

THE TEXT SHOP



ISSUE NO 1 | VOLUME 1

WHYM

HOW IT WORKS

Everything in this lookbook is shoppable via text message.

1 START.

To get started text the word LOOKBOOK to 34567.

2 BROWSE.

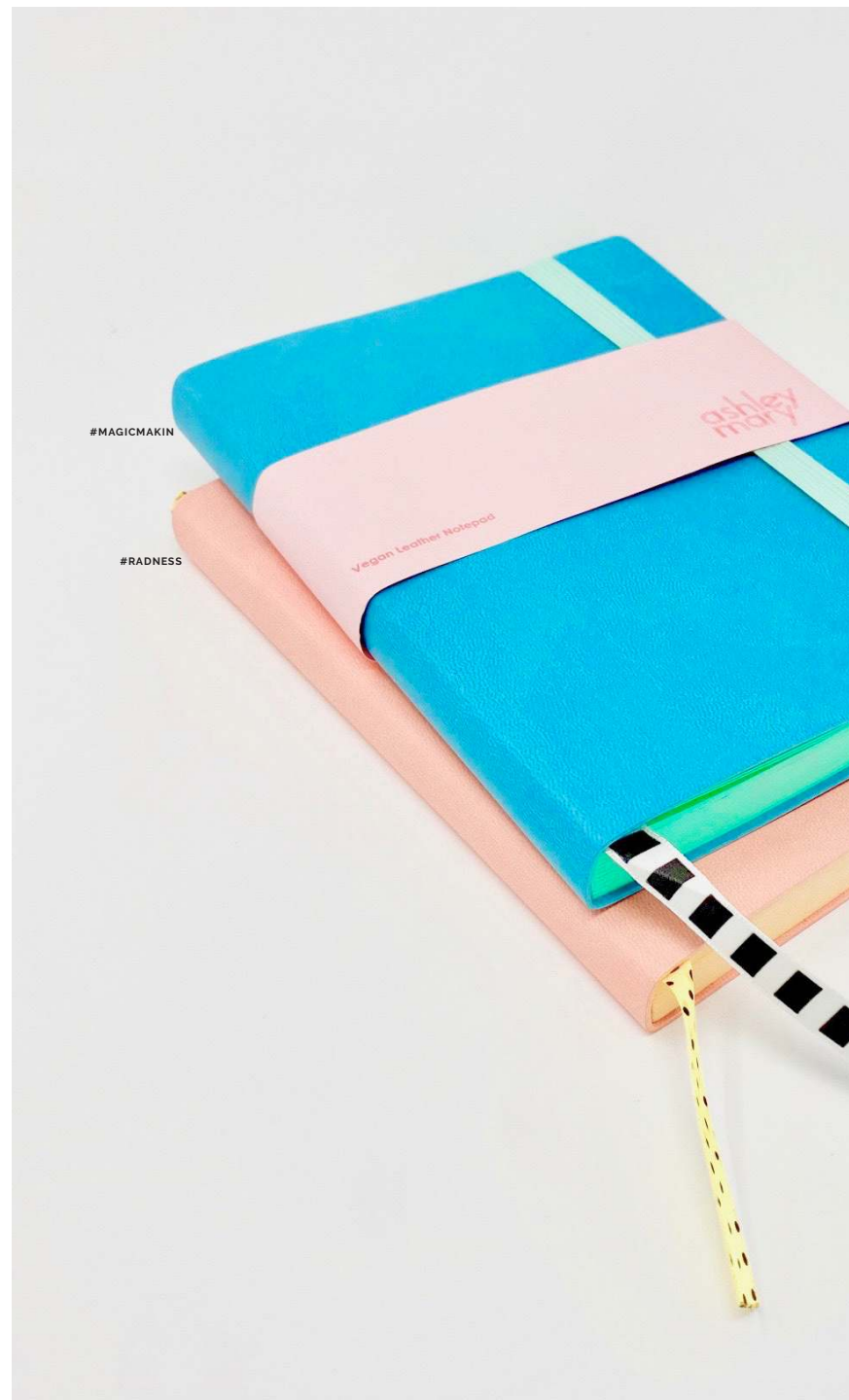
Have a look around our little printed boutique.

3 ADD.

Build your virtual cart by texting any "#HASHTAG".

4 BUY.

We'll check you out over text message! Cardless payment after first purchase.



"Whym is the party line for your worklife."

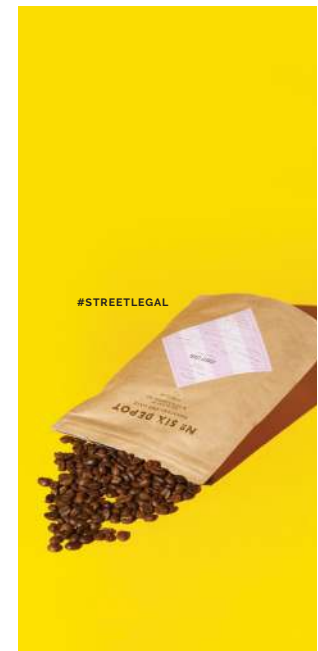
Kelly Nyland,
Founder | CEO



#DAISY by PETALFOX. Twelve gerbera stems in warm colors, \$40.00



#SMOOD by PADDYWAX. Set of 50 matches with five fiery sayings, \$6.99 #CRANROSE by PADDYWAX. Cranberry and rose scented candle (8 oz.), \$24.99 #CANDYCANE by PADDYWAX. Peppermint scented candle (3 oz.), \$12.99 #MORNEW by PADDYWAX. Rosemary, lemon, and orange scented candle (2.5 oz.), \$19.99



#STREETLEGAL by NO SIX DEPOT. Blend of Ethiopia Yirgacheffe with a floral and sweet Meyer lemon finish (10 oz.), \$12.99

ABOUT WHYM

Whym makes getting the things you love, easy. Whym is a first-of-its-kind, female-centered brand that offers you a more personable way to browse and buy. It was created for convenience and with career-focused women -- the girl bosses of the 21st century -- in mind.

Extend self-care beyond an every day romance with yourself at home and celebrate femininity within the workspace. It's time to bring your whole self to work!

You value your time, which is why it's so important to make it easy to have everything you need at your fingertips. Replenishing your favorite things or finding new self-care products, planners, flowers, coffee and more can now be done entirely via text message.

With the help of emojis, you can get everything you love

straight to your doorstep within a matter of days.

The company's name, Whym -pronounced "whim"-speaks to the ease and simplicity of the text experience. You will be chatting with real people, not bots, and can ask questions, edit orders, and provide feedback, all in real time.

All purchases can be made with your personal Whym Wallet, which only needs to be set up once and is accessible via text for all future purchases - eliminating the password, purse and PIN from transactions.

FOUNDERS STORY

Whym is founded by the fierce, female duo that launched Snapchat's Spectacles, Kelly Nyland and Rhenee Bartlett.

With a combined 30 years of experience building big

consumer goods to startup brands, they are poised to reshape buying behavior for a new generation. After spending the last 15 years working in technology, Kelly founded a new lifestyle brand. She believes that time is our most precious and valuable resource and that curated experiences inspire collaboration, creativity and a desired sense of community.

For the past 20+ years, Rhenee has been architecting grand ideas down to the finest detail of execution for big brands. Spending much of her career at agencies, she took a leap of faith to work brandside at Snapchat, where she met Kelly and got a taste of what it was like to build a brand from the ground up.

Whym is the perfect crossroads between your favorite group text and the ultimate gift guide.



#DAILYDESK by HADRON EPOCH. Daily desk notepad with schedules, lists, meal plans, and more (70 pages). \$12.99



#BOTTOMSUP



#BUTTERFLY



#BLOCKPENCIL



#COLORBLOCK

#BOTTOMSUP by ALLEYOOP. 30 individual, water-based wipes. Fragrance-free, flushable, and biodegradable. \$14.99 **#BUTTERFLY** by OHH DEER. Set of 20 paperclips. \$5.99 **#BLOC** PENCIL by OHH DEER. Set of five (5) color block pencils with black erasers. \$9.99 **#COLORBLOCK** by ASHLEY MARY. Brightly colored, 4' USB to Lightning cable. \$24.99

#JUSTBC by WIT & DELIGHT. Card sayings include: Hello, I Heart You, Kind Good True, and It's OK. Blank inside. (3 of each). \$16.99



HUSTLE

AND HEART

WILL SET YOU

APART



#PUSHPIN by WIT & DELIGHT, Set of 100 colorful pushpins. \$9.99

WIT & DELIGHT

DESIGNED IN Minneapolis, Minnesota

INSTAGRAM @witanddelight_

ESTABLISHED - 2009

MAKER VALUES - Women Founded, Small Brand

More than just a lifestyle website, Wit & Delight was founded in 2009 as a resource for others to feel less alone in the ups and downs of their journey through life. It's a place where our 3.3 million followers can find suggestions on where to travel, eat, or shop from someone they've come to know as a friend.

Wit & Delight brings our mission to life through products, experiences, and visual content. We strive to create useful, accessible, and beautiful products that live in harmony with our customer's lifestyles.

Our design process is founded on collaboration—not just amongst ourselves, but with real-time feedback from product users.



PUT YOURSELF

AT THE TOP

OF YOUR

TO DO LIST

#AWAKE by THE GOOD PATCH, Four (4) patches infused with B12, caffeine, and green tea extract. \$12.99



#RAINBOW by THE GOOD TWIN, Six (6) No. 2 pencils in bright pastels. \$14.99 #TUMBLTURO by CORKCICLE, Keep drinks hot or cold in this turquoise-colored tumbler (12 oz.). \$24.99 #TUMBLEROSE by CORKCICLE, Keep drinks hot or cold in this rose-colored tumbler (12 oz.). \$24.99

TEXT 34567

#UNSCENT by ALLEYOOP. Aluminum-free, all-natural, unscented deodorant (2 oz.), \$12.99 #POMEGRANATE by ALLEYOOP. Aluminum-free, all-natural, pomegranate-scent deodorant (2 oz.), \$12.99
#GMORNING by HAPPY SPRTZ. Face and body mist with pure citrus essential oils (1 oz.), \$14.99 #BREATHDEEP by HAPPY SPRTZ. Face and body mist with pure peppermint and eucalyptus essential oils (1 oz.), \$14.99 #SWEETDRM by HAPPY SPRTZ. Face and body mist with pure lavender and chamomile essential oils (1 oz.), \$14.99 #ALOHA by TEA DROPS. 10 heart-shaped tea drops in pineapple-chamomile. \$12.99 #01ESPRESSO by COFFEE MANUFACTORY. Whole-bean blend with blackberry, brown sugar, and cacao notes (12 oz.), \$19.99



#POMEGRANATE

#UNSCENT



#GMORNING

#BREATHDEEP

#SWEETDRM



#ALOHA



#01ESPRESSO



Boss Notes

Note to self:

DON'T SKIP
HAPPY HOUR!!

"I am not lucky. You know what I am? I am smart, I am talented, I take advantage of the opportunities that come my way and I work really, really hard. Don't call me lucky. Call me a badass."

Shonda Rhimes

#BOSSNOTES by THE GOOD TWIN, 4" x 6" neon notebook with 48 pages, \$9.99



#WATERMELON by ASHLEY MARY. Set of four (4) sticky note pads in various sizes (50 notes/pad), \$9.99

ASHLEY MARY

DESIGNED IN Minneapolis, Minnesota

INSTAGRAM @ashleymaryart

ESTABLISHED - 2019

MAKER VALUES - Women Founded, Small Brand

Ashley Mary is an abstract artist who creates lively, energetic works. Her work celebrates color and shape compositions, using acrylic paints and scraps of paper as her main choice of mediums.

Ashley sees her art as karma, putting good and playful vibes into her pieces so that they may put the goodness back into the world.

LEFT PAGE:

#WASHI by ASHLEY MARY. Set of four (4) colorful washi tapes (10 yards/roll), \$12.99



#POCKETDENIM



#POCKETPINK

#JEALOUS



#HEARTBREAK



#SINGLELIFE



#GOODLOOKING



#POCKETDENIM by STOJO Portable, sustainable, and re-usable collapsible cup in navy (2.0 L, 12 oz.) \$14.99 #POCKETPINK by STOJO Portable, sustainable, and re-usable collapsible cup in pink (2.0 L, 12 oz.) \$14.99 #JEALOUS by KISS TEA Loose-leaf tea (3.5 oz.) \$5.99 #HEARTBREAK by KISS TEA Loose-leaf black tea with almond pieces (3.5 oz.) \$5.99 #SINGLELIFE by KISS TEA Loose-leaf black tea with passion fruit flavor and marigold petals (3.5 oz.) \$9.99 #GOODLOOKING by KISS TEA Loose-leaf Jasmine green tea (3.5 oz.) \$7.99



#BLOCKPENCIL by OHH DEER. Set of five (5) color block pencils with black erasers. \$9.99 **#HAPPY** by OHH DEER. 144 lined pages with black foil finish on cover, \$12.99

THE JOYS OF DESKSCAPING

-Whym Team

For so many of us, our desk is our second home. It's the place where we develop our skills, cultivate our creativity, generate incredible, new ideas and make game-changing decisions.

In order to thrive, you have to be surrounded by inspiration -- and that doesn't mean a poster of a mountain top from 1999 above your monitor. It means creating a space for yourself that lets your imagination run wild and your innovative thoughts grow!

Your space is ready to be inviting. It's begging for more. So now's the time to truly make your working environment reflect who you are.

It has massive perk-up potential. Treat yourself to a handmade coffee mug that reminds you that sometimes your hobbies can become more than that. Envelop yourself with unique versions of your every-day items: like sustainably sourced coffee and refreshingly cute face sprays.

"Make your workspace, werk."

Don't lose yourself in monotone accessories! Brighten up your surroundings and give your desk the glow-up it deserves.

”

IT'S KIND OF FUN TO DO THE IMPOSSIBLE

“



#SHAPESTICKY by POKETO. Environmentally friendly tree-free sticky notes (15 notes/shape), \$7.99

BRAND VALUES

ALLEYHOOP

ASHLEY MARY

CLAP CLAP

COFFEE MANUFACTORY

CORKSICLE

HADRON EPOCH

HAPPY SPRITZ

KISS TEA

NO. 6 DEPOT

OH H DEAR

PETALFOX

STOJO

TEA DROPS

THE GOOD PATCH

THE GOOD TWIN

WIT & DELIGHT

DEFINED

WOMEN
FOUNDED



NOT FOUND
ON AMAZON



ECO
FRIENDLY



MADE IN
THE USA



HANDMADE



LOCAL



SOCIAL
GOOD



SMALL
BRAND



#FILE by WIT & DELIGHT, Set of 12 colorful file folders
(3/each color), \$16.99



WHYM



THE WHYM GROUP
1730 E HOLLY AVE.
EL SEGUNDO, CA 90245