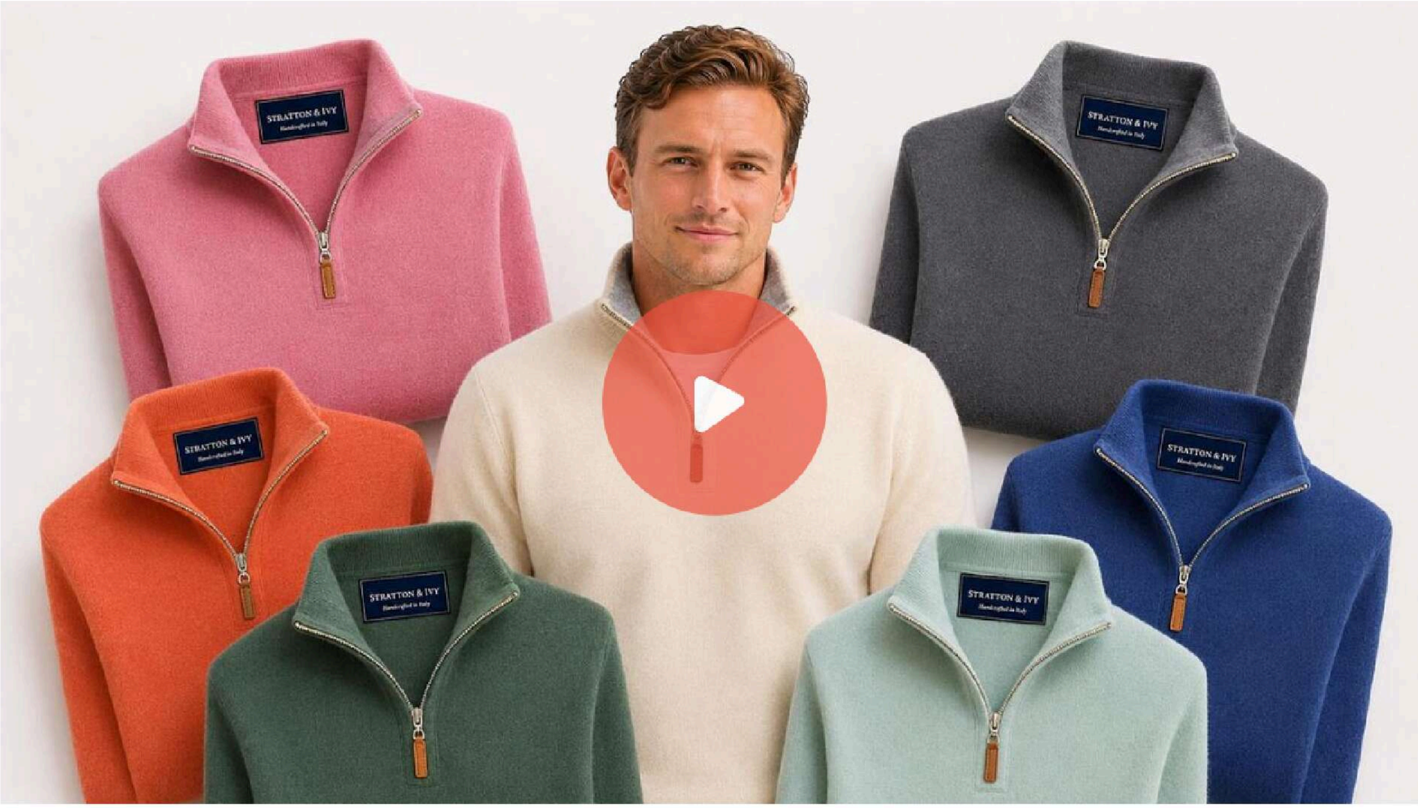


strattonandivy.com Sheridan, WY Technology Ecommerce Consumer Goods B2C AI

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

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

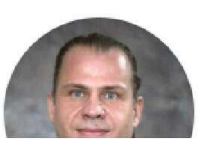
James Tulin Founder, CEO & Creative Director

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

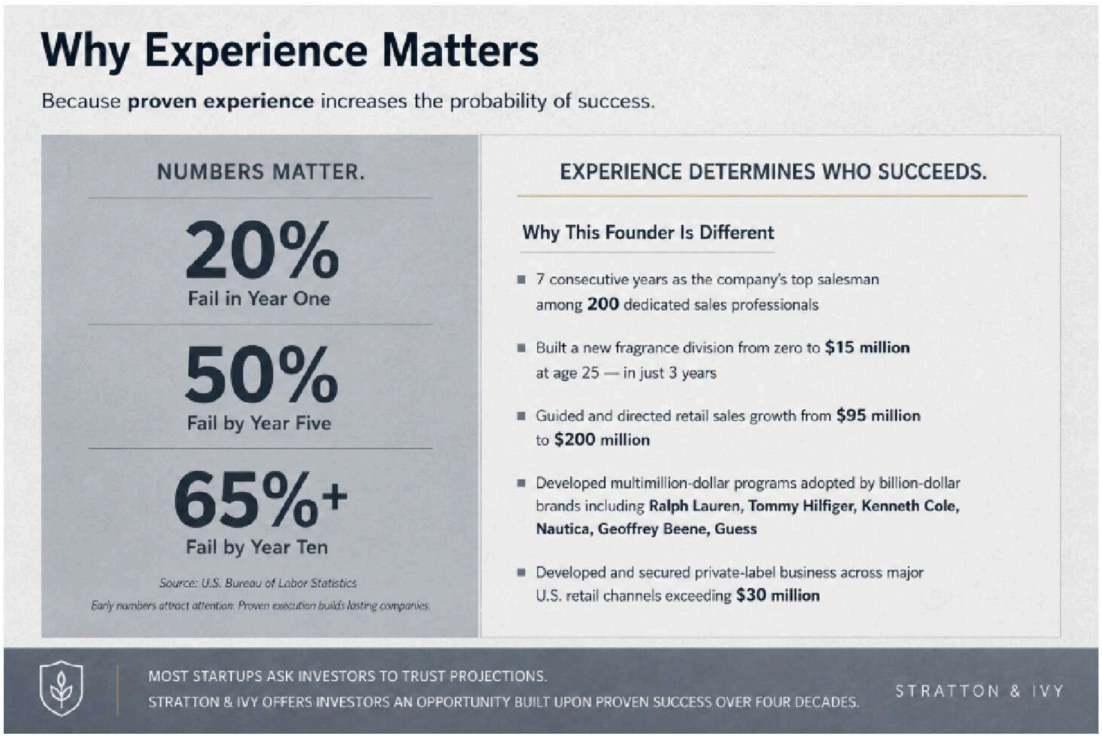
Founded by an executive who scaled a $200M accessories company—now building an AI-powered luxury apparel and retail technology company.

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.



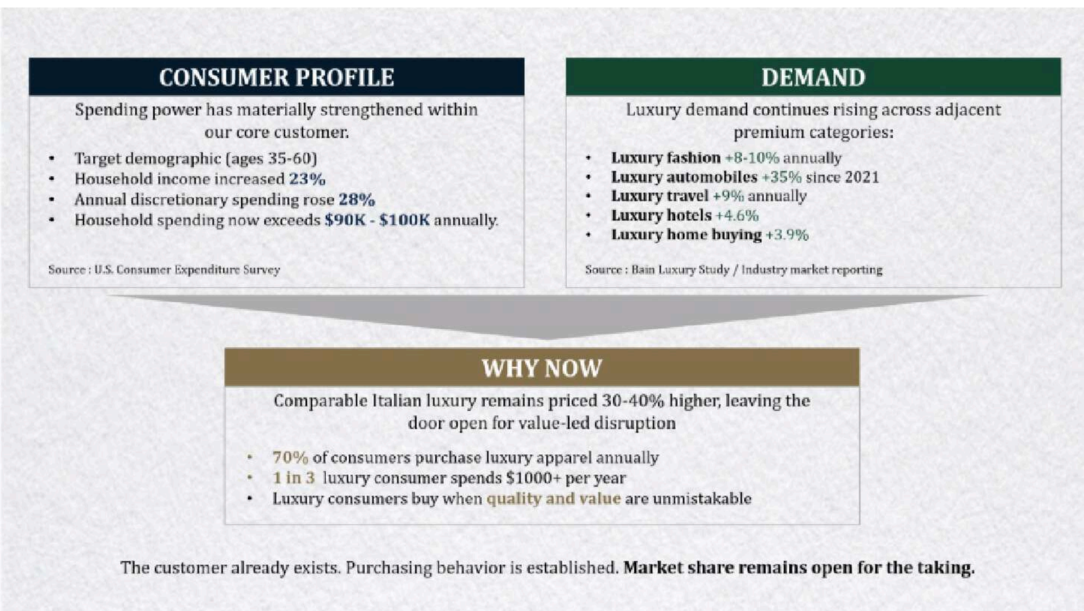
A Luxury Mindset. A Product Obsession.

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.

The Problem: Luxury Menswear Is Broken

Traditional luxury apparel companies are built on outdated, labor-heavy structures that AI can now fundamentally replace.

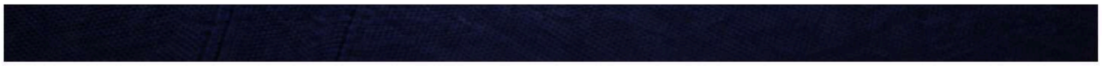
→ Logo over product

→ Margins before value

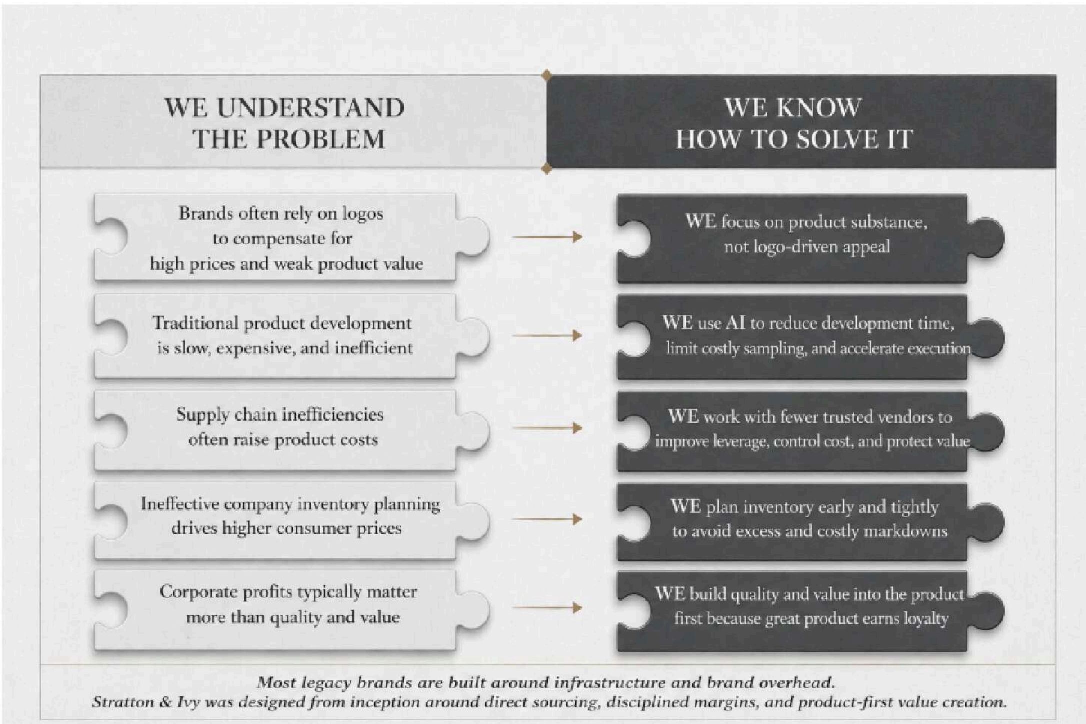
→ Designed for obsolescence

→ 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

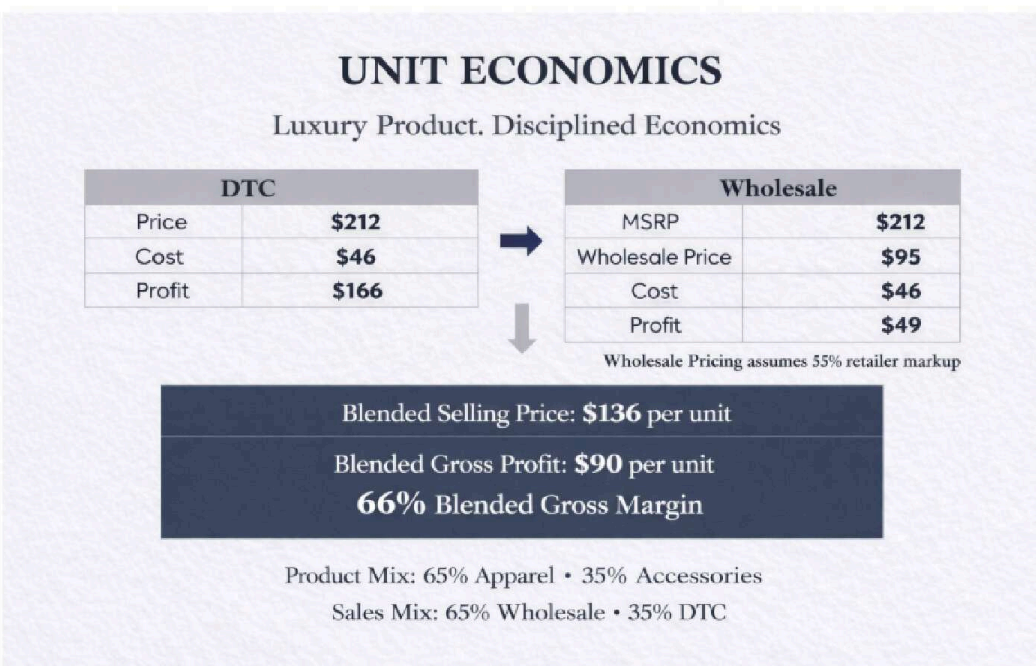


Luxury demand is proven — **most brands fall short on** execution

• 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

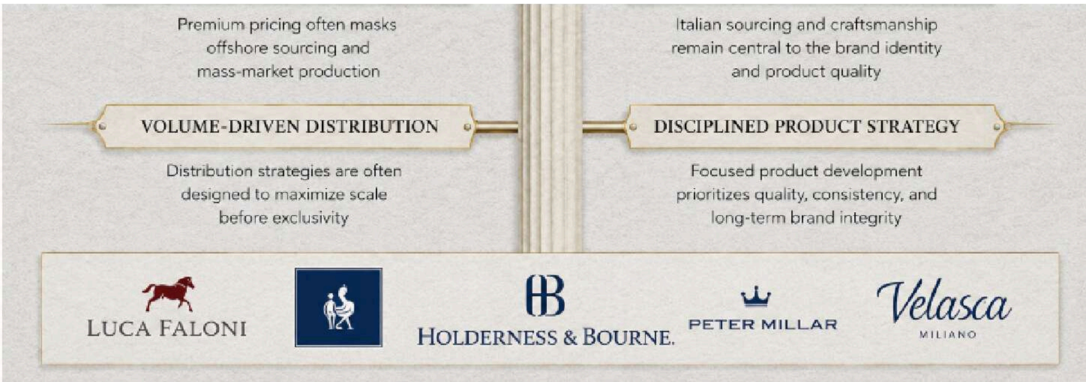
Higher margins are created through operational efficiency, not inflated pricing



Path to $20M Through Disciplined Growth

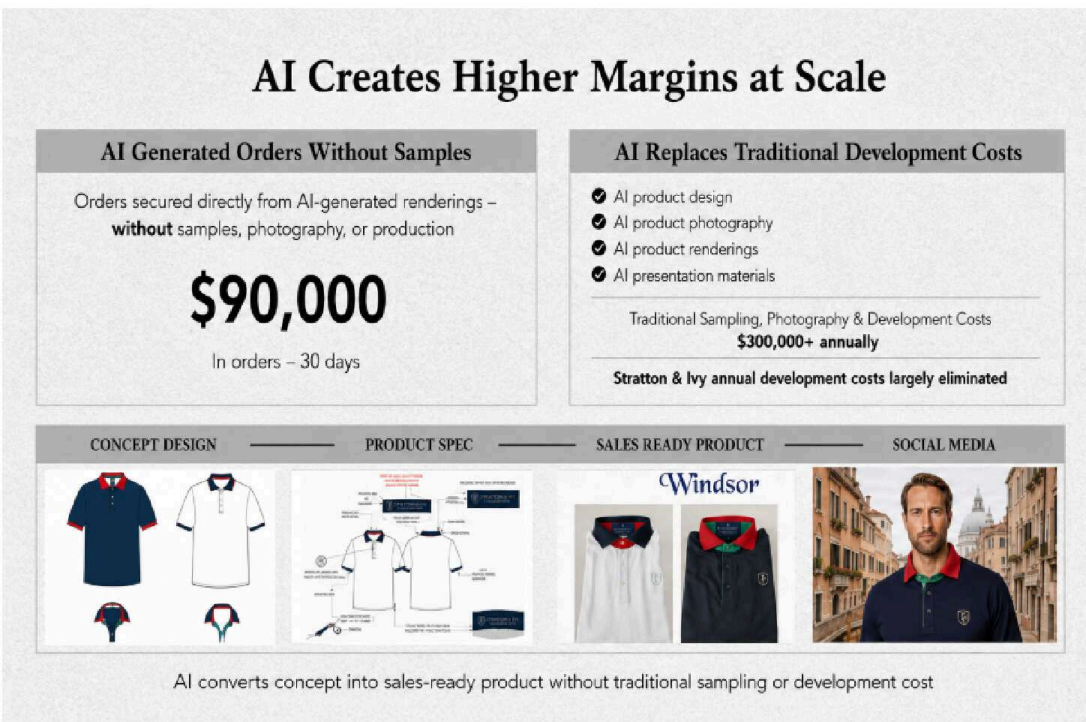
Future projections are not guaranteed.

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.

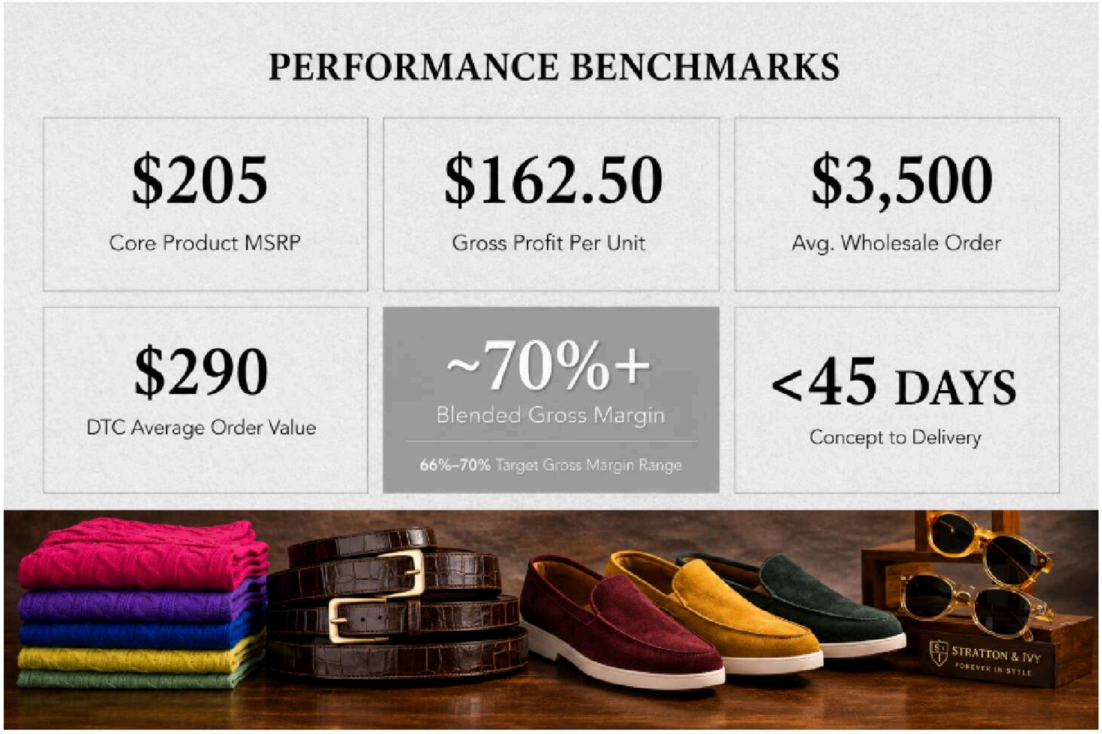


From Artificial Intelligence to Real-World Retail Intelligence

See ClubSync™ in Action

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

High-Margin, Repeatable Economics in Every Order



Future projections are not guaranteed.

Path To Investor Returns

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

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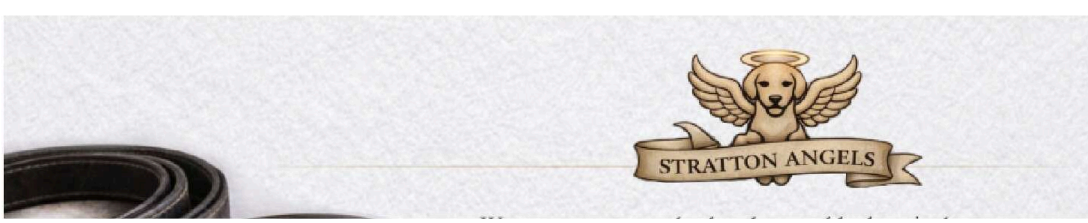
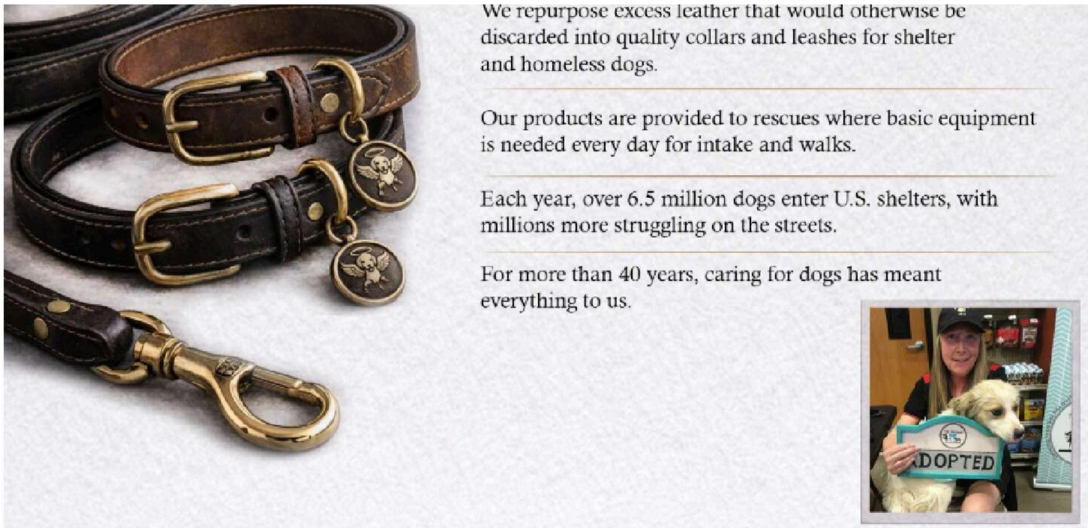
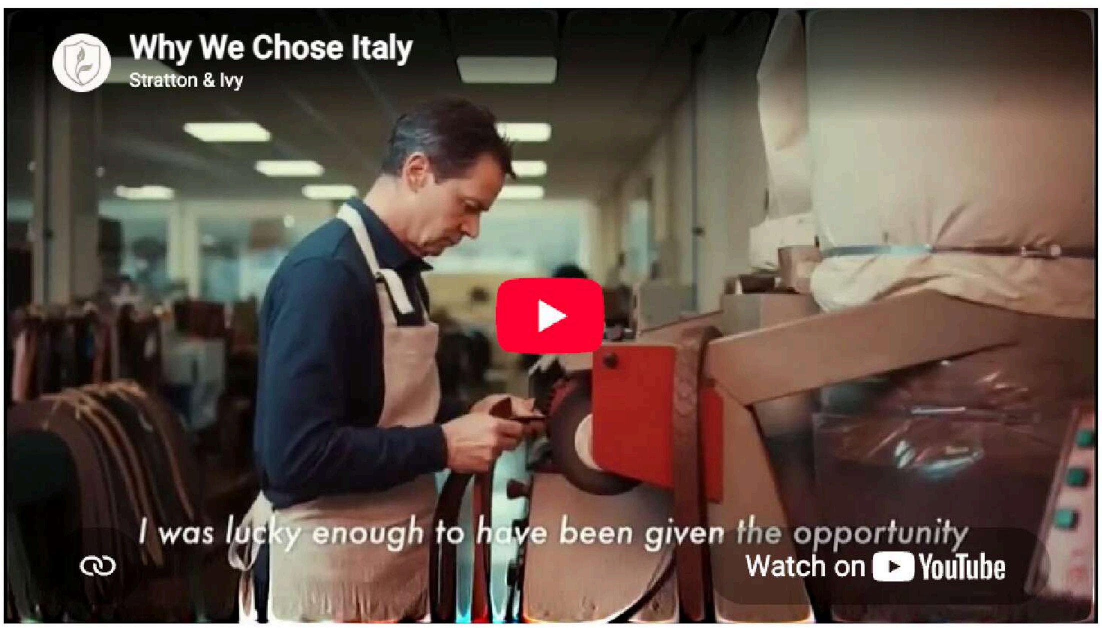
Built With Values Beyond the Balance Sheet





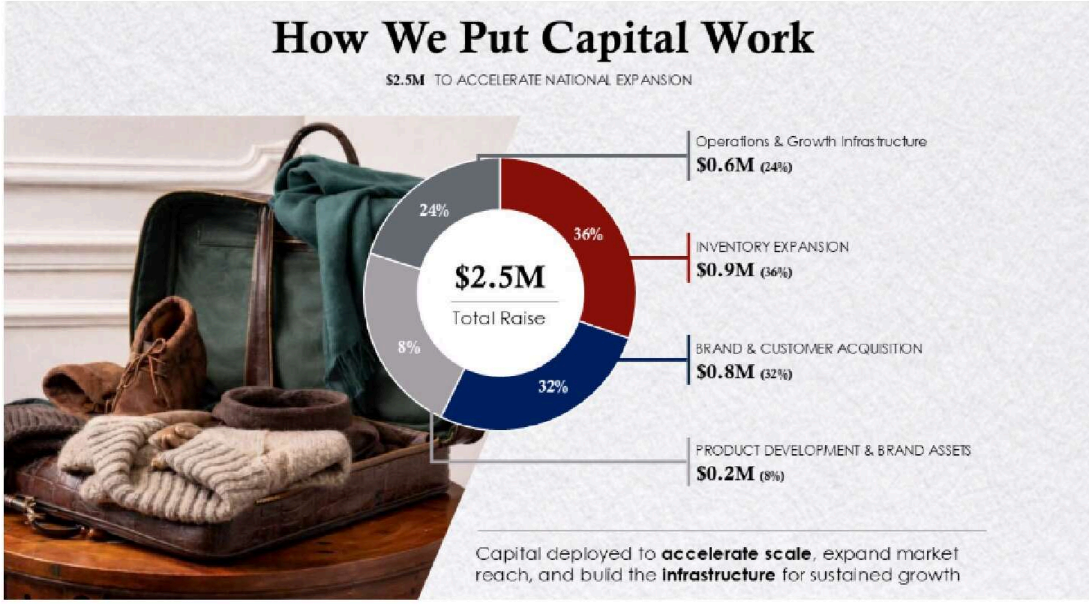
Why True Quality Still Begins in Italy

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.



Everything Is in Place for Success

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

jim@strattonandivy.com

StrattonandIvy.com