

# CABAIA

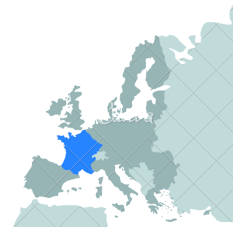
# 2.3

## Benefit:Cost ratio

For every \$1 invested by AWI there is a \$2.3 return on investment  
(Over a 5 year period)

## OVERVIEW

AWI/TWC x Cabaia 2021/22 was an in-kind collaboration. Cabaia is a successful and fast growing French DNVB (Digital Native Vertical Brand) mass-market lifestyle brand and is present in all of France through their strong retail, wholesale network and social media community (16 stores across France). Over the last 5 years Cabaia has seen 100% growth every year. Due to the success of the first collaboration with AWI, Cabaia developed 7 SKUs for Fashion Week 2022 with potential continuation of the 100% merino wool beanie line.



France

### UNITS SOLD



Over **30,000 units** forecasted between 2021 and 2026.

### KILOGRAMS OF WOOL



**1,000 kilograms** of wool already included and a further **2,000 kilograms** forecasted for the collections between 2023-2026

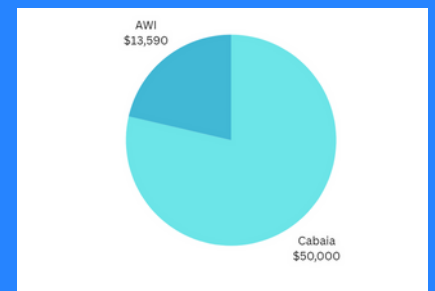
### WOOL PERCENTAGE



Items are **100% merino wool** certified

## PARTNER LEVERAGE

AWI did not make any cash contribution towards this partnership hence, the net cost of the project is estimated to have been \$13,590, which was calculated by averaging the time allocated by the French office staff towards the project. Cabaia made a \$50,000 cash contribution towards the project.



## MEDIA REACH



**632K global** audience with 1,9K engagements



10 posts with 41K impressions and **600 engagements**



In-kind contribution by **6 influencers** who posted about the collection

To view the complete report click [here](#)  
To check out Cabaia's website click [here](#)