



The new girls in town

#### GROOVY GODDESS: Celebrate the female spirit, empower a woman, change the world.™

Groovy Goddess is an innovative line of statement apparel that rejuvenates the celebration of the female spirit and strives to inspire and empower women. The apparel encourages women to tap into the power of mythological Goddess themes by proudly brandishing witty, humorous and often pointed reflections on how those archetypes play out in modern life. Medusa vents, "Even a Goddess Has a Bad Hair Day," while Pandora asserts, "It took a Goddess to Think Out of the Box."

Groovy Goddess founder, Corinne Wayshak, shares her creativity to empower women who have not had the opportunities she has had, to create community and unity in an increasingly isolated world, and to give women who might not be ready to verbalize their opinions the chance to voice them through their clothing.



#### GODDESSES COME IN ALL SHAPES AND SIZES

Groovy Goddess apparel comes in a full range of sizes, from S through 2XL. The line is comprised primarily of women's wear. There are baby, toddler, and youth options so that women can share their favorite designs with their Goddesses in training.



#### GOOD KARMA, GOOD BUSINESS

To match the company's vision, Groovy Goddess makes clothing of the highest quality while exceeding industry standards of social responsibility in the workplace, and it has a charitable giving practice focused on women's non-profit organizations.

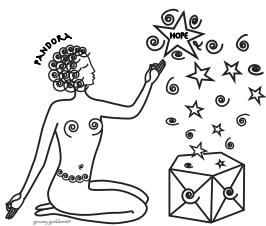




*A Goddess invented multitasking.*



*Even a Goddess has bad hair days.*



*It took a Goddess to think out of the box.*



*When a Goddess dances new worlds are born.*



*A waist is a terrible thing to mind.*

#### KALI

The juggling act goes across all ages...

Goddess Kali is one of the most popular goddess in the Hindu religion owing to her dual nature of motherliness and wild fierceness.

She embodies the delicate balancing act all modern women must perform.

#### MEDUSA

You think you have had bad hair days?

In Greek mythology, Medusa was one of the Gorgons whose gaze could turn whoever she looked upon to stone. After desecrating the temple of Athena by lying there with Poseidon, Athena turned the hair of Medusa into living snakes.

Have fun with this design by daring anyone to stare at your bad hair or to stare at all!

#### PANDORA

Pandora was the first woman in Greek mythology. The Gods bestowed her with a box she should never open, but they also gave her a mischievous and curious spirit.

Once she opened her box, a flurry of evils, diseases, and sorrows escaped; however, the Gods had compassion and had concealed among the evil spirits one kindly creature, Hope. So by Pandora opening the box, evil entered the world, but Hope followed closely in its footsteps to point to a happier future.

#### EURYNOME

For a woman who dances her own dance, this line celebrates the new worlds of hope, meaning, and desire.

The most ancient of Greek goddesses, Eurynome is said to have risen naked from primordial chaos and instantly began to dance: a dance that separated light from darkness and sea from sky.

She created the north wind and transformed it into a serpent with whom she procreated to lay the universal egg from which all creation came.

#### WILLENDORF

Sick of the modern standard for female body type?

Voice your opinion with this "Venus" of Willendorf design line. Willendorf, the earliest known representation of a human, and a woman, acquired a sort of Eve identity that revealed the fascinating reality of the female body. And it was no Barbie!



*A Goddess' voice  
Will be heard!*

**SARASWATI**

This line celebrates the power of all aspects of a woman's voice and her persistence in having it heard.

Saraswati is a Hindu Goddess of knowledge, music, and creative arts, and she also represents consciousness and wisdom.



*Never get in the way  
of a Goddess on fire.*

**PELE**

This line dares anyone to stand in the way of a determined woman.

The Goddess chosen for this design is Pele, the Hawaiian Goddess of fire and volcanoes. Even if she is the slightest bit annoyed, she will start a volcanic eruption, flowing burning lava in anything in her path.



*Always wake a  
sleeping Goddess.*

**SELENE**

A pun on never wake a sleeping baby, voice this call to awake the sleeping goddesses within all women.

Selene is the Greek goddess of the moon. It is said that Selene's moon rays fall upon sleeping mortals. And while she cast a spell that caused her mortal-lover to remain eternally youthful, this design is a wake up call to re-energize the modern Goddess.



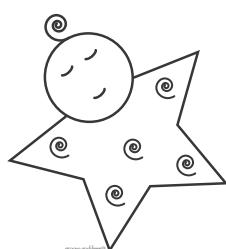
*Goddess in the house.*

**ARTEMIS**

A must have design for the expecting mother!

Artemis is a Greek Goddess of fertility and childbirth. Beyond these motherly aspects, she is also known as the Goddess of the wilderness, the hunt, and wild animals.

Shower the wild women in your life expecting life.



*Goddess in Training.*

**GODDESS IN TRAINING**

Get your baby girl started early in recognizing and voicing her Goddess, feminine power. Choose this design for a little "Goddess in Training."



## LINE SHEET

### Casual Wear Tanks & Spaghetti Straps



#### Ladies' Spaghetti Strap Tank Top

Pre-shrunk 100% combed ring-spun cotton 5.8 ounce super soft 1x1 baby rib knit spaghetti strap tank top. Bound-on self-trim neckline and straps. Coverstitched bottom hem. Side-seamed with custom contoured fit.

Sizes: S, M, L, XL (2XL available in limited colors and at a premium)

Style: 1011G

MSRP: \$32.00

<input type="checkbox"/> White	<input type="checkbox"/> Lime	<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Pink	<input type="checkbox"/> Fuchsia
<input type="checkbox"/> Yellow	<input type="checkbox"/> Army	<input type="checkbox"/> Black	<input type="checkbox"/> Heather	<input type="checkbox"/> Lilac
<input type="checkbox"/> Navy	<input type="checkbox"/> Red	<input type="checkbox"/> Turquoise		



#### Ladies' Tank Top

Pre-shrunk 100% combed ring-spun cotton 5.8 ounce super soft 1x1 baby rib knit spaghetti strap tank top. Bound-on self-trim neckline and straps. Coverstitched bottom hem. Side-seamed with custom contoured fit.

Sizes: S, M, L, XL (2XL available in limited colors and at a premium)

Style: 1080G

MSRP: \$34.00

<input type="checkbox"/> White	<input type="checkbox"/> Seafoam	<input type="checkbox"/> Lime	<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Soft Pink
<input type="checkbox"/> Pink	<input type="checkbox"/> Army	<input type="checkbox"/> Black	<input type="checkbox"/> Heather	<input type="checkbox"/> Lilac
<input type="checkbox"/> Kelly	<input type="checkbox"/> Navy	<input type="checkbox"/> Orange	<input type="checkbox"/> Red	<input type="checkbox"/> Chocolate

### Casual Wear Short T's



#### Ladies' Baby Rib Short Cap Sleeve T

Pre-shrunk 100% combed ring-spun cotton 5.8 ounce super soft 1x1 baby rib knit short sleeve crew neck t-shirt. Bound-on self-trim neckline and armholes. Coverstitched bottom hem. Capped sleeves and side-seamed with custom contoured fit.

Sizes: S, M, L, XL (2XL available in limited colors and at a premium)

Style: 1001G

MSRP: \$36.00

<input type="checkbox"/> White	<input type="checkbox"/> Seafoam	<input type="checkbox"/> Gold	<input type="checkbox"/> Lime	<input type="checkbox"/> Moss Green
<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Soft Pink	<input type="checkbox"/> Pink	<input type="checkbox"/> Fuchsia	<input type="checkbox"/> Yellow
<input type="checkbox"/> Army	<input type="checkbox"/> Black	<input type="checkbox"/> Heather	<input type="checkbox"/> Lilac	<input type="checkbox"/> Kelly
<input type="checkbox"/> Navy	<input type="checkbox"/> Orange	<input type="checkbox"/> Purple	<input type="checkbox"/> Cardinal	<input type="checkbox"/> Berry
<input type="checkbox"/> Red	<input type="checkbox"/> Chocolate	<input type="checkbox"/> Royal Blue	<input type="checkbox"/> Teal	<input type="checkbox"/> Turquoise

### Casual Wear Long Shirts



#### Ladies' Long Sleeve T

Pre-shrunk 100% combed ring-spun cotton 5.8 ounce super soft 1x1 baby rib knit long sleeve crew neck t-shirt. Bound-on self-trim neck. Double-needle, coverstitched sleeve and bottom hem. Contoured, feminine body with a snug baby rib fit and a generous long sleeve length.

Sizes: S, M, L, XL (2XL available in limited colors and at a premium)

Style: 5001G

MSRP: \$38.00

<input type="checkbox"/> White	<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Pink	<input type="checkbox"/> Army	<input type="checkbox"/> Black
<input type="checkbox"/> Heather	<input type="checkbox"/> Navy	<input type="checkbox"/> Red	<input type="checkbox"/> Chocolate	

### Children



#### Baby Short Sleeve Onesie

Garment washed 100% combed ring-spun 5.8 ounce super soft 1x1 baby rib knit onesie. Envelope neck and three snap closure for easy dressing.

Sizes: Infant: 3-6M, 6-12M, 12-18M, 18-24M

Style: 0100G

MSRP: \$26.00

<input type="checkbox"/> White	<input type="checkbox"/> Pale Green	<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Pink	<input type="checkbox"/> Pale Yellow
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#### Baby Short Sleeve Toddler T-shirt

Pre-shrunk 100% combed ring-spun cotton 5 ounce super soft baby jersey knit t-shirt. Set-in coverstitched neck, sleeve and bottom hem.

Sizes: Toddler: 2T, 3T, 4T

Style: 0201G

MSRP: \$26.00

<input type="checkbox"/> White	<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Pink	<input type="checkbox"/> Yellow	<input type="checkbox"/> Black
<input type="checkbox"/> Kelly	<input type="checkbox"/> Navy	<input type="checkbox"/> Red	<input type="checkbox"/> Turquoise	



#### Girl Crew Neck T-shirt

Pre-shrunk 100% combed ring-spun cotton 5.8 ounce super soft 1x1 baby rib knit short sleeve crew neck t-shirt. Bound-on self-trim neckline and armholes. Coverstitched bottom hem. Capped sleeves and side-seamed.

Sizes: Youth: S(6/8), M(10/12), L(14/16)

Style: 9001G

MSRP: \$26.00

<input type="checkbox"/> White	<input type="checkbox"/> Lime	<input type="checkbox"/> Baby Blue	<input type="checkbox"/> Pink	<input type="checkbox"/> Fuchsia
<input type="checkbox"/> Black	<input type="checkbox"/> Lilac	<input type="checkbox"/> Navy	<input type="checkbox"/> Red	<input type="checkbox"/> Chocolate
		<input type="checkbox"/> Turquoise		



## COMPLEMENTARY BOTTOMS

### Long

#### Ladies' Capri Pant

Cropped capri pant features a roll-down waistband to help minimize and flatter the stomach area and back view with a contoured fit that creates a flattering feminine silhouette. The leg opening has an overlocked bottom hem to help retain shape. Preshrunk and laundered 87% cotton 13% spandex, 8.0 ounce.

**Sizes:** S, M, L, XL (2XL available in limited colors and at a premium)

**Style:** 0815G

**MSRP:** \$36.00



#### Cotton Spandex Yoga & Workout Pants

Fitness pant is made to appeal to a women's curves. Contoured legs create a slightly flared leg opening and a two-piece waistband help to minimize the back view. Preshrunk and laundered 87% cotton 13% spandex, 8.0 ounce.

**Sizes:** S, M, L, XL

**Style:** 0810G

**MSRP:** \$42.00



### Short

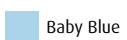
#### Fitness Short

A great fitness style because of the lightweight cotton spandex fabric and sporty side vents. Our short also features a two-piece elastic waistband to help flatter the waist. preshrunk and laundered 95% cotton 5%, 7.0 ounce.

**Sizes:** S, M, L, XL (2XL available in limited colors and at a premium)

**Style:** 0825G

**MSRP:** \$24.00



#### Cotton Spandex Roll Down Skirt

A fun, flirty cotton/spandex skirt that features a popular roll-down waistband to help flatter the stomach area. Preshrunk and laundered 95% cotton 5% spandex, 7.0 ounce. Center front and back vertical seams and a coverstitched bottom hem help add structure. Hits 4" above knee.

**Sizes:** S, M, L, XL

**Style:** 0840G

**MSRP:** \$32.00



### Girl

#### Cotton Spandex Dance Pant

Highly anticipated, our girls dance pant is modeled after our ladies fitness pant and offers a contoured fit with a slightly flared leg opening and a two-piece elastic waistband. Preshrunk and laundered 87% cotton 13% spandex dance pant. 8.0 ounce.

**Sizes:** Youth: S(6/8), M(10/12), L(14/16)

**Style:** 0910G

**MSRP:** \$26.00





#### **CORINNE WAYSHAK - FOUNDER & DESIGNER**

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**Corinne Wayshak** founded Groovy Goddess and is the resident “Chief Executive Goddess”. Her long history of entrepreneurship started 30 some odd years ago when she subcontracted her younger brother to expand her paper route. Since then she has held executive and managerial positions in Silicon Valley’s start-ups and Fortune 100 companies. From concept to design to execution to market, over 100 products are attributable to her leadership, design, technology, and operation skills.

Corinne simultaneously cultivated her artistic flair in creative venues. She produced industrial films and shorts. Her contemporary photography is featured by Hakone Gardens, a US National Landmark. Corinne’s film reviews are on Rotten Tomatoes, the preeminent compilation of professional film critique. And Corinne often sings at the Petit Trianon Theatre in San Jose, CA.

Never did she foresee that she would be fusing her skills to create a line of clothing and foster a fashion brand.

In 2004 and 2005, Corinne Wayshak experienced the demise late in pregnancy of two consecutive children after having had a picture perfect first pregnancy. This experience made her become more reflective on the topic of spirituality. One night, she woke to find herself designing what is now the Groovy Goddess® line.

As she delved more into her inspiration, Corinne concluded that a “face-lift” was needed to bridge the original women’s movement with a more modern face of female empowerment. Through this line of statement clothing, she supports and encourages the social and cultural evolution going on with the surge and uprising of women’s voices.

Corinne rejuvenates the spirit of femininity through the power of goddess. Women so alive and bright, they exude a natural magnetism that influences and inspires. She designed the Groovy Goddess line of apparel to embody these timeless messages and rich stories of archetypical goddesses. Rather than a heavy handed epistle, Corinne’s designs impact in a fun, hip, and contemporary way. Corinne encourages women to proudly brandish witty and pointed reflections on how those archetypes play out in modern life. Medusa vents, “Even a Goddess Has a Bad Hair Day,” while Pandora asserts, “It took a Goddess to Think Out of the Box.”

To match Corinne’s vision and the roots of the company, Groovy Goddess makes clothing of the highest quality while exceeding industry standards of social responsibility in the workplace, and it has a charitable giving practice focused on non-profit organizations that support women who have experienced peri and neo-natal death.

Groovy Goddess fulfills Corinne’s passion to share her creativity, to empower women who have not had the opportunities she has had, to create community and unity in an increasingly isolated world, and to give women who might not be ready to verbalize their opinions the chance to voice them through their clothing.

Corinne was born and raised in Boston, Massachusetts and has two degrees from the Massachusetts Institute of Technology (MIT). She now lives in the San Francisco Bay Area, where she oversees the developing brand and line of Groovy Goddess. Corinne enjoys spending time with friends, family, and her own 6 year old “Goddess in Training”.



## COMPANY INFORMATION

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Headquartered in Los Altos, CA and founded in 2006, **Groovy Goddess** offers an innovative line of apparel that rejuvenates the celebration of the female spirit and strives to inspire and empower women. Through a series of hip, humorous, and timeless designs that relate modern day life to mythological goddesses, women are given a line of statement clothing that feels good to wear and that they can feel good about.

### BACKGROUND

Today's culture is organically demanding a revival of this spirit. With the diversity women in current and future positions of political, business, and religious power, the traits ascribed to the mythological goddesses are manifesting and brewing, and our culture is becoming more spiritually aware.

A "face-lift" to bridge the original women's movement with a more modern face of female empowerment, Groovy Goddess revives the spirit of femininity through the power of goddess. Women so alive and bright, they exude a natural magnetism that influences and inspires. The Groovy Goddess line of apparel embodies these timeless messages and rich stories of archetypical goddesses. Rather than a heavy handed epistle, the designs impact in a fun, hip, and contemporary way. They encourage women to proudly brandish witty and pointed reflections on how those archetypes play out in modern life. Medusa vents, "Even a Goddess Has a Bad Hair Day," while Pandora asserts, "It took a Goddess to Think Out of the Box."

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Groovy Goddess fulfills Corinne's passion to share her creativity, to empower women who have not had the opportunities she has had, to create community and unity in an increasingly isolated world, and to give women who might not be ready to verbalize their opinions the chance to voice them through their clothing.

Groovy Goddess is releasing its first product line in August 2007 and is enjoying enthusiastic reviews in its pre-launch previews. The line primarily focuses on tanks, short sleeve, and long sleeve casual wear. Sizing is for all shapes and sizes from XS through 2XL. Colors are in brights, pastels, neutrals and darks.

### ETHICS

We believe it is of our highest priority to provide a safe working environment which practices excellent workplace standards and complies with all government health, safety, and labor regulations. Just as we are committed to producing only the highest quality garments, we also hold ourselves to maintaining the highest ethical and conscientious standards for our workers and factory conditions.

Our goal is that everyone touched by the business process has a positive experience, whether it be our vendors, customers, or staff.

### GIVING

At Groovy Goddess, we believe it is both good corporate citizenship and good karma to give something back. Given the roots of the inspiration behind Groovy Goddess, we donate a percentage of our annual profits to charitable organizations that help women who have experienced perinatal and neonatal mortality. Current organizations include HAND of the Peninsular: Helping after Neonatal Death and San Francisco SAND: Support After Neonatal Death.