“Historical trauma (HT) is cumulative emotional and psychological wounding over the lifespan and across generations, emanating from massive group trauma experiences…”

“...depression, self-destructive behavior, suicidal thoughts and gestures, anxiety, low self-esteem, anger, and difficulty recognizing and expressing emotions. It may include substance abuse, often an attempt to avoid painful feelings through self-medication.”

Fashion

Reaches Many
Heals
Positive Self Expression
New York Fashion Week Designer steals from Northern Cheyenne/Crow artist Bethany Yellowtail

In Uncategorized by Adrienne K. / February 18, 2015 / 41 Comments
Metis Artist Christi Belcourt Talks Valentino Collaboration, and More

By Kelly Holmes | June 30, 2015
Market Segments

American Indian Women Income Levels
(from US Census Data)

Avg. Increase
15% / YR

Avg. Increase
12% / YR

Number of Women

2005 2010 2014
14500 19000 30000
48000 76500 111000

over $100K over $65K
Handbag, Luggage & Accessories

<table>
<thead>
<tr>
<th>Category</th>
<th>Revenue</th>
<th>Annual Growth 10-15</th>
<th>Annual Growth 15-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$14.3bn</td>
<td>4.8%</td>
<td>3.0%</td>
</tr>
<tr>
<td>Profit</td>
<td>$1.1bn</td>
<td>$1.5bn</td>
<td>34,891</td>
</tr>
</tbody>
</table>

Handbag Revenue

$3.8 bn

Products and services segmentation (2015)

- 26.4% Handbags
- 17.9% Costume and novelty jewelry
- 15.2% Other women’s accessories
- 15.0% Luggage, briefcases and sports bags
- 8.0% Hats and other headwear
- 17.5% Men’s accessories

SOURCE: www.ibisworld.com
Revenue

<table>
<thead>
<tr>
<th>Projected Earnings</th>
<th>YR 1</th>
<th>YR 3</th>
<th>YR 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Estimated QTY's</td>
<td>55</td>
<td>225</td>
<td>1100</td>
</tr>
<tr>
<td># of Craftsmen</td>
<td>1</td>
<td>3</td>
<td>12</td>
</tr>
<tr>
<td>Revenue</td>
<td>82,500</td>
<td>333,000</td>
<td>1,670,000</td>
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<tr>
<td>COGS</td>
<td>24,000</td>
<td>97,000</td>
<td>490,000</td>
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<tr>
<td>Gross Margin</td>
<td>58,500</td>
<td>236,000</td>
<td>1,180,000</td>
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<tr>
<td>Labor</td>
<td>25,000</td>
<td>100,000</td>
<td>500,000</td>
</tr>
<tr>
<td>Admin &amp; Other Exp</td>
<td>27,500</td>
<td>111,000</td>
<td>555,000</td>
</tr>
<tr>
<td>EBIT</td>
<td>6,000</td>
<td>25,000</td>
<td>125,000</td>
</tr>
</tbody>
</table>

spend

Events in Native Community, Materials & Labor, Research

Funding
Sands Fellowship, Future: Grants & Fellowships
Pricing Strategy - Handbags

Set Price ("LV Model")

Direct to Consumer
- Online
- Native Events

Retail
- Retail to Consumer
  - Casino Gift Shops

Variable Price - Retail

Consumer
Milestone 1: Product Line Launch
Milestone 1: Product Line Launch

Milestone 2: Employ Fabricators – Job by Job
Milestone 1: Product Line Launch

Milestone 2: Employ Fabricators – Job by Job

Milestone 3: Employ Fabricators & Admin
Milestone 1: Product Line Launch

Milestone 2: Employ Fabricators – Job by Job

Milestone 3: Employ Fabricators & Admin

Milestone 4: Commission / Feature Native Designers
Milestone 1: Product Line Launch
Milestone 2: Employ Fabricators – Job by Job
Milestone 3: Employ Fabricators & Admin
Milestone 4: Commission / Feature Native Designers
Milestone 5: Nurture / Mentor Native Youth Designers
Milestone 1: Product Line Launch
Milestone 2: Employ Fabricators – Job by Job
Milestone 3: Employ Fabricators & Admin
Milestone 4: Commission / Feature Native Designers
Milestone 5: Nurture / Mentor Native Youth Designers

End Goal: Give 10% Back to Community