



# INFO PACK

MEET YOUR NEW  
UMBRELLA.





# THE PROBLEM

The one thing worse than a rainy day? A rainy day with no umbrella. Worse than that? A rainy day with a bad umbrella. We've all been there – after all, half the days in the year are wet ones – when it's up, it's blowing inside out and breaking, when it's down, it's dripping all over the contents of your bag or soaking your shoes. More often than not it's left languishing in a doorway to dry, forgotten until it's replaced with another that's just as unreliable. Just think about how many you've bought and thrown away. It's no surprise that over 1 billion end up in landfills every year.

Keeps  
you dry,  
keeps  
itself dry



## THE SOLUTION

An umbrella that is

**DRY  
AFTER  
USE**

A watertight case,  
with a microfibre cap to soak up moisture

2 colour options



Dimensions

H: 25.5cm x W: 5.5cm / 4.5cm

Weight

400g

Material

Body: ABS plastic with satin finish  
Canopy: Pongee, with hydrophobic coating  
Shaft: Coated aluminium alloy  
Toggle: Paracord

Display method

Hang-tag on toggle

RRP\*

£48

\*Recommended retail price only, retailers are free to determine pricing at their own discretion

THE UMBRELLA ENGINEERED FOR MODERN LIFE



gilley

# OUR STORY

Gilley was dreamt up, designed and tested in London.

Reid met Jack at their (rainy) local dog park in NW London. Their conversation, naturally, began with the weather and ended in a partnership. 2 years and 14 prototypes later we have the team and the Gilley as we know it today.



# GTM PLAN

**KICKSTARTER**

**CROWDFUNDING  
LAUNCH**

**CROWDFUNDING  
CLOSE**

 **gilley**

**DTC E-COM  
LAUNCH**

  
**WHOLESALE  
LAUNCH**

SEPT 26th

OCT

NOV

DEC



# CONTACT



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