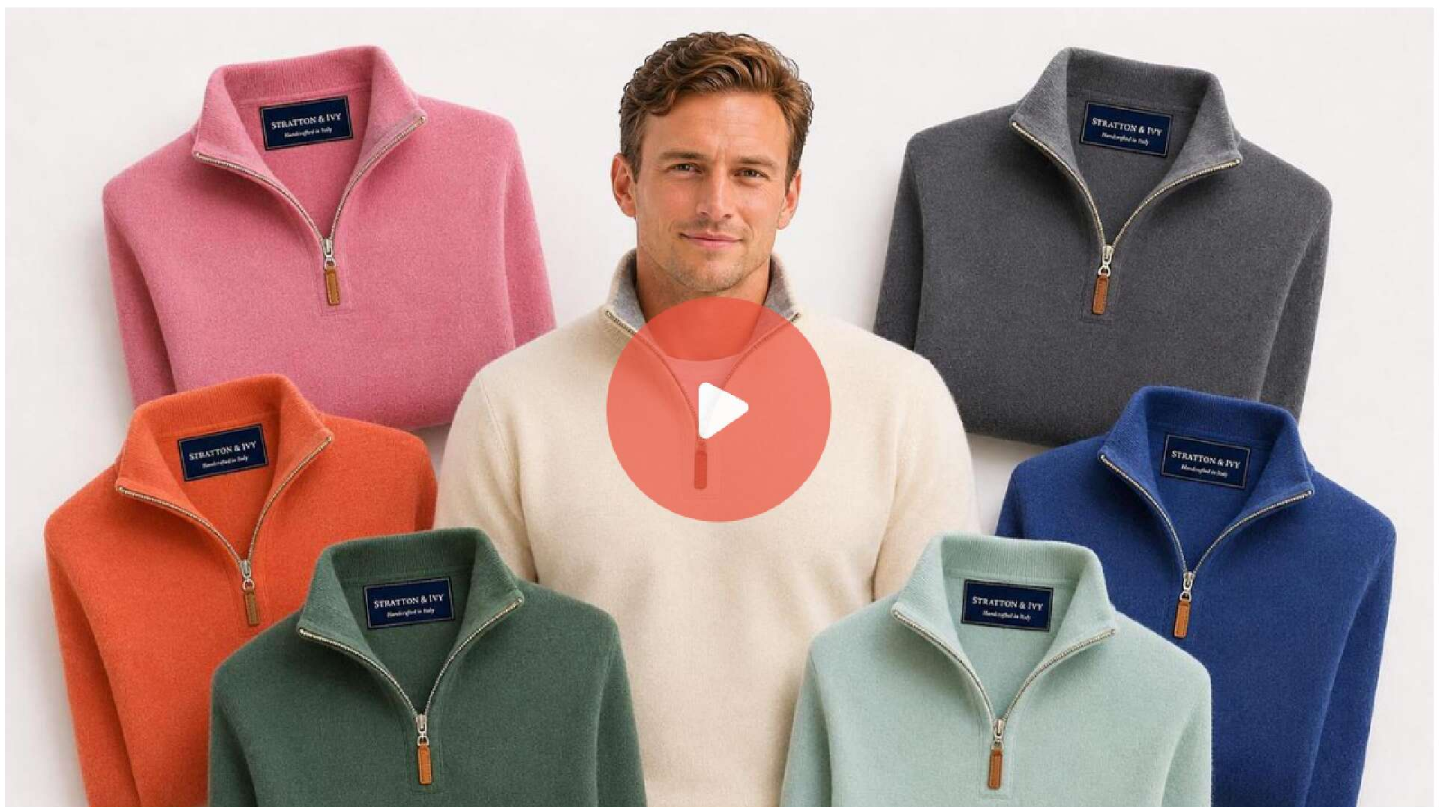




strattonandivy.com Sheridan, WY [in](#) [f](#) [ig](#) Technology Ecommerce Consumer Goods B2C AI

STRATTON & IVY

An AI-Powered Luxury Apparel & Retail Technology Company

Highlights

- 1 Founder-led \$200M NASDAQ accessories company sold at a 111% premium to shareholders.
- 2 Raised \$700K+ and secured national distribution in year 1 of a previous luxury apparel brand
- 3 30+ years developing accessories for Tommy Hilfiger, Ralph Lauren, Nautica, Guess & Kenneth Cole.

- 4 Founder is an award-winning product designer, earning multiple industry design honors.
- 5 Established relationships with numerous elite private clubs, generating repeat business.
- 6 Global sourcing network built on decades of trusted manufacturing relationships.
- 7 AI-powered operating model proj. to reduce annual operating expenses by \$200K+ (not guaranteed)
- 8 Unit economics: \$42.50 landed cost → \$162.50 gross profit at \$205 MSRP.

Featured Investors



Greg Gale

Follow

Invested \$25,000 

Greg Gale is a mortgage industry executive, executive coach, and entrepreneur with over 20 years of leadership experience. Known for his integrity, strategic thinking, and passion for helping others, he has coached business professionals nationwide.

thegaleteam.com

"I've known Jim personally and professionally for over 20 years. I've seen his drive, determination, professionalism, and attention to detail. I was honored to receive the call that Jim was starting this new venture and his vision for Stratton & Ivy is nothing short of amazing and 100% possible under Jim's guidance and leadership."



Paul Kellam

Follow

Invested \$10,000 

Expert in the application of advanced technology to serve business goals, with extensive experience in corporations, consulting and startups.

kellamit.com

**Andrew Hirsch**

Follow

Invested \$25,000 **Professor Emeritus of Physics at Purdue University**

"Stratton & Ivy is the brainchild of James Tulin. Having an extensive background in retail, he created Oxford Hounds, a company that was known for its high quality Italian shirts, belts... After handing over Oxford Hounds to his son, James has turned his attention to Stratton & Ivy, a truly innovative approach to high quality clothing, inventory control. James has built a platform using AI to maximize profits for those using his services. The target audience is top-notch golf shops. I am certain that S & I will be a huge success."

& 11 more

Team

**James Tulin** Founder, CEO & Creative Director

SPV Voting Proxy

Built SWANK Inc. a 115-year family men's accessories company, into a \$200M market leader and later founded another luxury fashion brand extending that legacy of Italian craftsmanship, profitability, and disciplined global growth built for strategic acquisition

**Christopher Tulin** CFO

Pepperdine's top finance graduate with nearly a decade of experience in valuation modeling and growth strategy. Built Stratton & Ivy's financial framework from the ground up, integrating AI-driven forecasting and disciplined capital structure design

**Andrew Madison** Advisory Board Member

Andrew Madison brings extensive experience in Information



Technology infrastructure, software development, and systems deployment. He has consulted for several Fortune 500 corporations, supporting complex technology and operational environments.

Pitch Deck



Founded by an executive who scaled a \$200M accessories company—now building an AI-powered luxury apparel and retail technology company.

We've Done this Before

This is not a first-time founder story.

For decades, we built and operated one of the world's largest men's & ladies accessories businesses — experience we are now

applying to a more scalable, **AI-driven** men's luxury apparel and accessories model.

It's **proven execution** combined with modern technology designed to reduce traditional development costs, improve speed to market, and build a higher-margin luxury brand for today's consumer.

Why Experience Matters

Because **proven experience** increases the probability of success.

NUMBERS MATTER.	EXPERIENCE DETERMINES WHO SUCCEEDS.
20% Fail in Year One	Why This Founder Is Different ■ 7 consecutive years as the company's top salesman among 200 dedicated sales professionals ■ Built a new fragrance division from zero to \$15 million at age 25 — in just 3 years ■ Guided and directed retail sales growth from \$95 million to \$200 million ■ Developed multimillion-dollar programs adopted by billion-dollar brands including Ralph Lauren, Tommy Hilfiger, Kenneth Cole, Nautica, Geoffrey Beene, Guess ■ Developed and secured private-label business across major U.S. retail channels exceeding \$30 million
50% Fail by Year Five	
65%+ Fail by Year Ten	

Source: U.S. Bureau of Labor Statistics
Early numbers attract attention. Proven execution builds lasting companies.



MOST STARTUPS ASK INVESTORS TO TRUST PROJECTIONS.
STRATTON & IVY OFFERS INVESTORS AN OPPORTUNITY BUILT UPON PROVEN SUCCESS OVER FOUR DECADES.

STRATTON & IVY

A Luxury Mindset. A Product Obsession.

Italian-Crafted Luxury Menswear and Accessories.





Why This Opportunity Exists NOW

Demand is strong — but most brands are still built the same old way.



A \$650B Global Menswear Market

Today's luxury buyer expects quality, craftsmanship — and better value.



Luxury shirts and accessories account for one-quarter of men's luxury spend

1.9B Units Sold Annually

Global polo and belt sales exceed 1.9 billion units annually

6-8% Annual Growth

Luxury menswear continues expanding across core categories

0.02% Capture

Capturing just 0.02% supports Stratton & Ivy reaching a \$30M+ brand within 3-5 years

The Problem: Luxury Menswear Is Broken

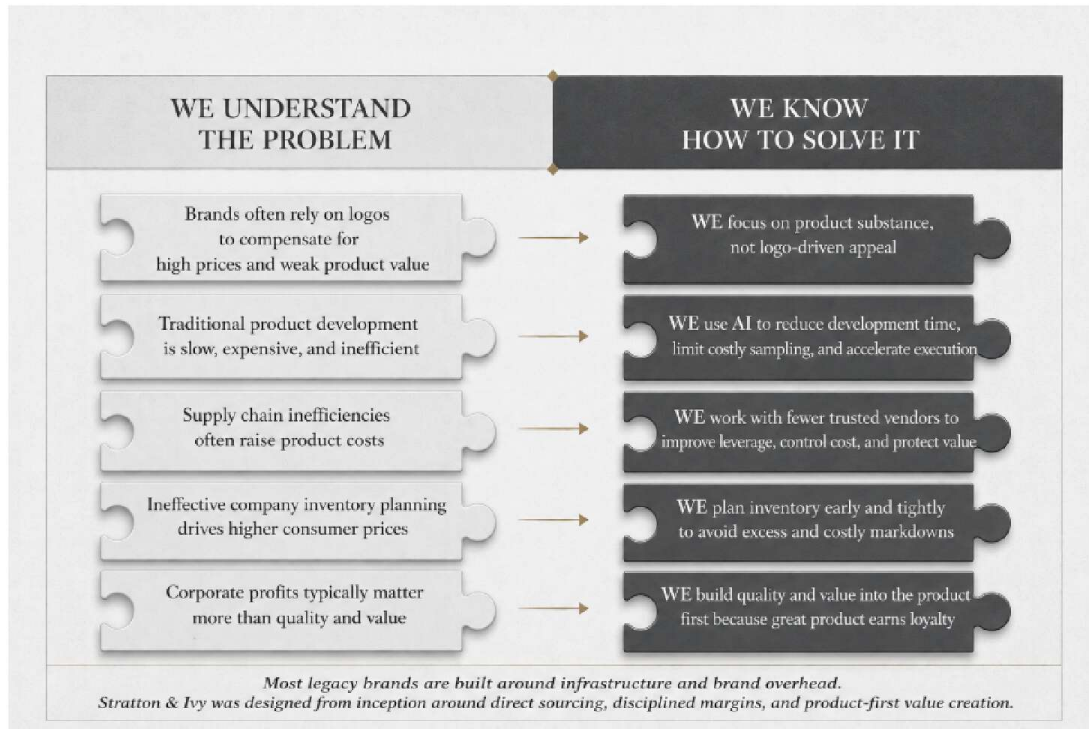
Traditional luxury apparel companies are built on outdated, labor-heavy structures that AI can now fundamentally replace.

- Logo over product
- Margins before value
- Designed for obsolescence
- Manufacturing optimized for cost, not craftsmanship

The result: luxury pricing no longer guarantees a luxury product.



The Solution: A New Apparel Operating Model — Powered by AI



PROVEN CUSTOMER DEMAND



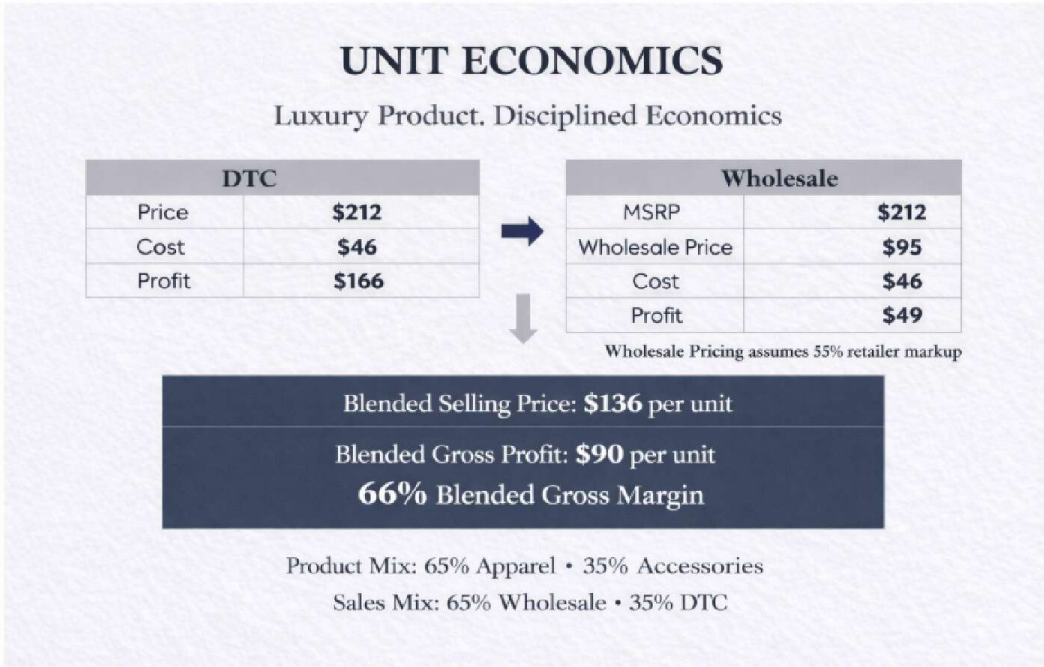
Established Demand. Active Buyers. Repeat Purchase.

Luxury demand is proven — most brands fall short on

execution

- No brand consistently delivers Italian-crafted luxury menswear at this level of quality and price discipline
- Stratton & Ivy is built to capture this demand faster, leaner, and more profitably using AI

Higher margins are created through operational efficiency, not inflated pricing



Path to \$20M Through Disciplined Growth



~50,000 Units
@\$84 Wholesale

Break-even to
modest profit

~85,000 Units
@\$84 Wholesale

~\$1.2M-\$1.6M
Net Profit

~215,000 Units
@\$84 Wholesale

~\$3.5M-\$5M
Net Profit

PATH FORWARD

<0.02% Market Capture → \$30M+ Brand (Year 4)

Future projections are not guaranteed.



What Sets Stratton & Ivy Apart

Artisan-Made in Italy 🇮🇹

- 100% Cotton Collar Interlining**
for maximum collar strength and structure.
- Single Needle Stitching**
Creates cleaner seams with a stronger, more refined finish.
- Hand-Sewn Buttonhole**
Made by hand for superior durability and a distinctive touch.
- Hand-Sewn Cuffs**
Soft non-fused construction creates a more natural shape and refined comfort.



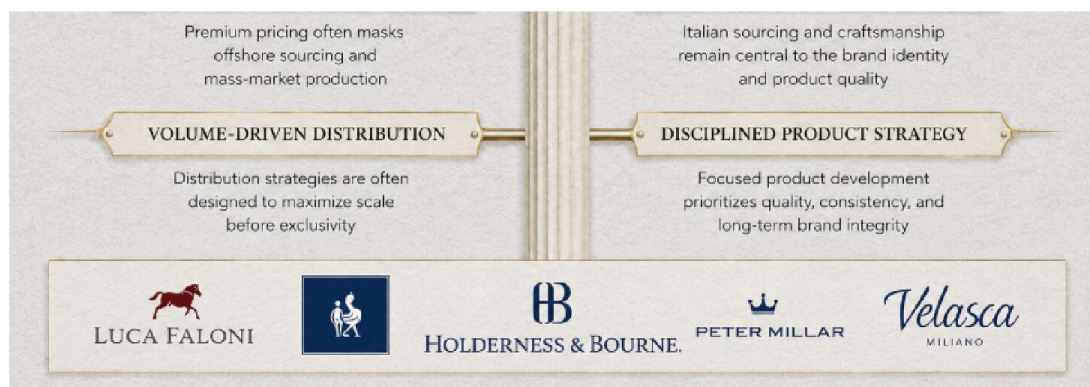
Mother-of-Pearl Buttons
Naturally durable with refined luster.



Italian Two-Ply Egyptian Cotton
Woven for softness, strength, and durability

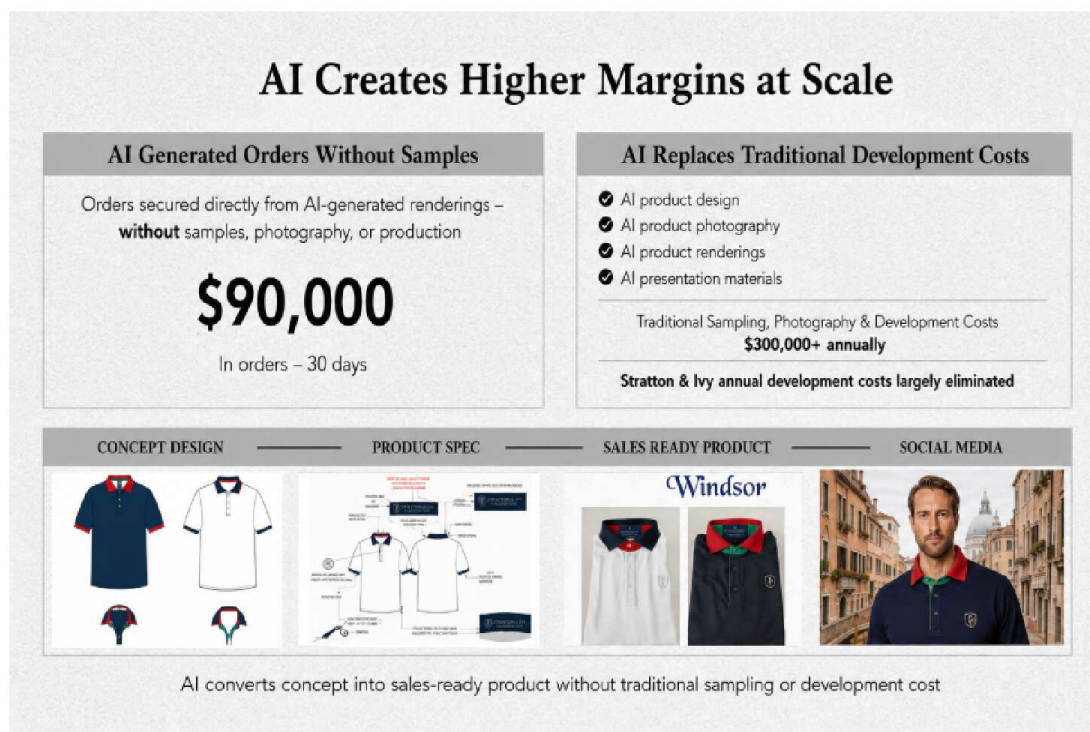
Most luxury brands still operate the old way —
Stratton & Ivy uses AI to move faster and leaner





AI Eliminates Traditional Development Costs

At \$10M in revenue, traditional apparel companies carry ~\$1.3M in development and operating overhead. Stratton & Ivy eliminates much of this cost structure through AI — already demonstrated through real orders.



From Artificial Intelligence to Real-World Retail Intelligence

CLUBSYNC™

PROPRIETARY AI INVENTORY & REPLENISHMENT INTELLIGENCE

Intelligent Inventory.
Smarter Decisions.
Stronger Performance.

Developed **specifically** for the unique inventory, replenishment, and forecasting challenges facing clubs, resorts, and specialty retailers.

AI-POWERED FORECASTING
Machine learning models analyze demand and predict what's next.

AUTOMATED REPLENISHMENT
Actionable recommendations ensure the right product, in the right place, at the right time.

IMPROVED SELL-THROUGH
Optimize inventory levels to drive more sales and reduce markdowns.

REDUCED STOCKOUTS
Increase availability and deliver a better customer experience.

RECURRING SAAS OPPORTUNITY
Scalable technology creating long-term value beyond product sales.

ClubSync™ is a proprietary technology platform developed by Stratton & Ivy.
Trademark and intellectual property protections are being actively pursued where applicable.

See ClubSync™ in Action

Watch how ClubSync™ uses AI-powered forecasting and replenishment intelligence to help clubs and specialty retailers make smarter inventory decisions.

ClubSync™

Inventory and Order Intelligence
for Clubs, Resorts, and Private Label Retail

AI-POWERED PREDICTIONS

REAL-TIME INTELLIGENCE

AUTOMATED REPLENISHMENT

MAXIMIZED RETAIL IMPACT

AI-powered replenishment.
Smarter inventory.

0:00 / 0:54

STRATTON & IVY

High-Margin, Repeatable Economics in Every Order

PERFORMANCE BENCHMARKS

\$205

Core Product MSRP

\$162.50

Gross Profit Per Unit

\$3,500

Avg. Wholesale Order

\$290

DTC Average Order Value

~70%+

Blended Gross Margin

66%–70% Target Gross Margin Range

<45 DAYS

Concept to Delivery



Future projections are not guaranteed.

Path To Investor Returns



Five-year revenue and EBITDA projections with valuation based on comparable public market multiples



Source: NYU Stern — Apparel & Accessories median EV/EBITDA multiple: 10.3x



EBITDA = Earnings Before Interest, Taxes, Depreciation & Amortization • EV = Enterprise Value • Projections are illustrative only and not guarantees of future performance.

Future projections are not guaranteed. There is no guarantee of any exit for investors. Do not invest more than you can afford to lose.

Luxury That Travels Socially

Consistent digital storytelling builds brand presence, accelerates awareness, and positions Stratton & Ivy to capture market share through repeat engagement.



- 32% of capital raised allocated toward customer acquisition and digital brand expansion
 - Average DTC order value of ~\$290 with ~70% blended gross margin profile
 - Consistent multi-platform content across Instagram, Facebook, and LinkedIn compounds visibility, strengthens brand recall, and drives direct customer acquisition
-

Investors Back People Before Ideas

65% of startup failures are tied to founder conflict, leadership breakdown, or lack of experience to execute (*Harvard Business Review*)



◆ **Founder experience matters** — leadership quality and execution are among the strongest predictors of startup success (Source: Harvard Business Review)

◆ **Without real market demand, startups fail** — 42% of failed startups cite lack of market need as the primary reason

◆ **Investors consistently back proven founders** with scalable business models and credible paths to growth

Built With Values Beyond the Balance Sheet





We repurpose excess leather that would otherwise be discarded into quality collars and leashes for shelter and homeless dogs.

Our products are provided to rescues where basic equipment is needed every day for intake and walks.

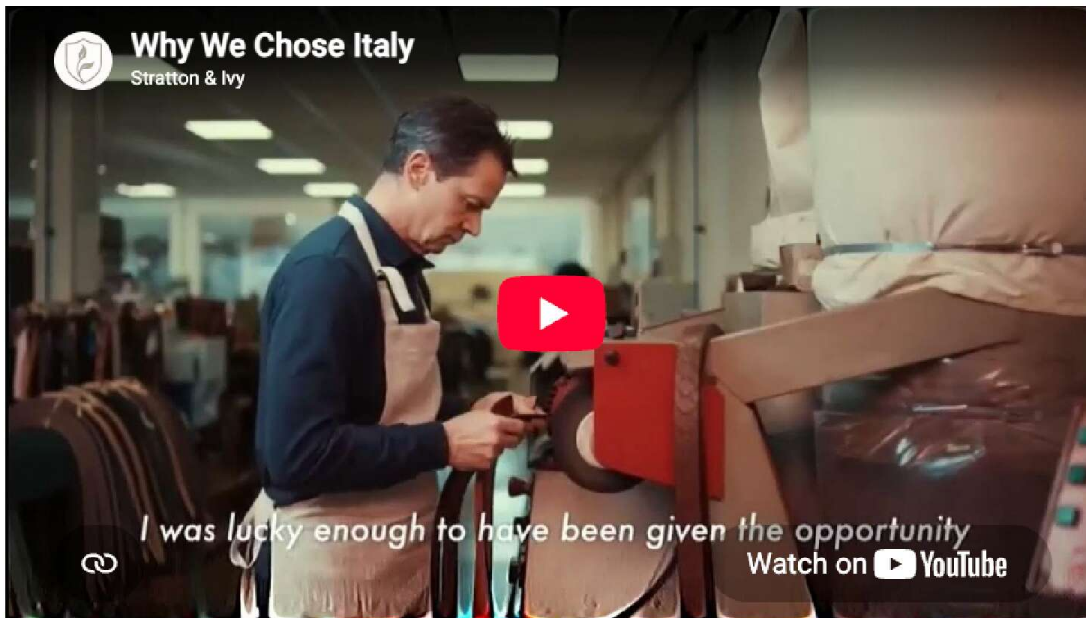
Each year, over 6.5 million dogs enter U.S. shelters, with millions more struggling on the streets.

For more than 40 years, caring for dogs has meant everything to us.



Why True Quality Still Begins in Italy

Meet Marco — Our Italian artisan behind every Stratton & Ivy belt.

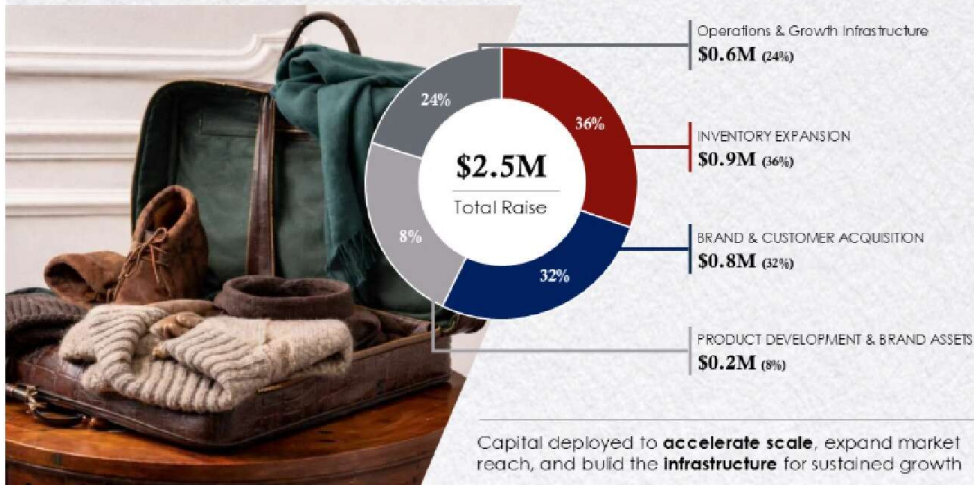


AI Enables More Efficient Use of Every Dollar

⚙️ More capital goes toward growth and customer acquisition — not traditional overhead.

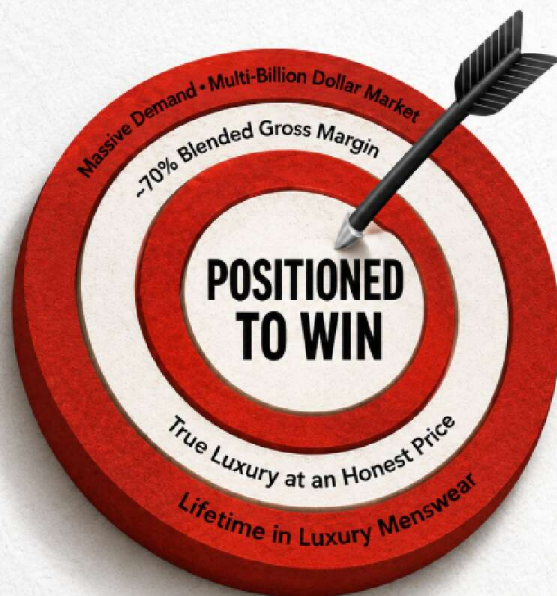
How We Put Capital Work

\$2.5M TO ACCELERATE NATIONAL EXPANSION



Everything Is in Place for Success

EVERYTHING IS IN PLACE FOR SUCCESS



- **Large & Growing Market Demand**
Multi-billion dollar luxury accessories market
- **Product Positioning**
True luxury at an honest price
- **Founder Knows the Premium Buyer**
Lifetime in luxury menswear
- **Proven Founder**
Built a \$200M NASDAQ company

For those interested in learning more about Stratton & Ivy, our vision, or the opportunity ahead, I would be happy to connect

directly.

James Tulin — Founder & CEO

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