

FRESH COUTURE INC CONDUCTS BUSINESS UNDER THE TRADE NAME THE STYLIST L, WHICH IS A FEDERALLY REGISTERED TRADEMARK. THESE MATERIALS ARE COPY-RIGHTED AND CONFIDENTIAL. ANY SOLICITATION OF INVESTMENT SHALL BE CONDUCTED IN ACCORDANCE WITH ALL APPLICABLE LAWS.



The Stylist LA



Revolutionizing Retail
for the Millennial &
Gen Z Consumer



The Stylist LA

Launched as a la carte designer rental service

4 years experience in clothing rentals

1.25 Million in total Revenue

10K Customers served

60K social media followers

Unique insight into the Millennial and Gen Z consumer

Our Rental Solution

THE BOX

— *By The Stylist LA* —

\$79 a month

3 rentals at a time

Option to Buy

Private Label/low cost inventory

The Box is the new Fast fashion Rental:

New arrivals every week

On trend, fashion forward pieces

Use Economics & Logistics

THE BOX

— *By The Stylist LA* —

Price of Inventory:
\$18/unit

Cost of Subscription Monthly:
\$48/month

Profit Margin:
52%

Partnership
with

CaaStle

Logistics partner for large
retail rental subscriptions

Most experienced logistics
platform in the rental space



The Rental Shift

How it Started:

Focus on high-end brands



Where it's Going:

Low emphasis on brand name

Rent because you can't afford to buy



Rent because you don't want to own

Rent for special occasions



Rent for variety, to try new trends

Rent the Runway is here

Millennial and Gen Z Consumer is Here



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Women's Apparel Market in U.S.

FAST FASHION

BRANDED STORES

DEPARTMENT STORES

Retail

ZARA H&M

FOREVER 21

VINCE. LOFT

BANANA REPUBLIC

bloomingdales

NORDSTROM

Neiman Marcus

Rental

The Stylist LA

VINCE. unfold

nuuly

STYLE PASSPORT
(*)
BANANA REPUBLIC



ARMOIRE

myLIST
at bloomingdales

Market Size

51 Billion

22 Billion

12 Billion

Launched at the End of November

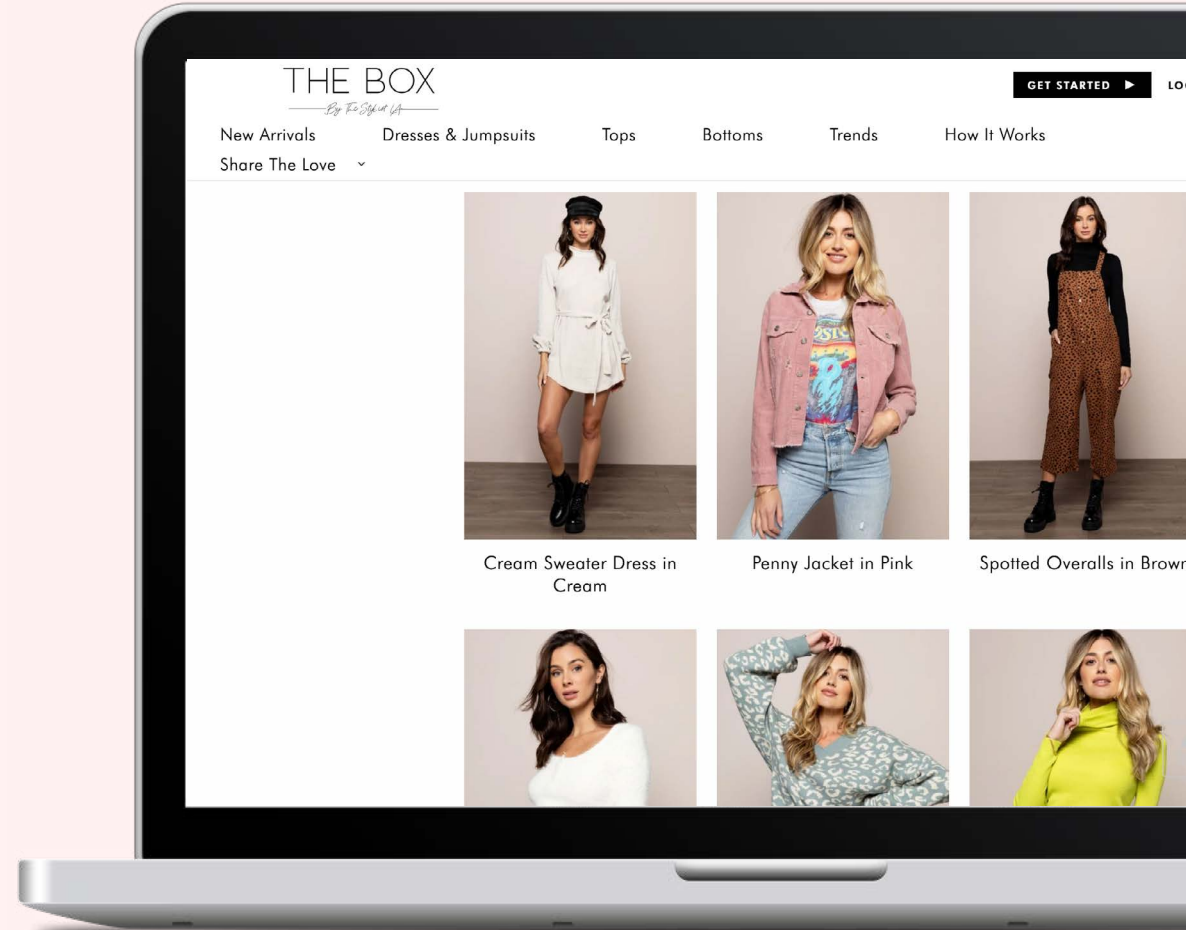
165 Users

850 Guest Accounts

5% Churn

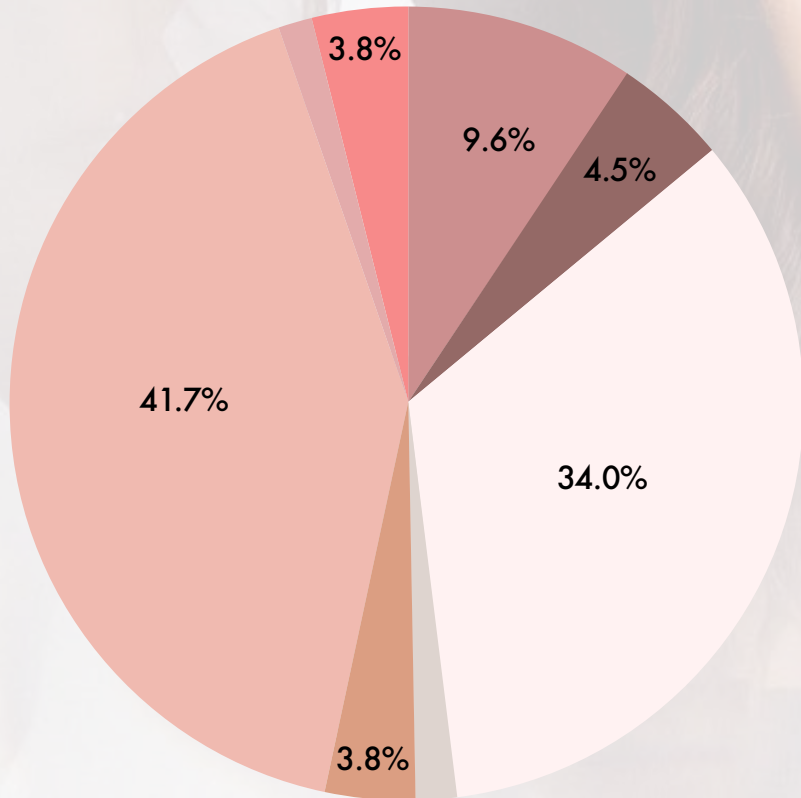
500 Styles

Inventory Mix
(Private Label + Fast Fashion Brands)

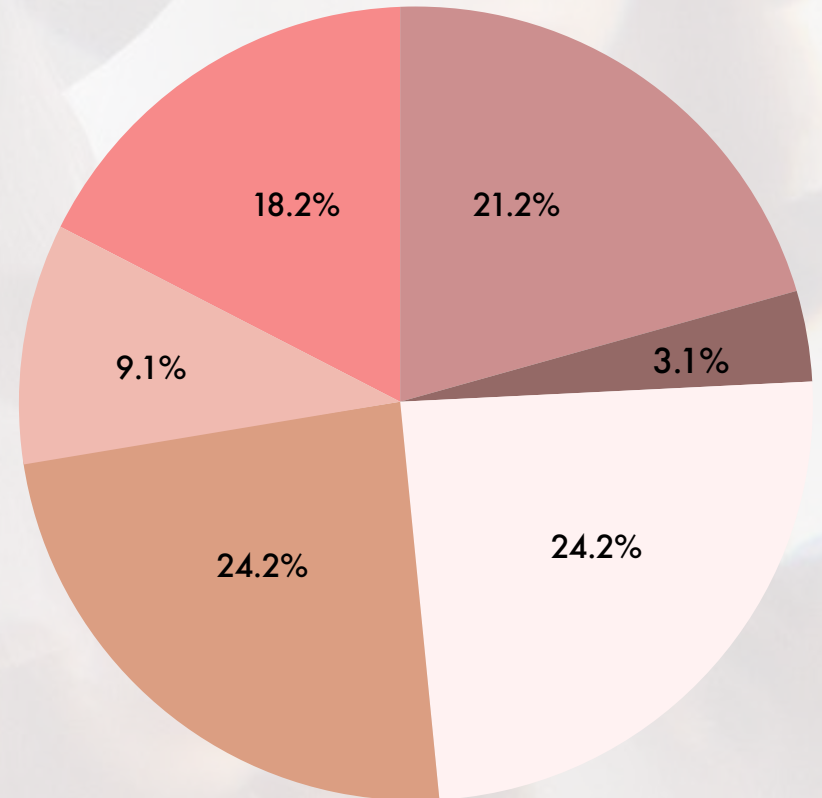


Customer Acquisition

Guests



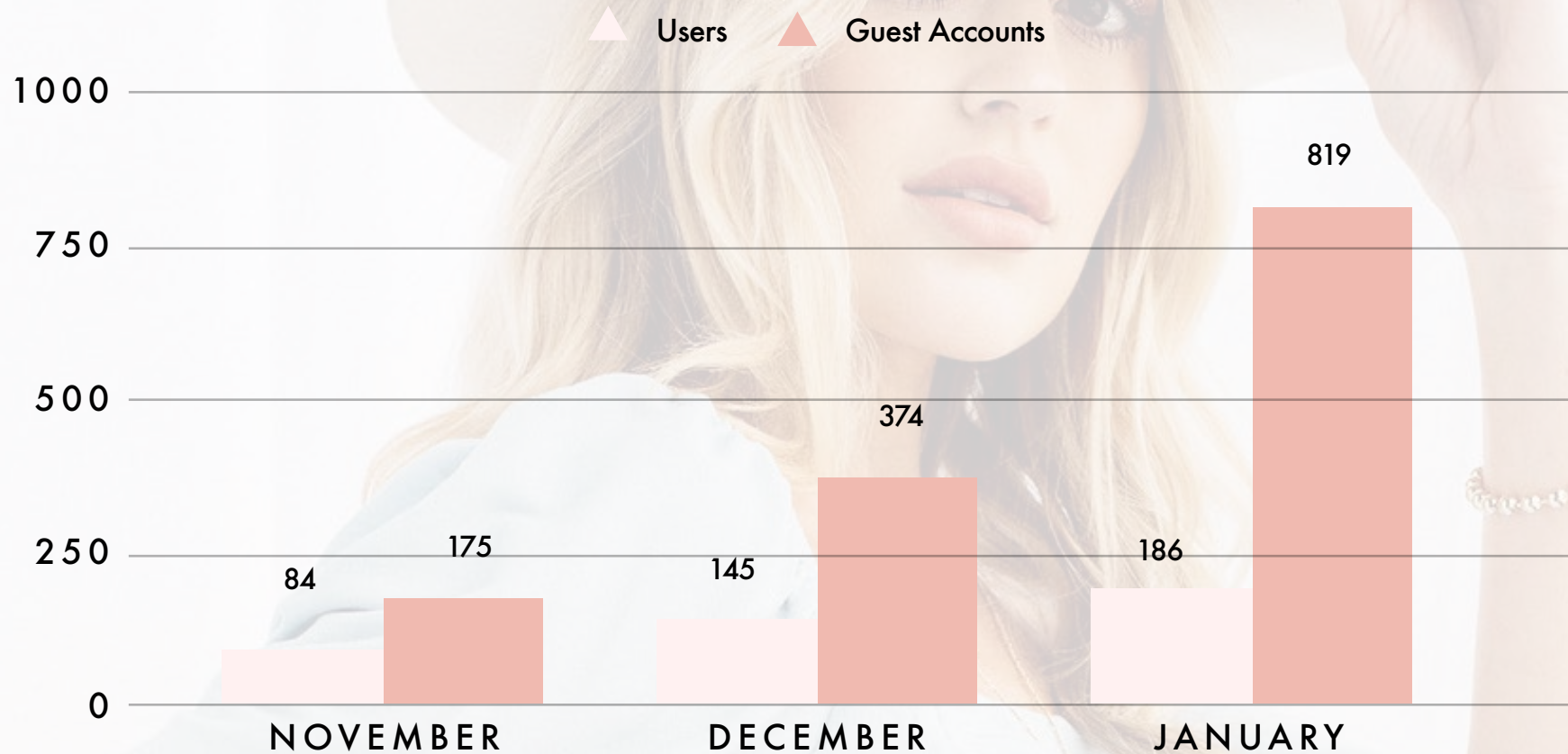
Members



- DB Email
- Direct
- Ecomm
- Guest Email
- Organic Social
- Other

Current CAC: \$6.50 | *We started testing paid social on Jan 15th

The Box User & Guest Accounts Growth



The Vision

USERS

REVENUE

2020

4,200

2.6M

2021

17,000

11.8M

2022

66,000

46M



Why It Works

Private Label & low cost inventory

Just in time inventory buying

Focus on Fast Fashion

Caastle partnership

The best unit economics in the
clothing rental market

The Stylist LA

Questions? Thoughts?

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