

Contact:  
Richard Kirsh  
Owner / President  
RichardKirsh@aol.com

# INVESTMENT OPPORTUNITY



## Executive Summary

One of the largest and most highly regarded fashion boutiques in North America, this is truly a South Florida landmark. Having been established in 2001. It has an international reputation and is frequently visited by A-list celebrities, leading designers, stylists for film and editorials, and individuals who enjoy having their own distinct looks. They are seeking capital to revise the business model and expand via branding in a number of different related directions.

1. In addition to carrying very desirable unique items from the past as well as items and more current pieces from the leading fashion houses, the Company will enter into agreements to represent emerging contemporary designers preferably on an exclusive basis. This will include items from some of the most up and coming European designers choosing only quality pieces with a distinct look. The new inventory will be chosen by our President who is recognized throughout the world for her knowledge and ability to foresee what will be the "hot" looks for next season.
2. Develop a line of clothing using their well recognized brand. Because of managements experience and "eye" for fashion, they are very optimistic that this is an area with unlimited growth potential. Besides being sold in the current store, on line, and planned in satellite locations, developing a wholesale distribution market has the possibility of making the merchandise available throughout the world. Companies that have followed this path over the last several years have generated millions of dollars in revenue annually. Michael Kors, Ralph Lauren and Martha Stewart are several names which have had mega success using this approach.
3. Open stores in other cities. Franchising provides the most viable method of achieving both market acceptance and rapid expansion while giving additional capital to the Company. With cash in hand, items can then be acquired at substantial discounts allowing Company to mark up the pieces and sell them to the franchisees at a profit. It is also a great outlet for our own brand (as described in #2). There is also the option of opening Company owned stores in select cities that will bring the best long term benefits to the firm.
4. Dramatically increase our presents on the internet. Every year the volume of merchandise sold on-line skyrockets. The web site will be expanded and heavily marketed using both SEO and social media. This will also feature many of our own creations which, besides generating revenue, will also heavily promote the brand. There also is the possibility of having more than one site, each promoting a different style and/or price point. This area also has higher profit margins and its success will only make the Company brand more valuable.
5. Expand our customer base to appeal to a larger demographic audience. There is no reason merchandise cannot appeal to women and men from 20 to 70. Look at the highly successful design houses today. Besides their core products they now have expanded into accessories, house wares, and even luggage.

The Company also has other ideas where expansion can take place. Those listed above will set them in the right direction and other elements can be added on later.

