

The logo features the words "Hello Pretty" in a white, serif font, centered within a red, irregular polygonal shape. This shape has a small triangular point extending downwards from its base. The entire logo is set against a light gray background.

Hello
Pretty

SEXY WEB UNICORN / *hellopretty.co.za*

A close-up portrait of a woman with blonde hair, looking slightly to the right. The background is blurred, showing what appears to be an indoor setting with a window and some architectural elements.

PR

MARKETING

SOCIAL MEDIA

COMMUNITY SUPPORT

25% OF HELLO PRETTY

LEE GELDENHUYS / *jill of all trades*



DEATH BY PAPERWORK / *it's over*



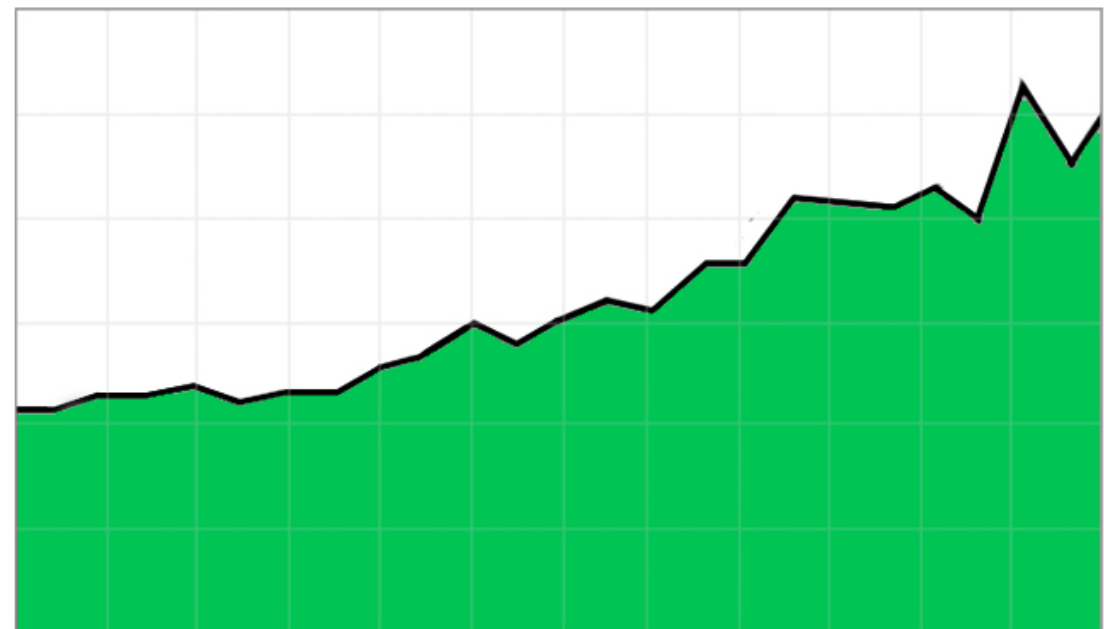
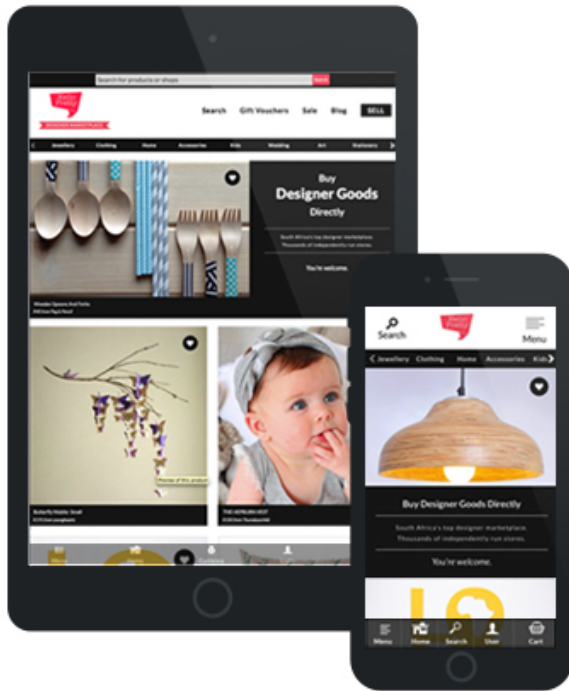
DESIGN ENTREPRENEURS / *owning*

“wealth is created for society (in the form of jobs) and for the entrepreneur (in the form of profits).”

“Entrepreneurship is the spark that brings the other factors of production into motion.”

“entrepreneurship is mobilised by the **self-efficacy, creative skills & expectations of individuals.**”

MOBILE TRAFFIC



2014
SEP OCT NOV DEC 2015
JAN FEB MAR APR MAY JUN JUL AUG SEP

MOBILE ISN'T COMING / *it's here*



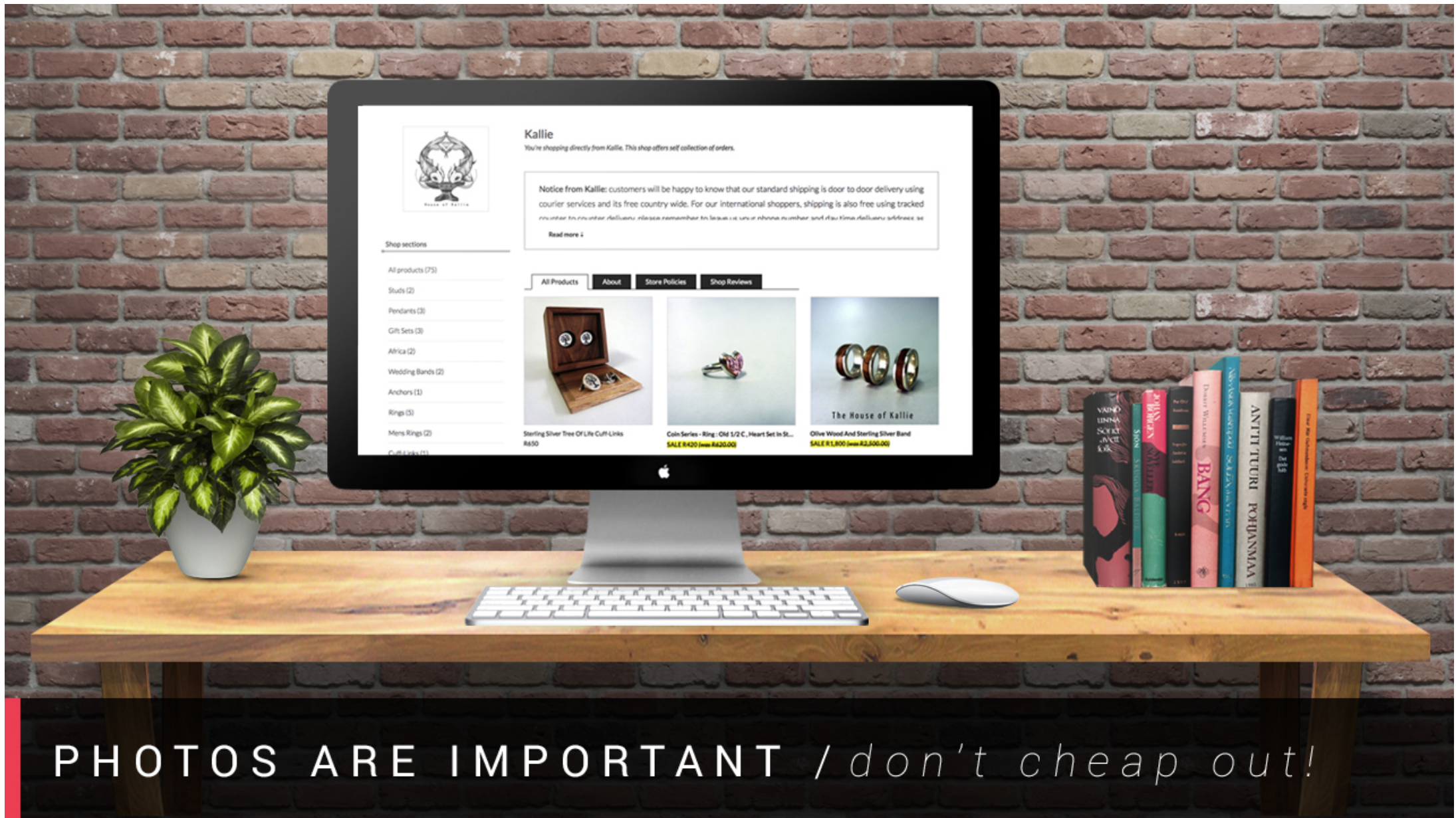
LOGISTICS... / it gets better



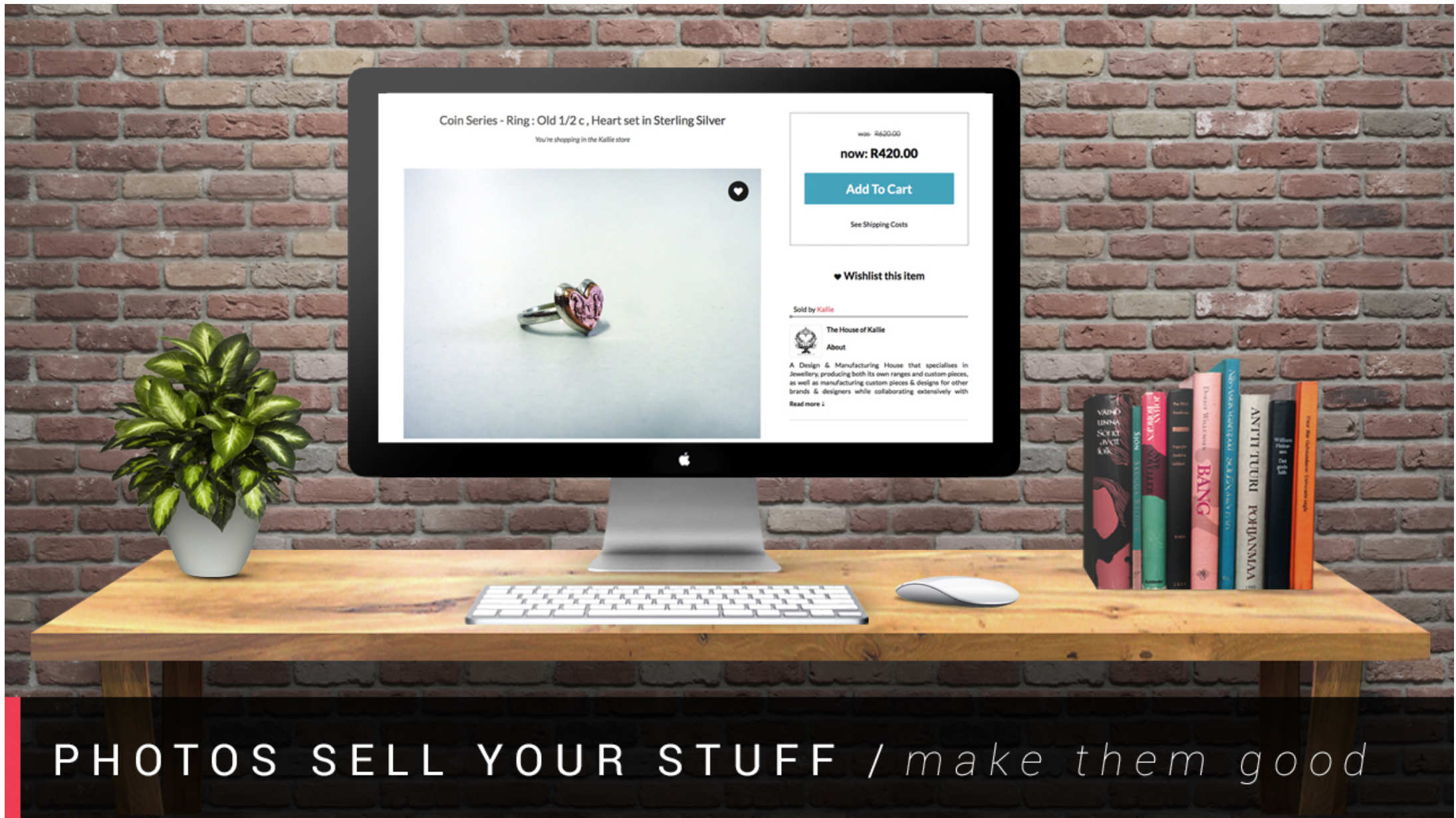
GROWTH / *drink me*



FIND THE RIGHT PLATFORM / *(it's probably us)*



PHOTOS ARE IMPORTANT / don't cheap out!



Coin Series - Ring: Old 1/2 c, Heart set in Sterling Silver

You're shopping in the Kalie store



was: R620.00

now: R420.00

Add To Cart

See Shipping Costs

♥ Wishlist this item

Sold by Kalie



The House of Kalie

About

A Design & Manufacturing House that specialises in Jewellery, producing both its own ranges and custom pieces, as well as manufacturing custom pieces & designs for other brands & designers while collaborating extensively with

[Read more](#)

PHOTOS SELL YOUR STUFF / *make them good*



Boosted Post

Hello Pretty
Published by Lee-Anne Geldenhuys (7) · July 1 · Edited (7) ·

We love the new range of cushions in the Natascha van Niekerk Fine Art Photography store!
<http://hellopretty.co.za/natascha-van-niekerk-fine-art-phot...>

14,359 people reached

368 Likes 2 Comments 23 Shares

14,359 People Reached

423 Likes, Comments & Shares

390 Likes	368 On Post	22 On Shares
10 Comments	3 On Post	7 On Shares
23 Shares	23 On Post	0 On Shares

528 Post Clicks

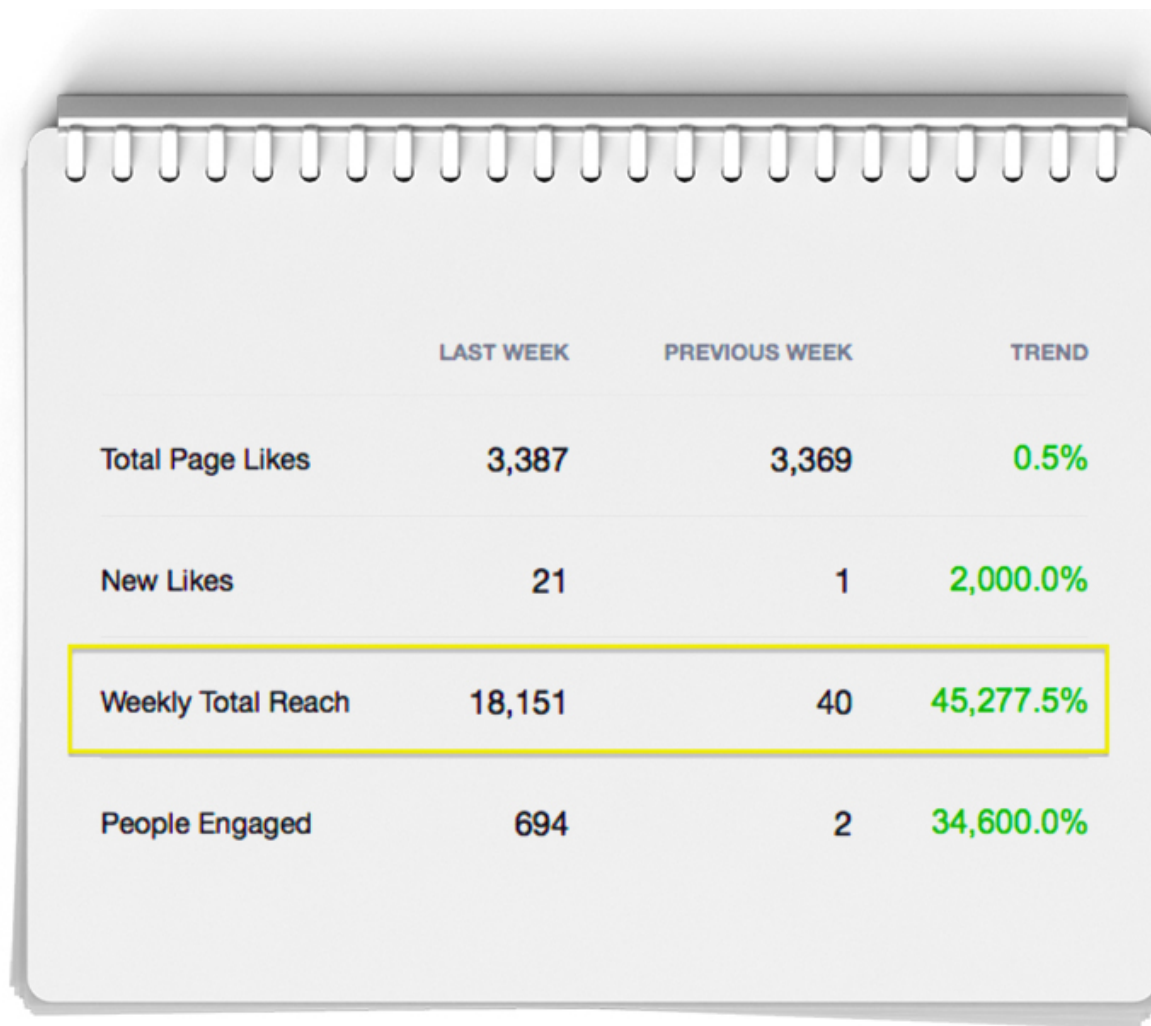
322 Photo Views	80 Link Clicks	126 Other Clicks
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NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

\$7

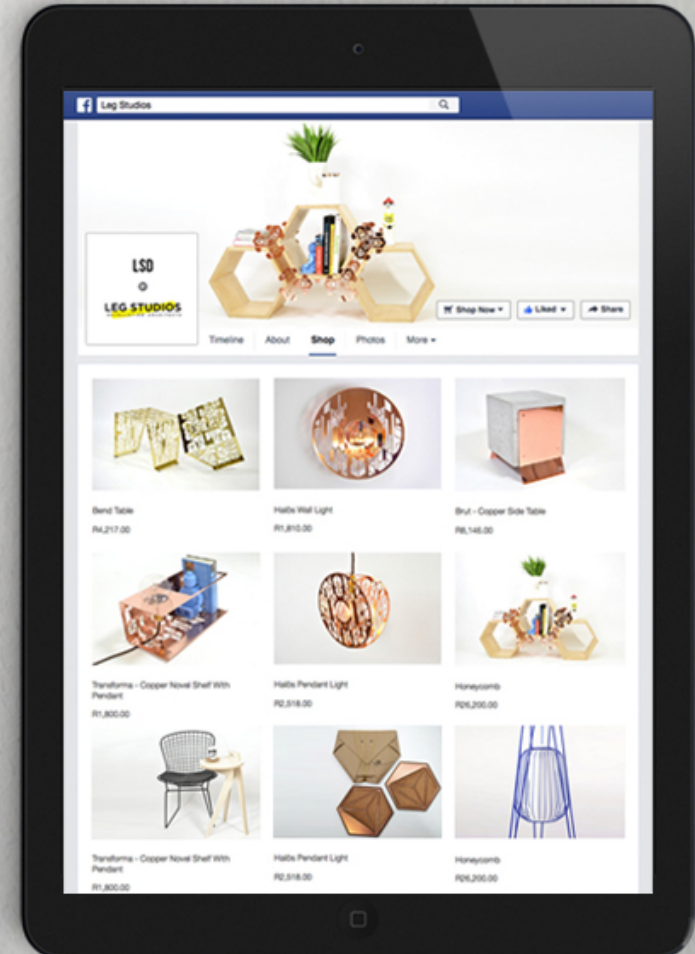
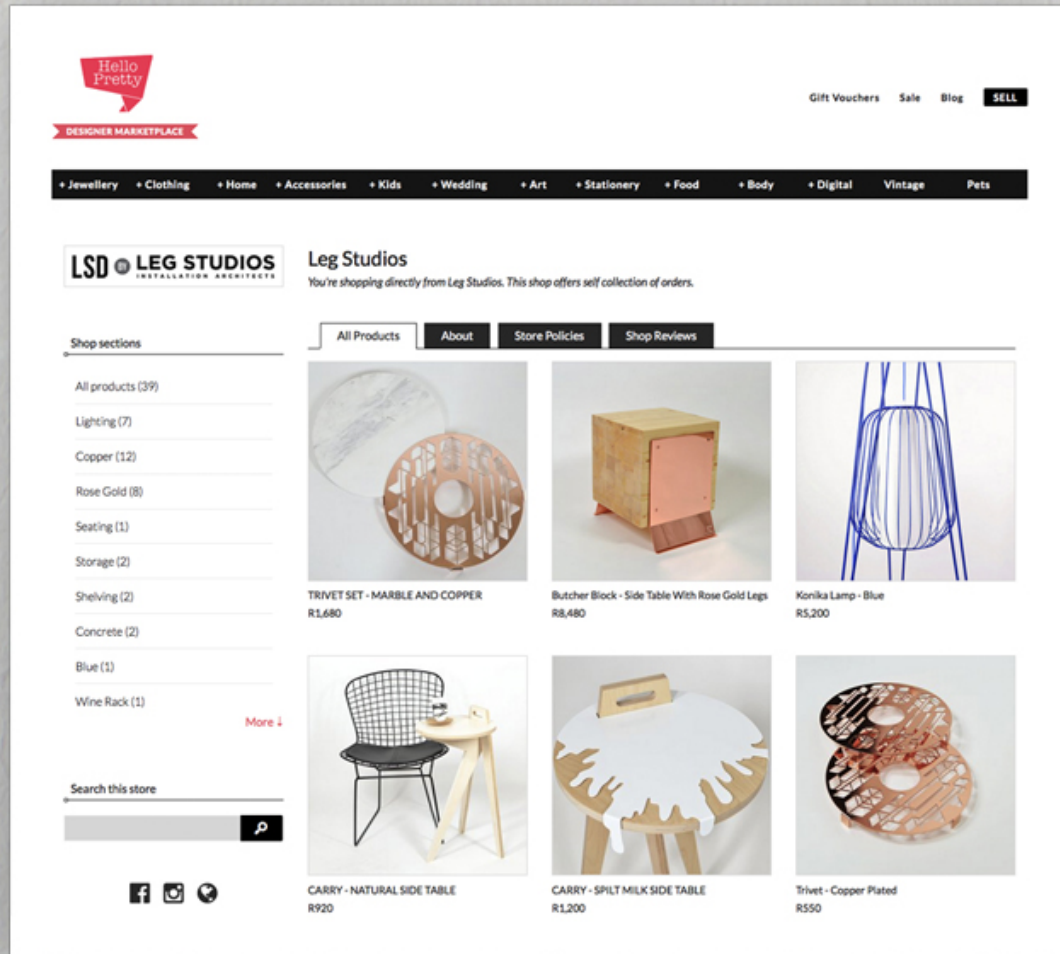
SPONSORED POSTS / *just do it. trust us.*



	LAST WEEK	PREVIOUS WEEK	TREND
Total Page Likes	3,387	3,369	0.5%
New Likes	21	1	2,000.0%
Weekly Total Reach	18,151	40	45,277.5%
People Engaged	694	2	34,600.0%



FACEBOOK ADVERTISING / *numbers don't lie*



BE FINDABLE / *make it easy to buy from you*

**FUCK
PERFECT**

THAT'S RIGHT. WE CURSED. / *#sorrynotsorry*



M A N Y T H A N K S

to my Hello Pretty team for the help and support,
to the organisers of Business of Design for inviting us here,
and a special thanks to Tracy for her hard work and assistance.

WITH GRATITUDE / *friends, team, mentors*