

Examples of retail signage

THE Mary Jane Shop

Welcome to *the* MJ destination this season.
Choose your favorite and strap in.

The Espadrille \$99!

A summer steal.
Get it while you can.

Terms apply.

THE ESPADRILLE

In a league of its own.

Ultra comfortable, sustainably made.
The perfect espadrille does exist.

ROTHY'S

Shoes & bags made with love for the planet.

Comfortable, washable,
stylishly sustainable.

IN OUR SUNSHINE ERA

ROTHY'S

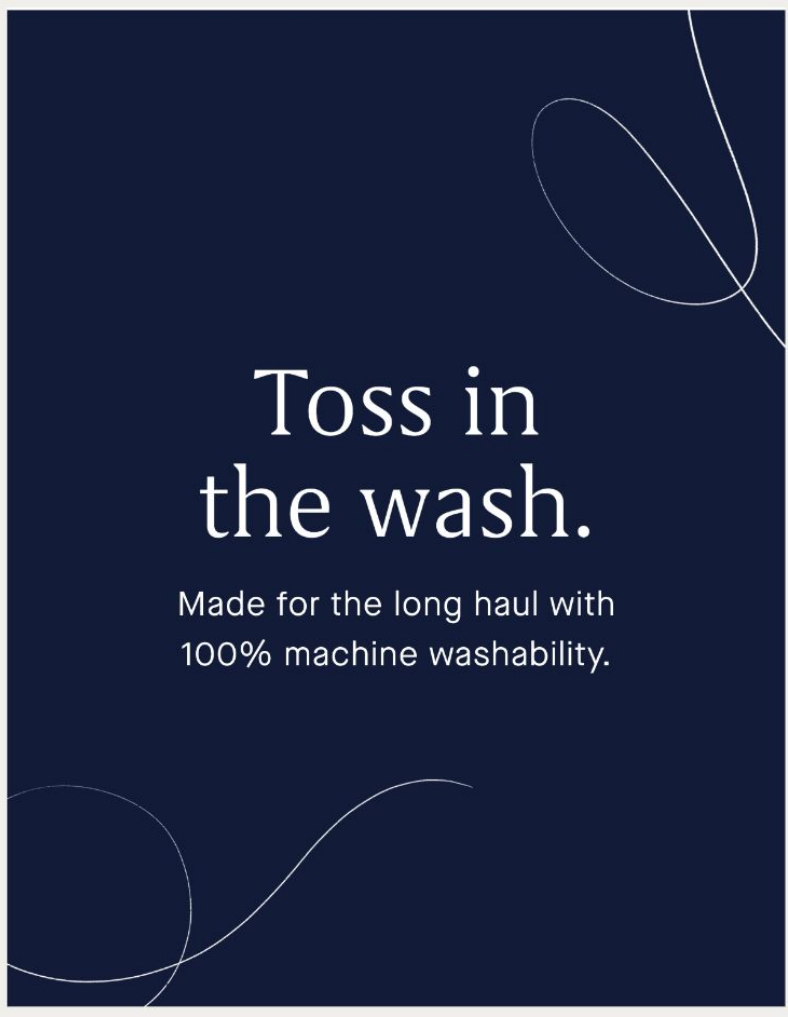
FOR THE LOVE OF SUMMER

ROTHY'S

Bring the heat.

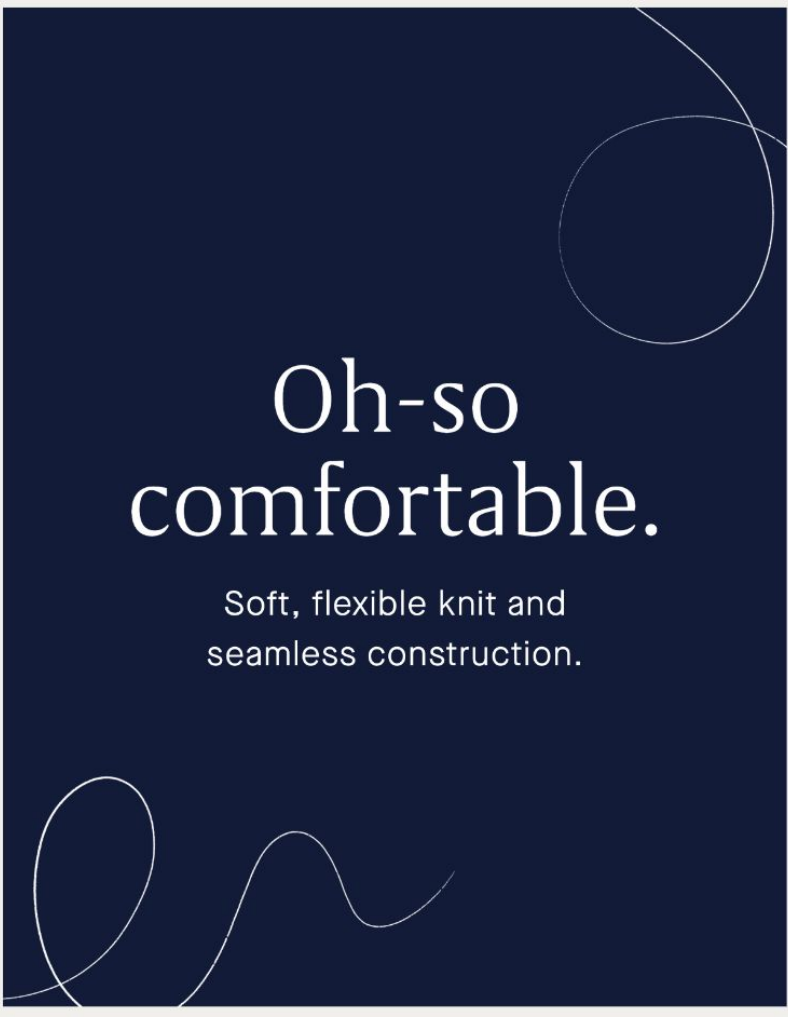
Lightweight, breathable styles
made for a season of sun.





Toss in the wash.

Made for the long haul with
100% machine washability.



Oh-so comfortable.

Soft, flexible knit and
seamless construction.



Endless ways to wear.

Dress up or dress down,
week to weekend.

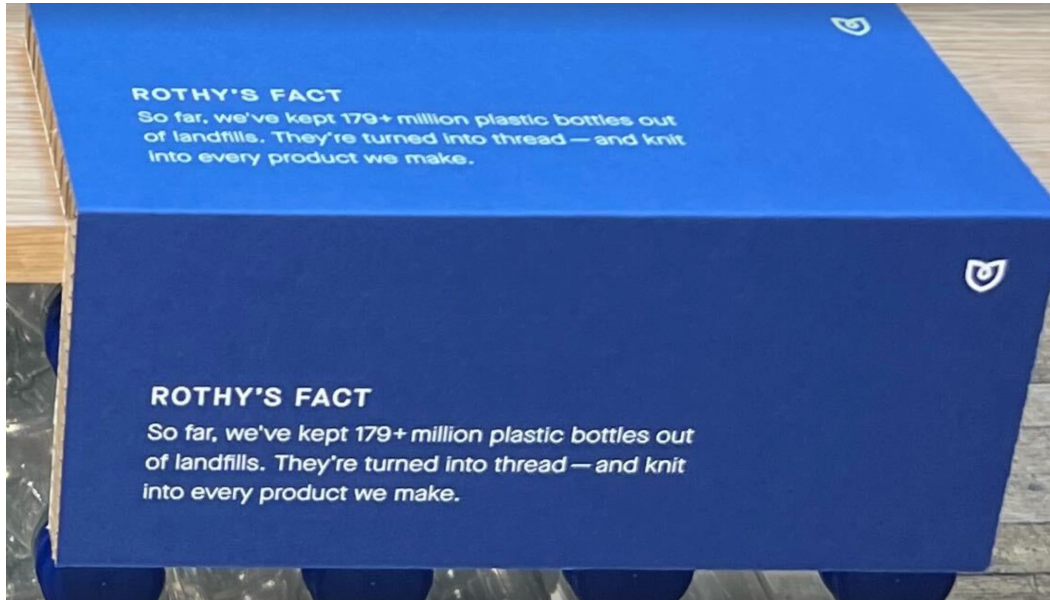


Love for the planet.

Knit to shape from
recycled plastic bottles.



Sustainability copy written for a
Rothy's popup display at a London
department store



Copy written for a Rothy's sustainability campaign, printed on water refill stations and on a card given out in stores

Thirsty for change.

179,123,445+ million. That's how many plastic bottles we've turned into shoes. So far. Refill, reuse—and keep plastic out of landfills.

