



Oxford Hounds<sup>TM</sup>



Superior

O X F O R D H O U N D S

Superior quality mens luxury  
apparel and accessories from  
designer to doorstep

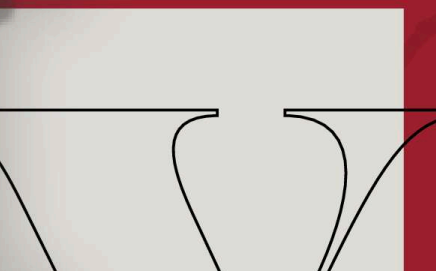
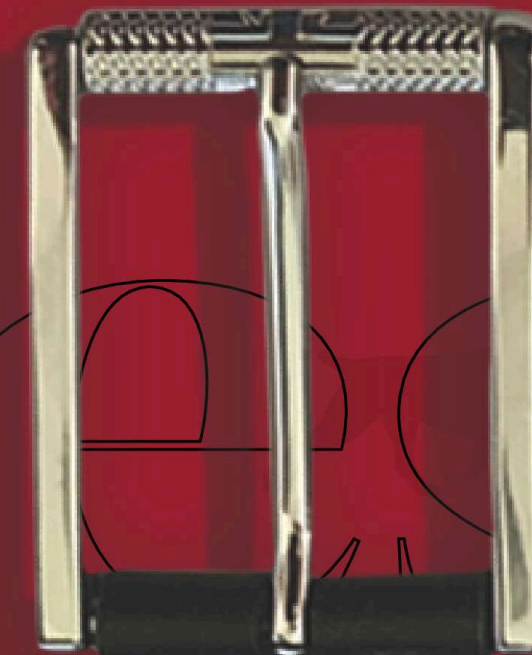
Quality



# Luxury

## Vision & 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

## **Brick & Mortar**

Most luxury brands are found in boutiques and brick & mortar

## **Too Difficult**

Male luxury customer detests shopping in stores - too difficult a process

## **Mass Closings**

25k brick & mortar closed in 2020 with an expected 10k in 2021.

## **Customers Overpay**

Customer is paying inflated prices for inferior quality product to subsidize retailer and wholesalers margins





# The Solution



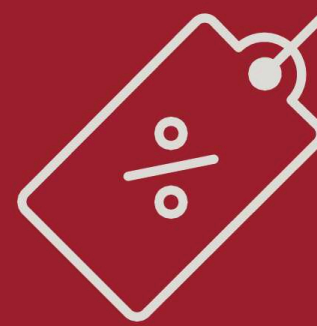
## DTC Only

We take the hassle out of shopping by bringing the store directly to the consumer



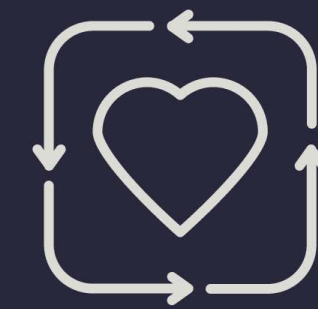
## Customer Centric

We don't just sell products we build relationships



## Better Value

**No middleman** - affordability to use superior quality materials & craftsmanship and pass savings on to the customer



## Loyalty

**We love our customers**  
high value loyalty benefits,  
perks & rewards





# Target Market and Opportunity

## → **Fashion E-Commerce**

Retail e-commerce revenues from apparel and accessories sales are projected to increase to \$153.6B in 2024.

## → **Apparel Sales**

2020 global e-commerce revenue of apparel, accessories, and footwear are the number one e-commerce sector in the world.

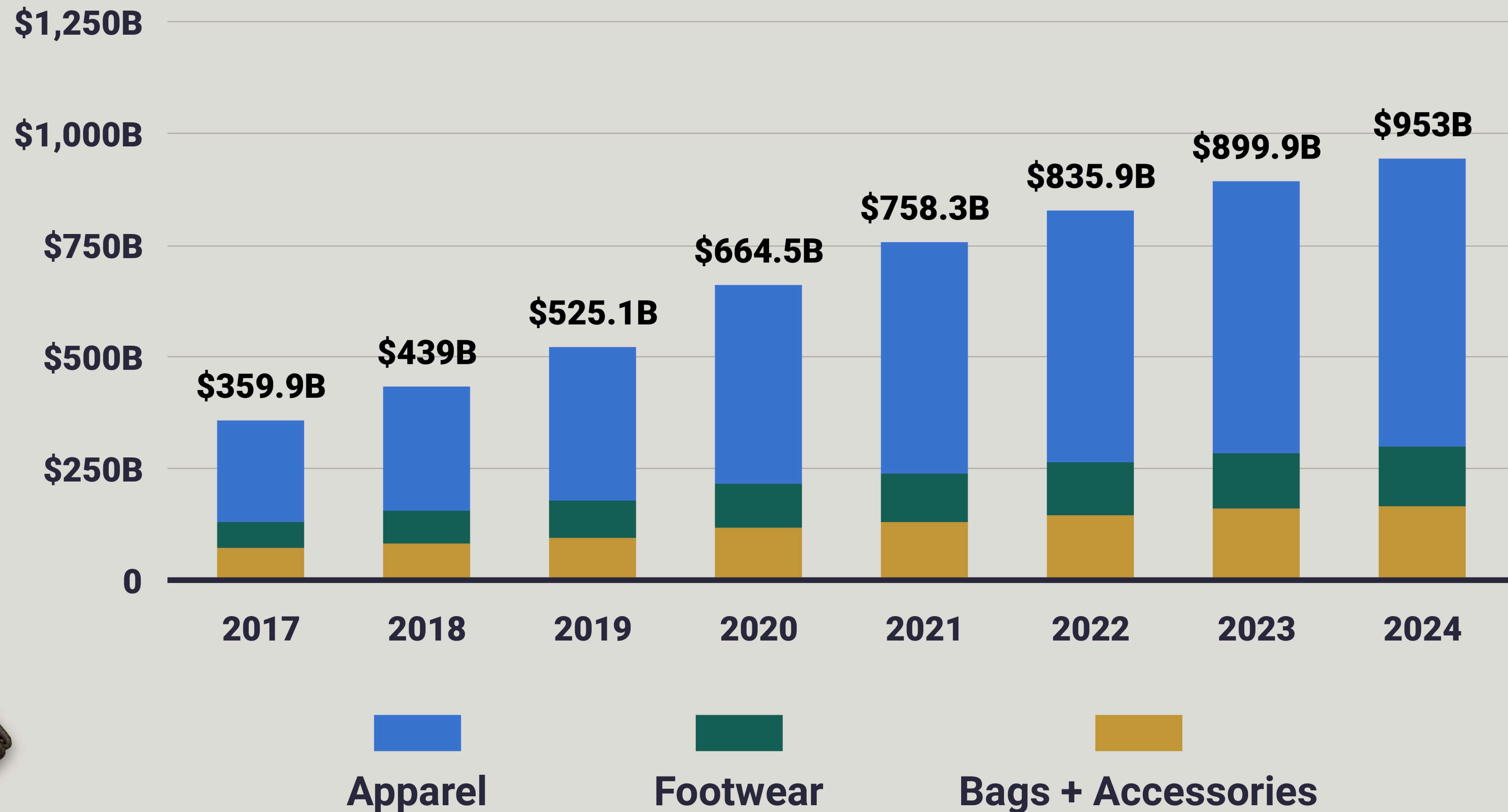
## → **Online Growth**

Estimates project an overall increase in e-commerce penetration of apparel, footwear & accessories will increase from 46.6% in 2021 to 60.32% by 2024.



# Revenue in the Fashion Market

IN BILLION US\$ (WORLDWIDE)





# Growth



# Strategy



## Customer Service

Highly skilled customer agents

Chat live with Experts

Customer Review Boards

Interactive website



## Marketing & Sales

Proprietary Digital Platform

SEO, SEM, SMM

Customer Loyalty Programs

Email Campaigns

Public Relations

Facebook/Instagram Ads



## Product Development

Original Design

Sustainability

Predictive Analytics

Customer Feedback



# Revenue Model

From Designer to Doorstep - **No Middleman**

## Oxford Hounds

**\$20 Shirt Cost**



**\$90 MSRP**

MSRP 25% Less than  
the Competition

=

**\$70 GP**



**+218% GP Compared  
to the Competition**

## Competition

**\$20 Shirt Cost**



**Retailer Pays \$42**



**\$120 MSRP**

=

**\$22 Vendor GP**

pre-markdown contribution





# Competition



TOMMY  HILFIGER



Italian Materials



Original Design



Exclusively DTC



Price-Value





## **Experience**

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

# Competitive Advantage

## **Craftsmanship**

All products crafted only  
from the finest Italian  
materials & workmanship

## **Exclusively DTC**

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

## **Relationships**

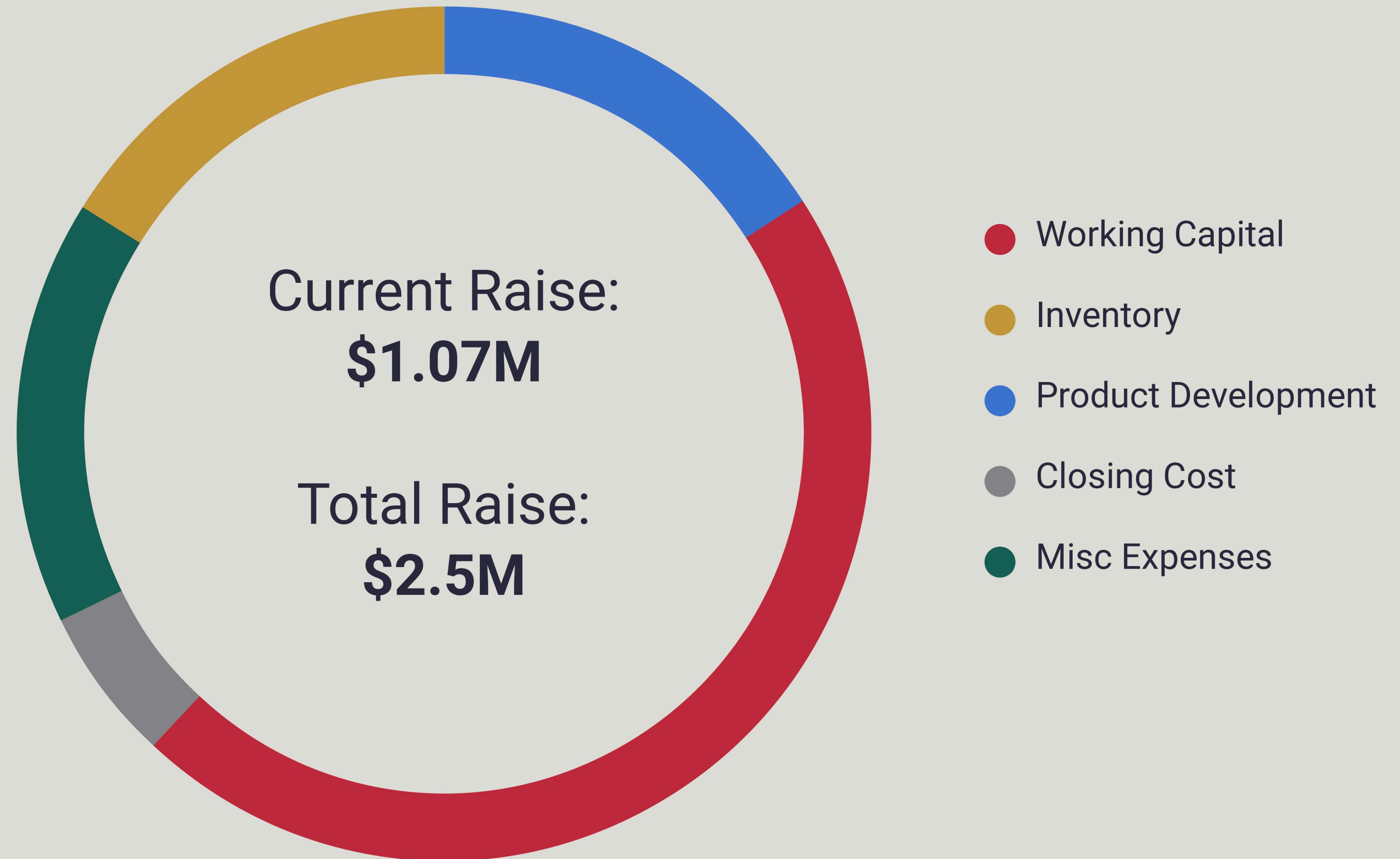
Long term personal  
relationships with strategic  
partners

## **Digital Platform**

We employ a proprietary digital  
marketing platform dedicated  
to consumer sales



# Investment and Use of Funds





# The Oxford Hounds Team



**James Tulin**

Founder & CEO

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



**James Tulin II**

President & COO

20 years experience  
social media and DTC  
marketing



**Alexander Tulin**

CMO

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

## Advisory

**Jerry Kassner** - CFO Swank Inc. 1999-2014

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

**Allan Bashah** - Technology Advisor





**James Tulin**

Founder & CEO



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