

***WE WERE HIDDEN.***

WE MADE A CHOICE,  
AND SO **WE WERE HIDDEN** NO LONGER.



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## **THIS IS WHAT WE'RE ABOUT.** *OUR MISSION.*

WWH is an idea. It's a notion. It's an insatiable desire to **do better**. The aim is to throw a spanner in the works and do things wildly against the grain; but we're going to do **good for the world** while we're at it.

### **We want to give the middle finger to fast fashion.**

We're creating an eclectic roster of amazing artists and designers to create amazing designs for people to wear with pride; and here's the kicker...with the opportunity to **pay it forward for those who need it**.

We want to create a platform where people can buy stylish garments for themselves with the option to help those who need it create their own style and identity. We plan to implement **multiple ways to help**: Buy One Give One, Sponsorship, Add to the Pot and Kindness Packages.

The main goal for WWH is for everyone to be able to take control of their own identity and be hidden no longer, no matter the situation. buy for yourself, buy for others, or both. **The choice is yours, there are no bad options.**



## **HOW IT WORKS.**

### **Buy one for yourself, Buy one for someone who needs it.**

This is the main model we want to focus on. It's simple really. Buying two items with one in mind to give forward will equate to a large discount. It's a win/win.

### **Sponsorship.**

This is ones a little different for this kind of industry. You know those charities where you can sponsor a penguin? a tiger? a donkey? Well, this is similar to that; except you're helping someone in care or with low income develop their own style and find their own identity.

### **Add to the pot.**

Ever popped your change in a charity box at the shop? yeah, we do it too. Choosing to add to the pot at the end of a purchase will accumulate points for future discounts, aswell as assisting someone to find their own identity. good idea right?

### **Just the old fashioned buying of garms.**

We get it. Not everyone is in the position to give money away. There's a cost of living crisis - it's tough out there. If you dont want to pay anything forward, we totally understand, we dont blame you. That's why with every purchase we invest a percentage into giving to someone in need. No matter what, you're helping.



WE WERE HIDDEN



A WIN FOR THEM.  
A WIN FOR YOU.

Our aim is to create a winning scenario for absolutely everyone this project touches. We are giving complete transparency towards the people that work with us so collaborators can have full faith they are doing something awesome and has some serious meaning.

#### A win for young people who need help

Creating a safe community, having a better option for clothing and style, being given more freedom to express themselves.

#### A win for collaborators

This project will open more networking links, a wider demographic for your artwork and using your craft to do some real good. All this on top of being compensated for your time.

#### A win for Alternative Provisions

Partnerships will create word-of-mouth interactions opening doors for AP's to potential new mentee's and co-operative schemes. Creating a bigger circle for alternative provisions to work within.



## HOW DOES THIS BENEFIT COLLABORATORS?

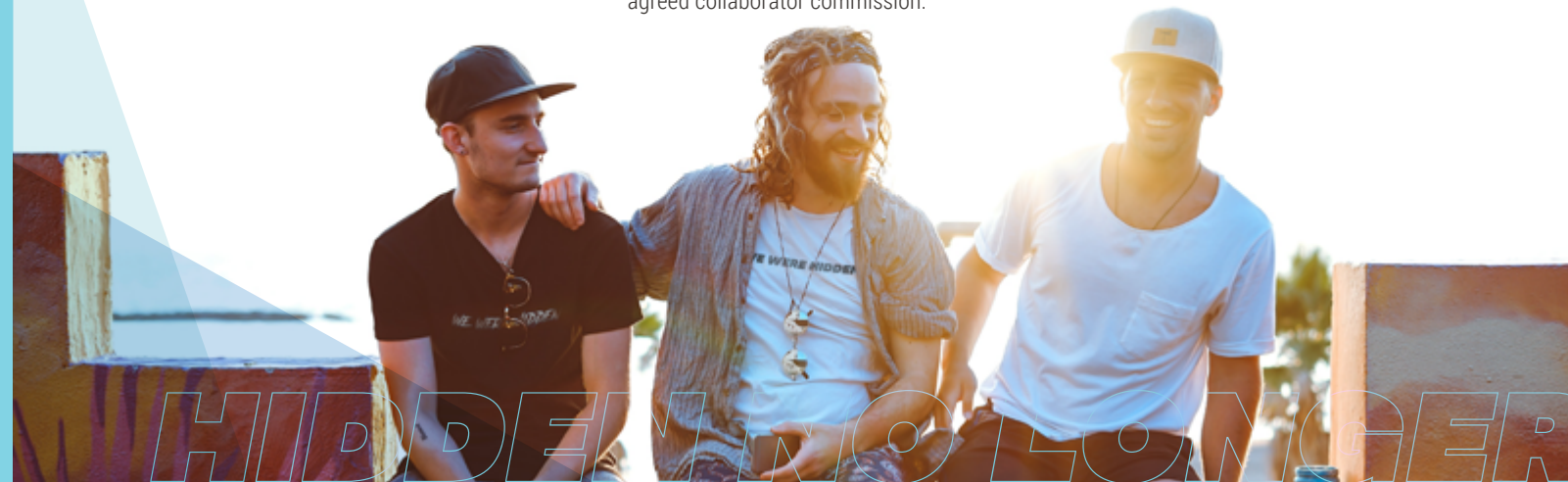
Let's get something straight. we will NEVER expect collaborators to work for nothing. They're artists, we believe they should be paid as such.

We Were Hidden is a minimal profit business model. We only want to cover our overheads: Providing garments to those in need, Staffing hours, paying artists and garment/printing costs etc. We intend to retain a small amount of profit for business development so that we can grow, not so that we can line our pockets. That is literally it. By aiming for minimal profit, we can keep our prices down.

Our main goal is to keep our overheads as low as possible so that we can operate as well as we can. If artists are happy to simply contribute designs that is ofcourse completely welcomed and we can compensate this by giving you completed clothing to do with what you like. However, we understand that many artists make a living from their craft.

We are proposing a payment system that works on paying commission after our sales have come in. This would mean that the more sales made, the faster you will recieve the agreed collaborator commission.

We're going to be completely transparent, based on our business model we can't pay out big bucks, but we want to do everything we can to make it worth your time and effort. This will just take honest and open communication to ensure all parties are understanding of the situation. Sharing the launch on your platform and spreading the word to accumulate more sales will naturally expedite payments and lead to further collaborative work on the next line, if you're keen, ofcourse!







## ***HELP FROM OUR PARTNERS, ALTERNATIVE PROVISIONS.***

Alternative provision's commonly support care leavers, ex-offenders, young people with EHCP's (Educational Health and Care Plan) and adults with barriers to employment.

We Were Hidden was conceived from the idea that some of the young people with EHCP's and similar settings don't always have the means to choose their style with as much freedom as they deserve. This may be through barriers such as finances, living situations, learning disabilities - the list goes on.

We aim to partner with alternative provisions to make a positive difference. We have the ability to fund these people with garments through their care plans at base cost so they can dress the way they want

to, assisting with their confidence and self esteem. That's not all, We Were Hidden can give these young people the opportunity to learn about areas of the business to further assist with their redirection to a brighter future. Sessions on Entrepreneurship, Graphic Design, Illustration and the Production process.

We are so fortunate to have this avenue of working alongside companies that can passively assist with our funding while benefitting themselves as a company - most importantly helping young people in need throughout.



## ***OUR COLLABORATORS.***

### **The original pioneers.**

This bunch of legends are the original driving force for We Were Hidden's initial launch. These people are first and foremost wildly kind-hearted for investing their time and energy into the project before its fruition.

The eclectic roster of artists involved have come together to form a massive variety of styles for awesome clothing.



**SIMON ROACH**  
*@MADEBYROACH*

Simon, coming out of Bristol is responsible for creating some truly amazing artwork. Starting as a painter, Simon has now become a multi-skilled creative. Simon's artwork tends to feature horror and neon themed subjects - never a dull moment.



**DAN LYNCH**  
*@NOTTHEREALDANLYNCH*

Dialling in all the way from California, Dan has the wit and humour to make any of his designs have a positive spin, no matter how nihilistic or end-of-the-world-esque! Dan's classic rubber-hose illustration style always creates that awesome retro look.



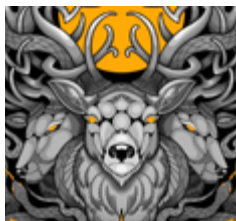
**SCARLETT CAWLEY**  
*@CRUCIFYCREATIONS*

The amazing multi-skilled creative Scarlett is making waves around Bristol. Scarlett designs album covers and gig posters throughout the city, all while actively promoting Karma Bookings. Her paintings and illustrations are always inspired and packed full of creativity.



**MELANIE MCCLUSKEY**

Mel McCluskey is originally from the Birmingham area but now living it up in Herefordshire, Mel is a mixed media artist. She enjoys both digital and physical art styles, and mostly works on animal pieces with a touch of surrealism.



**TAMAR KARP**  
*@TAMARKARP.TATTOO*

Tamar is a tattoo artist with nearly a decade of experience. Tamar Specializes in a neo-traditional style, blending nature and Asian influences into her tattoos and artwork. Her unique approach draws from her journey from the countryside to city life, merging organic shapes with symmetry for a unique artistic flair.



**AIMEE MELVILLE**  
*@TOODOTTOHANDLE*

Aimee Melville, the queen of dot work. Aimee's work always holds so much depth even though only ever using black ink. Aimee is in the works of running her own clothing and print business aswell as using her art for tattoo designs.



**GEORGE WALKERDINE**  
*@WALKERDINEDESIGN*

Hailing from South Wales, the self proclaimed jack-of-all-trades creative. George is a seasoned designer and illustrator working with a massive range of clientele over the past decade. His varied designs and artworks are never the same and are always a stroke of creative impulse.



**YOU?**  
*BE THE NEXT COLLABORATOR*

Yeah, there's definitely a few collaborators already. But we want more! We want to create an endless array of variety and what better way to do that then get more artists involved?!





## **SOCIALS** *AND HOW YOU CAN HELP.*

### **We're living in a digital world.**

This is where we might need a little help from our collaborators. We live in a digital world where advertising online is a seriously cut-throat business. Best way to deal with this? Get as many people as possibly sharing us. We're hoping that collaborators involved can use their platforms to show that they are involved and create interest.

Having everyone's followers eyes on us will give us a really needed boost to give us the best possible chance at a successful launch for We Were Hidden.

### **We want your ideas**

Multiple brains are better than one! we want to know of anything that might help push us forward. Brand collaborations, OOH socials, videos, band sponsorships - no idea is a bad idea, we would love to hear it and utilise whatever we can!

### **Competitions**

We encourage social media competitions - the typical 'Like and follow for a chance to win' competition or anything similar. We want to incentivise these interactions and building traction for the project with your help!

## **THE FUTURE.**

### **We want to grow.**

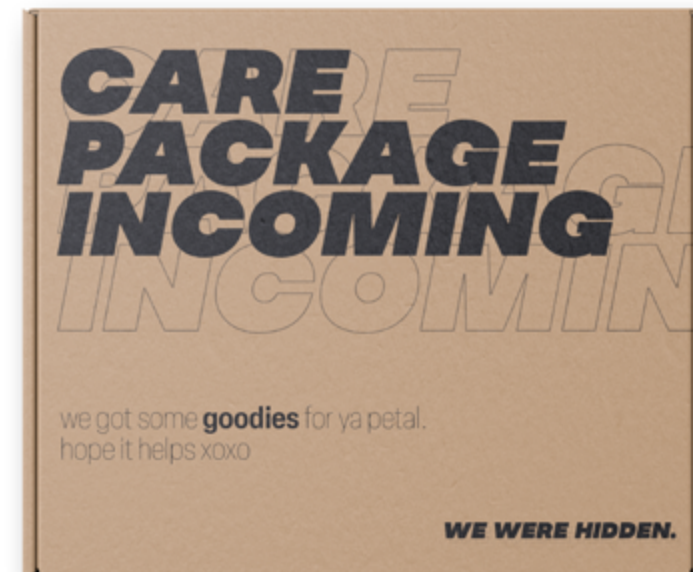
We're starting small, but we want to develop into something massive. We're going to see how we get rolling in the South-West, but if everything works as planned we want to branch out to the rest of the UK and overseas with the help of our current and future collaborators.

### **More than just threads.**

Why stop at clothes? with our pay-it-forward systems in place, we are hoping to give care packages that can be donated to places such as supported-living houses so people in need have a little extra boost to get on their feet. These packages are going to contain things like: Hygiene/Feminine products, stickers, prints, pens, USB flash drives - generally anything that can be useful or uplifting!

### **Getting other names involved.**

Our initial goal is to make noise through social media and word of mouth. From there, the possibilities are endless. We would like to work with bands, companies, other clothing brands and even schools that believe in what we stand for. With that we will be able to work collectively on collaboration projects to push all involved parties forward.







## ***DESIGNS.***

### **This is the main event.**

The following are but a few of the designs submitted by our awesome collaborators.

This imagery will be used primarily for garments but can be used in other ways for the brand such as care packages and promotional items in the form of stickers, prints, etc.

The possibilities are endless.



### ***SHINOBU.***

**GEORGE  
WALKERDINE**



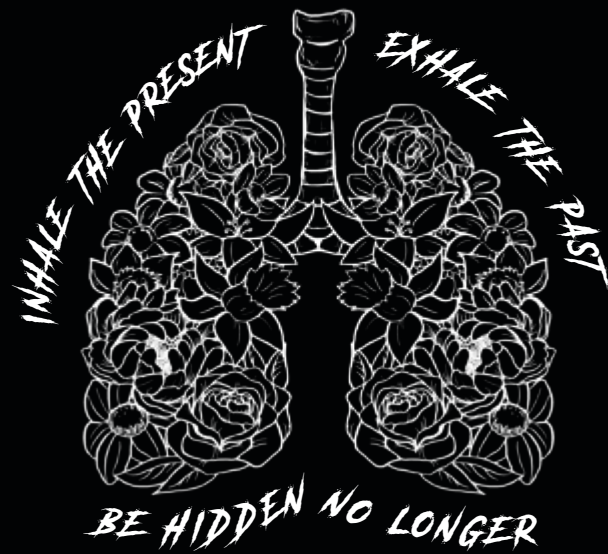
### ***777.***

**SCARLETT  
CAWLEY**



**MANDALA.**

TAMAR  
KARP



**BREATHE.**

DAN  
LYNCH



**STIPPLE SKULL.**

AIMEE  
MELVILLE



**FEATHER.**

GEORGE  
WALKERDINE





**WITCHING HOUR.**

SIMON  
ROACH



**DRAGONFLY.**

AIMEE  
MELVILLE



**FOREST SPIRIT.**

TAMAR  
KARP



**HDDN-05.**

GEORGE  
WALKERDINE





**METALCORE.**

DAN  
LYNCH



**ANDURIL.**

GEORGE  
WALKERDINE



## **LOOKBOOK.**

**A glimpse of what we will be sending out.**

How the designs are used is obviously massively important. we've put some serious time into making the designs look the best they possibly can with meticulous placement and garment choice.

NO LONGER.  
WE WERE HIDDEN.  
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WE MADE A CHIC











## **WE WANT YOU.** *BE A COLLABORATOR.*

We are hoping we have given you a solid idea of what we are about and what we stand for. We Were Hidden is built up of people that want to see positive change and we sincerely hope that message shows.

We have got off to an amazing start with collaborators joining the fold. But we can always do with more help...

Whether you're a creative, artsy fartsy type or not, there is a place for you with us!

Whether you can design websites, love social media, marketing, business - absolutely anything! Even if you're able to help pass flyers around a city centre, we would absolutely love to hear from you.

If you want to be a collaborator and get involved with We Were Hidden in any way shape or form, please contact us via email:

**info@wewerehidden.com**

THANK  
YOU.



***WE WERE HIDDEN.***

[wewerehidden.com](http://wewerehidden.com)