

美国独特服装系列





该品牌是一个独立的、以设计为导向的时尚品牌，以其建筑式的轮廓、极简奢华的美学和专门的小众客户群而闻名。

在过去的十年中，该公司通过独特的品牌声音、一致的创意和密切的客户关系培养了一批忠实的追随者，并通过独家展厅体验和数字商务的混合模式得到了加强。

该品牌采用精致、刻意限量的系列策略，在艺术、时尚和功能的交汇点上开展业务，为那些重视永恒设计而非潮流时尚的客户提供高级衣橱解决方案。

要点

设计 DNA：精准剪裁、简约设计，注重提升穿着舒适度

忠诚客户：重复购买行为以及与核心、高保留率客户群的长期关系

工作室内访问：独特的零售模式，提供精心策划的预约式购物体验

数字业务：完全自主经营的电子商务渠道，利润丰厚，管理成本低

赢得媒体：独立媒体和地区媒体的正面报道

分段

- 女装主打：长裤、上衣、外套和场合单品
- 无季节限制的核心款式和限量版产品
- 与品牌精神相关的配饰和生活方式产品
- 不定期的样品销售活动和胶囊系列

市场定位

该品牌与 Rachel Comey、Zero + Maria Cornejo 和精品店品牌 The Row

等品牌同属高端独立时装领域，具有很强的竞争力。

它吸引的是眼光独到、注重风格的受众，他们重视个性、工艺和有目的的设计。

TARGET PRICE

\$ 0

BUSINESS TYPE

时尚零售商

ESTABLISHED

2011

COUNTRY

美国

BUSINESS ID

L#20251011

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction.

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

www.mergerscorp.com



WWW.MERGERSCORP.COM