



Oxford Hounds™



# OXFORD HOUNDS

# Superior

**Superior quality men's luxury  
apparel and accessories from  
designer to doorstep**

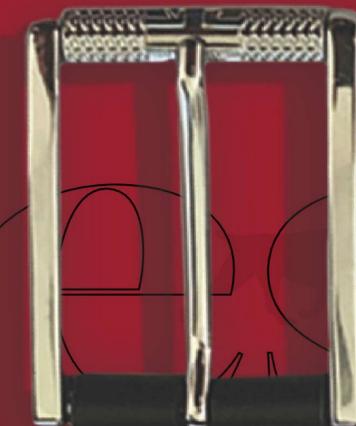
# Quality

# Luxury

## Vision & Value Proposition

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

# Lifestyle





# 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.

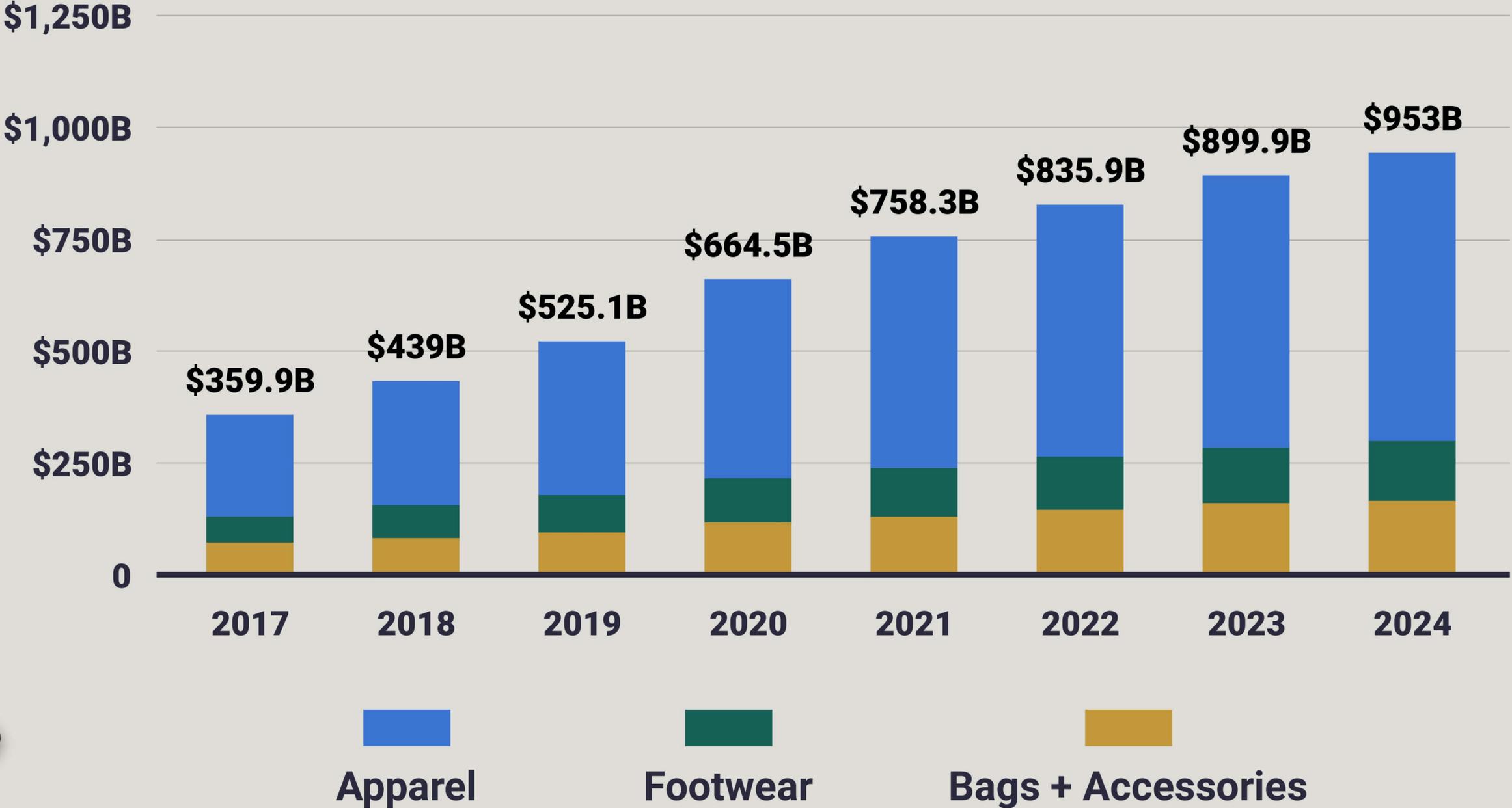
## → Online Growth

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)



These are projected results based on detailed and available information

# 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

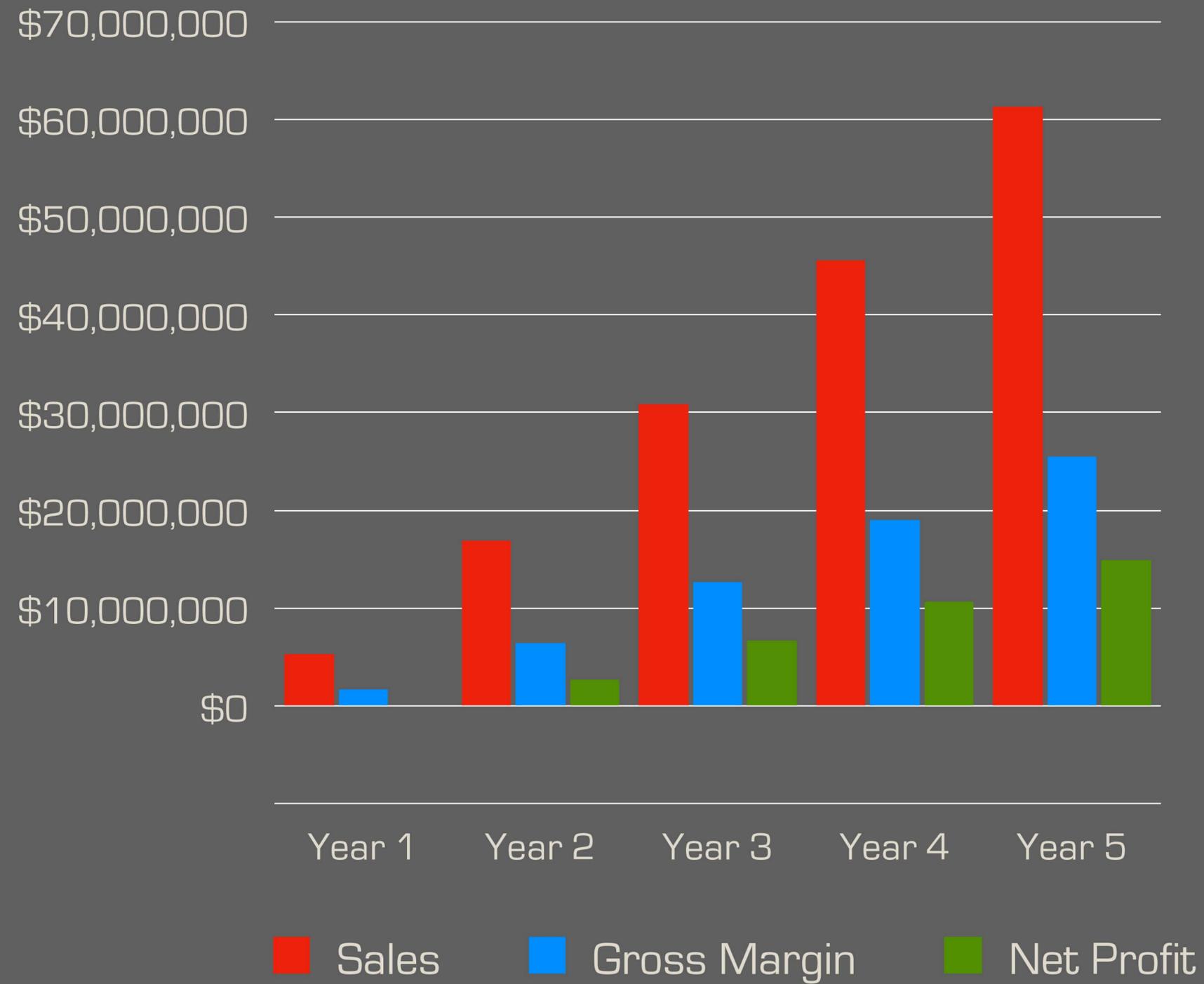


## Competition



These are projected results based on detailed and vetted analysis

# Financials



These are projected results based on detailed and vetted financials



# Competition



TOMMY HILFINGER



**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 men's luxury  
lifestyle brand

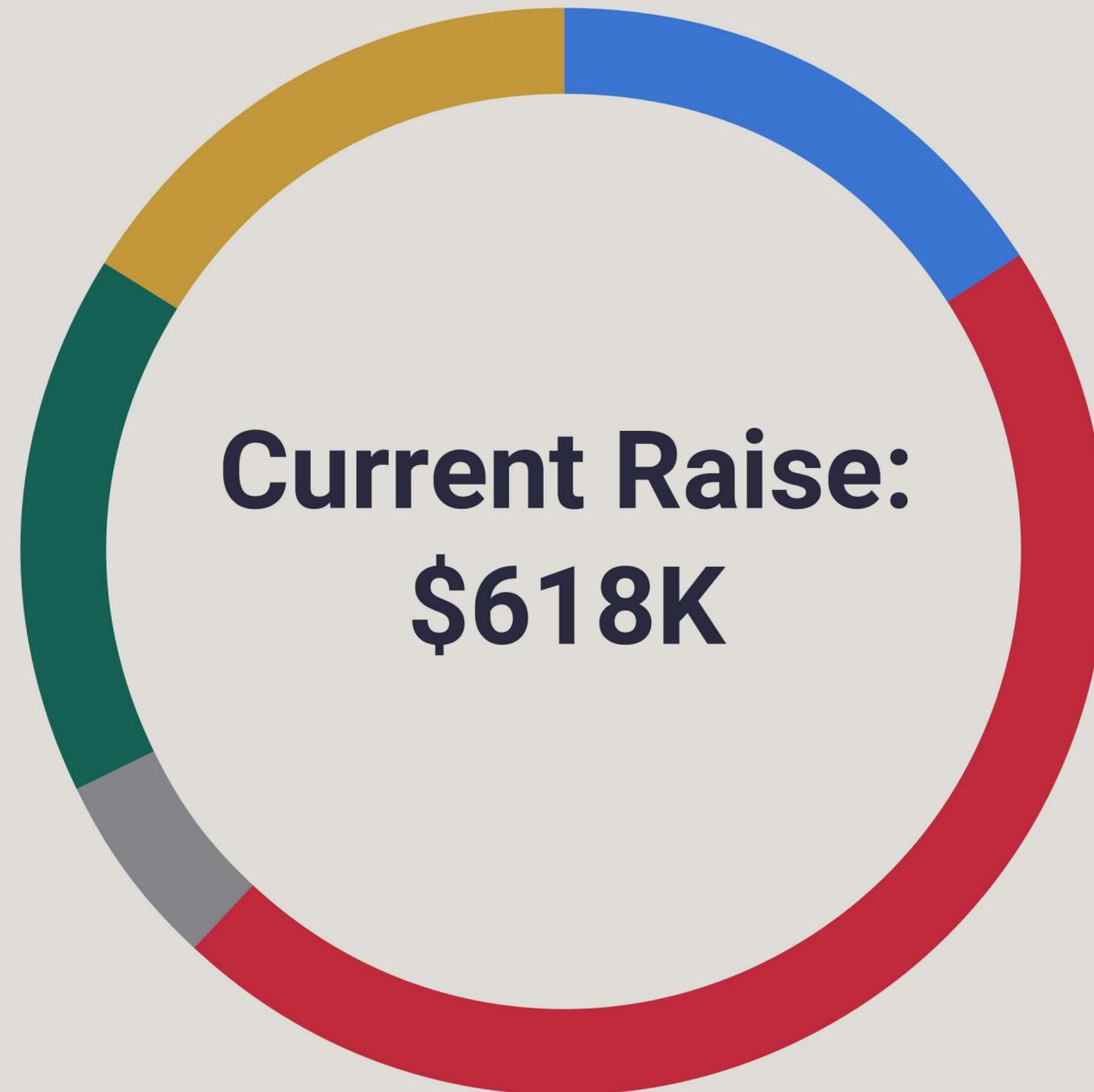
## **Relationships**

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



- Working Capital
- Inventory
- Product Development
- Closing Cost
- Misc Expenses

# 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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