



## ABOUT US

Barnup Boutique is a small western clothing business fueled by sustainability ethics. The company was founded in 2024 by CEO Hayley Meerdo and is based in Pittsburgh. The brand is national in scope with pop-up stores in cities around the country, Nashville, Atlanta, Phoenix and Houston. The brand's online shop and social media presence are very prominent to its success.



WILD WEAR  
FOR YOUR  
WILDEST  
DAYS.

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# BARNUP BOUTIQUE

A western inspired fashion wear brand focused on product sustainability and its environmental footprint.

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## GOOD QUALITY

Barnup Boutique cares about the quality and make of its products. All of the brand's fabric is ethically sourced from a plantation in Southern Mexico, consisting of:

- Recycled and Organic Cotton.
- Organic Hemp.
- Organic Linen.
- Recycled Polyester.

These materials are made in mind to minimize the use of water, energy, and chemicals, and significantly reduce carbon emissions.

## OUR FEATURES

- 01 Sustainable and eco-friendly transportation via e-commerce.
- 02 Sustainable packaging made from recycled materials.
- 03 3% of profits from each purchase is given back and donated to the "Horses for Change" cause. Donations help fund ranches for mistreated horses to heal and recover.



## OUR MISSION

Barnup Boutique's mission is to provide customers with different eras of western wear that are promised to be made from ethically sourced materials and use sustainable packaging to limit the brand's environmental footprint. Barnup Boutique aims to supply quality products to its consumers for loyalty and a positive reputation in return.



Barnup Boutique's vision is to empower and inspire all genders, ethnicities and backgrounds through its diverse western wear.