



How Mass Customisation and Innovation are keeping skills alive

KATE DAWSON
THE ALL-IN-ONE-COMPANY

$$1 + 1 = 3$$

Nursery Nurse + Pub Interiors = Mass Customised Onesies





I needed to keep my daughter,
Lilly, warm at night

Onesies Made to Measure



POSSIBLE combinations FOR MASS customisation



31 sizes x 166 fabrics = 5,146
possibilities (made in 1 fabric)

31 sizes x 19 panels x 166 fabrics
= 97, 774 customized possibilities

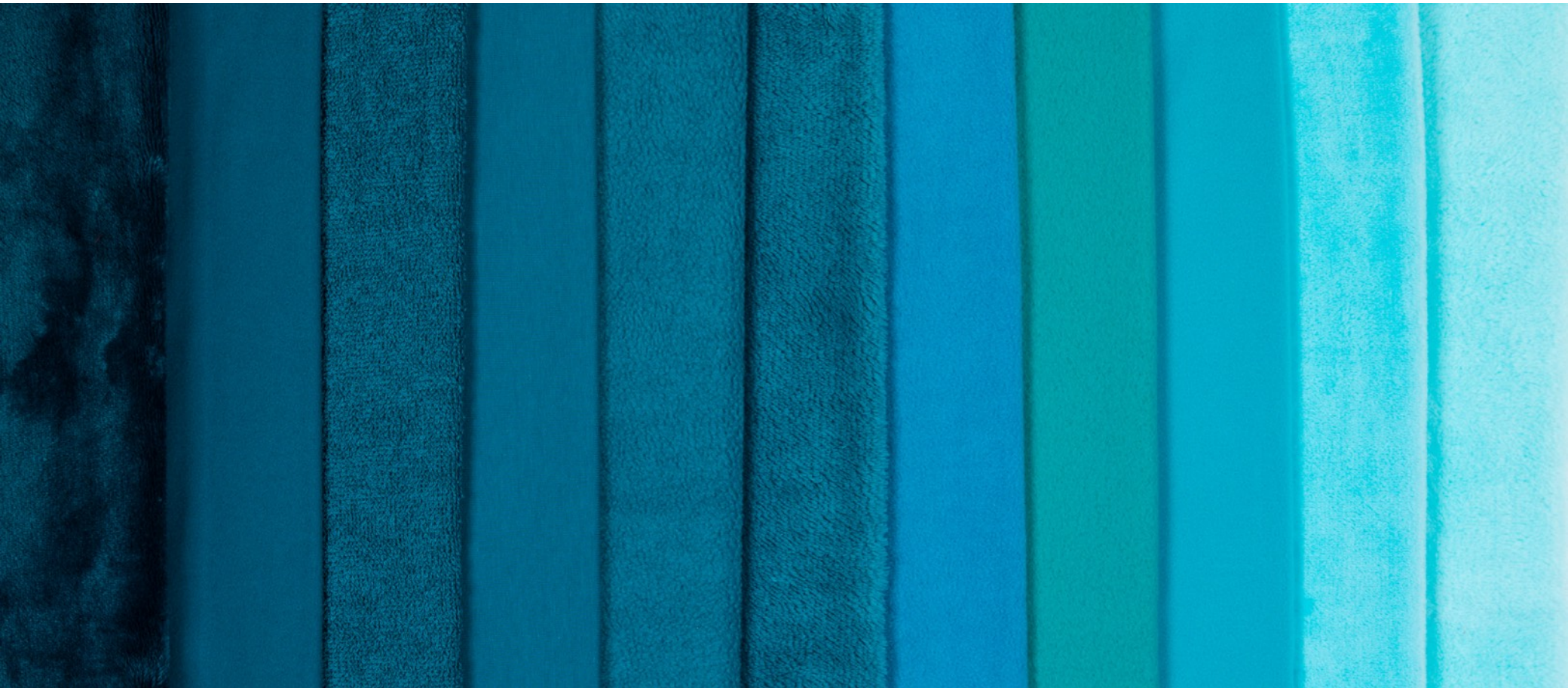
19 panels + 11 add-ons + 14 tails
+ 20 ears x 166 fabrics

= 329, 344 variations!

Bespoke Sizing



A range of different fabric types for all seasons



PROUD TO SUPPORT



Proud to support



Moving into bigger premises



Building high performing teams



Jobs blow at textile firm



The workers will leave the factory in the New Year

Workers are to get more details about the proposed closure of a Northumberland clothing factory and more than 400 redundancies.

Staff at the Dewhirst factory in Ashington, Northumberland, were told on Friday that production is being switched to Morocco.

The company blamed the closure on losses of £35,000 a week.

In October, 100 jobs were lost at a baby care products factory in neighbouring Cramlington as production was moved to China.

'Extremely angry'

Dewhirst supplies ladieswear to Marks and Spencer.

Earlier this year the company cut 400 jobs at its factory in Sunderland.

More than 5,000 clothing jobs have been lost in the North East over the past four years.

A spokesman for the General Municipal and Boilermakers union (GMB), said: "We are extremely angry at the closure announcement.

"We intend to resist the closure. We have been working with the company to bring new contracts to Ashington."

Our research showed that 80% of our staff members had relatives that worked in the textile industry in Ashington.



Market Saturation

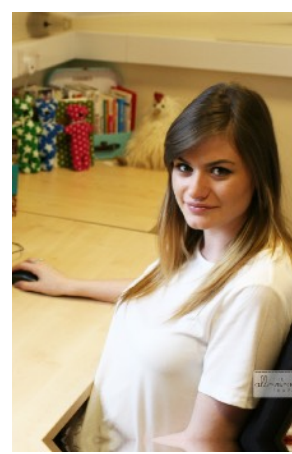
“Our values work together and not
in isolation.

We have created something
different, the more different
It is, the more chance we have of
succeeding”.

Members of The Guild of Master Craftsmen



Keeping the skills alive



In 2016 we launched our responsive onesie builder



Together we created The All-in-One Experience,
where you can see your Onesie come to life





Flossie's Experience Day



Start Feeling Snuggletstic®



The Maternity Onesie

The Sensory Onesie



National
Autistic
Society
Supporter



THE PERFECT
SENSORY ONESIE







The Evolution and Innovations of the Onesie Builder



2008



2016



2019

The original Create-your-Own Onesie
Since 2008

Our panel of advisors





Customer Personas

“I ordered three, and had an amazing experience. I've never had such wonderful customer service. From start to finish everything was perfect. I received fabric samples and was able to have questions answered in real time directly on the site. The onesies are all perfectly made. I have short legs and a long torso, so I sent measurements, and they fit so well. I will be sure to let others know!”

“My daughter is delighted with her personalised onesie, great quality and lovely to know this is made by a British company in Britain. ”

“This is a marvellous company. It is everything retail should be in the 21stC, choice, personality, fun, creativity and anticipation. Get those right and you're on to a winner, and Kate certainly has this. Thank you so much for a wonderful experience.”

“We are incredibly pleased with our onesies!!! My partner has always wanted one but at 6'5” has never been able to find one that fits! This bespoke onesie fits him so well and to be honest is too comfortable! ”

“Fast service, fantastic quality. Super cuddle fleece is incredible.”

#OnesieTime





No one is DIFFERENT
Everyone is **UNIQUE**

What will you create?

Size

Fabric & Colours

Pockets

Add-on's

Personalise

Select your size

Man Onesie

Size Guide

Onesie Size

select an option

Inside leg length

select an option

Sensory Seams **i**

Order instruction

Pick your fabric



Kate's onesie

Front | Closer | Back

NEW TLC SERVICE

Repair, not replace



No one should be without pyjamas



with schools, colleges and charities





My daughter Lilly has joined the team



Thank you for listening

www.the-all-in-one-company.co.uk



01670 522478 | kate@the-all-in-one-company.co.uk