

# SHINOLA

## DETROIT

Jonathan “JD” Andrews

### Women’s Jewelry Description

#### Jewelry Description – The Women’s Lug Ring

Inspired by an essential component of our watches, the Lug Ring mixes strength and elegance in a timeless way. Composed of Sterling Silver, the Lug Ring is a piece that is sure to be passed down through generations.

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### Blog Post

#### **Truce Juices Bring Coastal Wellness to the Midwest**

Health and wellness had always been on the minds of Allie Pohlman and Blaire Molitor, but it wasn’t until visits to Los Angeles and New York did they realize how much of a juice drought there was in Minneapolis.

“We were kind of dumbfounded at the lack of healthy options in the city we grew up in,” said Molitor in an interview with [Wit And Delight](#) “and it slowly became obvious that opening a place of our own, where people could always get a product they could trust, just made sense.”

In 2013 they founded Truce, the first 100% organic fresh-pressed juice shop in Minnesota. But making great-tasting fresh juices wasn’t their only motive, they also wanted to bring the best possible food to the Minneapolis community.

Truce has had their city in mind from the start. After opening in 2013 they soon realized their customers needed to get their juice fix before their day began, so the opening hours moved up to 7 AM.

Much like Shinola’s US sourcing of labor and materials, Truce sources all of their produce from [Co-Op Partners](#), an upper Midwest distributor of organic produce. This guarantees that their produce is as local as possible while helping the community they set out to serve.

To guarantee a better, fresher product than wholesale juicers, Truce uses a large hydraulic press which is never heated nor masticated (read: blended) meaning the nutrition and enzymes stay intact. What’s left is a fresh, unpasteurized product carefully crafted with nutrition in mind

that is best consumed within three to five days. This method is touted as the "[gold standard of juicing](#)" and one they're proud of implementing.

Since their founding in 2013, Truce has expanded to a total of four locations: two in Minneapolis, one in St. Paul and one in Wayzata. For now the demand for quality juice in Minnesota continues to grow, and if you want to taste it yourself you'll have to plan a trip to the Twin Cities!

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## **Promotional Email Blast for Leather Goods**

### Email Wireframe

<b>Subject:</b> Stay Warm this fall with Exclusive Collaborations from across the US
<b>Pre-header:</b> Shop The Canfield In Brand New Styles <a href="#">TBD</a>   <a href="#">View as webpage</a>
<b>Email Hero</b>
<b>Headline 1</b> - Built for the cold, built to last. Headline 2 – Timeless cold-weather pieces from time-tested manufacturers. Headline 3 – Fall looks that'll last all winter
<b>Subhead:</b> Shinola has partnered with like-minded companies Kordal, Geier and Faribault for some special collaborations this fall.
CTA: Shop Now Link: <a href="http://www.shinola.com/shop/supply/supply-apparel.html">http://www.shinola.com/shop/supply/supply-apparel.html</a>
<b>Product:</b> Kordal Knit Hats (black/spruce & Ocre/Gray) & Kordal Wrap Scarf (ocre/gray)
<b>Body Copy:</b> Cut from the same cloth as Shinola, Kordal has been about American manufacturing from their start in 2009 in Brooklyn, NY. What was once just Mandy Kordal and her knitting machine has become a leader in quality and ethical manufacturing.
This winter Shinola has partnered with Kordal to bring an exciting new hat and scarf made with a wool/alpaca blend sourced from Imperial Stock Ranch in Oregon and Faribault in Minnesota. The hat is handloom knitted in Brooklyn, resulting in a seamless end product that can be worn two ways, as the natural indigo dye will look different on each side. This year's hat is also lighter than last year's, leaving you warm but not weighing you down.
Our scarf is also handloom knitted in Brooklyn. It features a 4" fringe along two sides and is knitted in two different styles, creating color-block contrast pattern in a vintage triangle shape. The

**wool/alpaca blend makes this scarf amazingly soft while keeping it strong enough to keep you bundled up on a blustery day.**

**Label:** Shinola + Kordal Knit Hats and Wrap Scarf

**CTA:** Shop Now

Link: <http://www.shinola.com/shop/supply/supply-apparel.html>

**Product:** Geier Gloves ( Saddle & Black)

**Body Copy** – Since 1927 Geier Glove Company has been producing some of the world’s finest leather gloves in Centralia, Washington, and now they’re bringing them to Detroit. Using only the best leather available, Geier has partnered with Shinola to produce these unisex Deerskin gloves to keep your hands warm this season no matter the function. Available in half-sizes and two colors allows for a perfect fit and finish. These Deerskin gloves will be your go-to for dress, casual or just a night-time drive.

**Label:** Shinola + Geier Glove Company Deerskin-lined Gloves

**CTA:** Shop Now

Link: <http://www.shinola.com/shop/supply/supply-apparel.html>

**Product:** Faribault Jacquard Woolen Scarf

**Body Copy** – Time is often the ultimate test of quality, which is why Faribault Woolen Mill has been making woolens since 1865 in Faribault, Minnesota. Their craftsmanship is so well renowned that it’s also featured in our other scarf this season from Kordal.

Designed by Shinola and manufactured by Faribault, comes a scarf of exceptional quality and style. Made of a heavy weight high grade wool brushed to a soft, smooth finish, the Faribault scarf is knitted in a black and spruce geometric jacquard style and features a spruce fringe.

**Label:** Shinola + Faribault Jacquard Woolen Scarf

**CTA:** Shop Now

Link: <http://www.shinola.com/shop/supply/supply-apparel.html>