

JUST MY LUXE



One Line Pitch: **Just My Luxe, LLC** rents the most sought after women's exquisite luxury business attire and accessories by high-end luxury designers from around the world, for **15 -20% of the retail cost.**

Business Summary: **Just My Luxe, LLC** ("the Company") is a new business attire rental firm that will operate a full-service e-commerce website as well as brick-and-mortar boutiques in select markets (year 2). The mission of **Just My Luxe** is to provide exquisite luxury business attire by high-end luxury designers from all over the world to middle-income and mass-affluent women. This target market has the financial means to frequently rent high-end business attire but cannot afford or does not want to purchase luxury business attire that can often cost \$3,000 or more. In addition, all too often the typical shopping experience results in a letdown: the clothes don't fit right, limited time to shop, are too expensive, and styles quickly change. Just My Luxe can fill this gap by providing the most unique experience, with the latest designer business attire that the consumer can continually acquire for minimal expense (typically 15-20% of the retail purchase price).

Management: **Just My Luxe** is led by founder and CEO Darla Wilton, a strategy-driven financial service executive with broad-based business transformation and development experience acquired in dealing with financial institutions, turnarounds and start-ups. She has an MBA and a proven track record of exceptional strategic planning, results execution, and world-class talent management. Ms. Wilton is currently Vice President & Chief Administrative Officer at Ameritas Investment Corp., where she oversees the business operations with over \$150 million in sales. Ms. Wilton has extensive insight and first-hand knowledge of the needs of today's busy businesswoman, which will influence **Just My Luxe** operations from top to bottom. She will be joined by a highly experienced and professional team that will position **Just My Luxe** as a leading women's apparel and accessories rental company, such as Paris based Lambert & Associates, and Graphic Machine in Kansas City, MO.

Customer Problem: High-end, luxury designer business attire can cost \$3,000+, styles change every season, and the shopping experience is often disappointing and/or very time consuming. Luxury designer business attire can be "statement" pieces, and wearing them to multiple events is not the most desirable. Additionally, as women acquire luxury attire through Ebay or other resale methods, many discover the garment is counterfeit, has been sized (and not disclosed), or embellishments are not authentic – wasting time and money.

Products and Services: **Just My Luxe** will provide high-end business attire rentals from a variety of luxury designers across the world, and in a variety of sizes and styles to accommodate any individual style and occasion. The Company will use an intelligent approach to affordable and accessible business luxury wear, with an online and boutique concept that will provide a truly unique luxe experience with access to both online and brick-and-mortar shopping.

Target Market: According to luxury lifestyle market research firm Unity Marketing, "Out of the nation's 117.5 million households, there are 23.5 million (mass) affluent households at the top 20 percent of the market (\$100k-\$249.9k). In addition, everyday women, especially younger consumers in "middle market" households (<\$100k), a group comprising an estimated 47 million households, will be able to afford the fashionable and reasonably priced goods at **Just My Luxe**."

Customers: **Just My Luxe** will target a cross section of women. From fashionistas, trendsetters, influential, and professional consumers who love shopping to women to prefer to dress more traditional, the Company can meet their rental needs. They are typically ages 30+. They will range from affluent luxury consumers to up-and-comers and general fashion consumers who crave the latest high-end styles and trends.

Sales/Marketing Strategy: The **Just My Luxe** overall advertising and promotional objectives are to position the brand as a leader in the market. The Company intends to make a splash in the market. The Company expects to engage an extremely capable advertising agency and public relations firm. Just My Luxe wants to be a catalyst to help women reflect the image of themselves they want the world to see. The **Just My Luxe** strategic marketing intent aims to make a connection and bring the business attire to life through a rich and dynamic website, Facebook page, Twitter page, Blog, YouTube videos, and a Social/community site that promotes style, fashion and beauty inspiration for the professional and career-minded woman.

Business Model: **Just My Luxe** will employ a very simple business model, and will generate revenues in both business attire rentals and sales:

Competitors: Direct: When measuring head-to-head, direct competitors, we have found that there are none that specifically offer the products and services to the business professional as **Just My Luxe**.
Indirect: Competition from only a few retailers that rent special occasion dresses, handbags and accessories: Rent the Runway, Lending Luxury, Bag Borrow or Steal.

Competitive Advantage:

Exclusivity, timeless character, and social distinction – first to market for a luxury brand business attire and accessories offering

Business attire from desk to dinner – with elevated personalized accompanying services that makes the client feel special and contributes to the pleasure wearing a luxury item generates

Highly sought-after high-end designers from around the world – not found in competitor offerings; and private reserve offerings

Financial Projections:

Financial Overview					
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenue	\$1,606,221	\$2,420,062	\$3,067,797	\$3,742,882	\$4,566,523
Gross Profit	\$1,114,242	\$1,678,806	\$2,128,142	\$2,596,451	\$3,167,814
Operating Profit	\$174,442	\$599,846	\$934,385	\$1,303,010	\$1,769,598
Earning Before Interest & Taxes	\$151,213	\$575,367	\$908,656	\$1,276,031	\$1,741,369
Earnings	\$151,213	\$575,367	\$908,656	\$1,276,031	\$1,741,369
Gross Margin Percentage	69.4%	69.4%	69.4%	69.4%	69.4%
Operating Profit Percentage	10.9%	24.8%	30.5%	34.8%	38.8%
EBIT Percentage	9.4%	23.8%	29.6%	34.1%	38.1%
Earnings Percentage	9.4%	23.8%	29.6%	34.1%	38.1%
Net Cash Flow	\$25,498	\$484,820	\$829,438	\$1,177,170	\$1,618,266
Cash Balance	\$520,498	\$1,005,318	\$1,834,756	\$3,011,925	\$4,630,191

Just My Luxe, LLC

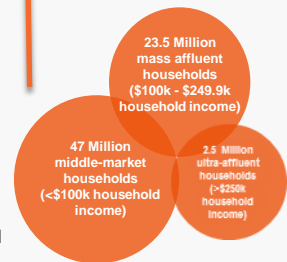
Company Profile:
 URL: justmyluxe.com
 Industry: Formal Wear and Clothing Rental (NAICS 53222)
 Employees: 1
 Founded: August, 2014

Contact:
 Darla Wilton
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Financial Information:
 Company Stage: Seed Funding
 Capital Seeking: \$1,500,000

Additional Information:
 Darla Wilton, Founder/CEO

Advisors:
 Law Firm: Locke Lord LLP, Dallas, TX
 Advisory Board: CEO Mastermind Group, Frisco, TX



- Online**
Luxury e-commerce boutique
- Calendar**
Reserve specific date/shipped overnight
- Return**
Return in enclosed packaging
- Smartphone**
Dynamic phone application
- Customization**
Membership / 4 to 6 days / Unlimited
- Cleaning**
Couture cleaner and tailor
- Consultant**
Professional style/fit consultant
- Communication**
Online chat and video capability
- Purchase**
Purchase retired attire
- Signature Ensemble Advice**
Influential business women share wardrobe tips and signature ensembles

Investor Return					
	Investment	Years Invested	Investment Multiple	5th Year Value	Company Share
Initial	\$1,500,000	5	2.5	\$3,750,000	35.9%
Total	\$1,500,000		2.5	\$3,750,000	35.9%
	5th Year Company Earnings		5th Year Multiple	5th Year Company Value	
Company	\$1,741,369		6.0	\$10,448,215	
IRR					
Normal Case	14.9%				
Best Case	24.0%				
Worst Case	5.1%				