

V. MORA

Case-Study:

wall + crown

who is wall + crown?

wall + crown is a clothing brand born out of a love of the coastal lifestyle. Whether it is playing whiffle ball on the beach, taking a sunset sail, or shucking oysters and enjoying local fried clams we love all New England has to offer. Our Graphic Tees, Soft Pique Polos to perfectly weathered Oxfords will take you from the beach to bar with ease. In developing this line we wanted to recreate the quality clothes we remember our parents wearing but with a modern twist. And because we wanted to maintain the highest quality, all our clothes are proudly made in the USA.





issues the client was facing

wall + crown came to V.Mora in January of 2015. They were facing creative design challenges and we're looking for a partner that would allow them more creative latitude in our t-shirt line as well as help through the technical process of developing more complex pieces (Polos, Button downs, etc). From patterns and samples to production, V.Mora has worked closely with Wall + Crown over the last year to create their line for Polos, Oxfords, and Linen Tees for S/S 2016.

how and why wall + crown chose v.mora...

As wall + crown was looking to expand beyond graphic tees we knew we needed a partner to help bring us to the next level. Our search started online and through Maker's Row we reviewed several companies.

Ultimately we reached out to V.Mora and after an **initial strategy session** we knew they would be a good fit for what we wanted to accomplish.



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



In the near future we plan to work with V.Mora to ensure production goes as planned. Additionally we will work with V.Mora to help us source fabrics, find vendors, and develop patterns for new pieces we add to our line."

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testimonial

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In fashion it can be difficult to find vendors that are willing to work with start up/small companies. V.Mora has been instrumental in helping us find and work with the right vendors for all our needs. Additionally having the pattern making and grading under one roof has helped simplify the process. Also, their ability to prepare us for production has made working with factories a smoother process than it would normally be.

- Mati Luik



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!