

Company Profile 2014

Company Profile

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Company Profile

1. Introduction

a) Company History

VEA™ was founded in 2014 by Eng. Patrick El Zoghbi.

Early in 2014, Patrick was given the opportunity to make a fresh start in his life and career, he seized it and decided he would make something innovative, fashionable and eco-friendly. He focused on upcycling – turning discarded materials into something new and useful – and created a line of bags and accessories from the inner tubes of tires.

When he met TV journalist Paula Yacoubian, a prominent figure in the Lebanese and regional media, he discovered they had a common cause: Preserving the environment.

Paula and Patrick partnered to combine their efforts and promote environmental responsibility and awareness in the country.



VEA among the winners of the Nabad social entrepreneurship competition in 2013.

Company Profile

1. Introduction

b) VEA™ : Social Business

VEA™ was born from a conscious purpose to contribute to preserving the environment by creating useful products out of discarded materials.

VEA™ Founder Patrick El Zoghbi developed his environmental approach when he founded "Gueco UpCycle Est." and introduced the idea of upcycling inner tubes from discarded tires into fashionable bags. This eventually gave birth to VEA™, the first brand by Gueco UpCycle Est.

These handmade products are fashionable and long-lasting, carefully combining the qualities of treated upcycled rubber with the best available accessories and fabrics.



"A good director creates an environment, which gives the actor the encouragement to fly." Kevin Bacon.

Company Profile

1. Introduction

b) VEA™ : Social Business

Eco-friendly productions : inner tire tubes and 100% cotton fabrics

Manual Washing of inner tire tubes

Advertising campaign on LED screens and on e-pages.

Recycled Packaging



Social Business

Store interior design (tires) with the assistance of **Bridgestone** Lebanon

Partnership with the St. Vincent de Paul NGO for the supply of fabrics

Mrs. Paula Yacoubian's profits from her line of products will serve a good cause

Emphasis on Lebanese Labor and newly graduated designers.

"When the last tree is cut, the last fish is killed, and the last river is poisoned, then you will see that you can't eat money." John May.

Company Profile

1. Introduction

b) VEA™ : Social Business

Launching Event: 11 tables made of tires covered with a wooden round top.



Company Profile

1. Introduction

b) VEA™ : Social Business

Tires Decoration:

In-store tire swing design
supplied by Bridgestone

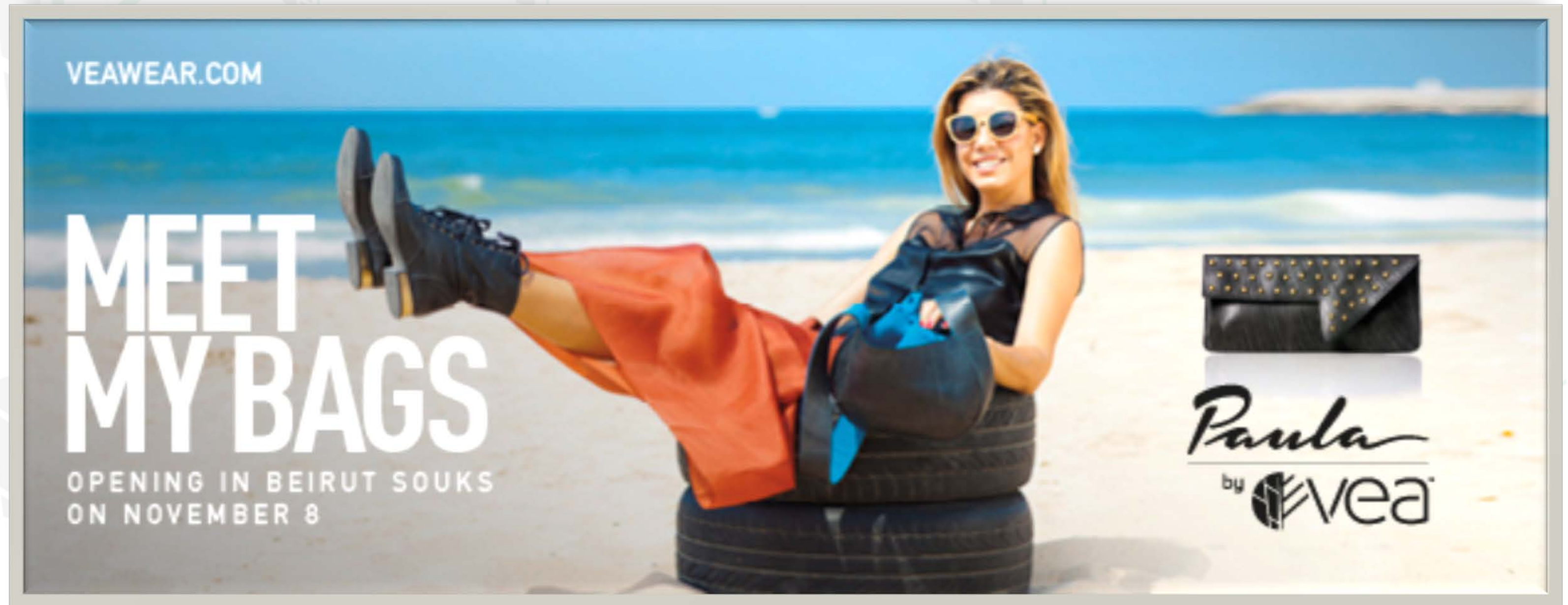


Company Profile

1. Introduction

b) VEA™ : Social Business

LED Advertising Campaign



Company Profile

1. Introduction

b) VEA™ : Social Business

LED Advertising Campaign



Company Profile

1. Introduction

c) Business Goals

- Reduce the number of tires and inner tubes discarded landfills.
- Market fashionable and attractive bags.
- Implement new strategies and ideas periodically (e.g. Home deco).
- Encourage new and small eco-friendly businesses.
- Promote the benefits of eco-friendly products and encourage their use.
- Design environmental education programs in the Arab world.
- Expand our work to Arab and Gulf countries.
- Sell franchises worldwide.

عندما يتحوّل الإطار الداخلى للعجلات الى حقيقة



LOVE your environment.... Be proud of it.



Company Profile

1. Introduction

d) Current and Future Projects

VEA™ has two main lines: VEA™ and Paula By VEA™.

As we expand in the local and regional markets, we will work on developing 2 new product lines: home decoration accessories, and jewelry items.

In a joint venture with "LE VOYAGEUR", the Lebanese luxury jeweler, to create **"The Special One"** a special edition of handcrafted rubber and diamond accessories.



Go Green, There is no Planet B.

Company Profile

1. Introduction

d) Current and Future Projects

"The Special One"

"The Special One" was first introduced by Paula Yacoubian during the VEA™ launching event in Beirut Souks on the 8th of November.

"The Special One" gives customers the option of having their name incrustated with diamonds as a pendant/buckle to the bag of their choice, with a metal link handle in 3 different colors: silver, gold or pink.

The name pendant and metal link handle can be removed and worn as a necklace (an additional rubber strap is provided to preserve the functionality of the bag). The name pendant can also be used alone as a keychain.



"We re living on this planet as if we had another one to go to." Teri Swearingen



Company Profile

2. Strategy

a) Vision

We aim to lead upcycling initiatives that involve discarded rubber and tires in Lebanon and the region, while remaining committed to preserving the environment
Because Fashion should also be responsible.

b) Mission Statement

We will promote long-term sustainability by developing a full range of high-quality products that are:

- made from recycled rubber that would otherwise be buried in landfills or discarded in nature,
- produced locally by local artists and tailors using materials domestic materials, and
- manufactured in an environmentally sustainable manner.

Make everyday Earth Day.

Company Profile

2. Strategy c) Values

Respect

To earn Value, we offer Respect. We respect our employees as much as we respect our clients.

"Try not to become a man of success. Rather become a man of value." - Albert Einstein

Improvement

We are committed to continuous improvement. We work hard to lay out plans for the future and come up with creative innovations.

Environmental

We are delivering a service for the environment.
We are a social eco-friendly business. That is our main goal.

Team Work

We believe the only way to build a company with great success and scale is to build a great team.
Division of tasks is always our preferred method of operation.

Quality

Loyalty begins with satisfaction. The quality of our products guarantees and after-sales services guarantees our customers will continue to grant us their trust.
"Quality is remembered long after the price is forgotten" - Aldo Gucci

Company Profile

3. Business Concept

a) Products: Women's Bags 2014-2015



[The Tote](#)
(Click for the Website View)



[The Shopper](#)
(Click for the Website View)



[The Bowler](#)
(Click for the Website View)



[The Clutch](#)
(Click for the Website View)



[The Messenger](#)
(Click for the Website View)

Every VEA™ Bag has its own story.



Company Profile

3. Business Concept

a) Products: Men's Bags 2014-2015



The Messenger
(Click for the Website View)



The Travel Kit
(Click for the Website View)

One thing you can't recycle is wasted time.

Company Profile

3. Business Concept

a) Products: Technical and Sports Bags



[The Technical](#)
(Click for the Website View)



[The Duffle](#)
(Click for the Website View)



[The Sportier](#)
(Click for the Website View)

"The best time to plant a tree was 20 years ago. The next best time is today" Chinese Proverb.

Company Profile

3. Business Concept

a) Products: Wallets and Accessories



The Women's Wallet
(Click for the Website View)



The Men's Wallet
(Click for the Website View)



UNI R
(Click for the Website View)



UNI S
(Click for the Website View)



The Men's Belt
(Click for the Website View)



The Women's Belt
(Click for the Website View)

One world, One future, One chance!

Company Profile

3. Business Concept

a) Products: Paula by VEA™



[My Clutch](#)
(Click for the Website View)



[My Cross](#)
(Click for the Website View)



[My Necklace No.20](#)
(Click for the Website View)



[My Necklace No.10](#)
(Click for the Website View)



[My Backpack](#)
(Click for the Website View)



[My Messenger](#)
(Click for the Website View)



[My Earrings No.20](#)
(Click for the Website View)



[My Earrings No.10](#)
(Click for the Website View)

Save the Earth, it's the only planet that has chocolate..



Company Profile

3. Business Concept

b) Competitive Advantage

One person's waste is another person's treasure

VEA bags and accessories are made from a durable and high-quality material: the rubber of inside tubes from used tires.

The heat and friction from road wear changes the color and thickness of the rubber, so each handmade item in our collection is guaranteed to look truly unique.

Because we reuse and upcycle discarded rubber, our products are also environment-friendly, hence our slogan: Fashionably Responsible

Fashion can be for everyone

We cater to different types of customers:

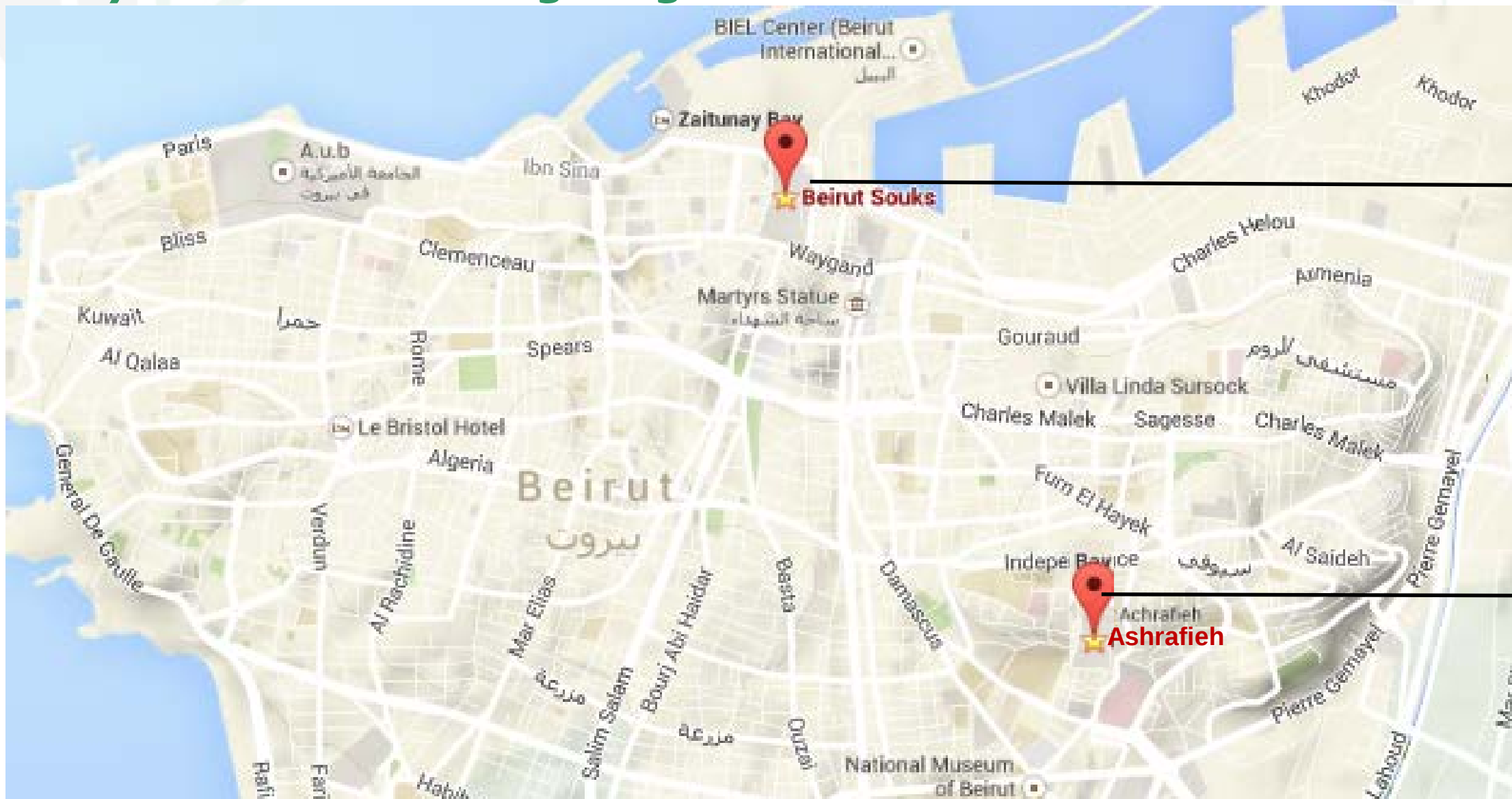
- High-quality products at carefully studied prices.
- A luxury line of diamond-studded items for those who wish to stand out

"Nature is what we all have in common." Wendell Berry.

Company Profile

4. Management and Ownership

a) Brand Availability: Physical Locations



Lebanon

Beirut Souks
- Ayyas Street

The Bayrut Express
Outlet store - Ashrafieh

Hug a tree, they have less issues than people.

Company Profile

4. Operation and Management

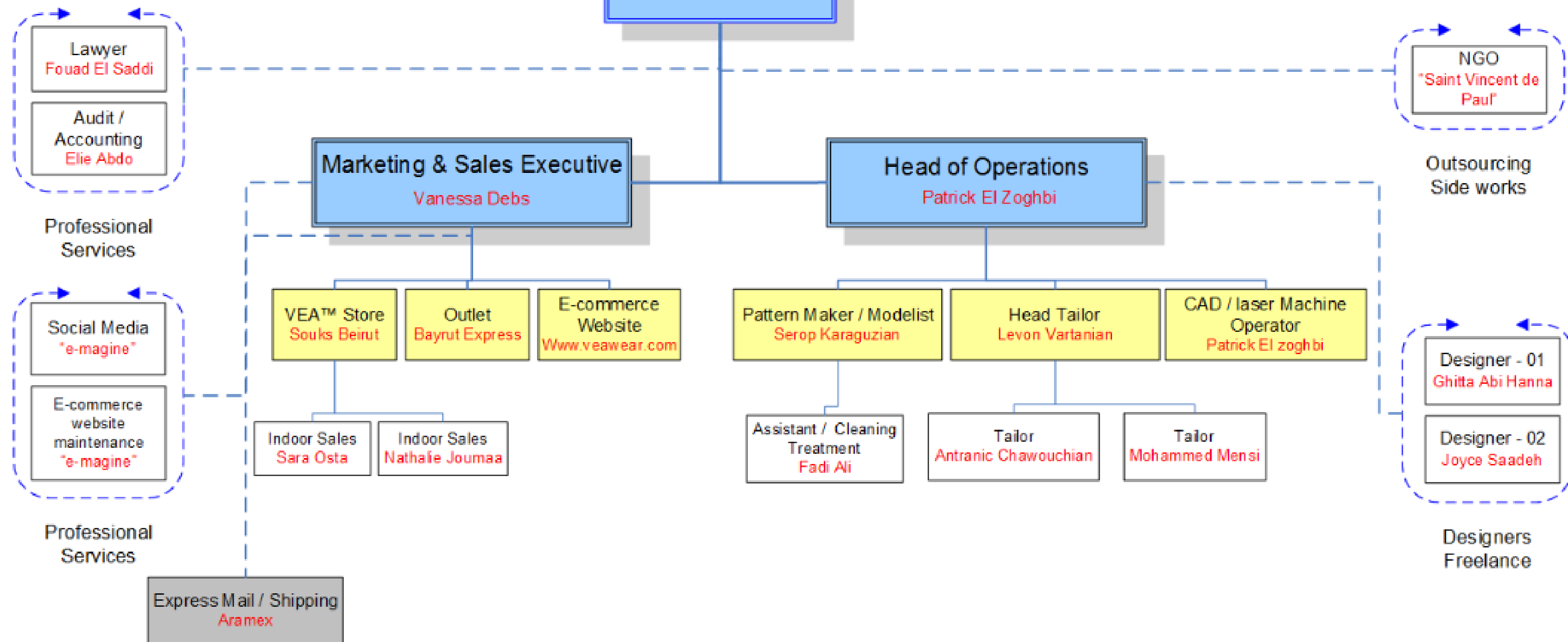
a) Brand Availability: e-stores

Customers can order online and we will deliver it wherever they are!



Company Profile

4. Operation and Management b) Operational Structure





Company Profile

4. Operation and Management

b) Management/Staff

Patrick El Zoghbi
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Thank you for being

FASHIONABLY RESPONSIBLE

Think Green!

www.veawear.com