



Warm-weather Dress a Hot Commodity

OMNIADRESS INNOVATOR HEADED KICKSTARTER BACKERS' REQUESTS TO CREATE A SEQUEL **BY EDITH G. TOLCHIN**

I enjoy it when inventors contact *Inventors Digest* to share success stories. I was fortunate to interview Evelin Evy, creator of the OmniaDress 2GO—an innovative new clothing system that offers the wearer a day-to-evening outfit, all in one. (In Arabic, omnia means “wish”; in Latin, it means “everything.”)

I thought back to the 1970s, when I studied apparel design and often sought new inspiration for my creations. Why didn't I think of this?

Edith G. Tolchin (EGT): How did the OmniaDress 2GO come about?

Evelin Evy (EE): OmniaDress 2GO is a second generation of our original OmniaDress. After our first campaign, which also was on Kickstarter (raising more than \$30,000 from 300 backers worldwide), and all orders were fulfilled, we conducted a survey among our backers. We wanted to find out what changes and improvements they might like to see in the new generation. It turned out that most of the backers wanted a type of dress that they could wear in hot weather from a lighter fabric. After we received all the answers, we began to work.

EGT: Tell us about your experience in apparel.

EE: With the OmniaDress 2GO, we formed the OmniaDress family. The first generation was designed for the off-season.

Our team has more than six years of accessories and apparel manufacturing experience for our brand AGE®, which has three successful crowdfunding campaigns with premium accessories like bracelets; wooden bowties; suspenders and two generations of Phonsters—a multifunctional holster for your phone, wallet and other everyday carry “stuff.”

EGT: What type of fabric is used for the dress system? How well does it travel and wash?

EE: As OmniaDress 2GO is for hot or warm weather, the material is a flexible fabric of a special weave. Elastin (which enters in a small proportion), along with cotton and polyester fibers, create the fabric with a super stretching ability. Also, Omnia 2GO is machine washable, so you can use it again and again. The main specifications of the fabric are that it's super lightweight; stretchy; machine washable, and feels soft and comfortable to the skin.

Omnia 2GO can be packed compactly into a small roll. So it will take just a small space in your travel baggage.

PHOTOS COURTESY OF EVELIN EVY



OmniaDress 2GO, which can be transformed into more than 20 different functional styles, reached its crowdfunding goal in three hours.



Evelin Ewy says support from backers increased the number of dress colors from four to nine.

EGT: How many different styles are created with the one basic dress?

EE: Omnia 2GO can be transformed into more than 20 different functional styles. As fast as your daily plans change, your magic dress will also change, providing a suitable outfit in any situation. We show in our presentation all styles: 10 basic looks to provide you the best Omnia experience and 10 extra outfits. Also, we are very happy when people create their own styles!

EGT: How many color options are there?

EE: We started our Kickstarter campaign with four colors. But at this time with support and ideas from our backers, we added another five. We are always in touch with our backers and maybe in the near future will replenish our palette with new colors.

Also, the top part of the dress is bicolor. The first color is the basic color of the dress. The second color is an extra color of the inner side. So you can create a monochromatic style or a bicolor style of the dress, depending on your needs.

EGT: Is the dress one-size-fits-all?

EE: We have a size chart from S to XXL, so Omnia 2GO will perfectly fit women of height between 150 cm (59 inches or 4 feet 11 inches) to 195 cm (76 inches or 6 feet 4 inches). Some of the styles need to be used with leggings if your height is more than 182 cm (71 inches or

5 feet 11 inches). And you can use any convenient style from our "Extra Omnia 2GO outfits" recommendations, or—of course—create your own styles.

EGT: What is the retail price of the dress?

EE: The regular price of Omnia 2GO is \$89. (A discount of more than 50 percent was available to Early Bird backers on its Kickstarter campaign, which reached its \$3,000 funding goal in three hours and ended at \$47,642 from 589 backers.)

EGT: Tell us about your quick funding on Kickstarter.

EE: This was made possible by our backers. We thank our backers so much for pledging their support and for believing in our project. Without them, it would be impossible. So we are very happy with our Omnia Dress community, and it shows us that we are following the right steps.

EGT: Are you planning on selling just from your website, or will you sell to retail as well?

EE: Omnia 2GO is sold from our website, omniadress.com (shipping was tentatively set to begin as early as July 31). We are negotiating with some stores that have expressed a desire to sell Omnia 2GO. If someone also wants to join our community, we are open to negotiations.



Omnia 2GO is currently sold through the website, though negotiations are under way with stores.

EGT: Are you manufacturing in the United States, or overseas?

EE: Our legal entity is situated in New York, but our manufactory is in Odessa, Ukraine. We create and work with our manufactory, who has helped us during all our five Kickstarter projects. Our manufactory has already produced three small runs of our Omnia 2GO and has done significant testing. All of our lucky friends and families that have tried Omnia dresses agree that Omnia is the simplest and most comfortable solution for daily activity. At full load, we have the ability to produce 500 Omnia dresses per month.

EGT: Is the product patented? If so, tell us about that process.

EE: Patenting is an important point for a start-up. Omnia 2GO will take a course on patenting. We are working on it because your idea must be yours and everything must be done legally.



EGT: What challenges have you encountered?

EE: We are faced with the happiness and satisfaction of our backers from the first-generation dress and their desire to receive the new (summer) generation dress. So, we are working hard to create the Omnia 2GO.

EGT: Do you have any messages for readers?

EE: We invite readers to see our campaign and hope you enjoy it. Also, please write your comments and private messages to us, where you can give your ideas about what you want to see in Omnia—or what you miss, and so on. We are open for dialogue. ☺

Details: omniadress.com

Edie Tolchin has contributed to *Inventors Digest* since 2000. She is the author of *Secrets of Successful Inventing* and owner of EGT Global Trading, which for more than 25 years has helped inventors with product safety issues, sourcing and China manufacturing. Contact Edie at egt@egtglobaltrading.com.



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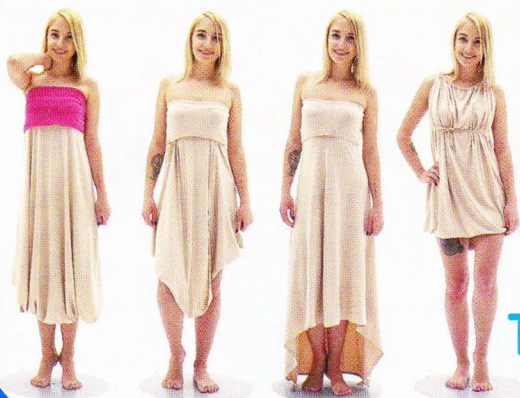
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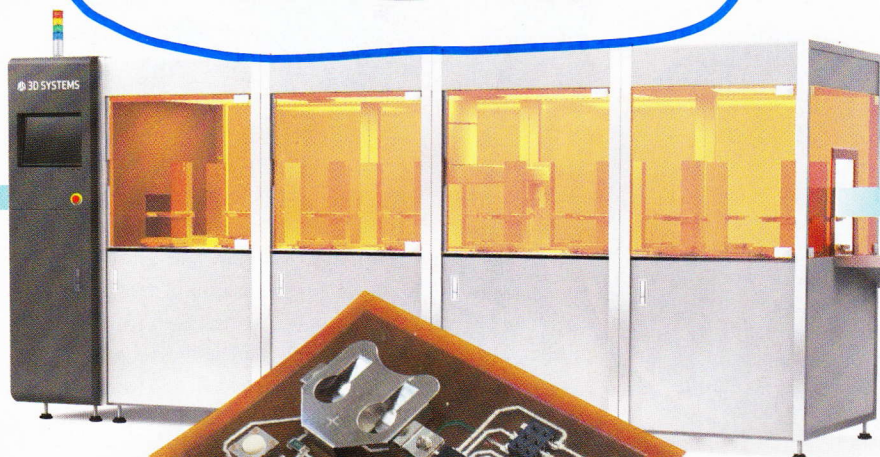
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Burt Ward and dogs Tara (left) and Madonna; photos courtesy of Burt Ward.



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