

**ENVOY**  
*"amazingly chic"*

**FRANCHISE MEDIA KIT**

# ENVY

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Envy is run by a dynamic mother-daughter duo, Ginger and Rachel! The first envy location has been offering Huntsville, AL the latest trends in clothing, shoes, accessories and gifts for over a decade...but how did these two ladies and everyone's favorite store get started you ask? Let's go back to the beginning!

Ginger (mother) has an extensive background in retail and advertising. Ginger grew up in a successful family owned business in Texas where she eventually became General Manager. She went on to run her own advertising business, The Real Estate Book. Ginger learned at a young age that owning your own business is tough...TEARS everyday sometimes, but even after all of the blood, sweat and tears, it is worth it because guess what? You have something that you can call your own.

Rachel (daughter) graduated cum laude from The Art Institute of Atlanta with a Bachelor's Degree in Fashion and Retail Management. Rachel studied fashion in cities such as Paris, Milan, Atlanta and New York. After completing an internship under top fashion designer Nicole Miller, she decided to head back to her new home and begin growing the family business. But, before leaving the Empire State, Nicole Miller helped give Rachel insight on how to make smart buys which in turn helps her to select only the highest quality product at the most FABULOUS prices. Rachel's daughter, Haddie Mac, has quickly become a staple at envy. Most days you can find this tiny envy girl welcoming customers with a high pitched and excited "Welcome to Envyyyy!"

Ginger and Rachel travel all over the United States together on buying trips, selecting not only their private label but also top contemporary designer brand goods. Having different ages and style preferences helps Ginger and Rachel select a wide variety for the envy customers to choose from. Ginger has a very bohemian style and typically picks out the high-fashion trendy items, while Rachel is drawn toward the classics with a more neutral color palette. Envy strives to bring a small taste of everything to their product mix. This unique factor has helped envy become the unique and edgy, one stop shopping boutique that has stolen the hearts of envy insiders across the United States.

In 2015 Envy Boutique became an official franchised business. With the opening of Envy Denton in August 2015, the envy team began growing quickly! Not only do Ginger and Rachel do all of the buying for each envy location, they also have a very 'hands-on' approach to the daily tasks in the Huntsville location, working with customers on a daily basis.

What makes envy so unique? Step through vintage doors and enter the wonderful world of envy! Each customer is welcomed into envy with smiles, yummy smells, and an ambiance that will make you feel right at home. No detail goes untouched in this gem of a clothing store. Displays are unique and eye-catching, and the product mix is exciting, fresh and always changing! Not sold yet?? Customers can stop by and try their luck with one of the fun envy promotions, like Trivia Tuesday for discounts. Or, remember the envy re-useable bag for discounts on each purchase!

Check out envy on social media or better yet, stop by and see the envy girls at the nearest location! Envy is open Tuesday – Saturday 11am – 7pm and they are located at 617 Meridian Street in Downtown Huntsville.

As the envy girls would say...Happy Shopping Y'all!



## WHY CHOOSE ENVY BOUTIQUE?

Envy is seeking creative fashion lovers to join the growing team of boutique owners. Not only are you buying a business with envy, you are buying a lifestyle. Below are a few benefits of becoming an envy franchisee.

- Ownership Manual
  - Descriptive & detailed manual describing how to run your envy location
  - **WHY IS THIS HELPFUL:** Who wants to go through the trials and hardships that a start-up business deals with? Your business has a proven plan and many helping hands by becoming an envy franchisee.
- Experienced Buyers
  - Our experienced buyers (over two decades worth of experience) provide all inventory to each envy franchise location
  - **WHY IS THIS HELPFUL:** The hardest part of a retail establishment is figuring out what, when & how much merchandise to purchase. When our experienced buyers take this large weight off of your shoulders, it also takes the trial and error stage out of your business.
- Private Label
  - At least 80% of each envy location is filled with the 'envy label' clothing.
  - **WHY IS THIS HELPFUL:** Branding is a large part of getting customers into your store, the private 'envy label' is the perfect example of how to quickly 'brand' your location.
- Advertising/Social Media
  - Access to photos, ad campaigns & logos from each franchised location
  - **WHY IS THIS HELPFUL:** All envy locations are individually owned, but collectively and cooperatively work together to grow the envy brand. All envy locations share promotions ideas, marketing plans & advertising campaigns with each other which helps save everyone money and time.
- Training
  - In-Store & Headquarter Training
  - **WHY IS THIS HELPFUL:** Owners & Management are trained from start to finish on how to run your envy franchise...not once, but twice! An in-depth employee handbook is provided for each envy location. Training is provided in your location as well as at our headquarters in Alabama. Refresher training is always available.
- Location Choice/Lease Negotiation/Build Out
  - We are here to guide you on the choice of your location. We are more than happy to help guide you during the negotiations of your lease as well as the build-out of the location.
  - **WHY IS THIS HELPFUL:** With over 20 years of combined experience in retail, the franchisor is here and available to share knowledge on all aspects of the envy business. Use us, that is what we are here for!
- Buying & Business Consultant
  - Each envy location has access to our buying & business consultant.
  - **WHY IS THIS HELPFUL:** The envy business consultant is available to talk numbers, advertising campaigns, new locations, or an unbiased ear to bounce ideas off of. Business consultants are an invaluable tool in the productivity of any business for the simple fact that an outside professional opinion makes decisions off of facts not emotion.
- Proven Business Plan
  - 10 year track record of excellent sales & service

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## ENVY MISSION STATEMENT

Envy prides itself on top notch, unparalleled customer service. The envy girls are always searching out the latest trends and willing to push the fashion envelope. Greeted with smiles, yummy smells and an ambiance that will make you feel right at home, envy is the perfect place to shop for mom, daughter and grandma! Envy offers a true personal shopping experience for all the girls in your life. Each envy stylist believes that the right fashion can positively impact a woman's outlook on her appearance and gaining confidence to conquer another day! Dedication, honesty and passion are the key traits embodied by the envy girls. The envy displays are unique and eye catching while the envy product mix is exciting, fresh and always changing! Shop envy for unparalleled customer service, unique and edgy daywear, dazzling jewelry, fashionable accessories and shoes and trendy gifts.

## WHO IS THE ENVY GIRL?

The envy girls are personal shoppers, lovers of all things fashion, creative and open minded individuals! Envy girls love working with people and helping each customer find the perfect outfit, gift or accessory to compliment pieces already owned. Each envy girl embodies character traits like dedication, passion and honesty. All envy girls work collectively and cooperatively towards creating a positive shopping experience for every customer. Each envy girl is goal oriented and understands the meaning of being a key contributor in monthly sales goals. Styling customers and merchandising the sales floor to create 'WOW' moments for the customers are among two of the envy girls favorite job descriptions!





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SOCIAL MEDIA:

**Envy Huntsville (Headquarters)**

**Instagram**

@envyboutiquehsv

**Facebook**

<http://www.facebook.com/envyboutiquehsv>

**Social Shop**

<http://www.envyboutiqueonline.com/socialshop>

**Envy Denton**

**Instagram**

@envydenton

**Facebook**

<http://www.facebook.com/Envy-Denton>

Each envy location is provided with a page on the envy boutique website. This page directly links to that locations social media accounts and provides information about the franchised location. The information provided through the website is created by each individual franchisee, but implements onto the website by the franchisor. Social Media is a large and free tool for any retail business. The founders are here to assist in the growing of your social business with tips and tricks on things such as photography, advertising, timing, etc.

