

V. MORA

Case-Study:

ACED Design -RompHim

Who is ACED Designs?

ACED Designs, creator of the RompHim, was formed when four business students were sitting around over drinks one evening talking about the lack of men's clothing options. Founders Alex Neumann, Chip Longnecker, Elaine Chen, and Daniel Webster-Clark, sought an option that was fashionable, versatile, comfortable yet unique. What started out as a conversation over cocktails turned into the beginning of a successful clothing line!



ACED Design has been featured in:

AS SEEN ON...

GQ

TIME



Esquire

BuzzFeed



CNN

VOGUE

issues the client was facing

As graduates of a top 5 business school, the ACED team was well informed on how to start a corporation but needed guidance on how to start a clothing line. They had a vision but were unsure of how to translate their ideas and sketches into fully finished samples for market testing.





how and why ACED Design chose V.mora...

When we started working on bringing our vision for the Original RompHim to life, we knew that picking the right design partner was going to be critical. We explored a number of potential partners, and V.Mora quickly rose to the top of our list. Between great reviews on a few different online market places and a presence in Chicago we were excited to meet with V.Mora. After meeting with Nora, we were very impressed with her experience, knowledge and excitement for what we were trying to do.



your plans for the future, continued growth with V. Mora's help?



Our next steps are still up in the air-- right now we are focused on delivering great products to the 3,000+ Kickstarter backers and the folks who have ordered through our website directly. We have a few new prints coming out that we've custom developed with some factories in LA, and we completed a Chicago small run of 4th of July Special Edition prints. Chicago will continue to be a great source for making summer runs of cool unique prints and styles, and we look forward to continuing to leverage V.Mora's expertise as we refine our pattern and work with more production partners.





testimonial

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V. Mora has been great to work with --the Chicago team is incredibly friendly and has been very bought into our team's success. Once the Kickstarted took off, Nora and Richelle stepped up right away to help us brainstorm ways to expand our offerings (e.g. adding a new size, meeting with additional factories, etc.). Anna has also been great, offering to provide additional mentoring and introductions as we think about next steps. Through the craziness of everything, V. Mora was great at diving in and providing real support when we needed it.]



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about us

Established in 2008 by its Founder Anna Livermore V. Mora is a fashion business and production consulting company that works one on one with independent designers. We offer hands-on help with everything from pattern making to sourcing to production management and marketing. V. Mora is a one-stop-shop for success. With our wide range of services and talented team of experts, We bring your fashion dreams to life.

Schedule your FREE 20 min
strategy meeting today!
