

# Invest Ottawa DMS Future Proof

## Success Story: Unavailshop

### The Story

Unavailshop is one of Ottawa's leaders in sustainable fashion. Founder Tevin Haye launched the business with a mission to cut down waste produced by the fashion industry by recycling and selling pre-owned merchandise. Unavailshop was created to provide a shopping experience where you could simply part with your old belongings and leave the store with something new. But as the pandemic raged through the Ottawa region, Tevin found himself in need of a digital strategy to make the business work during these challenging times.



### The Obstacle

After launching the business, Tevin struggled to grasp what it meant to be a modern consignment store. His website and social channels lacked a proper brand communication strategy to describe the business, which hindered his plans to continue growing his client base. To enhance his understanding of digital marketing, he reached out to the Digital Main Street Program for support.

### The Solution

Within two weeks of working with the Transformation Team, Tevin was provided a market position and direction for Unavailshop, with concrete strategies and tactics to improve sales and brand awareness. Through a collaborative approach, the Team turned Tevin's ideas and vision into a marketing and communication strategy for Unavailshop's online platforms which preserved the original brand. By guiding Tevin through the marketing campaign, Unavailshop has seen tremendous growth and is well-established to carry on in future.

## The Update and the Future

Tevin notes that Unavailshop's overall presence has vastly improved with a cohesive marketing strategy which has led to a consistent feel of brand authenticity throughout all platforms. As Unavailshop has established consistent branding across all platforms, its consumer base can now shop with confidence understanding the unique benefits of shopping with this brand. In future, Tevin plans to keep growing his target market and continue expanding the business across Canada.



### Testimonial

"The DMS Program really pushed me to look at the fine details of my business," says Tevin of his experience in the Future Proof Program. "With every team member's expertise, we were able to dive in and conquer the obstacles my business was facing. Without this service, I don't think I would be as confident about bringing Unavailshop into the year 2021 and beyond."

## Get Connected!



**Tevin Haye**

Founder, Unavailshop

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