

brand overview, assets & guidelines

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# Live Your Hair to The Fullest.<sup>TM</sup>



# With more women taking a shine to wigs,

**ENVY has polished up its brand (literally) with a new logo and packaging that reflects the glow of confidence its wigs and hair add-ons provide.** And while the new logo is a highly visible change, others are more subtle. The incorporation of founder Alan Eaton's name into the logo, for example, serves as both a nod to an industry thought leader and reminder that ENVY is the only top U.S. wig brand where the Founder and CEO is also the designer at its helm.

The rebranding comes with a heightened commitment to our partners that includes a relaunched **envywigs.com** (where retailers can now make and track wholesale purchases); a new retailer rewards program; a dedicated training & education portal (ENVY U.), and a new state-of-the-art video studio.

"Personal connections are what make my work worthwhile," says Alan, who sees our collective efforts strengthening ENVY's bonds within the "wig community," while continuing to grow the acceptance of wigs outside it.



## The ENVY Point of Difference

- No minimum order.
- Unique colors and styles found nowhere else.
- 25 multi-dimensional, natural looking shades.
- 98% of styles available in every color, every day.
- Chiffon-lined and Open Top Styles specially designed for sensitive scalps.
- Our exclusive, heat-friendly blend, **EnvyHair™**, offers the same stylability as natural hair.

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**“The excellent quality product we receive from ENVY is the best support one could provide,”** one retailer told us.

But it’s far from the only support.

In anticipation of global shortages, we stocked up to ensure a constant replenishment of inventory to satisfy our partners.



Alan is the first to bring **LACE FRONT TECHNOLOGY** (until then only seen on costly/custom products) to ready-to-wear wigs.



**ISABELLA**  
in Cinnamon Raisin



**SPRING 2022**  
Introduces  
**NEW Branding**

**AUG 2022**  
Launches **10 NEW**  
styles that flatter  
every woman

**AUG 2022**  
Launches **NEW**  
EnvyWigs.com,  
which allows retailers  
to purchase online



**NEW! AMBER** in Light Brown

**2011**  
ENVY launched  
in Miami, FL



**JUNE 2013**  
ENVY's **NEW** Blog  
clicks with  
consumers



**OCT 2021**  
Tests **NEW** Retailer  
Rewards Program,  
**CLUB ENVY**



**SEPT 2021**  
Celebrates 10th  
Full Year in  
Business

**2013**  
ENVY relocates  
to Indianapolis, IN

**2014**  
Launches partnership to  
boost confidence of  
women facing hair loss

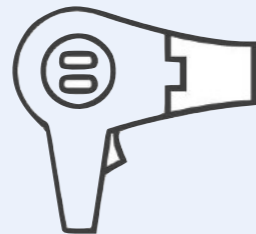


**APRIL 2022**  
Launches **12 NEW**  
Rooted Shades



**EVE** in Sahara Blonde  
**MICKI** in Saffron Spice  
**CARLEY** in Sterling Shadow

"The natural looking waves, silky texture and comfortable fit are **AMAZING!**"  
– Verified Buyer



Alan is the first to introduce **HEAT-FRIENDLY FIBERS** to the U.S. market with his exclusive human hair/synthetic blend, **EnvyHair.**



envy | rebranding

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# Reimagined from (Mono) Top to Bottom.

**From product tags to packaging to our newly reimagined EnvyWigs.com,**  
ENVY's rebranding reflects the glow of confidence its wigs and hair add-ons provide.



**In Spring 2022**, ENVY began rolling out a NEW logo that was illustrative, modern and elegant—its rich metallic highlights symbolizing ENVY’s multi-dimensional shades.

**ENVY Brand Logo**



**Human Hair/Synthetic Blend Logo**



**Brand Mark**



Ideally, the **EnvyHair** logo should appear wherever the exclusive heat-friendly fiber is featured.

## ENVY has trademarked 1 tagline & 5 slogans.

While slogans can be used interchangeably, some align with certain content better than others. (i.e., “Rooted in What’s Truly Beautiful” used in Spring 2022 mailer for the launch of ENVY’s 12 NEW Rooted Colors).

(TAGLINE)

**Live Your Hair to the Fullest.**<sup>TM</sup>

ENVY’s ultra-natural looking wigs remove the stigma of wig-wearing, giving women next-level freedom and confidence.

ENVY’s tagline & slogans should always appear with initial caps and the <sup>TM</sup> symbol.

(SLOGANS)

**Rooted in What’s Truly Beautiful.**

A nod to ENVY’s rooted shades, the slogan speaks to the life-changing emotional benefits that rival the aesthetic ones.

**Ready-to-whenever.**<sup>TM</sup>

Slogan reimagines a wig industry term (Ready-to-wear), and speaks to the totally-natural-looking innovations that let our wigs go anywhere (and go totally unnoticed).

(SLOGANS)

## Good Hair Days (For Good).™

With on-trend cuts, multi-dimensional shades and natural looking fibers & construction, the proverbial “good hair” day can be yours. Everyday.

## Good Hair Days Never Had It So Good.™

ENVY is helping redefine the “Good Hair Day” with wigs that even outperform natural hair.

## 30% Human Hair. 70% Synthetic Hair. 100% YOU.™

EnvyHair’s slogan speaks to the stylability of our exclusive heat-friendly blend— which allows women to curl, iron or blow-dry and make the style all their own.



Ideally, the EnvyHair slogan should appear wherever the exclusive heat-friendly fiber is featured.



## Key Messaging.

ENVY continues to create a “tool box” of approved, branded language that can be repurposed by team members and stakeholders across all marketing channels.

### Branded Language

Communicating “innovation,” “self-expression,” “breadth of color,” and the confidence that is part of our DNA—these lines can be used anywhere in conjunction with our product.

**ENVY gives wig-wearers more ways to express themselves... while never giving their secret away.**

**Every wig. In every color. Every day.**

**Feeling in control breeds confidence.  
And ENVY believes no woman should ever have to lose that confidence due to scalp sensitivity or thinning hair.**

**For Every Shade of You.**

**ENVY’s innovations continue to make “good hair” great. Ensuring EVERY woman can experience the emotional & aesthetic benefits of wig-wearing.**

### Product Descriptions

From **envywigs.com** to our catalog to our partners’ sites—it’s important that each ENVY style is consistently described in the same way—so as to communicate its key selling points (i.e., SONIA, below).

#### EnvyWigs.com:

A better-than-good hair day is yours with the bouncy, shoulder-length layers and side-swept bangs of SONIA by ENVY. Featuring whisper-soft netting dyed a complementary shade to ensure complete coverage; and a breathable Open Top that allows air to circulate freely, SONIA promises you’ll look AND feel fantastic.

#### 2022 Catalog:

**A BETTER-THAN-GOOD HAIR DAY** is yours with SONIA’s bouncy, shoulder-length layers and bangs and a breathable, whisper-soft netting dyed in a complementary shade to ensure complete coverage.

**Please use the descriptive copy provided by ENVY for all wig styles.**



**NEW! JANE** in Lighter Red

# In six short months, ENVY has rolled out its new brand voice and look across almost every touch-point.

And we'll continue to—as we expand our video content library, Training & Education initiatives, and more.

ENVY looks for every opportunity to reinforce the confidence that is part of its brand DNA

"The best purchase I've made since my hair loss began. The cap is so comfortable I forget I'm wearing a wig."  
— Verified Buyer



Fall 2022 Launch Video  
NEW Wholesale eCommerce Site

Fall 2022 Catalog

Instagram Feed  
NEW Packaging

Diverse Models  
NEW Wig Care Product Packaging

Site Launch Ad

Care Cards

envy | assets

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# Your E-Commerce Brand Package.

NEW e-commerce partners are asked to upload visual and copy assets within 5 days of receiving them.

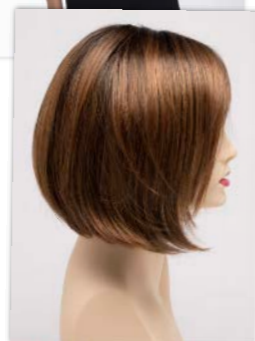




# Assets Available to E-Commerce Partners.

We've created a host of materials to sell our retail partners on ENVY—AND help you sell ENVY to consumers.

## 2022 NEW STYLES PACKAGE



## VIDEO ASSETS

(Available upon request)



### NEW STYLES DECK

Lists key features of ENVY's 10 NEW 2022 styles. (Available as a PDF.)

### 2022 CATALOG

### E-COMMERCE PHOTO ASSETS

(Delivered on Thumb Drive)

- Studio and Lifestyle Shots
- Every Wig in Every Color (EWEC) images.

### NEW STYLES LAUNCH VIDEO

(2 Minutes)

### NEW STYLES TEASER VIDEO

(:30 seconds)

### NEW PRICE LIST

(Effective August 2022)

### STYLE 360 VIDEOS

360-degree view of features (and available for all ENVY styles)

### :45 LIFESTYLE VIDEOS

See women "Living their Hair to the Fullest" in some of our best-sellers (available for select styles).

# A Win-Win for Everyone!

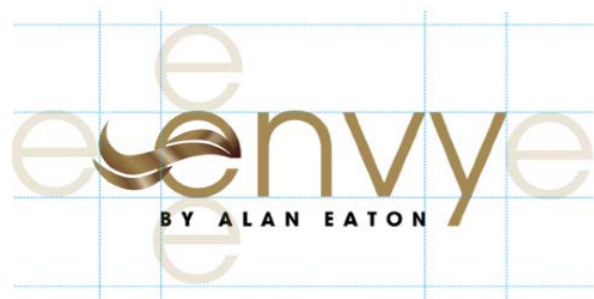
With a strong brand identity proven to increase customer loyalty AND sales,  
using ENVY's new assets AND complying with our brand guidelines is critical.  
(And a win-win for everyone!)



## Logo Dos & Don'ts

We hope you like ENVY's NEW logo as much as we do. (And ask that you honor the integrity of its design by following these simple rules.)

Whenever possible, **space around logo** should equal the width/height of letter "e".



**Never distort or manipulate the logo.**



**Avoid crowding logo** into a too-tight space. And avoid placing it on a color background.



**Avoid placing logo too close to type or images** –allowing it enough space to have impact.



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**Avoid changing the color of the logo** or using it without its highlights/gradations.



**Avoid adding effects** like shadows or gradient backgrounds that dilute logo's effect.



**Wigs & Hair Add-ons** should be centered beneath logo.





# Copy Dos & Don'ts.

When crafting (or repurposing) copy to tell our brand story, following these simple rules will bring consistency to all ENVY messaging.



1. ENVY's synthetic hair always referred to as **Ready-to-wear Synthetic Hair**.
2. **Cap features** always appear in initial caps.
3. **Hand-tied** always hyphenated.



4. **Color names** always appear in initial caps.
5. **ENVY** always appears in UPPERCASE.
6. **EnvyHair™** is trademarked, always one word, and spelled with an uppercase E and H.  
Always described as **Human Hair/Synthetic Blend**.



7. In copy, Alan referred to as **Designer & CEO**.
8. Human Hair always referred to as **100% Human Hair**.
9. **Style names** are always UPPERCASE.
10. **Collection names** are always in bold with initial caps.

our mission

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**To empower women.**  
**And help power your business.**

**(And we continue to appreciate yours.)**

