

DSTLD



*Denim.LA, Inc. (“DSTLD”) is “testing the waters” to gauge market demand from potential investors for an Offering under Tier II of Regulation A. No money or other consideration is being solicited, and if sent in response, it will not be accepted. No sales of securities will be made or commitment to purchase accepted until qualification of the offering statement by the Securities and Exchange Commission (the “Commission”) and approval of any other required government or regulatory agency. An indication of interest made by a prospective investor is non-binding and involves no obligation or commitment of any kind. No offer to buy securities can be accepted and no part of the purchase price can be received without an Offering Statement that has been qualified by the Commission. A Preliminary Offering Circular that forms a part of the Offering Statement has been filed with the Commission, a copy of which may be obtained from <https://www.seedinvest.com/dstld/series.a>.*

*This presentation may contain forward-looking statements and information relating to, among other things, the company, its business plan and strategy, and its industry. These statements reflect management’s current views with respect to future events based information currently available and are subject to risks and uncertainties that could cause the company’s actual results to differ materially. Investors are cautioned not to place undue reliance on these forward-looking statements as they are meant for illustrative purposes and they do not represent guarantees of future results, levels of activity, performance, or achievements, all of which cannot be made. Moreover, no person nor any other person or entity assumes responsibility for the accuracy and completeness of forward-looking statements, and is under no duty to update any such statements to conform them to actual results.*



# D S T L D

*(dis-til'd)*

A born-online brand,  
distilling the process of  
buying clothing by offering  
**fashion essentials** with  
**premium brand quality** at  
**fast fashion prices** for the  
**creative class.**



# THE PROBLEM: TRADITIONAL RETAIL IS BROKEN

Fast Fashion is  
Disposable

+

Contemporary is  
Overpriced

**H&M**

MKT CAP: \$67.8B

**ZARA**

MKT CAP: \$103.4B

- Disposable quality
- Growing frustration over environmental harm and substandard labor conditions
- No consistency in product offering

**VINCE.**

MKT CAP: \$167.7M

t h e o r y

r a g & b o n e

NEW YORK

- Full retail is expensive, with 8-12x markup
- Markup to markdown cycle punishes loyal customers for paying full price
- Lack of transparency for customers in quality of garment
- Lack of control of distribution channels

Management Opinion: These statements represent management's current views and are meant for illustrative purposes. Market caps are not representative of DSTLD's position or valuation. This page does not represent guarantees of future results, levels of activity, performance, or achievements.



# UNIQLO: EMERGENCE OF SLOW FASHION AT LOW END



Uniqlo's low-cost basics have allowed its parent company, Fast Retailing, to announce astounding numbers..In 2009, during one of the worst periods in the history of retailing, Uniqlo reported over \$7 billion in sales of more than 400 million items. Existing-store sales were up by more than 30 percent.

**NY Magazine - 2010**

## STRENGTHS [+]

- Slow Fashion Merchandising, which offers consistency for the customer
- Ultra Affordable (Jeans start at \$39)

## OPPORTUNITIES [-]

- Brand positioning not premium
- Product quality feels inexpensive
- Low Penetration in US Market

## FINANCIAL STATS

**\$13.61BN**

2014 REVENUE

**\$46.41BN**

2014 MARKET CAP

# DSTLD COMBINES SLOW FASHION BUSINESS PRACTICES WITH CONTEMPORARY QUALITY

Slow Fashion



Contemporary Quality

**UNI  
QLO**

MKT CAP: **\$46.41B**

- Slow Fashion
- Direct-to-Consumer
- Affordable

**D S T L D**

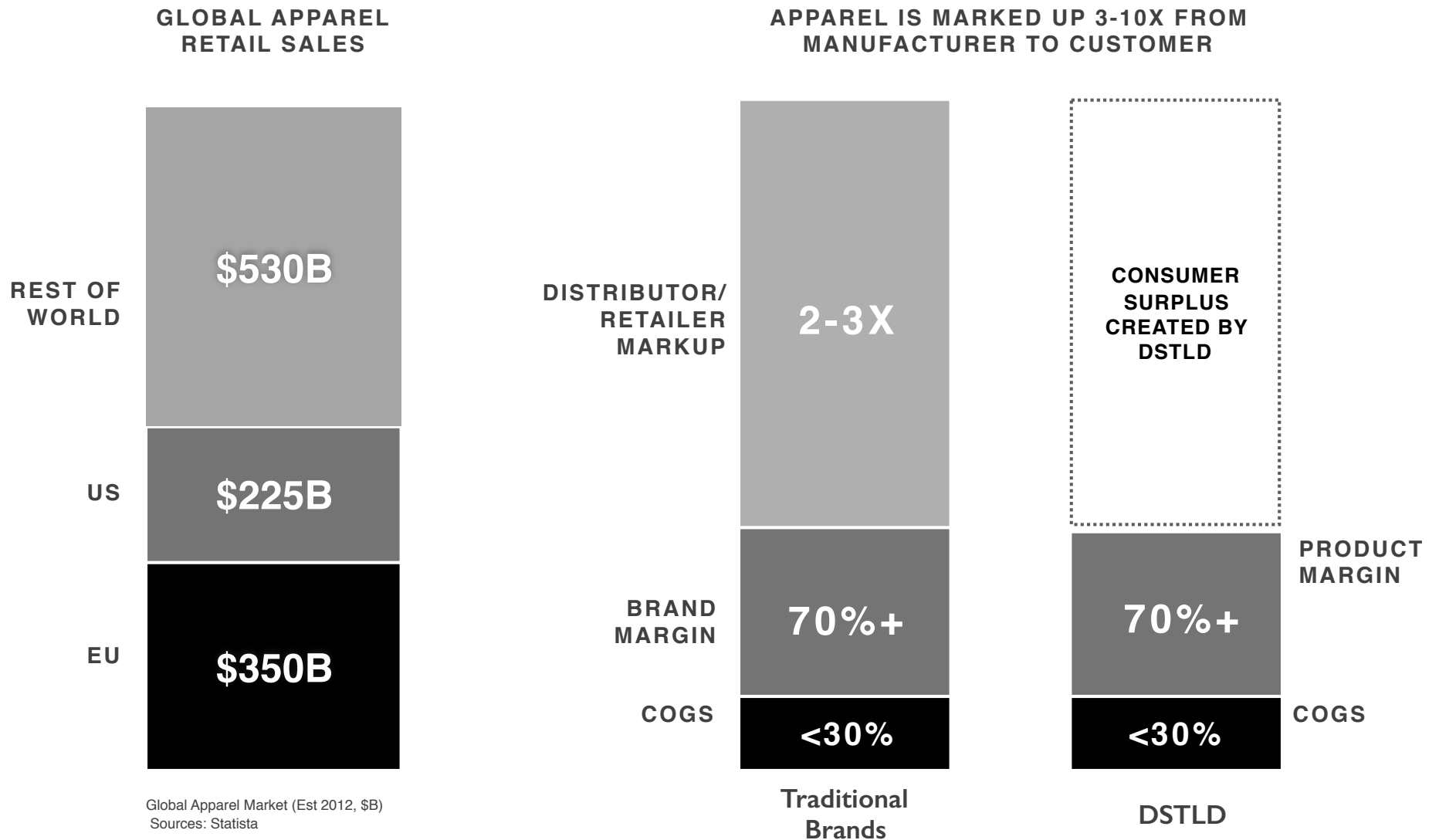
rag & bone  
NEW YORK

- Premium Quality
- Premium Experience
- Elevated Brand

Building DSTLD online allows avoidance of the traditional distribution system, which extracts value from consumers, rather than delivering value, and enables massive scale in a short period of time.

Management Opinion: These statements represent management's current views and are meant for illustrative purposes. Market caps are not representative of DSTLD's position or valuation. This page does not represent guarantees of future results, levels of activity, performance, or achievements.

# A MASSIVE MARKET RIPE FOR DISINTERMEDIATION



D S T L D



“As Customers Look for Better  
Quality and Service, an Apparel  
Niche has started growing  
Between Bargain 'Fast Fashion'  
and the High End.”

**NEW YORK TIMES**



# CONTEMPORARY ESSENTIALS ARE OFFERED AT 1/3 STANDARD RETAIL

## MENS COLLECTION

*(select items)*



PREMIUM DENIM

**\$65+**

*Trad. Retail: \$180+*



FRENCH TERRY  
ZIP HOODIE

**\$75**

*Trad. Retail: \$220*



GARMENT-DYED  
CREW NECK TEE

**\$20**

*Trad. Retail: \$70*

## WOMENS COLLECTION

*(select items)*



PREMIUM DENIM

**\$65+**

*Trad. Retail: \$180+*



LEATHER MOTO  
JACKET

**\$300**

*Trad. Retail: \$900*



MODAL®  
RACERBACK TANK

**\$28**

*Trad. Retail: \$90*

# WE ARE DISTILLING THE QUALITY, DESIGN, AND PRICING OF FASHION ESSENTIALS



## QUALITY

We craft the DSTLD line with upper echelon fabrics and finishes, premier caliber construction, and uncommonly well-considered fit. We work with some of the most sought-after factories and laundries in the industry – the same facilities producing for leading luxury apparel brands.



## DESIGN

DSTLD uses simple and iconic designs that focuses on iteration around staple items. Branding is kept to a minimum so the quality and wearers individuality can steal the show.

Limiting the DSTLD palette to Black, White, and Denim insures that all DSTLD products can be worn interchangeably while remaining stylish and timeless.



## PRICE

We sidestep the middleman and sell our products ourselves, allowing us to offer top-tier quality without the standard 3-8x retail markup.

D S T L D



# DSTLD IS FOR THE CREATIVE CLASS

AVERAGE AGE

30

AVERAGE HOUSEHOLD INCOME

\$110k

NOT MARRIED

55%

COLLEGE EDUCATED

95%



## THE CREATIVE CLASS

“The Creative Class [includes] people in science and engineering, architecture and design, education, arts, music and entertainment whose economic function is to create new ideas, new technology, and new creative content.”

Richard Florida, Author of *The Rise of the Creative Class*

## Top Job Titles of DSTLD Buyers (vs. Market)

1. Arts/Entertainment/Media 30% (+100%)
2. IT/Technical 20% (+100%)
3. Architecture/ Engineering 15% (+200%)
4. Computer/ Mathematics 15% (+200%)
5. Life/Physical Science 15% (+200%)

Source: Facebook Audience Insights

"I really want to clear my life to make it so that I have to make as few decisions as possible about anything except how to best serve this community

WE BELIEVE IN FEWER, BETTER THINGS.  
WE THINK RETAIL MUST EVOLVE.  
WE DREAM IN BLACK+WHITE.  
WE LIVE IN DENIM.

DIS'TILL  
EXTRACT THE ESSENTIAL MEANING  
OR MOST IMPORTANT ASPECTS OF

D S T L D

[DSTLDJEANS.COM](http://DSTLDJEANS.COM)

[INSTAGRAM.COM/DSTLD](https://www.instagram.com/DSTLD)

[FACEBOOK.COM/DSTLD](https://www.facebook.com/DSTLD)

[TWITTER.COM/DSTLD](https://twitter.com/DSTLD)

FOR INQUIRIES CONTACT:

[MARK@DSTLD.LA](mailto:MARK@DSTLD.LA)