

Studio partnerships.

Products your members can make their own.



formwynn

Activewear for studio
and everyday movement.

feltbreath

Tactile bracelets for
personal rituals and gifts.

REFERRAL / RETAIL
CO-BRANDING / OWN LABEL

Choose your starting point.

You do not need a finished product brief to begin.

01	Recommend	Earn an agreed commission on eligible member orders. No stock purchase. Your time and recommendation still matter.
02	Stock an edit	Earn a retail margin on products sold to members. You buy stock and manage sales. Unsold inventory remains yours.
03	Co-brand	Create a shared Formwynn x studio collection. Sample, branding and bulk order are scoped and quoted.
04	Your own label	Build a product range around your studio identity. Approve development, specification and a bulk production order.

Start with your members, not a large order.

Share your audience, occasion and budget. We will suggest a focused direction.

Recommend. We fulfil.



YOUR STOCK PURCHASE

£0

No inventory to hold.

Members buy directly from us.
We arrange delivery and handle
consumer customer service.

**Eligible sales x agreed rate
= earned commission**

YOUR ROLE

Choose products you can recommend. Introduce them using agreed tracking and clear commission disclosures.

OUR ROLE

Provide product information and imagery; process and fulfil orders; handle aftercare and reconcile commission.

Your statement identifies eligible attributed sales and refund adjustments. Before launch, agree the rate, sales basis, attribution, settlement timing and sample costs. No earnings guarantee; your time and reputation still matter.

A considered front-desk edit.

A focused selection for members who want to buy directly from you.



FELTBREATH / GROUND LIGHT

YOUR RETURN

Actual selling price minus product cost and selling expenses. Assess the quote before buying.

Minimums, availability, sample costs, freight, taxes, defect remedies and reorders are agreed separately. No automatic buy-back or sale-or-return arrangement is included.



FORMWYNN / TRAINING TOWEL

YOUR COMMITMENT

Check samples, sizes and member interest. You pay for stock, manage retail and hold unsold inventory.

A collection with your name on it.

Choose co-branding or your own label. Custom orders arrive in bulk.



Co-branded collection

Formwynn x your studio. Explore branding and packaging on suitable established products, subject to feasibility and permissions.

Your own brand

Studio Label Works coordinates selection, sampling and production with manufacturing partners in China.

Review a project-specific margin model before approval. Confirm specification, sample, costs, minimums, development fees and brand rights. You manage onward retail; warehousing and member-by-member dispatch are not included by default.

Shown products are references, not completed client collaborations.

AI scene illustrations. Product details subject to approved samples.

Start with an occasion.

Suggested selections, not fixed bundles or existing client case studies.



Yoga & Pilates

Flow Core Legging + Flow Ease Bra

Review fit across your intended size range before planning a member collection.



Strength & training

Hybrid Race Bra + Short 5"

Ask instructors and members to assess comfort and use before committing to stock.



Retreat & training

First Light + Moonlit Pool

Compare a small bracelet selection. Event cards and packaging can be scoped separately.

We narrow the choice around your audience, occasion and budget. Sample stock, exact sizes and custom feasibility require confirmation.

Know the numbers.

Illustrative arithmetic only. Not product prices, a forecast or a quote.

30

units purchased

£20

landed cost / unit

£40

realised sale price

£600 stock + £100 fixed project costs = £700 initial outlay.
Allow £2 selling cost per retained unit. All amounts use the same net-tax basis.

Net units sold	10 units	20 units	30 units
Sales revenue	£400	£800	£1,200
Unsold units	20	10	0
Unsold inventory at cost	£400	£200	£0
Gross profit*	£200	£400	£600
Project contribution**	£80	£260	£440
Cash surplus / (shortfall)	(£320)	£60	£440

19 retained sales recover the initial outlay.

* Gross profit deducts cost of products sold. ** Contribution also deducts selling costs and the £100 fixed cost; it is not net profit. Overhead, owner time and income tax are excluded. Unsold stock may need discounting or write-off.

Cash assumes costs are paid and retained sales collected. Your proposal uses agreed costs and realistic assumptions. No sales level is guaranteed.

Your idea can still be a rough one.

Send your studio website or Instagram and tell us who the products are for.

01 A focused proposal

We suggest products and discuss the commercial route. You decide whether to review samples.

02 Samples & member feedback

Review the actual product and interest. Do not promise delivery or collect orders before terms are clear.

03 A written agreement

Confirm costs, samples, specifications, rights and responsibilities. Approve custom production in writing.

04 Launch or bulk delivery

Referral orders go to members. Trade and custom orders go to the agreed bulk destination. Review before expanding.

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