



**Superior quality mens luxury apparel and
accessories from designer to doorstep**

James Tulin
Founder & CEO

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Vision and Value Proposition

Oxford Hounds is a DTC mens luxury lifestyle apparel and accessories brand that crafts exceptional products exclusively from Italian materials and craftsmanship & passes the savings along to the consumer



The Problem

- Most luxury brands are found in boutiques and brick & mortar
- Male luxury customer **detests** 👎 shopping in stores - too difficult a process
- Customer is paying inflated prices for inferior quality product to subsidize retailer and wholesalers margins
- 25k brick & mortar doors expected to close in 2020



The Solution

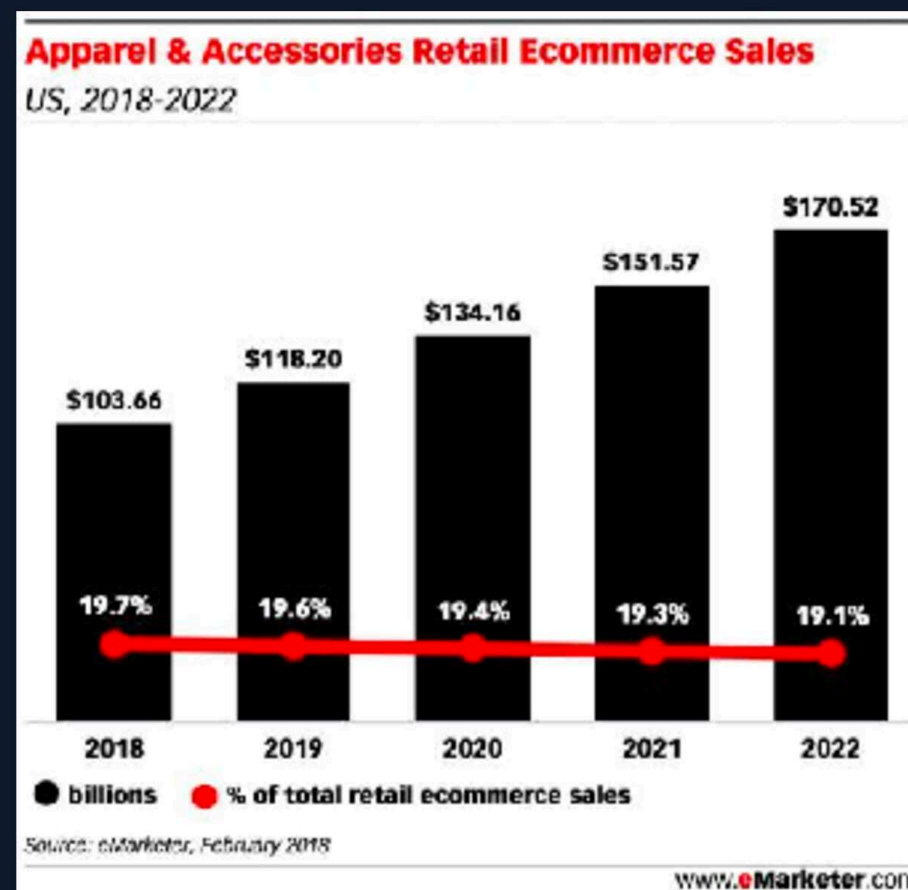


- **DTC only** - we take the hassle out of shopping by bringing the store directly to the consumer
- **Better Value** - **No** middleman - affordability to use superior quality materials & craftsmanship and pass savings on to the customer
- **Customer Centric** - we don't just sell products we build relationships
- **We ❤️ our customers** - high value loyalty benefits, perks & rewards

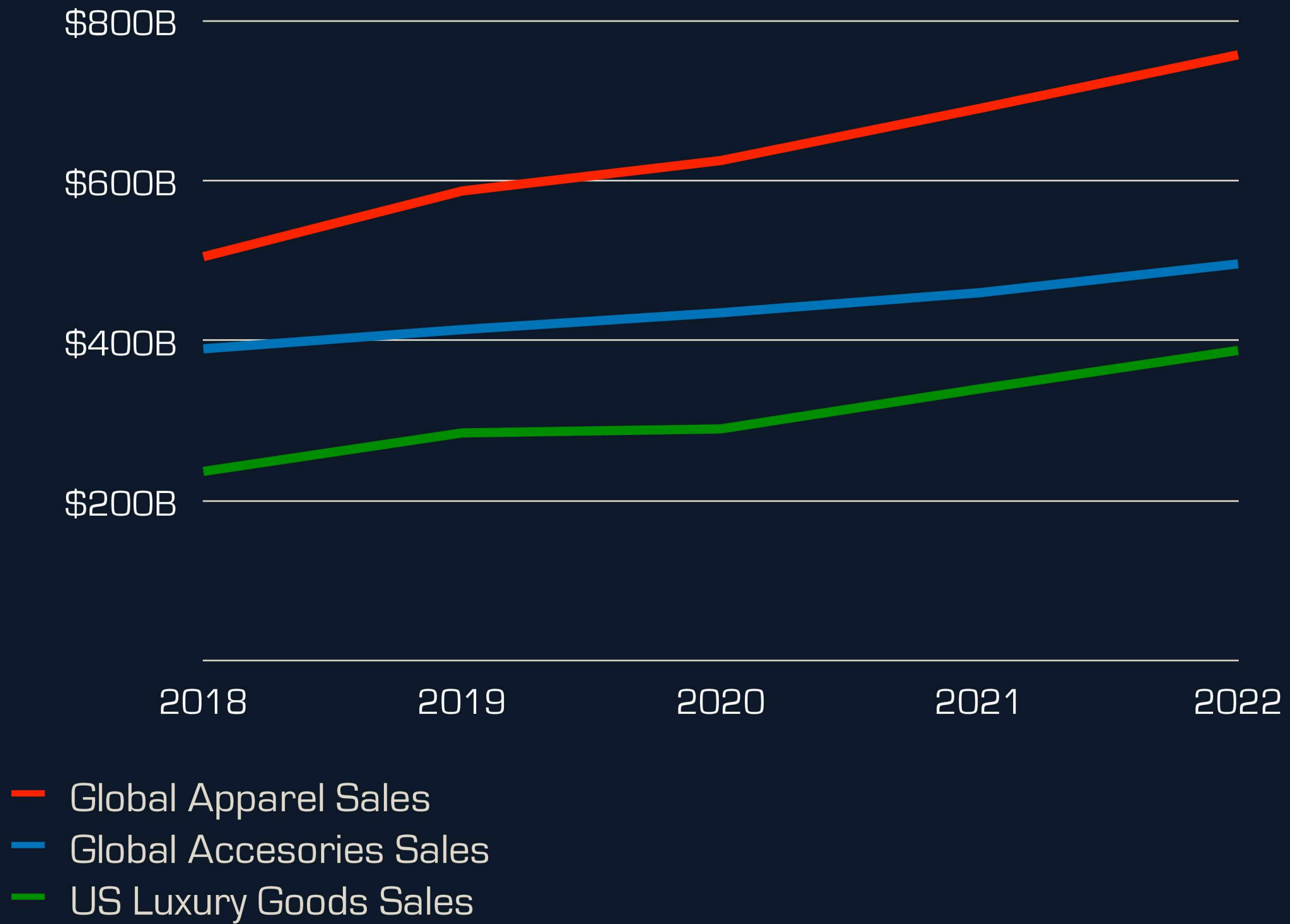


Target Market and Opportunity

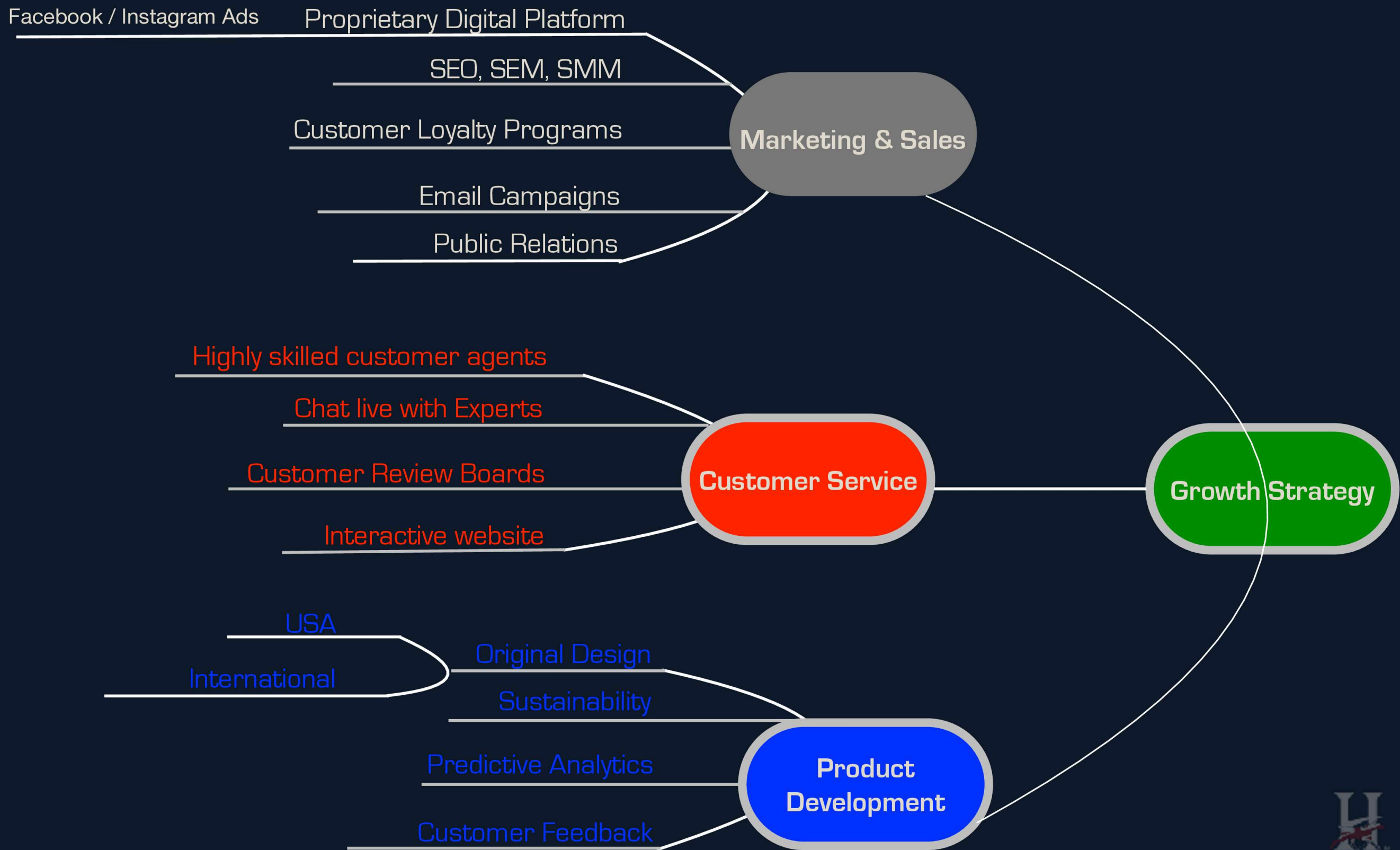
- 2019 e-commerce sales in fashion apparel & accessories - \$103B & projected to grow to \$194B by 2023
- Share of on line apparel sales as a portion of total apparel & accessories is increasing at a faster pace than all of US e-commerce
- Online apparel sales grew 18.5% in 2019 & represented 34.4% of US apparel sales, up 30.6% in 2018



Market Validation



Growth Strategy



Revenue Model

From Designer to Doorstep - **✗ NO** Middleman

Oxford Hounds:



Competition:



Competition



Italian Materials



Original Design



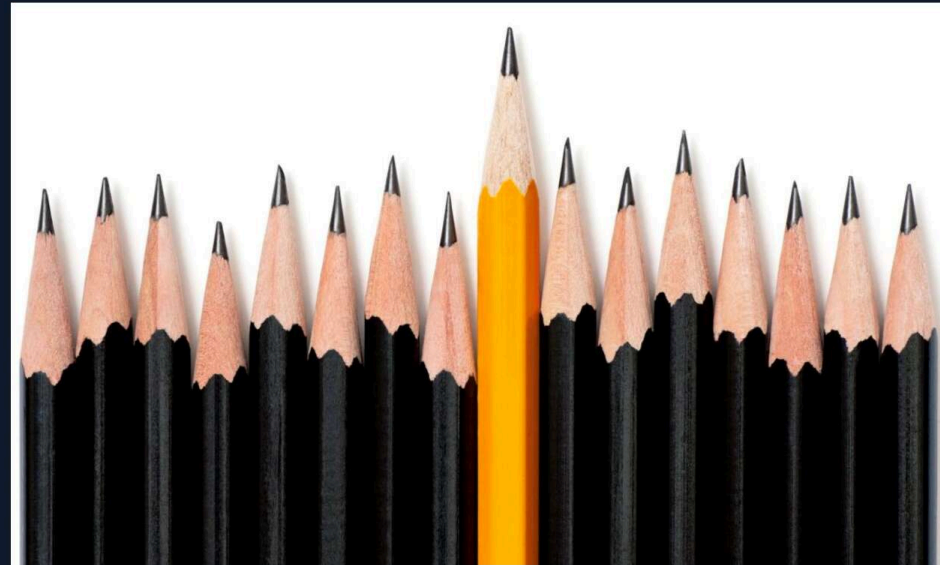
Exclusively DTC



Price-value 



Competitive Advantage



Teams unrivaled 50+ years of expertise and experience in this space



All products crafted only from the finest Italian materials & workmanship



We believe we are the only exclusively DTC mens luxury lifestyle brand



We employ a proprietary digital marketing platform dedicated to consumer sales

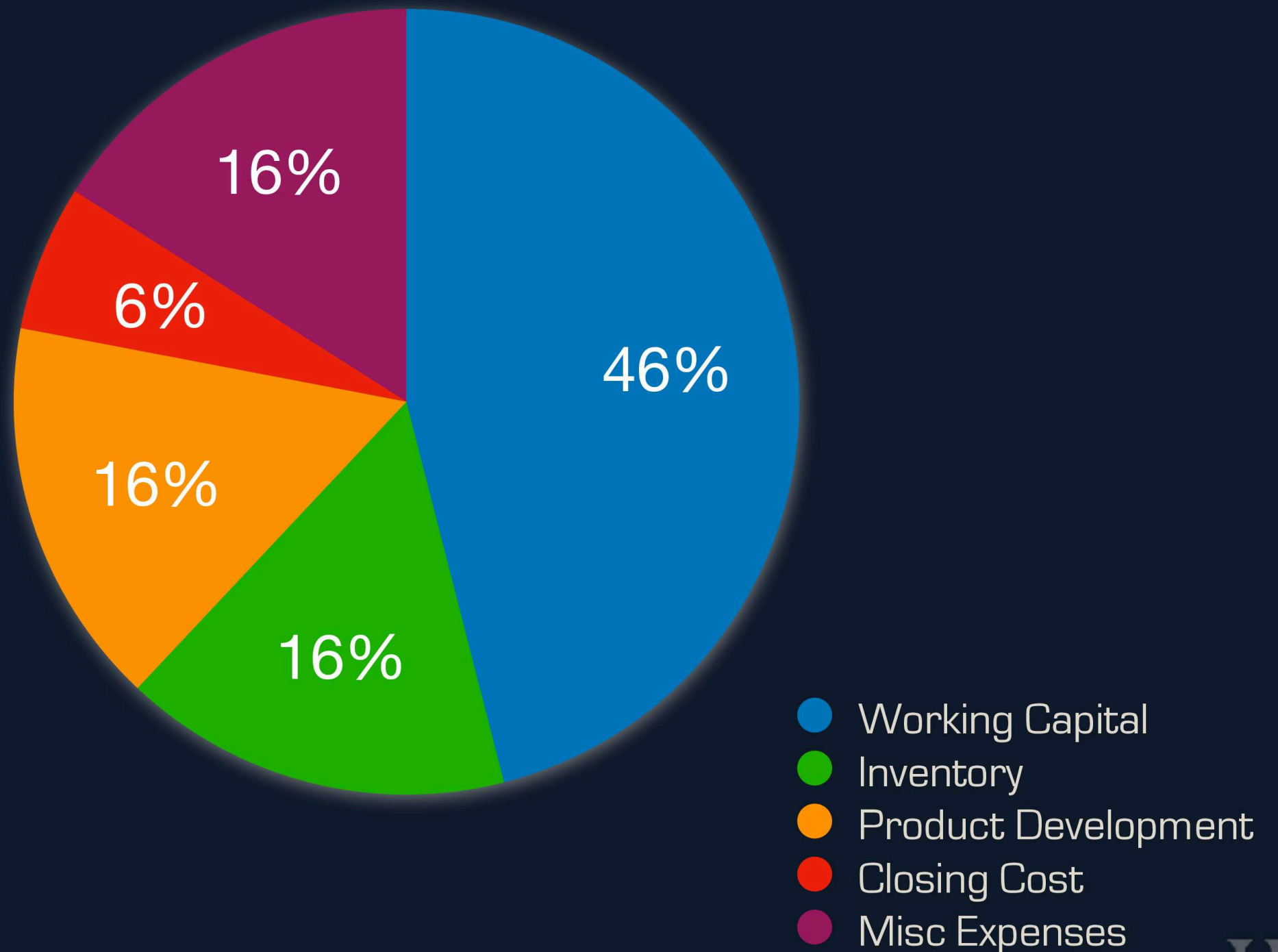


Long term personal relationships with strategic partners



Investment and Use Of Funds

Total Investment - \$2.5M (\$1.07M from this offering converting to a Reg A+)



Team

Passion, Perseverance & Dedication.....



James Tulin - Founder & CEO

Former CPO, Director & Principal
Swank Inc. (largest mens & ladies
accessories firm in the world)



Alexander Tulin - CMO

Product development & branding liaison
to Ralph Lauren, Guess & Tommy Hilfiger



James Tulin II - COO

20 years experience social media
and DTC marketing

Advisory

Jerry Kassner - CFO Swank Inc. 1999-2014

Joseph Hipple - CEO & Founder, F.E.A. | Strategies Group, LLC





Oxford HoundsTM

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