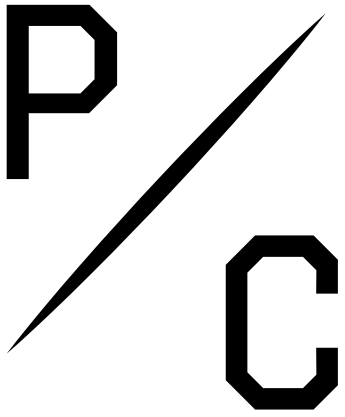


Moneris



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- Peace Collective was born in 2014 with a mission of giving back to causes that help others
- Today, the company has retail locations in Toronto in addition to their Internationally recognized ecommerce site
- Peace Collective has been using Moneris from the time the business opened

Peace Collective Inc.



Line of business: Retail

Products used:

- IPP320
- ICTIPP





Peace Collective¹ is a Toronto born and internationally recognized apparel brand that places emphasis on giving back to causes impacting society. The minimalist lifestyle brand is internationally recognized and continues to grow their mission each day.

Giving back to the community is the heart of the day-to-day operations of the business. Peace Collective has donated to charities supporting causes from homelessness to mental health to women's rights. Each day, the partners are seeking opportunities to learn and grow so they can enrich the lives of those around them.



We design pieces that make people look good and feel good while simultaneously giving back to causes that matter."

- Roman Hessary
Co-owner of Peace Collective.



Background

Roman Hessary, co-owner of the Peace Collective, first met his business partner and good friend Yanal Dhailieh in elementary school. The two hit it off, bonded through a shared entrepreneurial spirit, and discussed starting a business together for many years. In 2014, Dhailieh made their vision of having a business a reality when he came up with the concept for Peace Collective. During university, the idea of establishing a minimalist clothing brand, all while giving back to charities impacting communities in Toronto and beyond, captivated Dhailieh's mind. When it came to starting a business, Hessary was Dhailieh's go-to choice. They then brought on Lisa Diep to their leadership team. Before becoming partners of Peace Collective, the three were all working in full-time corporate jobs. Together, their various education and employment backgrounds helped make Peace Collective the well-known brand it is today. Dhailieh focuses on the creative aspect of the business and marketing, Hessary covers external relationships, and Diep runs the day-to-day operations.

Good design and doing good are at the heart of what company does. "We design pieces that make people look good and feel good while simultaneously giving back to causes that matter," says Hessary. The launch of Peace Collective occurred very naturally. While at a Toronto Raptors® game, Hessary and Dhailieh were wearing clothing from their 'Home is Toronto' collection, which caught the attention of the fans surrounding them and in turn, the apparel was featured in the media. That moment 'validated' their idea and from then, the brand continued to grow. Today, Peace Collective has two locations in Toronto (ON), with another opening and an internationally recognized ecommerce site that carries a complete line of men, women and children's clothes under the Peace Collective label. In addition, Peace Collective sells officially licensed merchandise for all the major sports leagues (including the Toronto Raptors, of course) and brands like Nickelodeon® and Sesame Street®.

"Our focus is for our products to resonate with the audiences we touch, whether that be through graphic, text or premium quality clothing," says Hessary. Although the business strives to try different ideas as the years go by, they stay true to their minimalist style by steering away from loud graphics while coming up with stronger designs. "We focus on street inspired gear that one could wear to the game and continue on to the pub with friends," Hessary added.

Purpose

All of Peace Collective's product designs and partnerships are guided by their core values: compassion, authenticity, innovation and commitment. These are the key elements that moulded the brand into what it is today and led them to their 'one-for-one model.' Each clothing line is designed around a cause and select proceeds from purchases go to the appointed charity associated with it. In the case of Peace Collective's 'Home is Toronto' collection, three meals are donated to the Daily Bread Food Bank for each item purchased. "We learned that people want to show their pride in where they come from, but in a modern and fashionable way," Hessary says. The 'Daily Bread Food Bank' specifically was chosen because of the COVID-19 pandemic severely affecting food bank supply. From the first initiative, the company broadened its outreach to include the advancement of women's rights and mental health awareness. The in-house 'Peace' product line includes Peace Collective branded items. Some of the proceeds from the collection go to the UN Refugee Agency (UHNCR).

The company values also drive their marketing strategies. In turn, Peace Collective has seen a direct correlation between social media activity and business growth. When Peace Collective was born in 2014, Instagram was relatively new to the world. Peace Collective's social media footprint gave the owners an opportunity to organically advertise their apparel and today their platform has grown to over 100K followers.





**Our goal is to raise
\$1,000,000 for the causes
that our community is
passionate about by
the year 2030.**

Social media was an ideal place for the business to market their minimalist and thoughtful aesthetic, all while spreading awareness of their mission day-to-day. Peace Collective made it a point to work with influencers who understand the importance of standing up for vulnerable communities. When collaborating with Peace Collective, influencers are invited to use the apparel as a tool to amplify the work they are doing within their communities. As an example, Peace Collective has collaborated with a local Middle Eastern painter, Jasmine Hawamdeh, whose work has been featured on Peace Collective crewnecks. When the crewnecks are sold, a portion of the proceeds support relief funds in the Middle East.

Peace Collective have also partnered with other brands championing a cause. One that resonates with Hessary is the partnership with McDonalds®. On McHappy Day®, McDonalds sells menu items and some apparel to raise money for the Ronald McDonald House. The first year Peace Collective partnered with McDonalds, they designed a pair of socks for the fundraiser, and the following year Peace Collective was responsible for both the sock production and design. This project is particularly close to Hessary's heart because of the impact it has on the lives of so many children and their families. "It really touched me because I had the opportunity to learn so much about what happens inside the Ronald McDonald House® day-to-day," says Hessary. It is an experience that serves as a basis for other partnerships because for him, the partnership is an example of Peace Collective is all about.

Hessary says "We have several ideas to reach our goal of a million dollars that go directly to charities by 2030 and we are well on our way." To reach their goal, the partners are always brainstorming new ideas to broaden their audience base.

Why Moneris?

Peace Collective chose Moneris as their payment processor from the time the business opened and have remained a customer through many challenges and successes within their business. Hessary says, "Moneris has been there to provide solutions for our growing business and has guided Peace Collective each step of the way when we faced a lot of 'unknowns' in the world of payment processing."

They decided on Moneris as their payment processor because of the competitive rates, a wide horizon of services and a positive initial engagement with customer service representatives. "The relationship began by just simply using Moneris as a payment processor, but it has evolved into much more than that. Moneris goes above and beyond in terms of reliability and support," says Hessary. "On the rare occasion of something not working, customer service representatives are right there to address the problem and make the experience seamless."

Peace Collective is using Moneris point-of-sale systems at all of their retail locations. The IPP320 devices have been efficient because of their integrated system. In addition, Peace Collective uses Moneris for secure payment processing on their ecommerce website.

"Ecommerce is an ever-changing landscape. We try to stay on top of the fast-changing ecommerce world. We strive to follow the direction where everything is headed and try not to get stuck with our heads in the sand. We are constantly evolving and innovating," says Hessary.



Looking forward

Like many businesses, Peace Collective has faced some challenges during the COVID-19 pandemic. Selling licenced official sports team products is a huge component of what Peace Collective does and with sports leagues shutting down, they experienced a loss in sales of such licensed products. However, because their apparel is casual, customers were continuing to purchase their products as stylish work-from-home wear. Despite these setbacks, the company continues to grow, letting customers pay safely online and contactless in-store.

As Peace Collective moves forward, the company is prioritizing expansion beyond Toronto, whether it be in the west coast, the United States or new markets within Canada. While expansion is a leading goal, the core values of the business will remain unchanged regardless of where their location is.

“As we grow, we are going to stick to our roots of modern, minimalist casual wear one can style day-in- and-day-out.” says Hessary. The brand looks to take fashion forward risks from time to time but will always stay true to their mission and values. Peace Collective always strives to create products their customers relate to and keep coming back for.





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