

# NIFTY AVENUE: OUR 2-YEAR LAUNCH ROADMAP

*Building a bold, sustainable, and age-positive fashion movement — with you in mind.*

## May–July 2025

### Define & Design the Vision

- Craft brand vision & business plan rooted in sustainability.
- Begin planning the Hybrid Circular Fashion Summit (Sept 2025).
- Open applications for the Nifty Advisory Board (15 spots, £100–£1000 donation).
- Begin outreach to corporate & media partners.

## July–October 2025

### Community, Culture & Collaboration

- Angel Central Sustainable Market appearances:
  1. Sunday 13 July
  2. Sunday 10 August
  3. Saturday 13 September
  4. Saturday 11 October
- Launch London-based focus groups (law firms, universities, churches, co-working spaces).
- Host the inaugural Hybrid Circular Fashion Summit (Date TBC).
- Open Nifty Network 50 Founding Circle (Lifetime Memberships available).

## October 2025–January 2026

### Align & Assemble the Creative Core

- Partner with eco-conscious designers & ethical suppliers.
- Refine capsule designs from community & advisory feedback.
- Continue market appearances:
  1. Saturday 8 November
  2. Sunday 7 December

## January–April 2026

### Develop with Purpose

- Source sustainable materials.
- Finalize 5–8 piece capsule collection prototypes.
- Share behind-the-scenes previews with Advisory & Founding members.

## April–July 2026

### Debut & Delight

- Official launch: May 2026
- Host pop-ups, pre-orders, and exclusive previews.
- Celebrate with early supporters and collaborators.

## July–October 2026

### Grow Sustainably

- Refine based on feedback.
- Explore retail & partnership expansion.
- Amplify stories of Nifty community & makers.

## October 2026–January 2027

### Expand the Movement

- Launch brand storytelling & ambassador campaigns.
- Spotlight real women and changemakers 50+.

## January–May 2027

### Cement the Foundation for the Future

- Reflect, evolve, and plan the next phase.
- Explore second capsule, new summits, and global collaborations.

## JOIN THE MOVEMENT

ARE YOU A SUSTAINABILITY ADVOCATE,  
CREATIVE, OR PURPOSE-DRIVEN INVESTOR?  
BE PART OF SOMETHING BOLD.

- APPLY TO THE NIFTY ADVISORY BOARD  
(15 SEATS)
- JOIN THE NIFTY NETWORK 50 FOUNDING  
CIRCLE (LIFETIME MEMBERSHIP)

 EMAIL US AT

[JOIN@NIFTY.LENABENJAMIN.COM](mailto:JOIN@NIFTY.LENABENJAMIN.COM)

 [SCHEDULE A CHAT HERE](#) OR VISIT

[WWW.NIFTY.LENABENJAMIN.COM/COLLAB](http://WWW.NIFTY.LENABENJAMIN.COM/COLLAB)