

SITA™ Couture

SUSTAINABLE LIFESTYLE BRAND FOR THE
SPA, BOUTIQUE, & RESORT DEMOGRAPHIC

Made in USA



SITA THOMPSON

Founder & CEO



MEET SITA

I love people and helping them feel good. I appreciate my time alone while also being a community gal at heart.

After years with an on-camera, on stage career I know first hand the pressure women go through trying "to find something to wear". It's stressful. Whether going on stage to present with hundreds of people looking at you or going to the grocery store, there's an inherent desire for most of us to want an understated style that looks like we didn't have to work hard to achieve... To have a sweats and t-shirt feel with a polished look.

My mission with SITA Couture has been to get to the root of fit and feel while bringing beautiful and easy solutions to the table. Growing up with an organic farmer as a dad and artist & labor and delivery nurse for a mom, I've been inspired by the nature of service, authenticity and wholistic preventative health and growth at every level. I'm a vedic meditator and lover of kundalini and all things yoga. I aim to bring yogic comfort and ease to my collections. I believe that our style is how the world sees us but more importantly its how we feel in ourselves. If I can help my customer be more confident and comfortable then my mission is accomplished.

"Whenever a woman is on her path of self reflection and discovery, SITA Couture is there to enhance her self-confidence and provide a style that embodies comfort and ease"

-Sita Thompson





ABOUT SITA COUTURE

SITA Couture is a luxury lifestyle apparel brand catering to the health and wellness, spa/ resort, and travel demographic. We use fashion as a platform to support women's causes globally, educate children and to inspire a life full of love, vitality and confidence. We are pioneers in the fashion industry with our unique designs and innovative brand model. SITA Couture was founded in 2011 and is based in Los Angeles. We are a fully vertical company managing design, production, and sales & marketing. Our target is the feminine casual everyday woman who's style is a bit understated while fashion forward. We promise authentic style, great craftsmanship and pieces that are as versatile as they are comfortable.

WHY THE NAME SITA?

Sita is the goddess of womanhood, dedication, courage, and compassion. I lived most of my 0-4years old in ashrams and was named by Baba Ram Das. I didn't realize the power of my name until I moved to India and lived there for some years. The name "Sita" has many layers: She is free and dutiful, she embodies all that is feminine ..from the deepest sorrows to the most intense commitment to virtue and love. Simultaneously Sita is known to carry the burden of sorrow that can only be felt by deep betrayal. Indian new thought leader Rooshikumar Pandya said SITA Couture represents the modern day Sita in us all where we are liberated from the oppression.

To learn more about "Sita" this is a link to the best review I've seen on her:

<https://www.youtube.com/watch?v=RzTg7YXuy34>

STYLE PHILOSOPHY

ELEGANT, ECO, & EASY

Made to exude effortless beauty with sustainable fabrics that tell your story.
Great on their own and to mix and match with ease.



FEARLESSLY SEXY

Perfectly fitted and draped to ensure the sexiest silhouettes.



COMFORTABLE

Designed with slips, extra lining, bandeaus, & built-in shelves.



CONTEMPORARY

When women wear our line they feel confident, vibrant & beautiful.



BREAST HEALTH

We're not going to get into a heated debate about underwire bra's but I think we can all attest to the role comfort plays in our state of being.

In a recent study we did amongst ourselves and with a few of our customers, we replaced traditional bra's for our bandau's, tops and dresses that are doubled or have built in shelf, or our new bralette. - We found that 95% of the women (including our full staff), all reported not missing the tight and or/ underwire bras in the least. The "ah ha" moment came when we understood that feeling comfortable was also letting our breast lymphatic system be free. Comfort equated to better health? Imagine that.

Once made aware, I don't know a single woman would disagree that freeing the nipple is not just a catchy phrase but also a healthy choice. Before this more thorough understanding of breast health shown to us by touch therapy expert Christine Clinton, we already had numerous styles in our collection designed for breast comfort and freedom from the restraints of the tradition bra. With our new found awareness, and in collaboration with the amazing Christine, you can look forward to even more designs embracing breast health and comfort, and all in great style.

<http://christineclintoncancercare.com/>



COMMUNITY PARTNERS 2017

SITA Couture Tribe -

In appreciation to some of the best spa associations in the world who's mission is to promote health, wellness, and vitality via the beauty platform.



SITA Couture launches in the Caribbean

We are excited to announce that SITA Couture will soon be found throughout numerous resort property's in the Caribbean! We're also thrilled to mention that we're involved with Carribbean-We as a brand partner as well as the coordination team for the Resort Wear Island Catwalk as part of a wellness event launching in Jamaica during mid November Stephanie Rest's Carribbean-We is what I call the GSN of the Caribbean. The promotion and education of health and wellness is a critical part of any community. Caribbean WE brings like minded brands and pioneers from all around the world together as one with the common goal of spreading the importance of wellness, education, and vitality.



SITA[™]
Couture

**GSN BUYER'S
CONFERENCE**

SITA Couture attends the 5th annual GSN Buyer's Conference at Serbene Sustainable Resort.

The Green Spa Network believes spas play a meaningful role supporting the health and well-being of people and their communities. Their main goal is for spas to become a recognized venue for physical, emotional and spiritual wellness, respected and supported by the medical profession and enjoyed by all. SITA Couture is thrilled to be one of the GSN chosen brands acknowledged for the role apparel plays in health and wellness. The GSN annual events help keep SITA Couture up to date and connected with all that's relevant in our industry.

Seeds of WE

For best results, spread seeds and + WE

Social Conscience
Environment
Enterprise
Development
Sustainable

Join the movement + say [#YesWeWell!](https://www.instagram.com/YesWeWell/)

WBENC NATIONALS 2017

June 2017 marks the 1st anniversary of our association with Womens Business Enterprise National Council (WBENC), a fantastic organization that supports and provides a dynamic community for women owned businesses in America. Lookout for upcoming news, partnership's and events in collaboration with this amazing community.



55 years running SMEAD and still spunky as ever! With legendary CEO Sharon Hoffman Avent.
<http://www.smead.com/Director.aspx?nodeid=1477>



The inspiring Macy's Multicultural Business Development duo, Erin Wilson and Sherieka Morgan talking Macy's workshop NY in October! With National swimming champion Whitney Whitehead, SITA Couture summer intern.
<http://workshop.macysinc.com/>



WBENC black-tie event wearing SITA Couture Red Carpet Collection with brand partner Taryn Hipwell, founder of Beyond the Label and Ted-X eco fashion LA.
<http://www.tarynhipwell.com/>



SITA Couture on the cover of the American Spa Magazine, Jan. 1st 2017 issue, w/ our coveted Maggy Jams

“Maggy Dunphy, head of spa for La Cantera Resort, partnered with fashion designer Sita Thompson of SITA Couture, to create a collection of loungewear to go beyond the traditional options....”

american spa



SITA Couture at the famous and historical Mission Inn Resort and Spa 2017. You can now shop the full collection at their spa boutique, while enjoying this amazing landmark!



2017 Marks the 8th Annual Red Dress Fashion show & Health Expo.

Riverside CA, in association with Mission Inn Resort. We are honored to be a part of this important event! SITA Couture on the runway modeled by celebrity blogger Laura Jensen, supporting raising awareness around preventative healthcare for women!



SITA Couture on American Made Beauty Show

Spa Legend Patty Schmucker has us on her new show American Made Beauty interviewing us about SITA Couture design and company culture. Listen to full interview here:

https://www.youtube.com/watch?v=PYeHe-95FIsU&ab_channel=AmericanMadeBeauty

ETHICS & SUSTAINABILITY FAQs

OUR COMMITMENT

1.) WHERE DO YOU MANUFACTURE & WHY?

We are committed to manufacturing in Los Angeles California which cuts down on our use of fossil fuels that would be needed if we were producing clothing overseas. This cuts back on our environmental impact as well as enabling us to visit our factories regularly which is something that is very important in order to insure quality and correct work ethics are in fact.

2.) HOW DO YOU MAKE SURE THAT THE PEOPLE SEWING FOR SITA COUTURE ARE BEING TREATED FAIRLY?

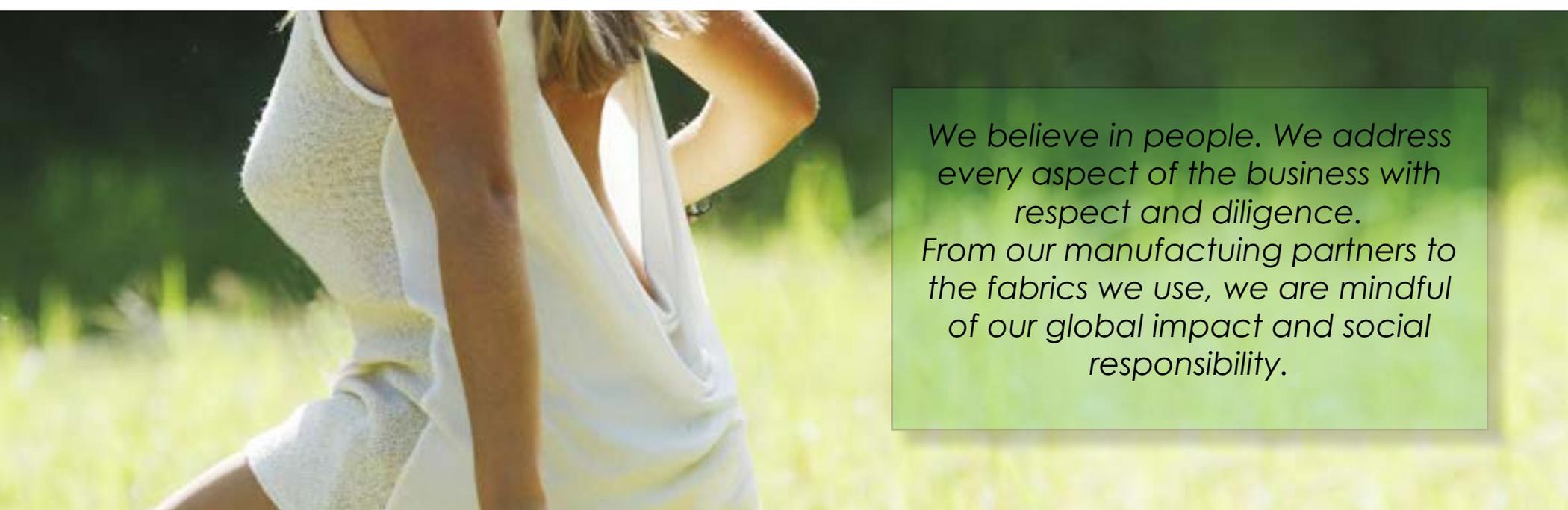
We feel strongly about being socially responsible in all aspects of production. Manufacturing locally gives us the opportunity to visit our factories often and see the treatment and condition of workers first hand. We only work with reputable manufacturers who produce according to high labor standards and safe working conditions. These sites are visited weekly and recorded. We have a zero tolerance policy for anything unlawful occurring at our manufacturing sites.

3.) HOW ARE YOUR MATERIALS SUSTAINABLE?

The magic is in the fabric. Our fabric choices are sustainable because of their unique properties of being bio-degradable, recyclable, and require little to no pesticides. We use organic linen, organic cotton voile, modal as our knit, and recycled polyester.

4.) HOW ARE YOUR PRACTICES CONSIDERED SUSTAINABLE?

Producing locally and using sustainable fabrics are both big for us. In addition we have a thriving mentorship program and company culture that educates and promotes health, wellness. Empowering and raising the world around us is key to sustaining and growing our environment. We know that each of these choices create a big difference. The people creating the product are just as important as the product itself.



We believe in people. We address every aspect of the business with respect and diligence. From our manufacturing partners to the fabrics we use, we are mindful of our global impact and social responsibility.

HOW WE STARTED

2011

THE JOURNEY BEGINS

SITA Couture is born with a private label organic jute collection and introduced to the world through international trade-shows and great success.

2012

OFF AND RUNNING

SITA Couture is found in over 60 stores nationwide.



2013

ACCOLADES

Handpicked to represent eco-couture in Asia.



GROWING FAST

SITA Couture is now found at Fred Segal and The Hilton.

Fred Segal

2014

E-COMMERCE & MORE

Click and shop at sitacouture.com now! We can also be found in over 200 stores nationwide.



2015

LAYOGA
AYURVEDA AND HEALTH

EXCITING UPDATES

Coined "Top 10 Yoga Lounge Brands" by L.A. Yoga Magazine. Blogger affiliate program up and running. Targeted spa resort trade shows.



2016 LAST YEAR'S HIGHLIGHTS

America's Next Top Model & BESTalent Fashion Show

New SITA Couture Uniform Designs

WBENC Certified

Women Against Child Trafficking Fundraiser

Opening of Fifth's Ritz Carlton Door

Grammy's 2016 MusiCares Event



SITA Couture was one of the headlining feature brands in BESTalent Group's first ever fashion show, hosted by Michelle Lyons and the stars of America's Next Top Model, Kiara Belen and Ava Capra. The show provided a chance to connect and be loved by many of the team members from Kimora Lee Simmons as well as Angeleno Magazine.

As the 6th Destination Hotels location that SITA Couture can be found in, La Cantera Resort & Spa is now fully equipped with their first ever SITA eco-uniform line, custom designed for their front desk, spa, and pool staff. The designs were inspired by the newly coveted Maggy Jams as well as a few other key styles in the collection.

As a local business fully operated by women, SITA Couture is proud to announce its recent certification as a Women's Business Enterprise National Council. As a certified brand, SITA Couture will now be able to participate in numerous upcoming business events and mentorship programs that aim to connect women, businesses, and leadership.

As supporters of human trafficking prevention, SITA Couture participates in the 3rd annual Women Against Child Trafficking fundraiser. It's huge success came not only from its dynamic founder, June Davidson, but also the involvement of the local police department, community members, and of course the SITA crew.

2016 has been a year of opening many doors, both old and new, for SITA Couture. Among these doors is the fourth Ritz Carlton location to carry SITA, located in Georgia where SITA Couture is the main sustainable brand for their retail boutique.

SITA Couture participates in this year's celebrity studded MusiCares Awards, sponsored by the Grammy's, where we gifted Rihanna, Ellie Goulding, Demi Lovato, and Florence Welch, along with Stevie Wonder, Lionel Richie, and Lenny Kravitz! We also designed the eco-apparel worn by 5Carrots, a vegan catering company to high-end events in Hollywood.

GIVING BACK

CAKE
CULINARY. ARTS. KIDS. EAT.
(Cooking Kids Eat, Art, Kids, Eat, Eat, Eat, Eat)



Culinary Arts Kids Eat, otherwise known as CAKE, was founded by Melisa Nicola to educate and engage young teens in culinary arts in order to empower them with professional skills to pursue higher education and be ambassadors of health in their communities. SITA Couture hosts events to support CAKE as well as collaborates with Melisa Nicola on diet guidance and mentorship for the inner-city kids.

www.culinaryartskidseat.com

Jessie's Place, founded by our friend Jessica McCall, is a nonprofit organization that supports disabled children and adult refugee's in Rwanda by selling their handmade arts & crafts. This NGO provides programs to rehabilitate and help the physically challenged and mentally handicapped. SITA Couture hosts Jessie's Place annual fundraiser as a way to raise funds and awareness and to share their beautiful artwork with the world.

www.jessies-place.com

Jessie's Place



The mission of Women Against Child Trafficking is to protect children and teens from predators who profit from selling them into sexual slavery. This Riverside, Ca based organization provides educational resources, emergency shelter, and transitional living for survivors. SITA Couture donates clothes that are included in care packages for survivors that are admitted into transitional living facilities. As noted on all of our hang tags, portion of SITA Couture goes to support WACT.

www.womenagainstchildtrafficking.weebly.com



14,500 - 17,500
people are trafficked
every year in
this \$40 billion a
year industry.

In connection with some of the most prominent names in yoga, including Baza Guru Rinpoche and Felicia Tomasko, SITA Couture annually participates in the Yoga Gives Back fundraiser held in Malibu. This event is organized to raise money in support of the orphaned mothers and children of India.

<http://yogagivesback.org/about>



INFLUENCERS



2,336 likes
robinmartinyoga Precarious balances



Liked by wizzkhalisa, marissaborovoy and 558 others
laurajansen 1 Winter is coming.. thanks



526 likes
Ssalisad1 #ootd @sitacouture Lauren Mermaid Maxi



165 likes
tommyrosen So thrilled for my amazing wife Kia Miller to be on the cover of Yoga Journal



25 likes
avamilva #not #europeanyogafestival as within so without, the key to maintaining



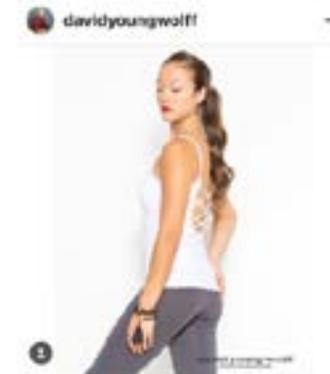
733 likes
dashamalove Happy New Moon.



1,452 likes
nicmoraxo Closed out an insane #Oscars week by appearing on my girl



1,121 likes
bohemian_heart "Stop trying to be less of who you are. Let this time in your life



75 likes
davidyoungwolff Page from our Fashion Spread for @iyogamagazine model



435 likes
thekiarablen @sitacouture Lace Mermaid Hoodie Dress my second



29 likes
avamilva First day of #whitetantricyoga at the #europeanyogafestival #flying



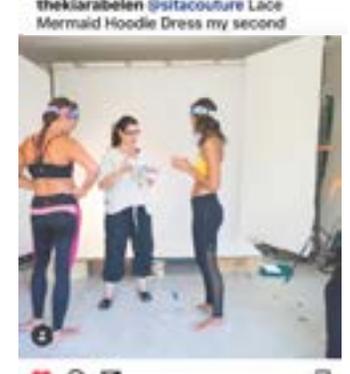
248 likes
iyogamagazine "We've got the whole world in our hands." Well, it's not really



Liked by djgreen420 and 401 others
thekiarablen Be free. Be great. Be you! @sitacouture Order your "Kiara Maxi"



100 likes
danatyne #repost from @sitacouture



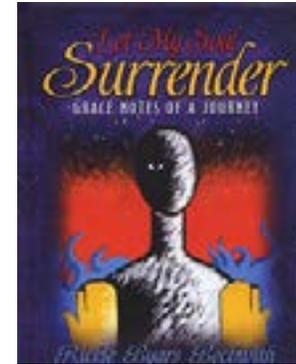
155 likes
feliciatomasko Ms. Behind the scenes at a photo shoot for LA YOGA Magazine.

AS SEEN IN:

AMERICAN
MADE
Beauty.



PURE
GREEN
MAGAZINE





IN ASSOCIATION WITH



THE RITZ-CARLTON®

LH LOEWS HOTELS RESORTS



DESTINATION HOTELS

LAYOGA
AYURVEDA AND HEALTH



TWO BUNCH PALMS.



CaribbeanWE
wellness & education



green spa network™
Vital People. Vital Planet.

AMERICAN MADE Beauty.

EcoDivas



yogaworks organic spa MAGAZINE

american spa

BEYOND THE LABEL

Find Bliss

Certified WBENC Women's Business Enterprise

WOMEN OWNED



Women Against Child Trafficking



FOUR SEASONS
Hotels and Resorts

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