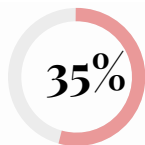


CACHÉ

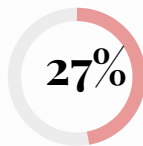


kyliejenner



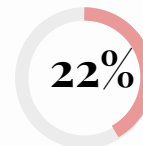
ARE WORRIED ABOUT BEING  
TAGGED IN UNATTRACTIVE  
PHOTOS

elisabeth.rioux  
Maldives

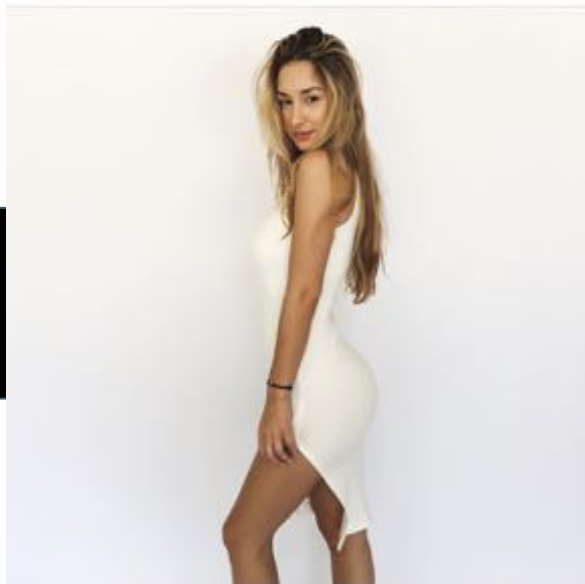


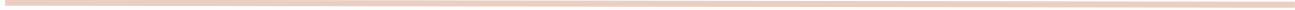
ARE WORRIED ABOUT HOW  
THEY LOOK

chanteljeffries  
Punta De Mita, Nayarit, Mexico



ARE INSECURE ABOUT LACK  
OF LIKES AND COMMENTS





**GIRL,  
SAME!**

**I CAN'T SUCK IT  
IN MUCH  
LONGER!**





**DOES EVERY WOMEN FEEL THIS WAY?**



**DISCOMFORT**

**40%**

**INDENTATION  
MARKS**

**40%**

**SUFFOCATING**

**70%**

**STOMACH  
AREA**

**85%**

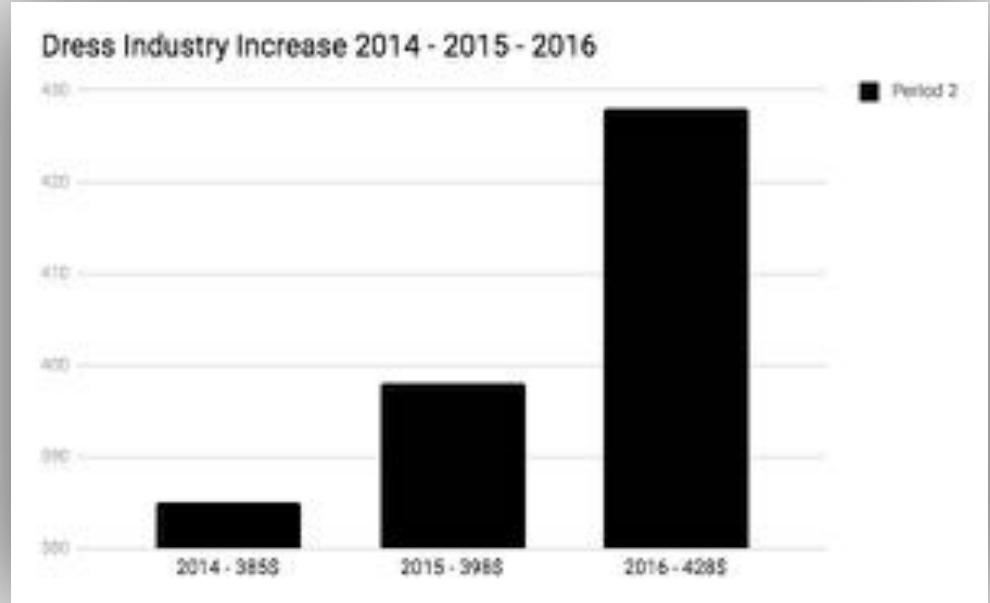
**2022**



**COMPRESSION WEAR AND  
SHAPEWEAR  
\$6.9 BILLION**

**2014 - 2016**

**Increase of  
\$43,000,000**



CACHÉ



OUR  
MISSION



CONFIDENCE

QUALITY

COMFORT

WHO IS THIS WOMAN?



YOUNG URBAN PROFESSIONAL

25-40

MID-HIGH INCOME

SINGLE

FLIRTY

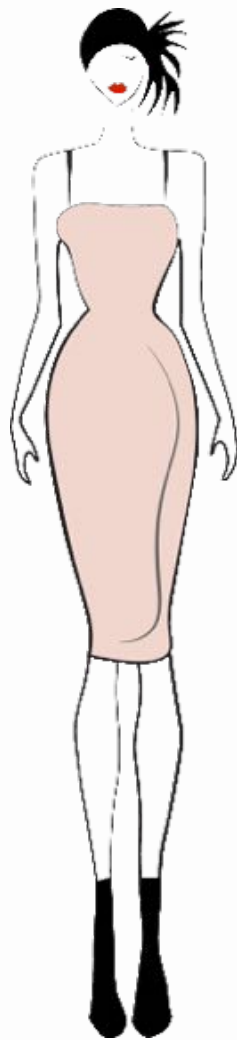
OUTGOING

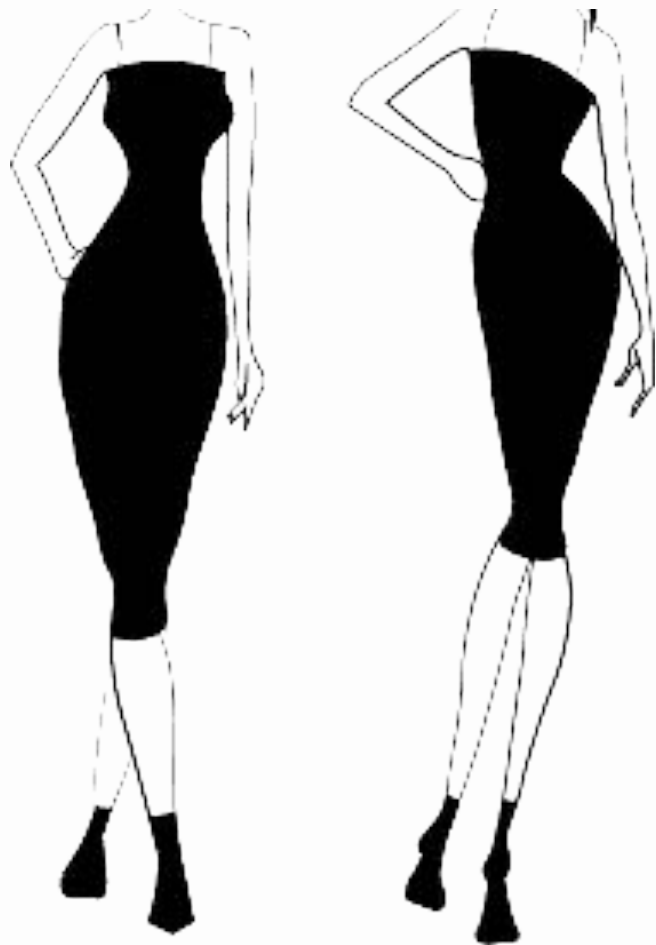
**ONLINE RETAILER**

**CARRYING  
TRENDY BODYCON  
DRESSES**

**INTEGRATED  
SHAPEWEAR**

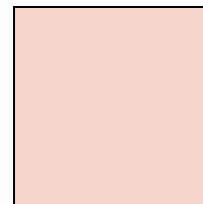






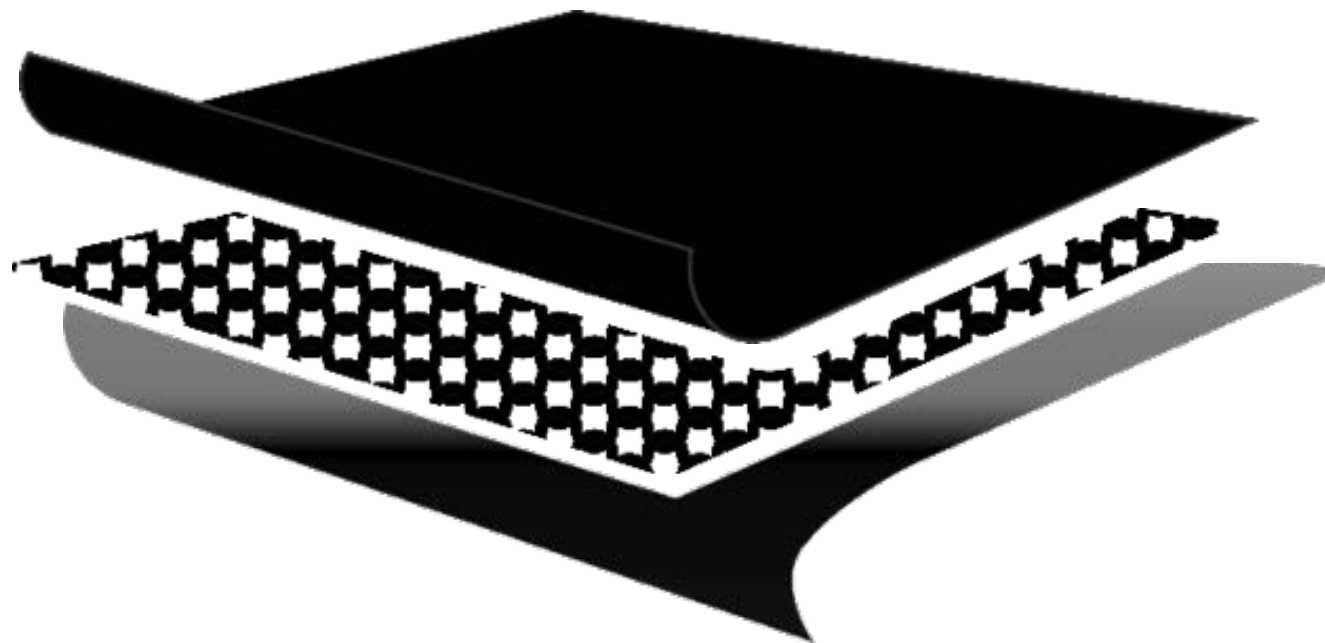
**COLLECTION : S/S 19**

**STYLE NAME: CARA**



**XS-S-M-L-XL**

COST	—————	\$29.55
RETAIL	—————	\$150
MARKUP	—————	80%
COGS	—————	14.24%



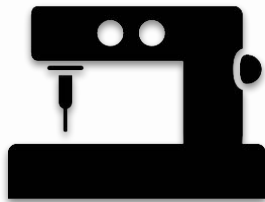
- **INNER LINING**
- **95% BAMBOO**
- **5% SPANDEX**





**FABRIC  
SUPPLIER**

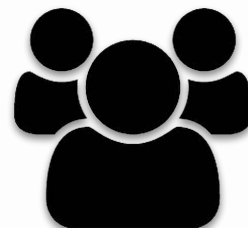
SHANTOU XINXINGYA  
KNITTING INDUSTRIAL CO.



**DELYLA**



**WAREHOUSE  
/OFFICE**



**SHIPPING TO  
CONSUMER**

# OFFERS

**LOCATED IN MONTREAL**

**EASY QUALITY CONTROL**

**GROW THE CANADIAN  
ECONOMY**

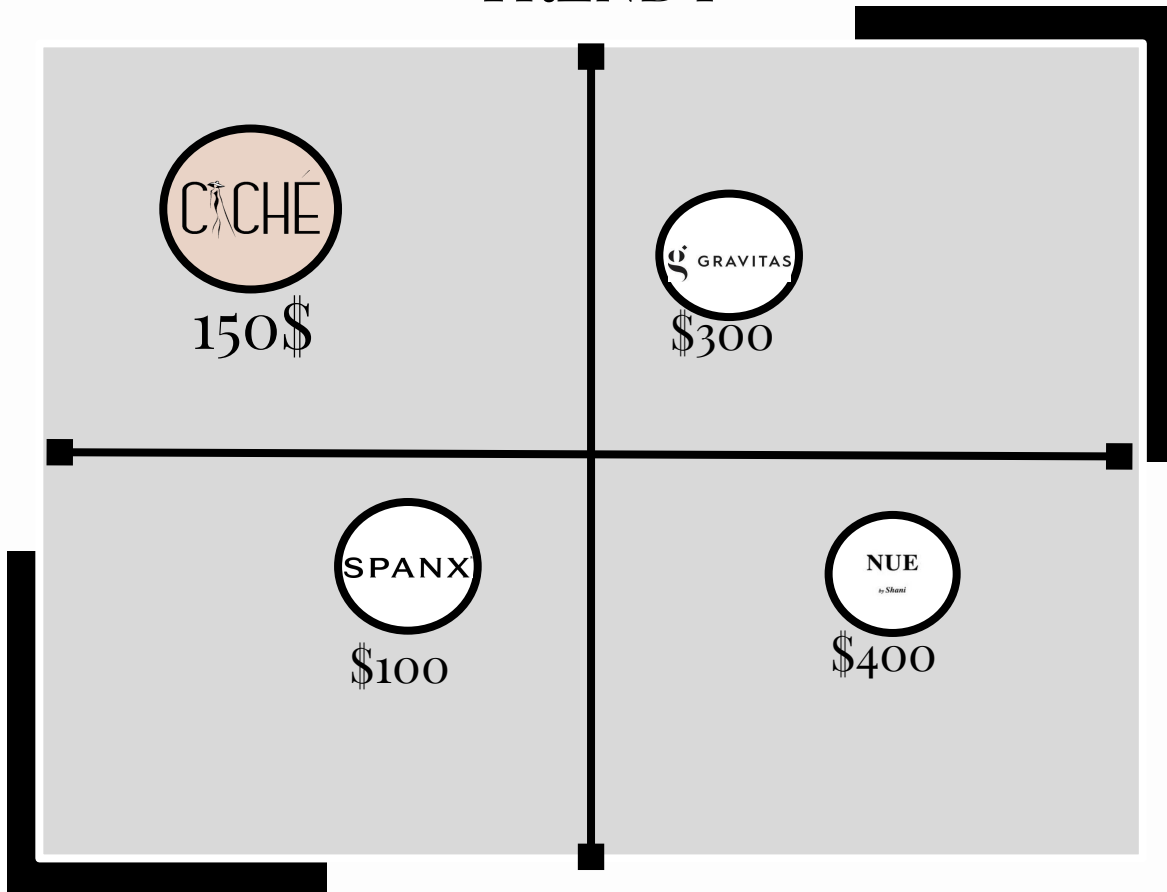
**QUICK TURNOVER**

**300 UNIT MINIMUMS**



THE  
COMPETITORS

INEXPENSIVE

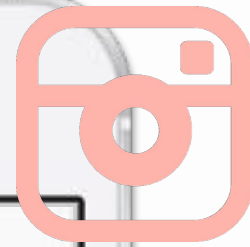


EXPENSIVE

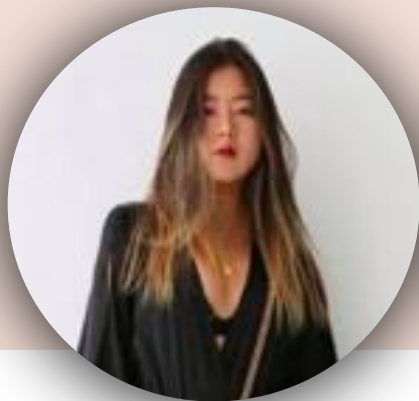
CONSERVATIVE

# COMMUNICATION

## STRATEGIES

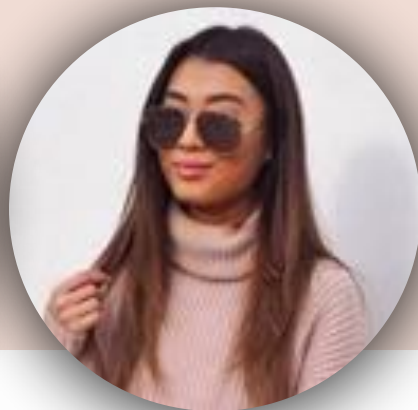


**SOCIAL MEDIA  
ROI: 1.79 TIMES**



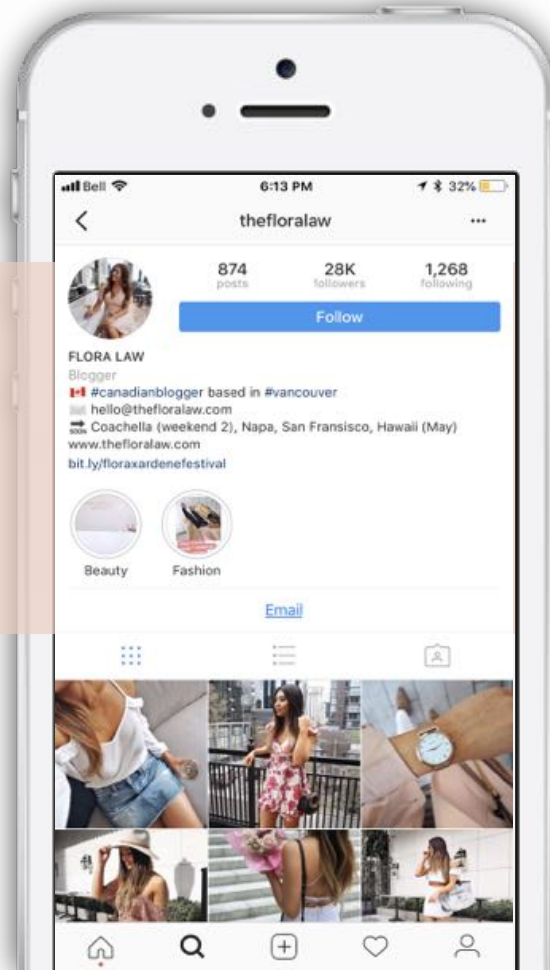
**CHANTAL LI**

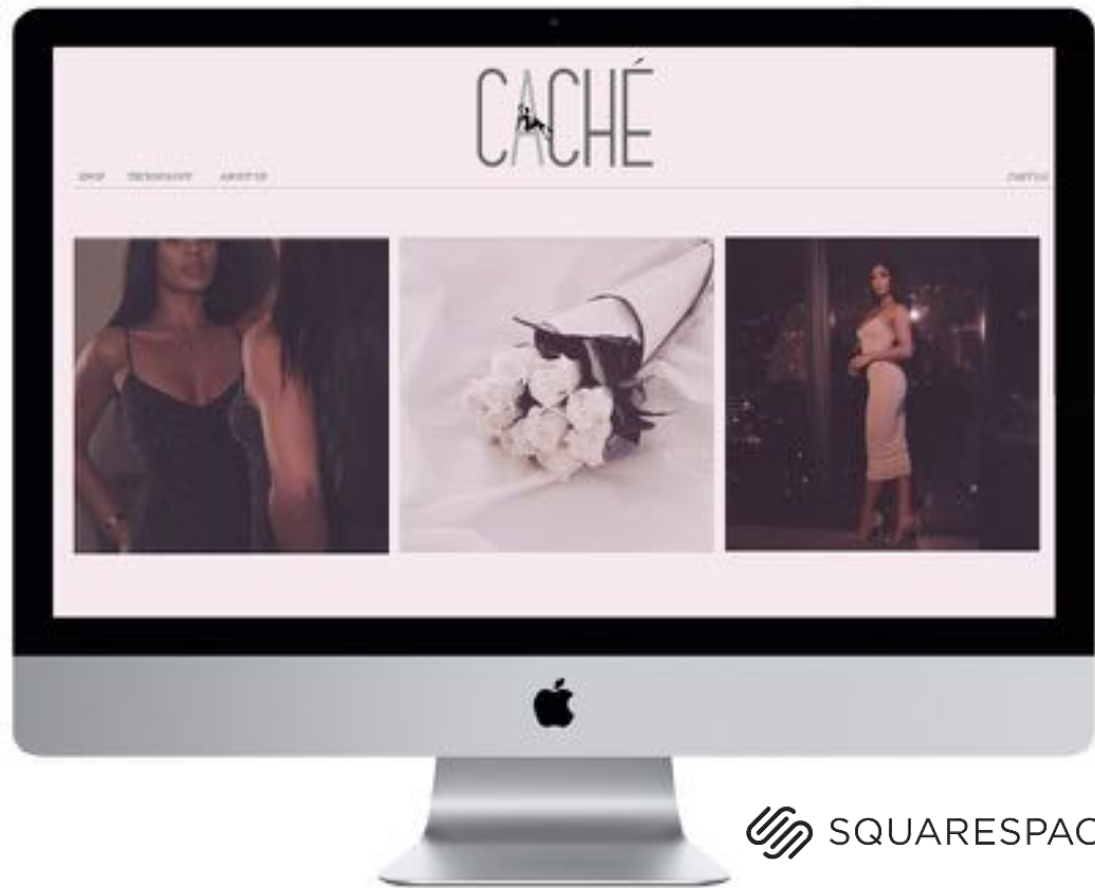
187,000 FOLLOWERS



**FLORA LAW**

28,000 FOLLOWERS





 SQUARESPACE

SALES FROM COMMUNICATIONS:

**\$70 000**

WEBSITE VISITS:

**45 000** TIMES

**5-7**  
**BUSINESS DAYS** 





## TRENDING

Politicians Aren't Getting Invites to the Royal Wedding



## TRENDING

Montreal based brand "Cache" Launch their Iconic Dress



## TRENDING

The Trailer for the Harry & Meghan Movie Is Here!



## TRENDING

Gwen Stefani Might Be Launching a Huge Beauty Brand

PRINTED **430,000** TIMES/MONTH

REACH & READERSHIP: **900,000**

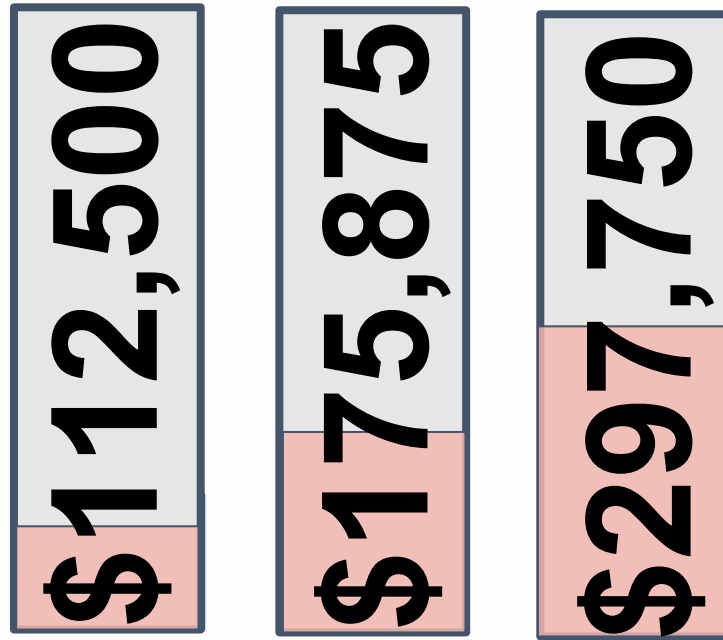
LET'S TALK SOME

NUMBERS

YR 1  
SALES

YR 2  
SALES

YR 3  
SALES



YEAR 1 → 1.5 DRESS X 500 CUSTOMER X \$150

DRESS MARKET SHARE ——— 0.0037%

FOCUS GROUP 1.5 DRESS/CUSTOMER

COMM. TOOLS ——— ROI 44%

# OUR PROJECTIONS

## YEAR 1-2



BY **56%**

- COMMUNICATION TOOLS **↑ 23%**
  - MORE ADS
  - ONE MORE AMBASSADOR
- LINE EXPANSION

## YEAR 2-3



BY **69%**

- COMMUNICATION TOOLS **↑ 28%**
  - BANNERS
  - TWO INFLUENCERS
- LINE + SHIPPING EXPANSION

**YR 1      YR 2      YR 3**



**(\$20,000)      \$25,000      \$72,000**  
**NET INCOME   NET INCOME   NET INCOME**

**SALES - C.O.G.S - TOTAL EXPENSES = NET INCOME**

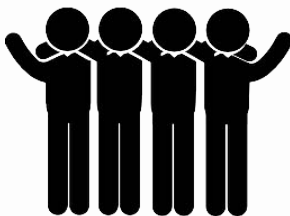
# FINANCING



SUBSIDY

\$6,000

+



INVESTORS  
SHARE

\$30,000

+



BDC LOAN \$45,000

**TOTAL    \$81,000**

THE  
BIG REVEAL

# BEFORE



# AFTER



“NOBODY WILL KNOW, BECAUSE IT’S  
CACHÉ”

CACHÉ