

WWD

Fashion. Beauty. Business.

**Fashion's
Power Surge**

**Donatella
Speaks**

**Thom Browne's
Tulle Box**

**Models Find
Their Voices**

WWD COLLECTIONS
SPRING



Styled by MAYTE ALLENDE
Photographed by ALFREDO PIOLA

Stella McCartney's cotton
shirt and trousers with
Emanuel Ungaro's tulle top.
Nico panda cuffs.

PRESENTED BY:

WWD
Studios

True Family Enterprises Deploys Analytics to Grow Celebrity Licensing Business

The successful family office includes a marketing agency, entertainment firm, and multiple fashion and beauty lines—and continues to thrive.

It may be doom-and-gloom for some retailers and brands, but True Family Enterprises isn't feeling the pinch. The California-based family firm includes a marketing agency, entertainment firm, beauty line, and jewelry collection – to name a few businesses within its current portfolio.

And while many retailers are shuttering heaps of physical locations, True Family Enterprises has remained a step ahead – mainly due to its holistic vision for its entire market presence. Heightening brand disloyalty and the rising frugality of Millennials has necessitated thoughtful marketing campaigns and purposeful business operations be informed by deep analytics curated from predict analytics. Those struggling would be wise to look to True Family Enterprises, which has not only maintained, but grown its businesses in this otherwise unstable retail landscape.

For Twila True, who co-founded the office with husband and Chief Executive Officer, Alan True, remaining in the present becomes tomorrow's problem. With that, the couple maintains a forward-thinking approach to all of the businesses within the portfolio. In order to systematically and strategically grow, Twila True named its branding agency, TypeLab as an integral player in True Family Enterprises' other endeavors, especially their entertainment firm, Volume Ventures and fashion and beauty lines, Twila True Beauty and Polished Perfect by Twila True.

Encapsulating its various branches, True Family Enterprises has tapped its various extensions to devise organic and winning celebrity licenses for its jewelry lines. In order to ensure that each partnership is as authentic and deliberate as possible, True said that deploying data collection and analysis to predict, track, and optimize partnerships is a critical component of True Family Enterprises' overall, ongoing success.

Here, Twila True discusses the core values of the privately-owned family office, its holistic method that ensures success, and the role of technology in each of their portfolio's endeavors.

WWD Studios: True Family Enterprises is a tremendous family office that has a multitude of businesses within its portfolio - what have been instrumental factors and tools to inform that this growth is as strategic as possible? How has it grown from real estate investing to entertainment, jewelry, beauty, and more?

I have been able to leverage my skills as a visionary to both discern whitespace



Twila True, Co-Founder of True Family Enterprises

within various segments of industries as well as recognize opportunities where true value would exist for the consumer. Throughout the 14 years of living in Asia, I was fortunate to recognize and experience a different approach within the nail service industry—the guest service experience and sanitation was held to the highest of standards. I felt this level of service and sanitation would be embraced by the U.S. market and from this inspiration I created Polished Perfect by Twila True, nail and hair studios, a thriving operation with multiple locations in Orange County, CA.

Additionally, I possess decades of experience operating complex businesses and harness this honed acumen to empower the growth of our brands. My knowledge, coupled with the diverse skillset of our team and data powered insights via our internal marketing agency, culminate in not only a bevy of expansion opportunities, but definitive alignment which allows us to play to our core strengths.

When opportunities are discerned I

can bring them to fruition via my own private capital which paves the path for growth without external interest, both financially and from partnered perspectives. I enjoy ideating and stewarding businesses that develop, distribute, market and promote branded products globally.

WWD Studios: True Family Enterprises has been able to excel where many similar companies have fallen short - building seemingly divergent companies that not only thrive, but also have a recognizable commonality in aesthetics, tone, and quality. How is this accomplished?

It is not always what we say, but how we say it. I believe we have mastered the art of storytelling. We cultivate the soul of our brands to have a defined stance, offering and value proposition. Additionally, we perform extensive due diligence prior to investing in any new company and ensure, from the ground-up, that it meets our company culture and pillars. This process combines

financial and trend analysis, competitive and risk management, as well as intellectual property and discerning a meaningful value offering to the end user.

We set up our family office in a collaborative way to ensure that although we have different entities, each of the entities can fortify one another. As an example, one of our portfolio companies, TypeLab, acts as a conduit of data which connects analytics, sentiment, intent and behavior to empower our brands to connect with audiences in meaningful ways, at the right time, with the right messaging. We utilize this approach to turn audience awareness to audience advocacy.

WWD Studios: The retail market is becoming increasingly crowded—how does TypeLab, the organization's branding and marketing company, help its customers stand out among the clutter?

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Our team strategically aligns with influencers and celebrities authentically, ensuring true advocacy where passion and relevance align.

TypeLab nurtures a holistic marketing eco-system, ensuring balance and congruency in messaging. From ideation to content creation, deployment, amplification and engagement analytics, we touch every facet of the marketing campaign, propelling opportunity and maximizing reach.

Our team strategically aligns with influencers and celebrities authentically, ensuring true advocacy from a place where passion and relevance align. This alignment process utilizes a proprietary vetting process which weights in a multitude of factors ranging from engagement to authority. We explore vision and voice, thus our products and services are discussed by thought leaders within industries that naturally

lend themselves to our brands. We monitor social chatter, quantify virality and congruency in messaging, and explore the reach of our influencers to best understand the audience demographics of those whom would be privy to the campaign.

In a recent example Alexa Rod showcased Twila True Beauty products on YouTube which amassed well over 10,000 views in under three days. Style-lullaby followed suit on Instagram and surged product awareness with tremendous engagement delivering over 7,000 likes in two days.

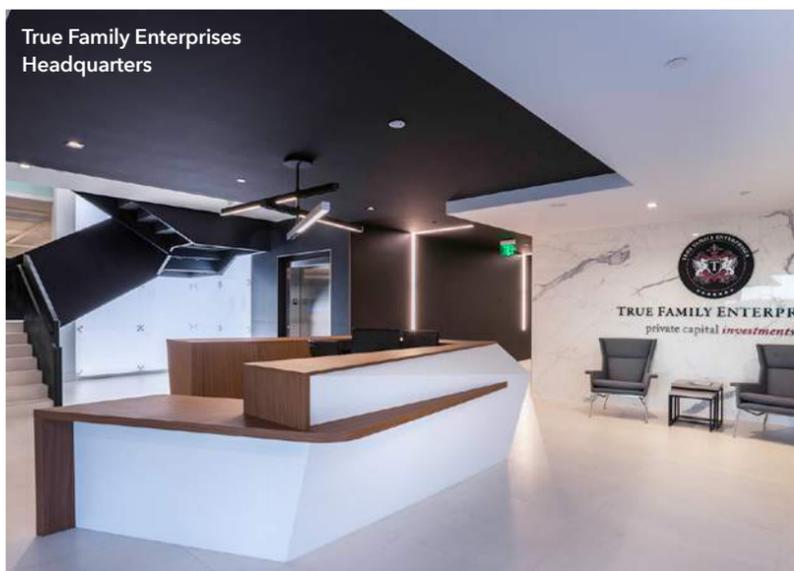
WWD Studios: How does True Family Enterprises select its celebrity partners for its jewelry and beauty licensing?

Our vast network of portfolio companies put us in the forefront to naturally and consistently connect with influencers and celebrities. Musical stars such as Jay Z, Timbaland, Bruno Mars, and Usher, to celebrities such as Carrie Underwood who call upon Volume Ventures to write and produce their music also request exquisite pieces from Twila True Jewelry to accessorize their ensembles at award ceremonies. We are connected to impactful influencers by the true nature of our entities.

Like most relationships, there is an initial visceral component, or natural chemistry, that draws talent and brands together. Once an initial interest is cultivated we then put this newly fostered alignment to the test via data analytics. This process connects the dots and depicts, in a very granular way, if our alignment is indeed synergistic. Again, I call upon our data-team at TypeLab to utilize proprietary algorithms and social intelligence to discern not only audience demographics, but they also add context by defining overall sentiment and reputation trends.

WWD Studios: What best practices have been gleaned from these efforts-how has this informed the company's approach in its other verticals?

I have always believed that trust and authority are cultivated from authenticity. As an Oglala Lakota Sioux Native American from the Pine Ridge Reservation in South Dakota, you will find the formulation inspiration in our Twila True Beauty and True Native Beauty products to use natural oils and extracts that are indigenous to Pine Ridge. My grandmother passed down Native Sioux healing traditions from which our beauty products were inspired. To this day, I still strongly believe in using natural remedies



on providing safe and affordable quality rental homes to middle America. During this time, we have invested over \$27M into improving homes and communities by renovating homes which is estimated to have created approximately 216 jobs.

This company has grown from a small team working out of my basement to a team of 22 professionals headquartered in Newport Beach, CA with regional offices in Dallas, TX and Cincinnati, OH. I believe that without the foundation of integrity, discipline and hard work none of this would have been possible.

WWD Studios: With True Family Enterprises flourishing portfolio, how are future projects finalized? What upcoming initiatives does the office have for the near future?

Currently I am building out a 20,000-square foot recording studio, which will also include a music academy. Our goal is to make this a one stop studio for artists to come for everything from song writing, recording, production, and publishing to marketing and

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Our vast portfolio put us in the forefront to naturally connect with influencers and celebrities.

for myself and my family.

We have also learned this to be true in our partnerships and brand philosophies. Everything we do, and for those whom we partner with, must come from an organic space of true passion. In today's world where people trust people, not logos, approaching products, services, and partnerships in a naturally synergistic way, ensures that our efforts are derived from a place of truth, natively and authentically. Far too often we have found brands stumble by misaligning talent and messaging with relevance and context.

WWD Studios: What are key core pillars for True Family Enterprises? How has technology, specifically data collection, aided in realizing these? For us this truly is a divided approach. From a foundational level, True Family

Enterprises' core pillars are integrity, discipline and hard work. As we layer in technology it is critical that we build from transparency, authenticity, and passion. We strive to cultivate and nurture long term personal and professional relationship derived from past successes.

Our core pillars touch each and every one of our endeavors and empower the core philosophies of our brands. Time tested, the approach has paved the way for growth and rapid expansion. Notably, our food division, True Fresh HPP has quickly become the largest capacity of HPP tolling services under one roof in North America with an annual capacity of 100,000,000 lbs. Our real estate investment firm, True Investments, which started building its rental portfolio in the beginning of 2013 and has acquired and renovated over 1150 rental homes across the United States, with a focus

management. The Volume Ventures 1500 Sound Academy will be disruptive to the space as it adds a layer of relevance to the experience and learning environment wherein students can interact and learn from talent that is empowering or directly writing, singing and playing the biggest hits on the radio today.

I also started an Artist Agency, SAI (Social Artists International, LLC) in which we represent an array of artists including social influencers, celebrities and athletes. I am very passionate about changing the perception of what success looks like. I love representing people who are unique and may not be recognized by larger agencies. These people have a story and they deserve to have their story told to the world.

Twila True Beauty products

