



HEIM
CLOTHING
BY NON-BINARY



HEIM

I am from ANAHEIM

HEIM is the German word for
HOME

The shape resembles roof tops

My name is M

FASHION HOME/ M'S HOME/
NON-BINARY HOME



A company that teaches non-binary people how to make their own clothing.

Membership is \$150/ mo

Employment options

Employees receive 50% of net profit

Co-Op

Transgender Foundation Support



MARKETING MISSION

CULTIVATE NON-BINARY TALENT AND BUILD
COMMUNITY THROUGH THE PRACTICE
OF LEARNING, DESIGNING AND MAKING
FASHION FOR THE LOCAL COMMUNITY



MISSION

My mission is to provide a need for the non-binary community in the form of teaching them how to construct self-made fashion. The company will provide basic skill set and knowledge of how to create garments that will address the concerns of what the community members are asking for such as feminine, masculine, or androgynous clothing that is well made and not costly. The company will give an opportunity to become a paid employee of the company as the students demonstrate the ability and desire to become apart of the team.

The company will naturally bring non-binary people together with similar interest. These people are all coming into this experience with the same goal in mind; to learn how to make clothing that will last them a long enough time to not worry about it in the near future, and how to address their own personal issues they may have with their body shapes. This will create many opportunities to establish a community within the company. People will be able to meet other non-binary students and be able to share their experiences with the class.

The company will be actively cultivating upcoming talent from the community. Young designers will be encouraged to work for the company as mentors, teachers, leaders, and will have the opportunity to move up into a paid role as a junior designer. Students of fashion will be taken in by application, where they will note if they have any prior experience with garment construction or any other making related craft. These students that express interest in applying for employment will be considered for a position in the fashion house that exists in conjunction with this teaching company.



Hello

My name is M

Fashion designer and social activist



**“1 IN 8 NON-BINARY
PEOPLE MAKE LESS THAN
\$10,000 A YEAR”**

- 2015 National Transgender
Survey



Phase I

BUILD COMMUNITY

Meet Up in Spaces
Bring people together
Rent equipment
Bring in members
Reach out for donations of material
(Fab Scrap)
Build website
Market to community
Reach out to investors

Phase II

GROW

Rent a space
Rent equipment
Employ members as full time
employees
Sell products from community design
Share profits with the employees
Meet with store buyers
Increase output of product

Phase III

ESTABLISH

Buy space
Buy equipment
Brick and mortar store
Bring in collaborators
Expand internationally to Europe,
Australia, South America, etc.

Phase IV

FOUNDATION

Focus on artisan clothing production
Serve the niche market
Diffusion line that will serve Asian &
African markets



reddit **NonBinary** comments

Discussion Hi, I'm a design student and am working on a company model that teaches non-binary people how to make bespoke clothing, brings the community together, and offers employment opportunities. What are your needs, wants, and barriers to non-binary fashion? I appreciate all responses, thank you! (self:NonBinary) submitted 3 days ago by NATALIE

11 comments edit share unsave hide delete nsfw spoiler flair crosspost

all 11 comments
sorted by: **best** disable inbox replies (?) pin to profile

save content policy formatting help

- [-] **twingeetry** 11 points 2 days ago
Hey! I just posted in this subreddit asking for fashion advice so this feels relevant. My main issue in finding clothes is that I have a weird mix of traits that sorta don't work for "men's" or "women's" clothing. I have a flat chest from top surgery but I also have big hips, a squishy stomach and am 5'1" I feel like even clothing companies that call themselves "nonbinary" or "androgynous" cater to a certain body type that is usually taller and thinner than I am. Not to mention such companies are also often extremely expensive compared to even department store prices.
- [-] **Pluto_Charon** 5 points 2 days ago
My issue is that I'm really short (5'3"); the only things not too big for me are women's and children's clothes, and I'm not comfortable wearing women's.
- [-] **neonbike** 4 points 2 days ago
needs: detailed sizing charts, clothing in my style and color preferences.
wants: would love to try things on in stores more often to get the feel of fabrics and fits before I buy, rather than ordering online. Also, a variety of cuts/fits usually helps me find one that will work for me, and a good explanation of how the fit translates into measurements is helpful (what does "tapered" look like in measurements, for example).

barriers: entering gendered spaces in stores can be stressful, particularly dressing rooms. pricing for tailored garments prevents me from getting existing pieces fixed or getting custom pieces made. I often take-in or hem my own pants, but I lack advanced knowledge of how to tailor more complicated things.

- [-] **Tantol647** 3 points 2 days ago
Looking for colourful not totally feminine clothing with some nice details. Soft fabric. Fairtrade would be great as well. (Sorry for bad english, hopefully you can understand me.)
- [-] **vintagecutiepie** 3 points 1 day ago
Wants and needs : Masc pants that are smaller than 28", A large variety of sizes for that matter, like for bras, Comprehensive size guides, Skirts and dresses that are not suuuper femine or body fitting, more long and straightish Inclusive experience Items that can be tailored to specific needs A variety of colors and patterns Ethical clothing and practices Underwear Etcccc
Barriers : usually the price. Garments should be affordable. And also the sizes, I'm often too small :(
- [-] **SuperWillie** 2 points 1 day ago
finding shoes with more than a mild heel in bigger sizes that aren't either incredibly dull or incredibly fetishy
- [-] **rarsamx** 2 points 1 day ago
I think one of the main issues I've found and read people complain about is sizes.
In the men's side of the store I'm usually small or medium. (5' 7", 65 Kg)
As an AMAB with a V shape. My size for pants and skirts is between 28 and 32 (depending on the piece) but for blouses it has to be XL or 2XL to fit the shoulders/torso. Which means that the bottom part of the blouse looms too loose at the waist.
This means that it is almost impossible to find dresses or other pieces where the bottom goes along with the top. I think my only option is bespoke (\$\$).
On top of that, it is rare to see cute clothes for bigger women (XL or 2XL+).
I've read comments regarding the opposite. NBs with wider hips than shoulders who can't find fitting tops. Or proper pants. Who would be a medium size on the women's side, but in the men's side only fit in baggy pants.
Learning how to adjust clothes which fit us in one part of the body but not in another would be very helpful.
- [-] **LokiIsPrecious** 1 point 2 days ago
People need to recognize that everyone off all sexes and genders are allowed (entitled even) to wear whatever they want without being misgendered. That's a thing people really need to start acknowledging.

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- [-] **LokiIsPrecious** 1 point 2 days ago
People need to recognize that everyone off all sexes and genders are allowed (entitled even) to wear whatever they want without being misgendered. That's a thing people really need to start acknowledging.
- [-] **rhuxinabox** 1 point 2 days ago
how to make patterns
- [-] **larsenlk** 1 point 1 day ago
People already mentioned shapes and sizes so I'll add: mix and match softly gendered aspects like colors, patterns, fabrics, prints etc. too and not just the hard gendered things like cuts and body shapes.
I'd love a typical men's style suit with brighter colors, playful prints or other details that are rare in men's wear.
I'd love accessories that have a subject or are type of accessory that's typically associated with one gender but has lines and colors and other traits typically associated with the other binary gender. Like when have you ever seen a lace or mesh tie? Or a really nice floral print suit vest? Probably not enough times.
Of course this doesn't mean no standard black and blue suits, it just means different options would be really really great too.
- [-] **AutoModerator** [M] -1 points 2 days ago
If you haven't already, please flair your post. Most users are already flairing their posts, but this comment is being made on every new post as a reminder. If you have already flaired your post, you can disregard this comment. If you are not sure how to flair your post or have any questions, please [message the mods](#) for help.
Flairs are implemented to help users find posts that are most relevant and interesting to them. Thank you for doing your part for the sub.
I am a bot, and this action was performed automatically. Please [contact the moderators of this subreddit](#) if you have any questions or concerns.

about help apps & tools <3



RESPONSE

Need for bespoke clothing

Want higher quality clothing

Want to build community

Accessibility

Desire to feel fabrics

Desire to learn pattern making

Dull Clothing

Want colors, patterns, fabric
design exploration

Fair-trade

Body shape and size vary



QULTURE COLLECTIVE

PRO

Creative space for Bay Area LGBTQIA+ community

Event workshop + workspace + gallery + work space + maker space + shop + events

Maker Space - you can rent their space

CON

Limited to Bay Area



REI

PRO

70 % of annual profits are invested back into the outdoor community through dividends to REI members, employee profit-sharing and retirement, and investments in nonprofits dedicated to the outdoors.

CON

Not giving qualitative support to the community, such as teaching how to make their own products



YASS

PRO

Queer startup

CON

Backed by tech wealth -

Peter Thiel (Trump Supporter)

Board member Arielle Zuckerberg
Events + space

\$50 - \$300 membership



THE ASSEMBLY

PRO

Community space focused on physical and personal wellness

Learn a new wellness practice

Connect with a community

Safe Space

CON

\$2,700/year - barrier of entry



HEIM

PRO

Non-binary community

Teaches skills

Employment opportunities

Investor opportunities

CON

Niche market



INSPIRATION

Made in Brownsville

Pratt BK Fashion Accelerator (BF + DA)

Scope of Work



NOT TO BE CONFUSED WITH

The Bushwick Community Partnership

- or -

RiseBoro Community Partnership

- or -

The LGBTQIA+ Center



REI
CO-OP

+



PARSONS
MAKING
CENTER

+



FASHION
ATELIER

CONCEPT



CONCEPT



BENEFITS CORPORATION

Must commit to creating public benefit and sustainable value in addition to generating profit

Must be committed to considering the company's impact on society and the environment

Required to public annual report showing progress towards achieving social and environmental impact goals

<https://benefitcorp.net/what-is-a-benefit-corporation>

NON-PROFIT 501(C)(3)

Public Charity

Receives 1/3 of its earnings from public donation

Donations are tax deductible up to 50% on donor's income

10% for corporations

Must have separate governing body

Private Foundation

A single donor minimum

Tax deductible donation up to 30% of donor's income

Governing can be within the foundation

Private Operating Foundation

Earnings must go to programs

Tax deduction similar to public charity

<https://www.501c3.org/what-is-a-501c3/>



CO-OP

50%

**NET PROFITS
GOES TO
EMPLOYED NON-
BINARY ARTISANS**

COMPANY MODEL



BUDGET YEAR 1

% of Income Spent Summary
 Total Monthly Income
 \$45,000
 Total Monthly Expenses
 \$45,000
 Total Monthly Savings
 \$0
 Cash Balance
 \$0

100%
 Monthly Income
 Item Amount
 Memberships \$30,000.00
 \$150/mo for 20 students
 Sales \$5,000.00
 Donation \$10,000.00 (Trans United Fund)

Monthly Expenses
 Item Amount
 Rent/mortgage \$7,000.00
 Electric \$3,000.00
 Gas \$300.00
 Marketing \$1,000.00
 Website \$2,600.00
 CEO \$24,700.00
 Maintenance \$6,000.00
 Insurance \$300.00
 Miscellaneous \$100.00

BUDGET YEAR 5

% of Income Spent Summary
 Total Monthly Income
 \$80,000
 Total Monthly Expenses
 \$80,000
 Total Monthly Savings
 \$0
 Cash Balance
 \$0

100%
 Monthly Income
 Item Amount
 Memberships \$60,000.00
 \$150/mo for 40 students
 Sales \$10,000.00
 Donation \$10,000.00 (Trans United Fund)

Monthly Expenses
 Item Amount
 Rent/mortgage \$7,000.00
 Electric \$4,000.00
 Gas \$400.00
 Marketing \$3,000.00
 Website \$3,600.00
 CEO \$49,600.00
 Teacher \$6,000.00
 Maintenance \$6,000.00
 Insurance \$300.00
 Miscellaneous \$100.00

BUDGET YEAR 10

% of Income Spent Summary
 Total Monthly Income
 \$498,750
 Total Monthly Expenses
 \$498,750
 Total Monthly Savings
 \$0
 Cash Balance
 \$0

100%
 Monthly Income
 Item Amount
 Memberships \$300,000.00
 \$150/mo for 200 students
 Sales \$150,000.00
 Donation \$30,000.00 (Trans United Fund)

Monthly Expenses
 Item Amount
 Rent/mortgage \$13,707.00
 Electric \$20,000.00
 Gas \$3000.00
 Marketing \$12,000.00
 Website \$6,600.00
 Employees \$80,000
 CEO \$137,000.00
 Teacher \$150,000.00
 Maintenance \$16,000.00
 Insurance \$4,000.00
 Miscellaneous \$1917.00
 Employees \$80,000.00

Taxes \$4,525,50
 Equipment Purchases \$50,000.00

SPACES

8 photos **2701 Williamsbridge Rd, Bronx**

City/Town Bronx
 Square Feet 1,974
 Price \$7,000 Total/month
 Listing Age 7 days
 Last Updated 1 day ago
 Status For Lease
 1 Space

Free standing medical building for rent. Two newly renovated floors plus basement, eight examination rooms, two bathrooms and twelve feet of frontage. Close to public transportatio ...

[Read More](#)
[Floorplans](#)

1074 Prospect Ave
 Bronx, NY 10459

General Retail Property For Sale
 \$2,899,000
 Storefront Retail/Residential
 5.50% Cap Rate
 10,838 SF Bldg

[Contact Us](#)



PROSPECTIVE STUDENTS



Sierra Gibson



Jamie McLean



FEEDBACK

I looked through it all and it **looks really great** to me

I don't really understand much about how the fashion world works but from your layout yes **I would want to be a student.**

I guess I'm just confused as a student I would learn how to make clothes and then I would become **employed** to make clothes for gender queer folks? - (That is **optional**)

Yeah I feel that it would **meet my needs** big time



Sierra Gibson



Jamie McLean

I can never find anything off the rack that both **expresses** myself and actually **fits** my body

It's super **uncomfortable** to **navigate gendered shopping spaces.**

The only pieces I feel **good** in were **miraculous** thrift store or clothing exchange finds.

I'd love to make my own clothes but don't know where to start, so having **guidance, resources,** and a **safe community** would make an enormous difference.



PLAN

FUNDING

TEAM

LOCATION

MARKET

CUSTOMER

2019

2020

2021

2021

2021

2021



TIME LINE



THANK YOU

PLEASE CONTACT

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CONTACT



Bibliography

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<https://www.rei.com/about-rei/officers>
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