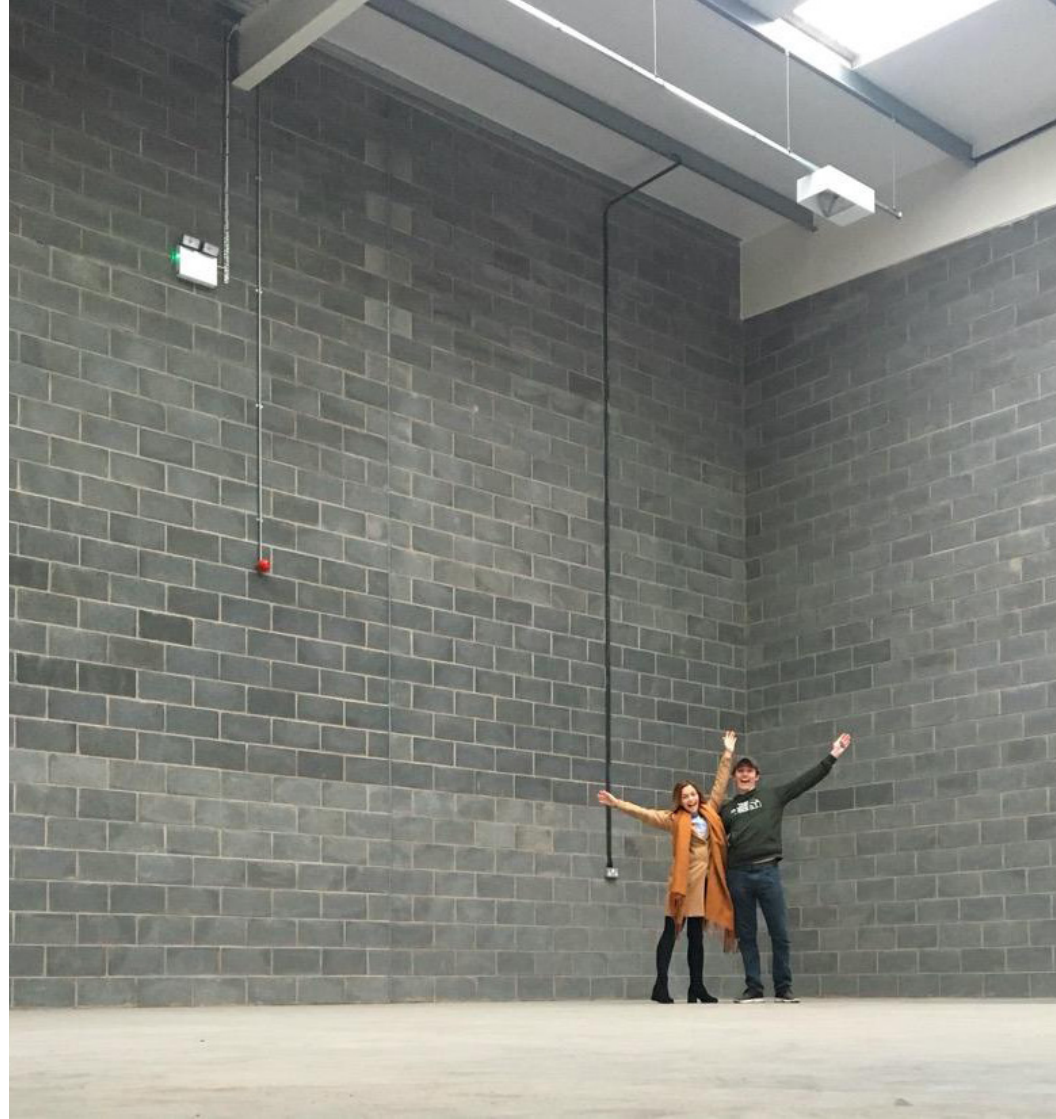
Our website was launched and our first sale was made.

Dreams became reality.

Lounge was born.

2016

## SCALING AND GROWING.



Production was outsourced to the Far East.

Our first full scale shoot was with Renee Somerfield in Australia.

Our collections expanded.

Lounge Apparel was launched.

We survived our first Black Friday.

We moved from the lounge into our first warehouse space.



2017

## THE DUO EXPANDED.



We employed our first two Loungers.

Pip the Cavapoo took the title of Head of Staff Happiness.

We drew and launched more designs.

Lounge Intimates was launched.

Our US-specific website was launched.

Lounge moved again, into a space three times bigger.

2018

## MOVING AGAIN AND MANAGING GROWTH.



The popularity of Lounge grew in Australia.

Our Aus-specific website was launched.

We had to say goodbye to our second home.

We moved again to keep up with demand and growth.

We received our first container full of Lounge products.

The team took on another successful Black Friday together.



2019

## A GAME-CHANGER OF A YEAR.



We celebrated our third birthday in style.

We shot our #JoinTheWave campaign in the Bahamas.

Lounge swim was launched.

We took Lounge over to Miami for Miami Swim Week.

We moved into our HQ at Blythe Valley.

We hit 1M followers on Instagram.



2020

A YEAR  
NO-ONE  
COULD HAVE  
PREDICTED.



We brought to life many monumental campaigns including #MyBoobsMyBody, #FeelYourBreast and #PeopleMadeChange..

Coronavirus hit but we adapted fast and thrived.

We marked our 4th Birthday.

We had our first million pound hour.

The Lounge Ethos was brought to life through our first sustainable Bamboo Collection.

We grew 345% YOY and recruited 20+ new Loungers.

# COMFORT MADE SEXY

## OUR MISSION

**Comfort Made Sexy.** Lounge aims to provide high quality and ethically sourced underwear and loungewear products for everyday comfort and an exceptional fit, to any woman craving comfortable yet stylish and sexy underwear. **Female Family.** We are incredibly passionate about nurturing our followers and encouraging them to embrace our values as well as their own. Our Lounge family is constantly at the forefront of our thinking, and we are always encouraging them to love themselves and all the women in their lives.

# THE BIGGEST IN THE WORLD

## OUR VISION

We are a young, entrepreneurial business that has quickly reached international scales, in just five years, through the use of effective marketing and communication strategies. Despite our rapid rate of success, we are still very much future thinking and we are always working hard to be the best we can possibly be. Lounge's ultimate vision is **to be the biggest underwear brand in the world**, endorsed most significantly by a strong community of women that truly value our brand for its beautiful products, and identify with our values.





## OUR VALUES

Our brand values cover many avenues from comfortable underwear for every day, supporting women all around the world, and showing real women in real moments how important comfortable underwear really is.

# REAL WOMEN

## OUR POSITION

Lounge offers underwear, loungewear and swimwear that brings everyday comfort without compromising the style and look of the design. Our target market is categorised as women, but more importantly, anyone craving comfort when it comes to the products that we offer, whilst being able to look and feel sexy and stylish. We are proud that we have something unique and special to offer, Comfort Made Sexy, which our Female Family can recognise, admire and identify with.

# & REAL MOMENTS



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# CUSTOMER & PRODUCTS





## OUR CUSTOMER

**Female Family.** This is our name for our customers at Lounge. Female, because we confidently and proudly target women, and family, because we want our customers and everyone associated with Lounge to feel part of a strong, collective community. No matter what age, size (or cup size!), shape, or race our customers are, they all share the same desire to be comfortable in their loungewear, underwear, or swimwear - whilst at the same time feeling sexy, beautiful, and empowered, like they can conquer the world.

# FEMALE FAMILY





## LOUNGE FITTING ROOM

One of Lounge's unique selling points is our virtual Lounge 'Fitting Room' that can be found on our website. Our customers can visit our virtual Lounge 'Fitting Room' to find their perfect 'Lounge Fit'. We realise that many people may view the process of buying underwear online as risky, but to minimise concerns and increase confidence, we created this concept. This innovative process not only provides added value to our customers by ensuring they purchase the correct fit, but it also allows us to gather data so we can provide our customers with a totally personalised shopping experience.

## OUR SIZE GUIDE

We champion diversity and body positivity here at Lounge. Our sizing guide reflects this. After the realisation of knowing we can better our company to cater for even more Female Family members, we now offer our customers cup sizes that range from 30A - 38G, with bottoms running from XS - XXL. Although we are always working to improve fit, shape and size based on real life conversations with our Female Family.





## UNDERWEAR



## SWIM



## LOUNGEWEAR



## INTIMATES



### OUR PRODUCTS

Lounge's product categories cover underwear, loungewear and swimwear. When we realised that 'Comfort Made Sexy' could apply to product ranges beyond underwear, we expanded our portfolio, and have never looked back! Underwear is our prominent product category that consists of a variety of collections with key names. For example, our staple design 'Triangle', the gorgeous 'Balcony' and the minimal 'Essential', to name a few. Our loungewear exists for example jogging bottoms, hoodies, t-shirts and dressing gowns. Our swimwear collections feature many stylish bikini and swimming costume designs that are all named after a beautiful place on earth.

SWING TAGS  
100% RECYCLED

RECHNOSTHABESCH

LOUNGE

RETURN &  
EXCHANGE CARD  
100% RECYCLED

LOUNGE

MADE FROM 100% RECYCLED MATERIAL

PRODUCT BAG  
100% RECYCLED

MADE FROM 100% RECYCLED PLASTIC



MAILING BAG  
95% RECYCLED

## OUR PACKAGING

Packaging is very important to us at Lounge. We are known for focusing on the 'oooh-aaah' sensation when it comes to our packaging. Satisfying and wowing our Female Family is key so they come back for more! Packages will always consist of a black mailing bag with the white Lounge logo on the front, a smaller slightly opaque product bag, a return and exchange card and swing tags. We keep our packaging very minimal at Lounge; sticking to the monochrome colour palette and minimal typography. Most significantly, our packaging is sustainable, and we are very proud of it.

LOVE TO LOUNGE  
LOVE OUR PLANET <sup>30</sup>



LOUNGE LOUNGE LOUNGE LOUNGE LOUNGE LOUNGE LOUNGE LOUNGE LOUNGE LOUNGE

# BRAND GUIDELINES





## OUR LOGO

We like to keep everything simple, classy and chic. Lounge is designed to be perceived as a luxurious and high-end brand, so our branding must reflect this.

Our main logo is simply the word 'Lounge' in capital letters. We also have a logo that presents 'Lounge' in a square format that is suited for social media profile pictures.

The logo can be in white or black font, which reflects the simplicity and classiness of our brand, as well as our brand essence and the message we communicate to our customers; Comfort Made Sexy.

LOUNGE

LOUNGE

LOUNGE  
UNDERWEAR



## LOGO DOS AND DON'TS

LOUNGE

Do keep the logo clear and proportional.

LOUNGE

Don't substitute the font of the logo.

LOUNGE

Don't crop the logo.

Lounge

Don't change the letter case of the logo.

LOUNGE

Don't stretch or squash the logo.

LOUNGE

Don't change the spacing between the letters of the logo.





## OUR FONT

Didot is the font that we use for our logo and sometimes to emphasise key words. We chose this font to define our brand because it is minimalistic and has an elegant and professional aesthetic. Considering our logo consists solely of the name of our brand, it was important for us to choose a font that is easily legible.

The Montserrat font family is used for all of our marketing material and creative collateral. Montserrat Regular or Light is predominantly used for body text, and Montserrat Regular or Bold with a tracking space of at least 50 for headings and subheadings (all in capitals).

# DIDOT

Regular *Italic* **Bold**

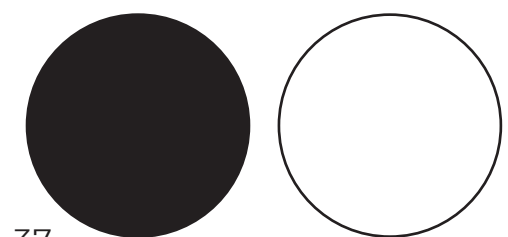
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# MONTSERRAT

Light Regular **Bold Extra Bold**

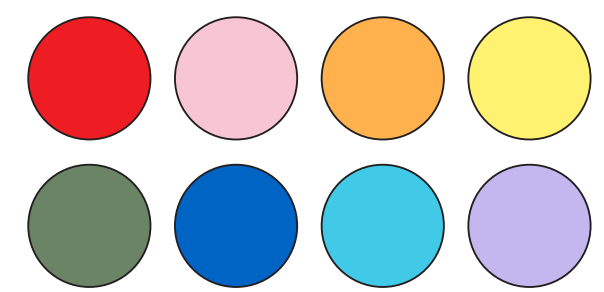
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**OUR COLOURS**

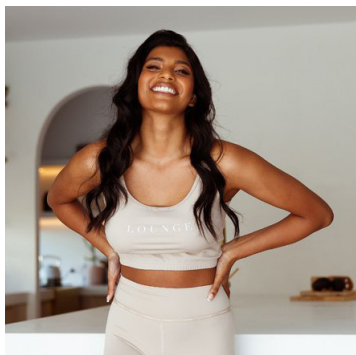
The Lounge brand features a monochrome palette, highlighted by our minimal black and white logo which features at all customer touch points. Our intention at Lounge is to encourage women to embrace their natural beauty and love their bodies. To satisfy our customers, we design our product ranges in all colours to suit everyone's different tastes, practically using every colour of the rainbow. However, it remains highly important that the branding on each of our products remains minimal and reflective of our brand overall.





## IMAGE GUIDELINES

### OUR CATALOGUE IMAGES



At Lounge, we use imagery at all customer touch points, from our website and social media platforms, to the print outs we include in the parcels that we send out to our customers. The images that we promote on our website are professionally taken to promote new styles and collections. We aim for each photoshoot to be of a similar style, depending on what we are shooting. The models should be very natural looking, always with their hair down and their make-up neutral. We promote our products in relatable locations where they would be worn in reality. The backdrops are typically neutral, often in an interior space of a household e.g. in/on a bed, on a sofa, in a spacious hallway etc. Our shoots may differ slightly for our 'Intimates' collections, our 'Swim' collections and our Black Friday sales. For example, our 'Swim' shoots often take place in exotic locations, and our 'Intimates' collections and sales shoots are often darker with special effects such as rain or smoke for impact.

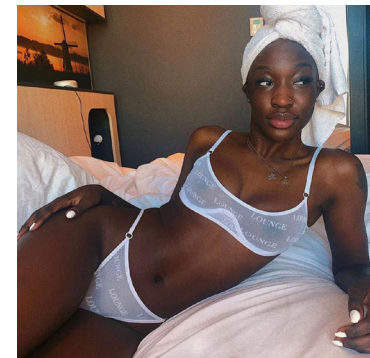
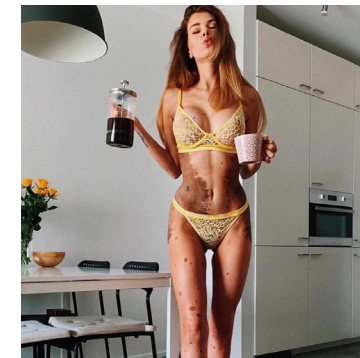
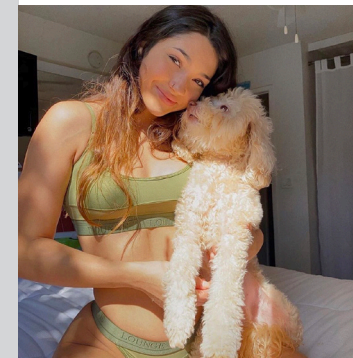
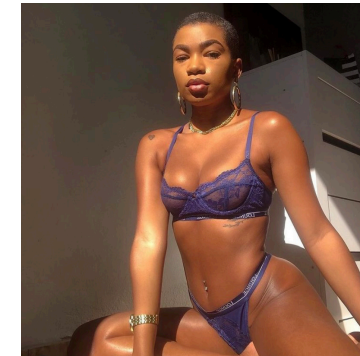
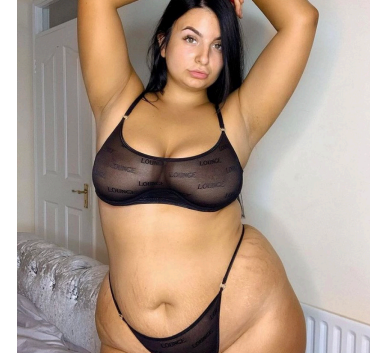


## IMAGE GUIDELINES

### OUR SOCIAL MEDIA IMAGES

Our social media platforms showcase the raw, natural qualities of our diverse Female Family. We utilise influencer marketing to promote our products. Influencers take their own photographs wearing their favourite Lounge products that they promote on their social media platforms that we then share on ours.

We ensure are chosen influencers are relatable, diverse and admired, to wear Lounge products and take aspirational pictures in locations that they feel comfortable in that others can relate to. We don't apply any filters to these images to emphasise the naturalness and relatability. Promoting diversity at Lounge is especially important to us. We hope that promoting these real-life, customer-taken images will result in anyone feeling like they can buy and proudly wear any of our products. This realness allows us to maintain a close relationship with our customers and, in turn, allows them to have trust in our brand. Our brand enables our customers to be true to themselves. We do also post some of our catalogue images on our social media.





# BEST FRIENDS

## SOME OF OUR FAVOURITE EMOJIS



## OUR TONE OF VOICE

The Lounge tone of voice is friendly, youthful and fun. We are a brand that prides itself in being accepting of everyone. One way of inviting people to love our brand is using relatable language and talking to our customers like they are our **best friends**. We use emojis on our social media pages, such as in our captions when we post, and on our emails, to emphasise the casualness of our brand.



We also have a blog on our website entitled #MyLoungeLife, discussing relatable topics, which allows us to use an informal and relaxed way to communicate with our customers and to connect with them on a personal level. Our Female Family is incredibly important to us and they are key to our success. Putting our community first, and ensuring that each and every member feels valued, is at the top of our priorities.

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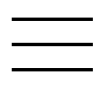


# COMMUNICATION GUIDELINES





# LOUNGE



JOIN THE #FEMALEFAMILY

## SHOP



MUST HAVES



COLLECTIONS



UNDERWEAR



APPAREL



INTIMATES



SWIM

## THE LOUNGE



BREAST PRACTICE



FEMALE FAMILY



SUPPORT

## OUR WEBSITE

Lounge is an e-commerce brand. It is important that our online presence is strong because that is the space our customers are constantly present in. Our website has a clean, modern aesthetic with everything ordered strategically. It has the capability to perform functions such as predictive search, a wish-list and a “hint hint” button that allows users to send someone a link via email to an item that they like.

## OUR EMAILS

A way of effectively communicating to our customers is through email marketing. Our email marketing templates are pretty much the same for every email we send out as consist branding is key. The use of emojis and friendly tone of voice remain important for our email marketing. We send customers updates on things they might want to know about, including product launches, campaigns, educational blogs and more.



## OUR SOCIAL MEDIA

Social media is key for us to build relationships with and communicate to our customers. Our Instagram is our strongest social media platform, with our customer following reaching 2 million in 2020! We communicate consistently across all platforms using the same tone of voice to ensure people become aware of and remain engaged with our brand. It is important that we utilise each platform for their individual strengths and functions to maximise resonance with our customers. Hashtags in particular are very important to us, because they align with our tone of voice and enable people to interact with our brand. We have a selection of hashtags that we always use, and we create new ones for exciting campaigns. #MyLoungeLife, #LoveToLounge, and #FemaleFamily are three key hashtags that we use. On every one of our typical posts, one of these hashtags is used.

### INSTAGRAM CAPTION EXAMPLE

**loungeunderwear** Shine bright and embrace every bit of you 💖✨ You deserve it! [#myloungeLife](#)  
Female Family: [@\\_nelly\\_london](#) in Raspberry Balcony



User-generated content/  
Female Family images.  
Product/competition pushes.



Catalogue image content.  
#MyLoungeLife blog links.  
Product/competition pushes.



Content to push customer  
engagement e.g. comments.  
#MyLoungeLife blog links.



Brand success content.  
Job/career posts.  
Loungers appreciation posts.



Campaign focuses.  
'Lounging With' series.  
Collection launch videos.



Product/collection  
promotion.  
Posts for customers to 'shop'.



User-generated content/  
Female Family videos.  
Product/collection promotion.



## #FEELYOURBREAST CAMPAIGN

Our #FeelYourBreast campaign is very important to us at Lounge. Every October - the month especially dedicated to our breast friends - we campaign hard to raise breast cancer awareness, raise donations for our incredible chosen charities (CoppaFeel! and Trekstock) and highlight the importance of checking your breasts and getting to know your body. It was and is always our mission to empower and unite our Female Family all around the world, and create the most empowering and long-lasting movement possible. We introduced our Female Family to our Legends in 2019; 10 incredible, young, strong women who have experienced unique and emotional journeys with cancer, and in 2020 we introduced 3 new faces. Without our Legends, this campaign would not be possible. In 2019, we released 20,000 Limited Edition Pink Thongs and our Ultimate Guides, raising £23,676. In 2020 we topped this by releasing 50,000 Limited Edition Pink Thongs and our Ultimate Guides, raising £104,837.





## #MYBOOBSMYBODY CAMPAIGN

On International Women's Day in March 2020 we kickstarted another incredible campaign called **#MyBoobsMyBody**.

This was a week long campaign intended to honour and celebrate our boobs and our bodies. As part of this campaign we launched a competition to our customers to be in with a chance to win an ultimate HQ experience for one day with our Lounge Team, by telling us genuinely and positively in an Instagram comment what it is that they love about their boobs and bodies. This campaign brought our Female Family together, alongside 7 incredible women who joined us to celebrate their beautiful, individual boobs and bodies. The message that we wanted to put across to our Female Family, and still do, is that we should all love and appreciate what carries us everyday and what makes us unique, no matter our size, cup size, shape, race or even gender. We know that this is something that doesn't come naturally to a lot of people, and so we wanted to give our Female Family the confidence to start thinking about what they truly find beautiful about their bodies.

# #MY BOOBS



# MY BODY

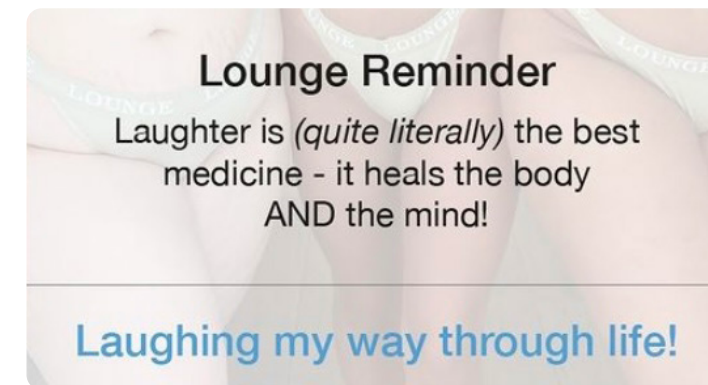


## #LIGHTUPWITHLOUNGE CAMPAIGN



Another campaign that means a lot to us at Lounge is [#LightUpWithLounge](#), which launched in the first month of 2021. 2020 was a dull, depressing year for many reasons, and understandably many were feeling a bit apprehensive about 2021. But we wanted to start off the year as positive as possible. January supposedly sets the tone for the remainder of the year, so we wanted to aid our customers with this. We wanted to encourage our Female Family to stay connected online, uplift one another through kindness and celebrate the goodness of kind communities on social media, just like ours at Lounge. We continued our strategy of posting 'Lounge Reminder' posts on our feeds throughout the month of January to give our Female Family something to smile about, as well as giving 5 competition winners a whole year's worth of Lounge to set them up for the year of 2021.

# #LIGHTUPWITHLOUNGE



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OUR  
FUTURE





A photograph of two women sitting on a woven lounge chair by a swimming pool. The woman on the left is wearing a black Lounge Triangle bikini, and the woman on the right is wearing a white Lounge Triangle bikini. Both bikinis have the word 'LOUNGE' printed on the straps and waistband. They are both smiling and looking towards the camera. The background shows a clear blue pool and lush green tropical foliage.

LOUNGE ETHOS

# IT'S COMFORT MADE SEXY...

Sustainability is very important to Lounge. We believe Mother Nature (our planet) is deserving of our love, kindness and attention. Therefore, we pledge to do all that we can to embrace sustainability and to protect Mother Nature. We are always keen to step outside of our comfort zone, uncover opportunities to grow our eco approach and make a real and continued change for the better. We aim to be as transparent and honest as possible, and hope to openly make positive changes for Lounge, for our Mother and for our Female Family as we continue on our sustainable journey.

A key step in the right direction, our staple Triangle design, is now composed of 95% Bamboo; a sustainable, antibacterial and hypoallergenic fabric choice with long-term benefits, both for the environment and our customers.

# BUT CONSCIOUS



## OUR GROWTH

As a brand, Lounge is always looking for ways to grow. Afterall, our vision is to be the biggest underwear brand in the world. We work hard and we don't stop. We believe being persistent and consistent will be the key to our future success.

We can't believe the success we have had in just 5 years. We have achieved so much in such a short space of time, thanks to our Female Family, and we can't wait to see what the future has in store for Lounge.







COMFORT  
MADE  
SEXY

Lounge Underwear  
Solihull  
West Midlands  
United Kingdom