

**BY**

**THE**

**PARTNERSHIP PROPOSAL BROCHURE**

modern luxury of exploring the world

**R**

**AY**



# ABOUT

We founded **BY THE RAY** as we believe it's time to travel the world with an enriched sense of beauty - to honor the environment and communities we encounter, to pack the essentials enabling the experience of luxury and freedom of exploration, and to fully immerse in every exciting journey, regardless of purpose and destination.

At **BY THE RAY**, our mission is to inspire and elevate the modern on-the-go lifestyle, offering carefully selected accessories, luggage & travel gear, care products and apparel, each designed and crafted to endure as vividly as the most treasured travel memories.

**The essence of travel isn't just its destination, but can be found in the details - the pieces you choose to accompany your narrative.**





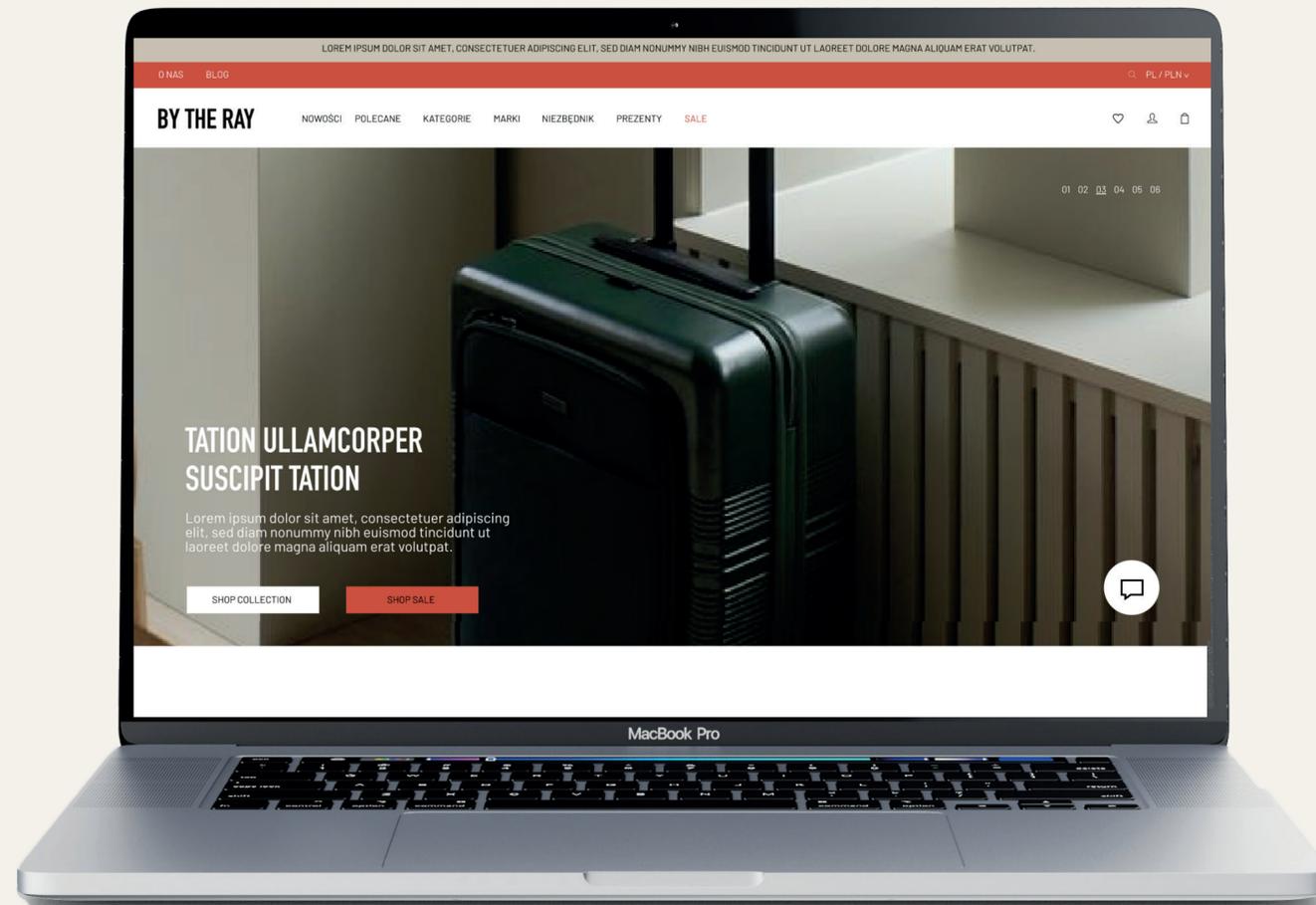
We are a contemporary multi-brand eCommerce platform which is a home for a curated selection of travel-centric premium and luxury labels. At the heart of our collection lies a unique quality we define as **aesthetic sustainability**.

Our platform showcases a portfolio of one of a kind, beautifully designed, functional and planet-friendly products we personally consider travel must-haves, including:

-  luggage & travel gear
  -  travel accessories
  -  electronics
  -  care products
  -  beach accessories
  -  hotel essentials
  -  travel organizers
  -  portable equipment
  -  travel accessories for modern parents (including pet parents)
- ...and more.

# ONLINE

# STORE



Our offer is carefully selected for refined needs of:



modern urban travellers,



frequent flyers and hotels loyal guests (...first time travellers and wanna-be travellers, too - there's an exciting world out there to discover for every curious mind!)



digital nomads,



business travellers,



design lovers who want to bring their travel memories or inspirations home.

# TARGET



# OUR

# CUSTOMERS

Our Customers are people of all genders, Millennials & Gen Z (25-45+), traveling for pleasure or business, with higher education, living in the biggest cities in Europe, with a significant disposable income.

82% of Millennials and 72% of Gen Z say they want to go on a vacation that has a minimal impact on the environment in 2023.

On average, Millennials and Gen Z spend **35 days** a year on-the-go.



travel is a part of their lifestyle - they travel more than 5 times a year including holidays, business trips, city breaks, visiting family, romantic getaways, workations and long-term stays

they want their travel gear and accessories to be as stylish as their home or wardrobe - style is a part of their carry-on luggage; they search for modern, sustainable brands whose values they share

conscious and demanding buyers, they check products composition and materials sources, surround themselves with highly aesthetic products (including their packaging) they feel proud to share on social media

they struggle to find unique, high-quality products combining outstanding design and social/environmental responsibility

they prefer local, premium craft brands rather than global corporate labels

they actively share their travel experience in social media (1-2 times a day during a travel)

# OUR

# CUSTOMERS

**BY THE RAY** is a final destination where modern travelers and design lovers find the inspiration for their next trip and get ready to begin the adventure.



# OUR & VALUES

# PROMISE

## **AESTHETIC SUSTAINABILITY**

“Less is more” is both our style manifesto and our environmental promise: we believe modern traveling should be more conscious, respectful and meaningful, and so should the choices of products we carry with us - but without compromising on individual style and world-class quality.

## **ONE STEP FURTHER**

From an unexpected flight upgrade to a complimentary glass of champagne at the hotel lobby - we all love surprises. At by the way we believe in exceeding our Customers expectations, carefully listening to their needs and providing exceptional support and care.

## **YOUR PRIVATE GUIDE**

Just as city sightseeing without a guide might be overwhelming, accessorizing and packing for different types of trips and choosing from a variety of offers can take away the joy of preparation. We carefully select and honestly recommend products we personally believe in, tested and truly love.

## **RESPECT & ADMIRATION**

We fall in love with the world every time we explore a new destination. Striving to preserve the most breath-taking locations on Earth and their heritage, each month we donate a part of our revenue to a specific cause at risk of climate crisis, environmental or social issues.

## **TRAVEL IS A STATE OF MIND**

Whether you actively commute, stay in a boutique resort and relax ultimately, fantasize about your next big trip, or nurture the memories from your last journey and try to recreate the atmosphere of its location, if you are a curious mind - you are a traveler. And we are there for you to celebrate that.

**Not only is our platform  
a final destination for  
travel and design lovers,  
but it's also a reliable  
and powerful business  
tool for our Partners.**



# PARTNERSHIP BENEFITS

- expanded market reach across EU
- effective brand exposure on-site (high quality visual content, seasonal selections, category banners, brand shop-in-shop pages, up-selling / cross-selling modules and more)
- transparent promotional strategy aligned with Partner's brand image and sales goals
- exclusive product and brand placement in inspirational newsletters, travel guides, style guides and blog posts
- featuring in influencer marketing campaigns
- data insights (web and social media analytics, in-depth sales analysis, market trend reports)

# We are travelers, always ready to take that one step further

Extended partnership options available:

- complementary branding (**BY THE RAY** x Partner exclusive product development or limited editions, shared non-standard marketing campaigns or events)
- exclusive distribution agreement (PL / CEE / EU markets)





At **BY THE RAY** we aim high and work actively on expanding our business model with...

- exclusive selection of 1000+ products available via eCommerce platform
- own product line
- pop-ups in
- boutique hotels & premium summer destinations
- showroom in Warsaw
- B2B offer for hotels, co-working spaces and spa centers
- exclusive distribution agreements and much more

...in the upcoming 18 months.

**DO YOU WANT TO BE A PART OF THIS JOURNEY?**

# MEET THE FOUNDERS

## Aneta Rybka

co-founder @ by the ray

serial city-breaker and workation expert, source of recommendations for specialty coffee places, boutique hotels, hidden rooftop bars and local art galleries

owner of too many travel guides and Google Maps lists of must-visit spots in every city

my frequent travel pain: "memory full" on my camera cards

my travel essential: a stylish weekender bag always ready for a spontaneous trip (meaning I won't unpack it fully for at least a week since coming back home, too)

next destinations on my bucket list: Japan, Canada



## Magda Leśnik

co-founder @ by the ray

world-class family trips organizer (7+ years of experience as Project Manager and Consultant definitely pays off), master of effective packing tips and queen of holiday agendas

my perfect vacation: chic and minimalistic Greek resort, a deck chair and at least three stylish floats by the pool and a glass of vintage chardonnay in my hand

my travel pain: single-use cosmetics and health supplements containers

my travel essential: trusted skincare routine for radiant, glowing skin ready for every adventure, even after hours on a flight, and a sunscreen lotion for the ultimate protection



# CONTACT US

[www.bytheray.com](http://www.bytheray.com) | [partnerships@bytheray.com](mailto:partnerships@bytheray.com)

BTR Concept sp. z o.o.  
Polki 1a/20, 02-826  
Warsaw, Poland

