



peach

| *AMBASSADOR KIT*



peach

A BOSTON-BASED FASHION STARTUP

Peach designs elevated, contemporary women's athleisure apparel for the gym, work and play.

As a person of influence in the world of fashion and fitness, you are invited to join a special team of Peach brand ambassadors.

You're a hot fitness instructor or an important fashion influencer with a following of dedicated fans looking to you for guidance and inspiration. We have an exciting offer for you!





CLOTHES YOU'LL OBSESS OVER

Athletic apparel is the hottest women's apparel globally. Women adore "athleisure" because it's comfortable, flattering and functional. The lines are now blurred between fitness and fashion. Athletic-inspired apparel is worn every day, everywhere.

Peach is tapping into the momentum in this category with five seasonal collections each year of unique, exciting pieces you will obsess over.

Peach is a direct sales company with a national network of stylists who sell by creating personal shopping experiences at trunk shows and private appointments.

Peach is also sold on our website and through our team of influential brand ambassadors.

PEACH PRODUCTS

Peach offers five new collections of apparel seasonally each year in addition to a line of essential basic layering pieces and exciting accessories.

Each collection includes stylish, performance fashion for fitness activities such as yoga, training, spinning, boxing and running. The same pieces can be paired with other items in the collections to go to and from the gym, to work and play.

Peach designs must-have basic styles that are sold continuously year round. These include tee shirts, camisoles, tanks, loungewear and a ponte knit collection.

Each season, Peach searches for under-discovered or emerging female-founded fashion and fitness accessory brands to curate with the collection. Accessories include amazing bags, jewelry, scarves, yoga mats, water bottles, etc. from these “yet to be household” names.





PEACH ON A MISSION

Peach passionately supports women's entrepreneurship with an authentic mission to help women thrive personally and professionally. The company walks the talk on the mission in the following ways:

Each season we showcase two to three under-discovered, female-founded fashion or fitness accessory brands, providing them with a national platform for growth through our stylists, website and social media. These brands get significant orders and support.

Peach also promotes its entrepreneurs and brand ambassadors on social media and their blog, exposing them to a large new audience.

Peach provides its stylists with the opportunity to launch their own fashion business with very little financial risk.

AMBASSADOR BENEFITS

Get 4 free pieces of clothing of your choice, 5 times per year with our seasonal launches.

Get a private link to our website to share with your friends, clients and family through texts, emails, social and your blog. You get 15% commission on all purchases made through this link.

Get a 15% discount on everything, even sale merchandise, purchased through your unique link to our website.

Get 2 free printed Lookbooks and access to our digital Lookbook each season to share.

We share and promote your quality content to our clients, to help grow your brand.



WHAT'S THE
DEAL?

A woman with dark hair, smiling, is standing against a solid purple background. She is wearing a black zip-up jacket over a dark top, grey leggings, and black sneakers with grey soles. She is holding a silver water bottle in her right hand and a large black gym bag with a textured side panel in her left hand. The text "WHAT DO I DO?" is overlaid in large white letters on the left side of the image.

WHAT
DO I DO?

AMBASSADOR ROLE

Wear Peach clothing as part of your stylish wardrobe, and photograph yourself wearing Peach.

Post a minimum of 3 times about Peach each season on Instagram, Facebook or your blog within 30 days of receiving free products. Include your unique personal link to our website in all posts.

Tag Facebook posts with @withlovepeach and #peachambassador your personal website link.

Tag Instagram with @withlovepeach and #peachambassador, and you can add your personal website link in your bio.

Put your personal website link to Peach in blog posts.

Send texts or emails to friends and family sharing Peach for 15% commission on purchases made through your personal link.

WHAT IS A VIP AMBASSADOR?

A VIP Peach Ambassador goes the extra mile to share high quality content with more frequency than required. They stand out in the pack and we take notice.

Peach VIPs sell more products to friends and family than average ambassadors.

We will co-promote their content, and they may be the subject of an in-depth feature by our marketing team. This exposes them to a large, new audience.

Share your personal link directly with 5 to 10 friends ASAP, and you will be on the road to becoming a VIP.

VIPs may may be eligible for special promotions and prizes.

A woman with long dark hair, wearing a teal-colored short-sleeved dress with a V-neckline and a small cutout at the bust, is sitting on a white, modern, hourglass-shaped pedestal. She is wearing black loafers with a decorative strap across the toe. The background is a plain, light gray wall and floor. The text "BECOME A VIP" is overlaid in large, white, sans-serif capital letters, with "BECOME A" on the top line and "VIP" on the bottom line, partially obscuring the woman's torso.

BECOME A
VIP

A woman with dark hair, wearing a grey athletic tank top and leggings, is posing in a dynamic, athletic stance against a solid purple background. She is wearing black and grey sneakers. The text "POWERHOUSE TEAM" is overlaid in large, white, sans-serif capital letters. The word "POWERHOUSE" is on the top line, and "TEAM" is on the bottom line, with the woman's legs and arms positioned around the text.

POWERHOUSE TEAM

JANET KRAUS, CO-FOUNDER & CEO

Janet has successfully built and sold two companies and was most recently on the faculty at the Harvard Business School where she taught entrepreneurship. She is an active, national public speaker on a variety of topics related to entrepreneurship, and sits on the boards of three start-up companies.

DEREK OHLY, CO-FOUNDER & COO

Derek brings a unique and powerful combination of design, technology and operations experience to Peach. Having started his career in architecture, he then took his love of design to the ecommerce world, first as a web developer and later as a designer and builder of ecommerce platforms.

DANIELA BASCUÑAN, DESIGN DIRECTOR

Daniela is a dynamic design leader with deep and diverse experience in the active apparel category, including senior designer positions at Under Armour, Spanx and Victoria's Secret Sport. She has traveled the world for inspiration and to work with global factories. Daniela has formed long lasting relationships with factory partners, allowing her to utilize some of the best in the industry.

FAST FACTS

Founded in 2014 by Co-founders
Janet Kraus, CEO and Derek Ohly, COO

Headquartered in Waltham, MA

National network of stylists with key markets
in Boston, Chicago, Dallas, Houston, Florida,
Northern California and New Jersey

Website: discoverpeach.com

Follow us: @withlovepeach

**To learn more about becoming an
ambassador or for press inquiries:**

Kelley Tucker,
ambassador@discoverpeach.com

A woman with dark hair, wearing a dark blue tank top and patterned leggings, is performing a standing split stretch on a silver metal stool. She is holding her right foot with her right hand, pulling it towards her head. The background is a solid teal color.

GYM, WORK & PLAY

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