



Oxford HoundsTM



OXFORD HOUNDS

Superior

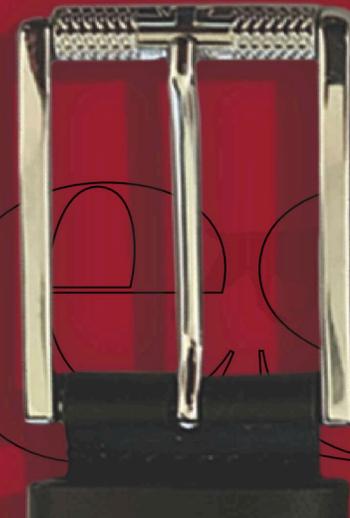
**Superior quality mens luxury
apparel and accessories from
designer to doorstep**

Quality

Luxury

Vision & Value Proposition

Oxford Hounds is a DTC mens luxury lifestyle apparel and accessories brand that crafts exceptional products exclusively from Italian materials and craftsmanship & passes the savings along to the consumer





The Problem

🏠 **Brick & Mortar**

Most luxury brands are found in boutiques and brick & mortar

🗨️ **Too Difficult**

Male luxury customer detests shopping in stores - too difficult a process

✖️ **Mass Closings**

25k brick & mortar closed in 2020 with an expected 10k in 2021.

💰 **Customers Overpay**

Customer is paying inflated prices for inferior quality product to subsidize retailer and wholesalers margins



The Solution



DTC Only

We take the hassle out of shopping by bringing the store directly to the consumer



Customer Centric

We don't just sell products we build relationships



Better Value

No middleman - affordability to use superior quality materials & craftsmanship and pass savings on to the customer



Loyalty

We love our customers
high value loyalty benefits,
perks & rewards



Target Market and Opportunity

→ **Fashion E-Commerce**

Retail e-commerce revenues from apparel and accessories sales are projected to increase to \$153.6B in 2024.

→ **Apparel Sales**

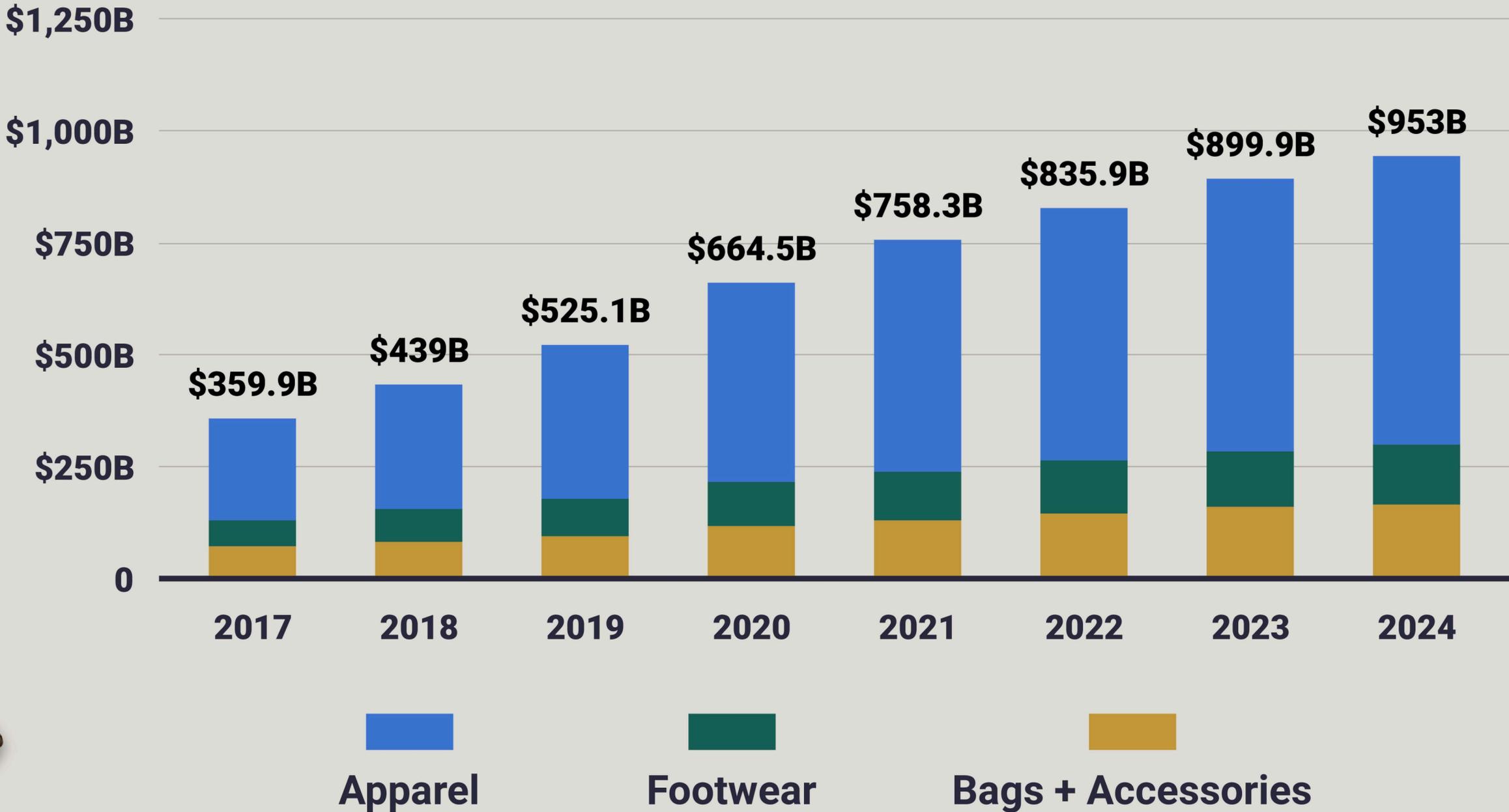
2020 global e-commerce revenue of apparel, accessories, and footwear are the number one e-commerce sector in the world.

→ **Online Growth**

Estimates project an overall increase in e-commerce penetration of apparel, footwear & accessories will increase from 46.6% in 2021 to 60.32% by 2024.

Revenue in the Fashion Market

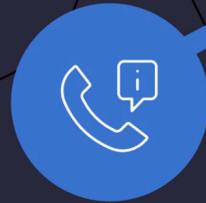
IN BILLION US\$ (WORLDWIDE)



Growth



Strategy



Customer Service

- Highly skilled customer agents
- Chat live with Experts
- Customer Review Boards
- Interactive website

Marketing & Sales

- Proprietary Digital Platform
- SEO, SEM, SMM
- Customer Loyalty Programs
- Email Campaigns
- Public Relations
- Facebook/Instagram Ads

Product Development

- Original Design
- Sustainability
- Predictive Analytics
- Customer Feedback

Revenue Model

From Designer to Doorstep - **No Middleman**

Oxford Hounds



Competition



Competition



TOMMY HILFIGER



Italian Materials



Original Design



Exclusively DTC



Price-Value



Experience

Teams unrivaled 50+ years
of expertise and
experience in this space



Competitive Advantage

Craftsmanship

All products crafted only
from the finest Italian
materials & workmanship

Exclusively DTC

We believe we are the only
exclusively DTC mens luxury
lifestyle brand

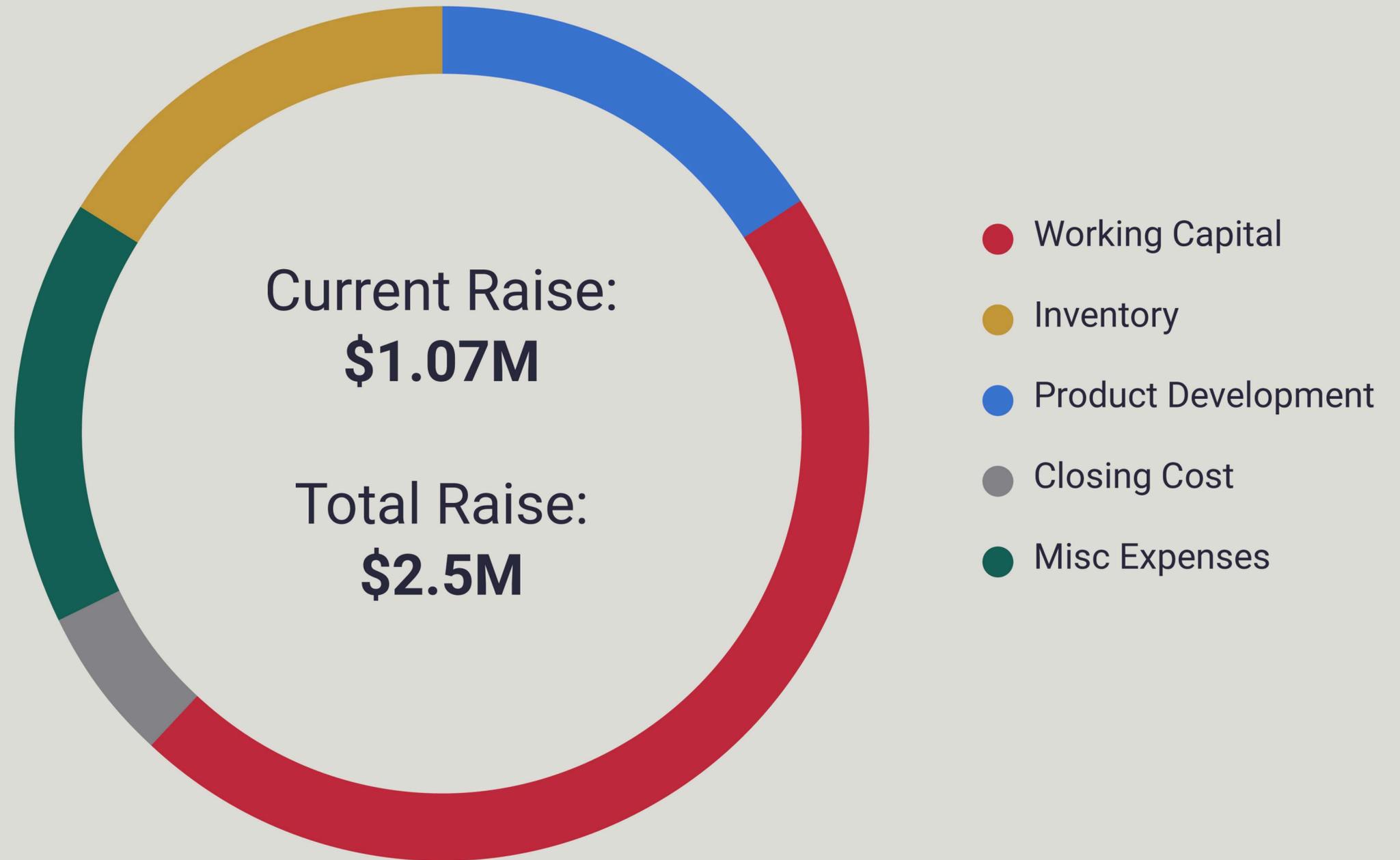
Relationships

Long term personal
relationships with strategic
partners

Digital Platform

We employ a proprietary digital
marketing platform dedicated
to consumer sales

Investment and Use of Funds



The Oxford Hounds Team



James Tulin

Founder & CEO

Former CPO, Director & Principal
Swank Inc. (largest mens & ladies
accessories firm in the world)



James Tulin II

President & COO

20 years experience
social media and DTC
marketing



Alexander Tulin

CMO

Product development & branding
liaison to Ralph Lauren, Guess &
Tommy Hilfiger

Advisory

Jerry Kassner - CFO Swank Inc. 1999-2014

Joseph Hipple - CEO & Founder, F.E.A. | Strategies Group, LLC

Allan Bashah - Technology Advisor



Oxford Hounds™



James Tulin

Founder & CEO



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