

Invest in Oxford Hounds

We've redefined how the male luxury customer shops for apparel and accessories



Why you may want to invest in us...

- 1 Our team has a combined 50+ year track record of success & unrivaled experience in this exact space
- 2 Our prior NASDAQ firm Swank was believed to be the world's largest mens & ladies accessories company
- 3 We offer a superior value proposition by crafting all products from Italian materials and workmanship
- 4 70%+ margins on ALL superior quality handcrafted products with NO middleman (figures not guaranteed)
- 5 We are direct to consumer ONLY whereas most competitors are tied to brick & mortar for the bulk of their revenue
- 6 We employ a proprietary digital marketing platform dedicated to consumer sales
- 7 Our brand has massive Global reach. Luxury apparel & accessories revenue generated globally is \$750B

Why investors ♥ us

WE'VE RAISED \$49,200 SINCE OUR FOUNDING



I invested with Oxford Hounds as I feel this company is redefining how the male luxury customer shops for fashion apparel and accessories as they are an on line only company which means a far more efficient way to engage the customer and earn significant profits. Furthermore online will continue to dominate over the retail space and only continue to grow in the future. I highly recommend you research this company and it's founder and board.

Greg Gale Senior Vice President/ Branch Manager Nova Home Loans

LEAD INVESTOR INVESTING \$25,000 THIS ROUND



I've known Jim Tulin for over a decade now. Our relationship started when he began training in the martial arts. Many characteristics are revealed when someone undertakes this journey and throughout his training Jim showed discipline, honor, integrity, grit, persistence and mental strength to share a few. Jim attained the level of Black Belt, which in our style of Martial Arts is rare due to it's requirements both physically and mentally. Jim often helped other students of the art by teaching and practicing with them. It's another level to your training when you're able to teach others and show patience and emotional intelligence like Jim does. He didn't stop with 1 art, he actually...

[read more](#)

Greg Gale ☆

SEE MORE

Our team



James Tulin
CEO

35 years experience in this exact space as CPO, Principal & Director of Swank believed to be the worlds largest mens and ladies accessories company. Responsible for product development & driving sales growth and profits in

excess of \$170M annually.



Jim Tulin

COO & President

Pioneered the introduction & employment of social media marketing to a massive financial sector that had never considered or embraced using digital engagement to reach its customer base. Expert in social media marketing and customer acquisition.



Alex Tulin

CMO

15 years experience in Product Development, Packaging and Branding of multiple product classifications in our space. Served as product development & trend director as well as brand liaison to Ralph Lauren, Tommy Hilfiger & Guess for Swank Inc.



Downloads

[Deck - Oxford Hounds.pdf](#)

Oxford Hounds... Luxury that never goes out of fashion



[story cover.pdf](#)

My name is James Tulin and I am the Founder and CEO of Oxford Hounds. We are a Direct to Consumer mens luxury apparel and accessories company that applies advanced technologies in concert with our teams 50+ years of experience to address a significant problem facing the male luxury consumer in a massive \$750B vertical; **men detest shopping in stores.**

Luxury apparel (polo and casual shirts) and accessories (belts and small leather goods) are typically found in small boutiques and brick and mortar forcing the luxury customer segment profile to shop in an environment riddled with pain-points such as lack of service, time consuming and inflated prices points to subsidize the retailers margin requirements. The demise of brick and mortar has accelerated the demand and need for a DTC model to address the needs of this **global** customer.

Our marketing partner has developed a **proprietary** digital marketing platform that uses advanced ad creation, serving and optimizing technology to ensure our social media campaigns reach the right customers. The system then dynamically optimizes creative to garner more clicks and conversions. The platform has generated in excess of \$350M in consumer product sales in three years.

Data Points:

- E-commerce revenue from the sale of luxury apparel & accessories amounted to \$103B in 2019 & is expected to reach \$194B by 2023.
- A record 9,500 retail stores went out of business in 2019 and an additional 25,000 are expected to close their doors in 2020 with numerous bankruptcies expected.
- There are presently an estimated 80M global men's luxury customers who spend on average \$1,125 per year on luxury apparel and accessories.
- 38.6% of total U.S. apparel sales in 2019 were online.
- 58% of luxury spending in 2019 came from men.
- Our background speaks volumes as our teams experience in our space is unrivaled. I served as Chief Product Officer, Principal and Director of what is believed to be the largest mens and ladies accessories company in the world for 30+ years. Our former company was a licensee of every major fashion brand from Ralph Lauren and Tommy Hilfiger to Guess, Kenneth Cole, Nautica, Tumi and a host of others. We understand brand building and how to apply our expertise to launch our collection and capture

market share.

- Our products are conceived from only original design and inspiration which sets us apart from the competitive landscape. We craft our range of products from only the finest Italian materials and workmanship at well below comparable retail MSRP's, offering a superior value proposition for the customer. We further support our world class products with exceptional customer care as we recognize the vital need to ensure that our customers requirements are always addressed on a personal and immediate basis.

Oxford Hounds will offer world class product and customer service that always exceeds expectations.



Investor Q&A

What does your company do? ▾

- COLLAPSE ALL

We design and develop superior quality mens luxury apparel and accessories from only Italian materials and craftsmanship at well below retail prices delivered to the consumers doorstep. We engage the consumer via a proprietary digital marketing platform that continuously refines ad campaigns to reach the optimal audience and maximize engagement at the lowest cost. We further support our efforts with world class customer service and loyalty rewards placing our customers needs first and foremost.

Where will your company be in 5 years? ▾

Our goal is to be considered the Platinum Standard for all mens luxury lifestyle brands with a loyal customer base that extolls our virtues for superior and creative product that always exceeds expectations in concert with exceptional customer care. We expect to reach \$60M in revenue by year 5 with additional product classification expansion planned in years 3 and 5 that will further launch our revenue stream to \$100M by the 6th year of operations. These projections cannot be guaranteed.

Why did you choose this idea? ▾

The global mens luxury apparel and accessories market is \$754B with the majority of products found in retail stores. By eliminating the middleman provides the opportunity to offer superior product at well below market prices while solving the male luxury customers greatest pain-point which is their intense dislike for shopping in brick and mortar.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

The timing could NEVER be more right than now! Prior to COVID, the demise of brick & mortar and the surging growth of Direct to Consumer was clearly evident. Covid has accelerated the closure of more than 25k stores in 2020 and numerous retail bankruptcies. We believe we are the ONLY mens luxury lifestyle brand in a DTC only format which provides a significant advantage vs. competition as we have the ability to develop & offer far superior product than competition at well below retail MSRP's; there is NO middleman. The competitive landscape has never been able to shift their core focus to on line as the bulk of their revenue is still generated from brick and mortar sales coupled with a lack of expert available talent in our classifications.

How far along are you? What's your biggest obstacle? ▾

WE ARE READY TO LAUNCH. After 2.5 years of market research our product is totally developed and tested for consumer viability, all strategic partners are in place inclusive of marketing, fulfillment, manufacturers, supply chain partners, etc. Our advisory board of three outside expert partners have been on board for 1.5 years. We hope (not guarantee) to generate revenue in no more than 75 days from our launch date. At present, our potential biggest obstacle is perhaps supply chain logistics in terms of realizing a greater sense of normalcy in the manufacturing cycle. Covid has definitely slowed down the manufacturing and shipping process, but all of our suppliers are moving forward with expectations to be back to normal in the near future.

Who competes with you? What do you understand that they don't? ▾

Tommy Hilfiger, Peter Millar and Vineyard Vines. We are "EXPERT" merchants in our product classifications whereas most competitors hire inexperienced merchants to manage similar classifications that they consider adjunct businesses to their overall operation or they license out our product categories to firms that are only interested in driving sales with no concern for brand integrity. They pay little attention to our product

Is it true that you must solve a problem in order to create a successful new business? ▾

The answer is positively NO!

Ask yourself how many businesses entered in to a market dominated by a huge company or one that had already solved a problem that had gone unchecked. True, Uber did solve a significant problem, but that did not stop Lyft from entering the exact same space who today has a market cap of \$10B or Under Armour who generates \$4.5B in revenue directly competing against the behemoth Nike or Cialis who captured significant market share versus the incumbent Viagra after Pfizer had already solved the problem of ED. The fact is that solving a significant pain point can lead to success as evidenced by Uber, but companies can be extremely successful in building huge businesses by capturing market share in large markets that are rapidly growing by building a better mouse trap.

How do you know your products will sell and make money? ▾

FACT

*I have spent the past 35 years living in the stores around the world and understand our customer and their requirements as well as possible.

*Our product development strategy is to insure that our goods supersede the customers expectations by always putting our very best foot forward.

*We have tested our products via a predictive analytics platform, as well as focus groups, to ensure that our products are exactly what the customer demands.

We know who the customer is! We have conducted 3 years of market research to gain a clear and precise understanding of the Psychographic, Geographic, Behavioral and Demographic characteristics of our customer to affirm our products are designed and offered specifically with their requirements in mind.

*The competitive landscape is in a fog. Most of our competitors have absolutely no idea who the customer is. Many of our competitors target millennials and Gen Z as their socially identified consumer which is misguided. It is documented that 62% of the wealth in the US is in the hands of people 50 years old and older which means our competitors are developing and marketing their products to a customer who can not afford to buy their goods. Clearly, the aforementioned opens the door for our company to capture significant market share.

*Having spent 27 years as a director of a \$170 million NASDAQ listed company I have a deep understanding of the financial workings of a large corporation which has enabled us to construct a solid financial model to achieve significant profitability and a superior return on investment.

*Our teams 50+ years of combined experience has guided our financial strategies with context and understanding as to what is required to generate significant revenue and profits. Our blueprint is based on substantial initial product margins, nimble and flexible adaptive tendencies to see downstream to circumvent would-be margin and profit killers, as well as intuitive foresight when pivoting is required to maintain momentum.



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