



DENI

Style that adjusts to change.



About DENI

- **Adjustable linen/cotton garments designed for life's body changes - weight fluctuations, pregnancy, menopause, and illness.**
- **Brand focus: luxury, sustainable garments made in the U.S., made to grow with you and last beyond trends for women ages 30+.**



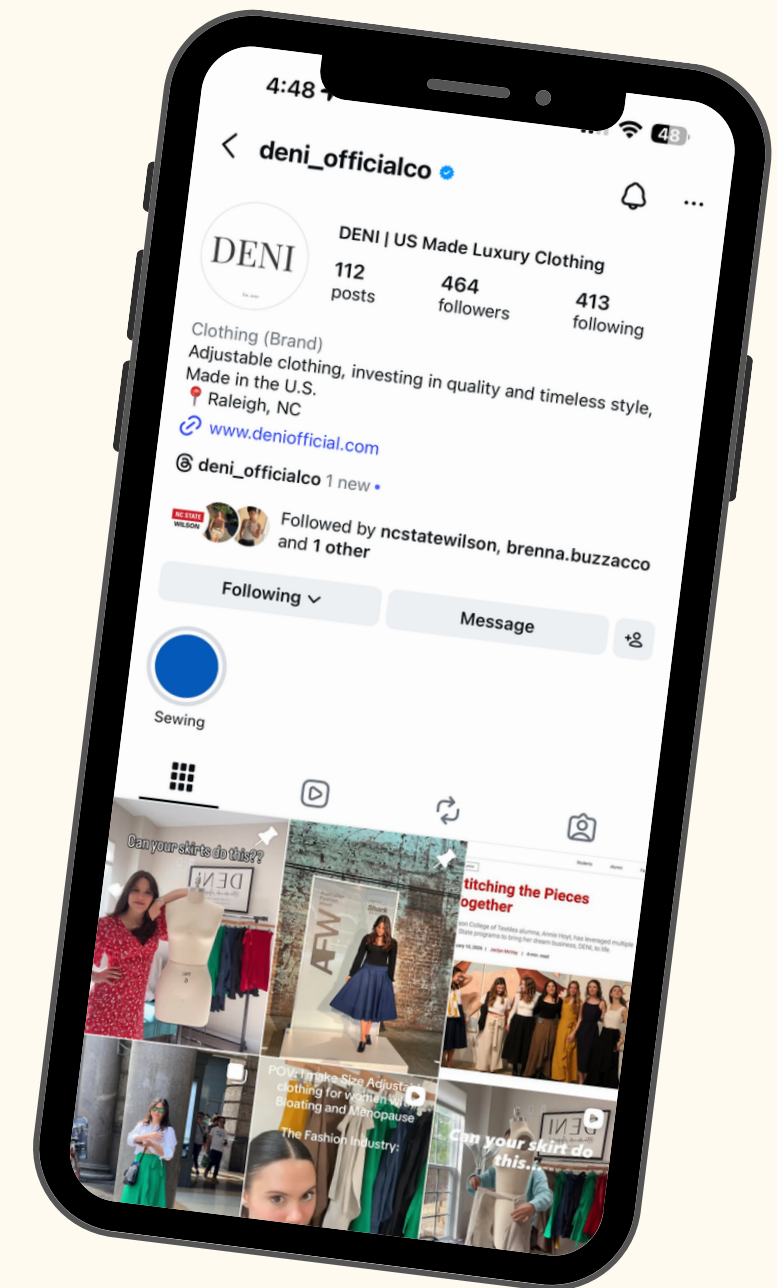
Goals

- **Upgrade the overall brand marketing strategy and supporting materials**
- **Update and optimize the website for improved user experience**
- **Increase engagement and consistency across social media platforms**
- **Align brand strategy with the founder's vision and long-term business objectives**



Social Media Framework

- **4-5 feed posts per week + stories**
- **Reels: 3x per week (primary growth driver)**
- **Carousels: 1x per week (education + background)**
- **Static Posts: 0-1x per week (brand/lifestyle)**
- **Stories: BTS, polls, reposts, try-ons**



Social Media Content Pillars

Comfort



Real Life Wearability & Ease

- Try On Reels
- “All Day Comfort” Testimonials
- Lifestyle Clips (work, errands, travel)

Sustainability



Transparency + Education

- “What sustainability means to us” carousel
- Fabric + US manufacturing education
- Longevity + care tips

Versatility



Multiple ways to wear + style

- One piece, 3 ways Reels
- Day to Night Transitions
- Travel + capsule wardrobe content

Timeless Design



Classic silhouettes + slow fashion

- Close-ups of design details
- “Why this style never goes out”
- Comparison to trend based fast fashion

Confidence



Fit, adjustability + body trust

- Before/after adjustability reels
- Real customer testimonials or try ons
- Founder messaging around body changes throughout life

Social Media Content



Founder + Brand Story



Sustainability and Values



Annie's Manufacturer Journey

Why DENI Webpage

- **Describe the background/journey of DENI**
 - How DENI started
 - The design choices made throughout the processes
 - How DENI is currently thriving
- **Show customer testimonials**
 - Use others' love for the brand to convey why DENI

Why DENI

The Design: Built for Your Evolution

Annie's inspiration for her products came from noticing the lack of adjustability and quality in women's clothing in today's industry. She wanted to help women face body changes during certain health issues, menopause, or pregnancy. She then took these issues and developed a product that is designed to not only to last women today but for 10 years.

Timeless by Design

When designing this product Annie's main focuses were creating designs that were timeless, classic, and you could wear any season. Inspired by the elegance of fashion history, Annie looked back to move forward. By reimagining the traditional use of ties and wraps, she developed a fully adjustable fit that eliminates the size struggles.

Quality in the Details

We don't believe in choosing between style and utility. Our pieces are crafted with intentionality, focusing on sustainable foundations, using breathable, high-quality linens and cottons that feel better with every wash. Functional Features, incorporating the pockets women actually need. Lastly seasonless style, classic silhouettes designed to be worn year-round.

Why Others Choose DENI

TESTIMONIAL

★★★★★

KAT CHARRIER

The quality of the garment is incredible, with thoughtful craftsmanship in every stitch. It feels beautifully made and designed with both comfort and wearability in mind. It's absolutely worth the investment.

DENI

TESTIMONIAL

★★★★★

MARISA POE

The quality of this linen ruffle wrap skirt is truly top-notch, and I've worn mine regularly for years and it still looks amazing. The fabric is durable yet soft, and the adjustable wrap design makes it both practical and flattering. It's one of those rare pieces that combines comfort and style perfectly.

DENI

TESTIMONIAL

★★★★★

ANDREA HOYT

This skirt effortlessly combines thoughtful design with everyday functionality, making it feel like it was made just for me. I was drawn to its beauty, and it has exceeded expectations in both comfort and wearability. It's incredibly flattering and so fun to wear, truly a piece unlike any other.

DENI

Customer Testimonials

TESTIMONIAL



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Customer Testimonials

TESTIMONIAL



EDNA K.

I've absolutely loved my wrap skirt. The fit is incredibly flattering, and the adjustable design makes it easy to get just the right fit. I've had my navy linen one for about a year and a half, and it has held up beautifully through many washes. I also love how versatile it is. I can dress it up or keep it casual just by changing my top and shoes, and I get compliments on it all the time, even from people I don't know.

DENI

TESTIMONIAL



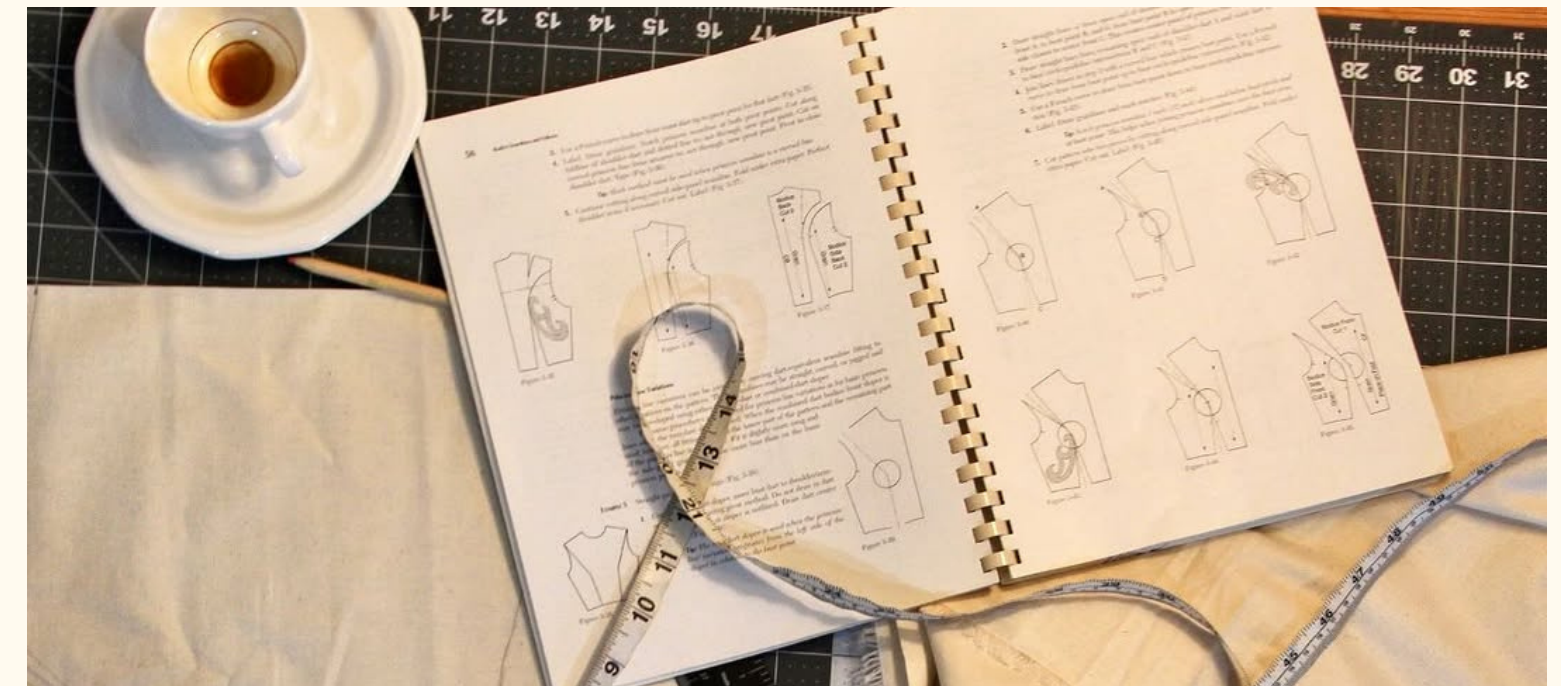
TRACY L.

I love my Deni skirt because it is so comfortable and pretty. The Kelly Green is vibrant and the linen is top quality. It ties securely, flows beautifully when I walk, and is easy to dress up with heels or down with tennis shoes. I love that the skirt has a flexible fit and looks great on me regardless of my changes in my waistline.

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Future Recommendations

- **Social Media**
 - **Highlighting the adaptability of the garment - possible content: "1 skirt, 5 life stages".**
 - **Share more behind-the-scenes content as the brand grows to build transparency and connection.**
- **Expand customer testimonials and create a "The Women Behind DENI" reel.**
- **Evolve the "Why DENI" page to grow with the brand and reinforce trust, authenticity, and emotional connection.**





Thank You