



FRANKIE®

Los Angeles

PAST

IN 1999, DANIELLA CLARKE - WIFE OF MUSICIAN AND GUNS N' ROSES RHYTHM GUITARIST, GILBY CLARKE - LAUNCHED FRANKIE B AND INTRODUCED LOS ANGELES DENIM TO THE FASHION MAP. SOON, EVERY WOMAN COVETED A PAIR OF LOW-RISE HIP-HUGGERS AND FRANKIE B PERFECTED THE LOOK OF THE QUINTESSENTIAL CALIFORNIAN JEAN.

PRESENT

IN 2016, THE BRAND RELAUNCHED AS FRANKIE UNDER CEO/CHIEF CREATIVE, KEVIN CHEN. NOW, THE LABEL HAS OPENED ITS DOORS TO RELEASE A NEW WAVE OF CONTEMPORARY READY-TO-WEAR IN LOS ANGELES FOR TODAY'S WOMAN. THE NEW COLLECTIONS ARE A HOMAGE TO MODERN CULTURE: AN EXCLUSIVE RELEASE THAT COMBINES INTRICATE PATTERNS WITH INNOVATIVE DESIGNS. THE MEN'S COLLECTION WILL BE INTRODUCED IN FALL WINTER 2018.

CHEN PLANS TO LAUNCH A FUSION LINE - FRANKIE B HOLLYWOOD IN SPRING SUMMER 2018. THE COLLECTION WILL FEATURE DENIM, GRAPHIC TEES, AND MANY OTHER TRENDY PIECES AT A LOWER PRICE POINT THAT ARE INSPIRED BY HOLLYWOOD AND ROCK & ROLL CULTURE.

FUTURE

CHEN'S 5 YEAR PLAN FOR FRANKIE AND FRANKIE B HOLLYWOOD INCLUDE AN EXPANSION INTO FOOTWEAR, EYE-WEAR, BEAUTY, SWIMWEAR, INTIMACY, LEATHER GOODS, ACCESSORIES, AND KEEPSAKES. FRANKIE PLANS TO PARTNER WITH THE TOP 350 GLOBAL RETAILERS. FRANKIE B HOLLYWOOD PLANS TO PARTNER WITH 4000 GLOBAL RETAILERS AND 60 BOUTIQUES IN GREATER CHINA. FRANKIE CoLAB PLANS TO OPEN 8 RETAIL STORES IN THE US AND LICENSE 30 CoLAB'S INTERNATIONALLY.





1999 - 2014



15 YEARS



2016 - FORWARD

FRANKIE®

CELEBRITY LIST

KATE MOSS

JENNIFER LOPEZ

EVA LONGORIA

SELENA GOMEZ

AVRIL LAVIGNE

LAUREN CONRAD

JESSICA ALBA

NICOLE SCHERZINGER

VANESSA HUDGENS

AUDRINA PATRIDGE

KATIE HOLMES

KATE HUDSON

MILEY CYRUS

CHRISTINA AGUILERA

MEGAN FOX

FERGIE

CHARLIZE THERON

MISCHA BARTON

PARIS HILTON



KATE MOSS



SELENA GOMEZ



AVRIL LAVIGNE



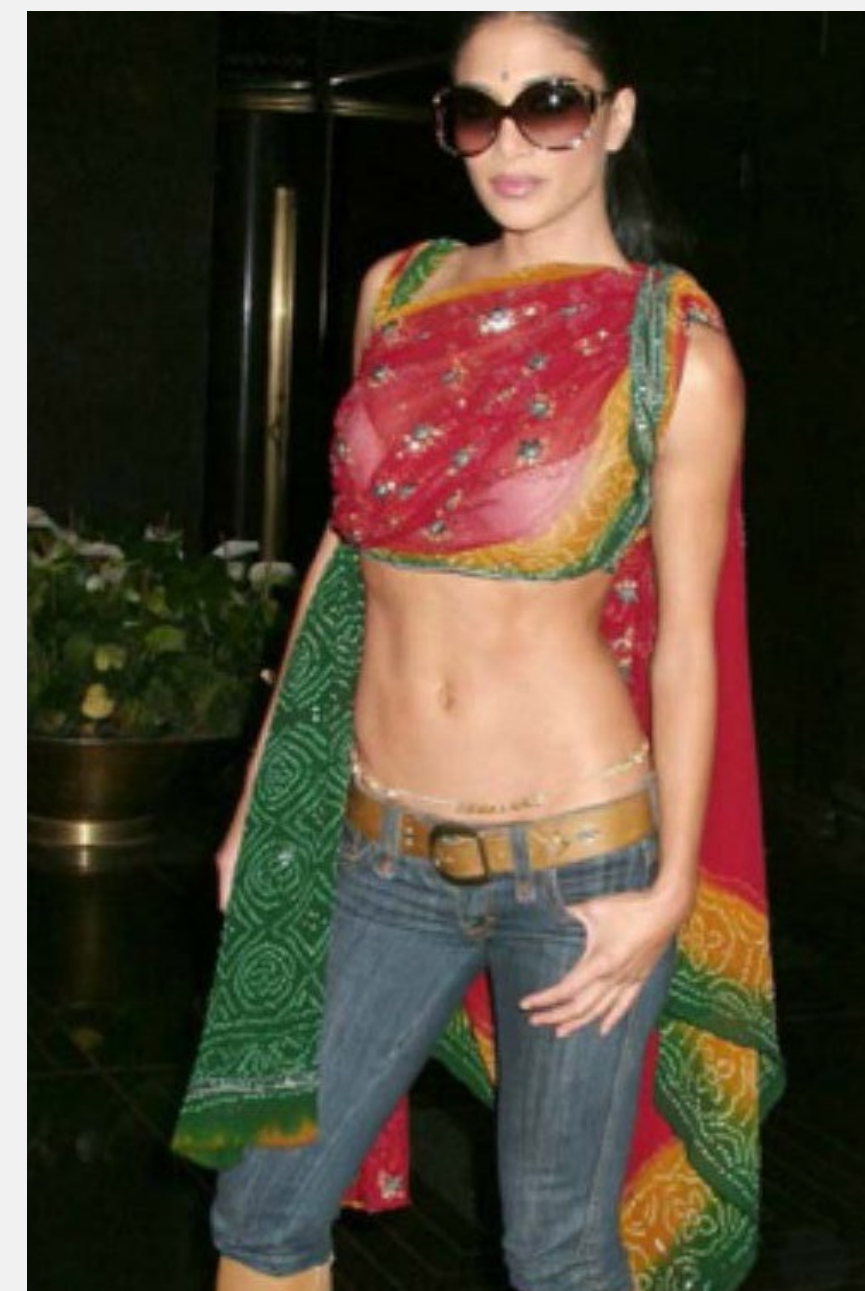
LAUREN CONRAD



JESSICA ALBA



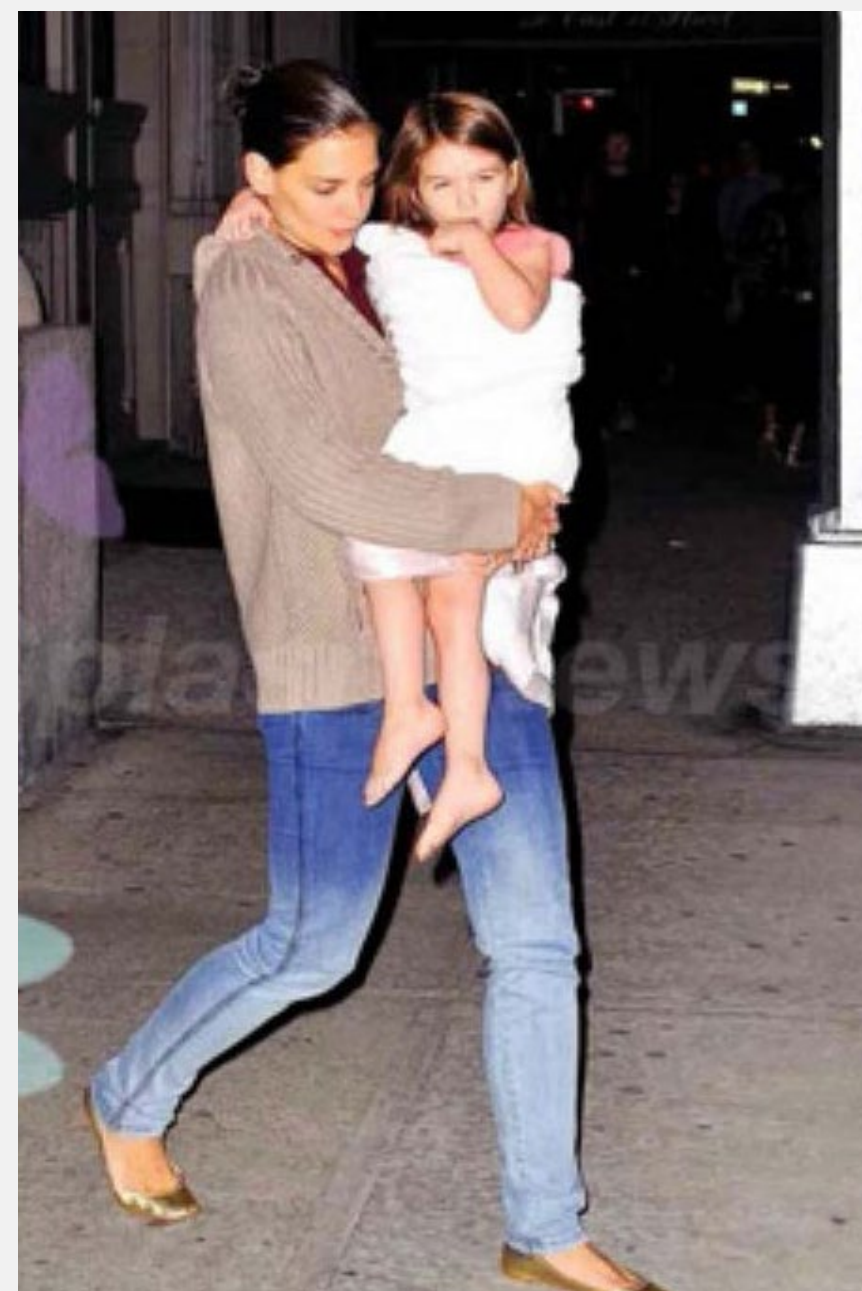
AUDRINA PATRIDGE



NICOLE SCHERZINGER



VANESSA HUDGENS



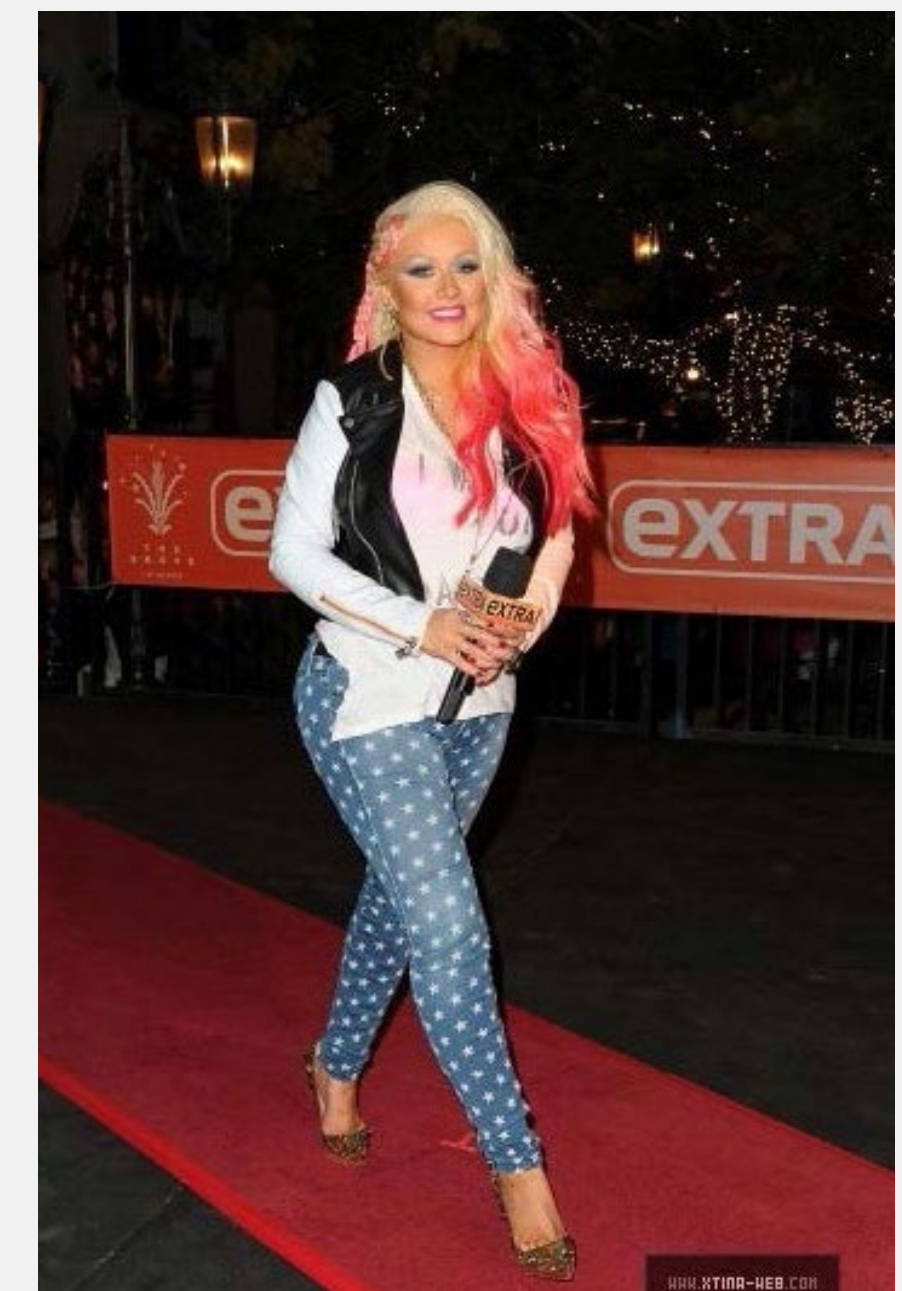
KATIE HOLMES



KATE HUDSON



MILEY CYRUS



CHRISTINA AGUILERA



CHRISTINA AGUILERA FOR OK! MAG



SELF MAGAZINE



CHERYL BURKE FOR STAR MAG



JESSICA ALBA



TEEN VOGUE



MEGAN FOX FOR ALLURE



JESSICA SIMPSON



KATIE PRICE

FRANKIE®

MILESTONES

- 2002 - JENNIFER LOPEZ WORE A FRANKIE B JUMPSUIT FOR THE COVER OF HER ALBUM “ LOVE DON’T COST A THING” WHICH LANDED THE LABEL BRAND ON BILLBOARDS IN TIME SQUARE.
- 2003 - DESIGN FOR AMERICA’S NEXT TOP MODEL
 - PEOPLE MAGAZINE CREDITED FRANKIE B WITH THE LEADING BRAND FOR THE REVIVAL OF THE CALIFORNIA DENIM MARKET AND TRENDS.
- 2004 - MAFI FASHION INNOVATOR AWARD OF THE YEAR.
- 2005 - FERGIE WORE FRANKIE B JEANS IN THE BLACK EYED PEAS “ MY HUMPS” VIDEO. THE SONG REACHED THE TOP TEN IN FIFTEEN COUNTRIES WORLDWIDE.
- 2007 - FRANKIE B IN E! TRUE HOLLYWOOD STORY.
- 2008 - CUSTOM DESIGN FOR ROCK OF LOVE: CHARM SCHOOL WITH SHARRON OSBOURNE.
- 2011 - AMERICA’S NEXT TOP MODEL IN FRANKIE B
- 2016 - FRANKIE FLAGSHIP VOTED THE BEST BOUTIQUE INTERIOR OF 2016 BY AZURE MAGAZINE
 - THE FASHION TRENDSETTER AWARD FINALIST OF 2016 BY LOS ANGELES BUSINESS JOURNAL.
 - FRANKIE RECEIVED RECOGNITION FROM CONGRESSWOMAN JUDY CHU FOR ITS BRAND CONTRIBUTION IN RAISING AWARENESS OF THE CHALLENGES THAT ASIAN WOMEN FACE IN REGARDS TO BREAST CANCER.



LOVE DON'T COST A THING (2002)

JENNIFER LOPEZ IN FRANKIE B



MY HUMPS (2005)
FERGIE IN FRANKIE B

[VIEW HERE](#)



FRANKIE.®

FRANKIE, THE MODERN LUXURY READY TO WEAR COLLECT ON.
DESIGNED AND MADE IN AMERICA.

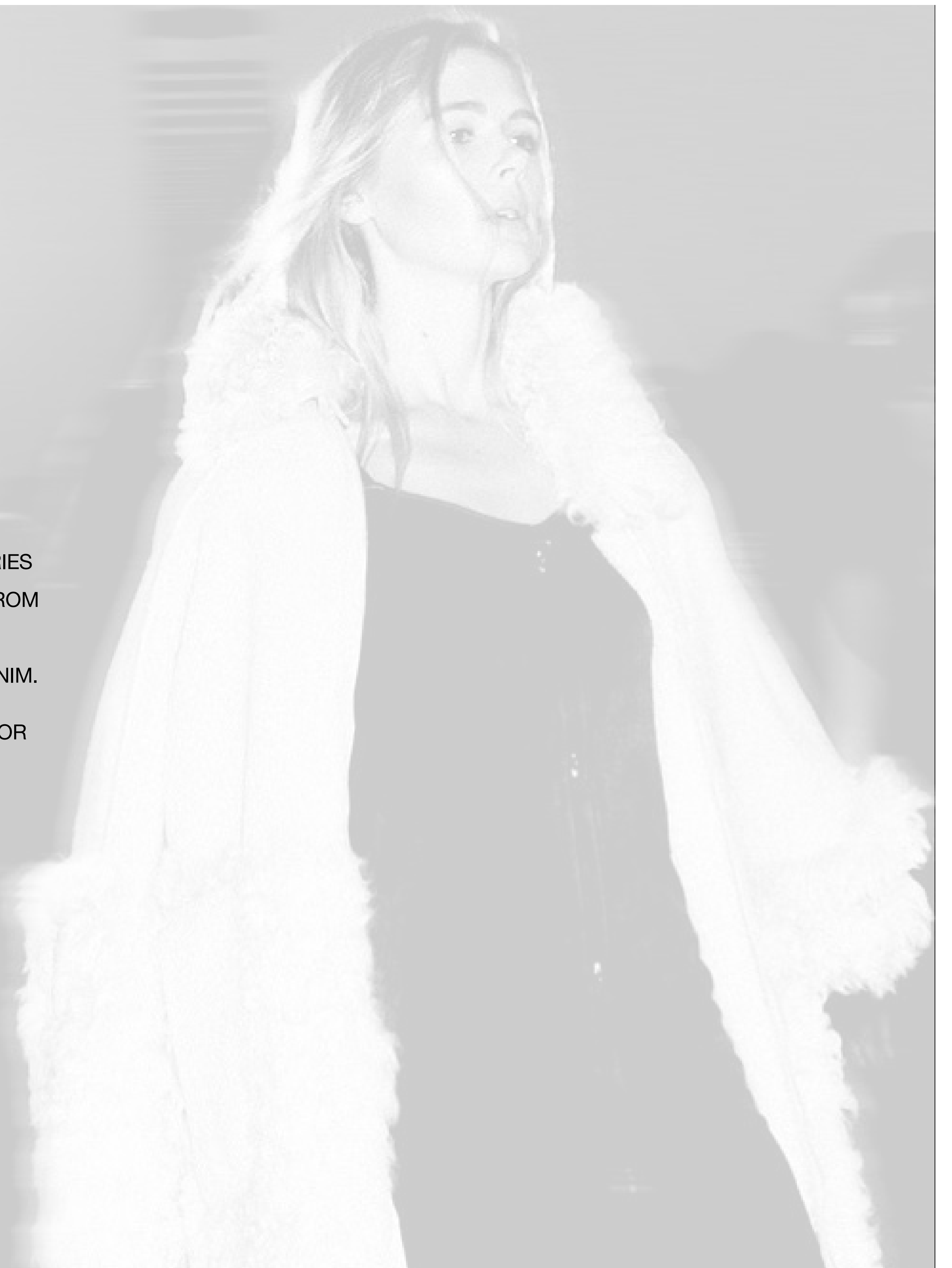
FRANKIE IS A STRONG INDEPENDENT WOMAN. SHE IS A NATURAL LEADER,
PEOPLE ARE DRAWN TO HER POSITIVE AND ENIGMATIC ENERGY. SHE KNOWS
WHAT SHE LIKES. SHE IS BOLD. SHE IS FORWARD. SHE IS A FREE THINKER.
SHE IS A ROMANTIC. SHE EFFORTLESSLY COOL -
WITHOUT EVENING KNOWING IT.

[VIEW THE BRAND](#)

FRANKIE®

FRANKIE USES HIGH QUALITY FABRICS SOURCED FROM THE BEST MANUFACTURERS IN THE WORLD, MADE AT SMALL FAMILY-RUN FACTORIES IN LOS ANGELES AND NEW YORK CITY. FRANKIE OFFERS EVERYTHING FROM OUTERWEAR IN LUX FABRICS SUCH AS LAMBSKIN LEATHERS AND CASHMERE WOOLS TO FINE SILK BLOUSES, DRESSES AND PREMIUM DENIM.

PRICE POINT RANGE FROM \$235+ FOR PREMIUM DENIM UP TO \$6,000 FOR LEATHER FUR COATS.





FRANKIE B HOLLYWOOD

A YOUNG, EDGY, TREND SETTING CONTEMPORARY COLLECTION.
DESIGNED IN LOS ANGELES.

THE HOLLYWOOD DREAM MEETS THE ROCK-N-ROLL LIFESTYLE SPIRIT. THE
YOUNG HOLLYWOOD LIFESTYLE TRANSCENDS THE NEW LA FASHION TREND.
IT'S ABOUT INDEPENDENCE, SELF-EXPRESSION AND CONFIDENCE. IT'S AS
MUCH ABOUT UPTOWN AS DOWNTOWN, THE COAST AS THE CITY. IT'S
SUN-SOAKED GRIT AND GLAMOUR. REBELLIOUS, PASSIONATE, AND
ROMANTIC. STAYING TRUE TO ITS ROCK STAR ROOTS, THE BRAND
ENCOURAGES EVERYONE TO DISCOVER THEIR HOLLYWOOD DREAMS AND
LIVE THEM LIKE A SUPERSTAR.

[WATCH HERE](#)



FRANKIE[®]

CoLAB

ARTS DISTRICT LOS ANGELES

IN 2016, FRANKIE OPENED ITS FIRST RETAIL FLAGSHIP IN THE ARTS DISTRICT, LOS ANGELES - FRANKIE CoLAB. CHEN BROUGHT ON ARCHITECT AND DESIGNER JIMENEZ LAI OF BUREAU SPECTACULAR TO EXECUTE THE PROJECT.

VOTED BEST BOUTIQUE INTERIOR OF 2016

“THE INTERDISCIPLINARY L.A. ARCHITECTURAL FIRM BUREAU SPECTACULAR DEFINED THE INTERIOR OF THE FASHION BOUTIQUE FRANKIE WITH A SINGLE, UNEXPECTED MOVE: A MODULAR, 8.5-METRE-LONG STAIRCASE COMPRISED OF NINE INDIVIDUAL UNITS. WHEN THE STAIRCASE IS SPLIT OPEN, EACH OF THE COMPONENTS FULFILLS A SPECIFIC FUNCTION, TRANSFORMING INTO MERCHANDISE DISPLAYS, FITTING ROOMS, SEATING AND A CASHIER AREA...”

- AZURE MAGAZINE

[READ MORE](#)



FRANKIE[®]

CoLAB

NEW YORK

IN FALL 2018 CHEN PLANS TO OPEN FRANKIE CoLAB IN NEW YORK. DESIGN FIRM BUREAU SPECTACULAR HAVE DESIGNED THE INTERIOR BASED ON A RECENT PROJECT WITH REDCAT. THE DESIGN WILL BE SIMILAR TO THE LOS ANGELES FLAGSHIP AND CARRY THE SAME GEOMETRIC AESTHETIC.

FRANKIE CoLAB PLANS ON EXPANDING THROUGHOUT THE UNITED STATES WITH RETAIL STORES IN THE FOLLOWING MAJOR CITIES:

LOS ANGELES
NEW YORK
COSTA MESA
HONOLULU
SAN FRANCISCO
LAS VEGAS
MIAMI
DALLAS

FRANKIE®

ABOUT KEVIN J CHEN

BRAND EXECUTIVE & CHIEF CREATIVE, KEVIN J CHEN, HAS THRIVED IN THE VIRTUOSITY OF CREATING IN THE ARTS FOR 30+ YEARS.

FROM STUDYING ESTABLISHED AND EMERGING BRANDS AND DEVELOPING HIS OWN COLLECTIONS, HE HAS CULTIVATED A VAST AWARENESS FOR PAST AND CURRENT TRENDS IN THE INDUSTRY. TRAIN-ING IN SEWING FACTORIES DEEP IN THE NEW YORK FASHION DISTRICT FROM THE AGE OF 17, HE BUILT A MASTERY OF DETAIL AND EXPERTISE IN BESPOKE & FINE LUXURY MARKET. FOLLOWING HIS GRADUATION FROM THE FASHION INSTITUTE OF TECHNOLOGY AS A DESIGNER IN 1991, CHEN SUCCESSFULLY CONTINUED TO INTRODUCE MULTIPLE FASHION LABELS TO KEY DESTINATIONS IN THE UNITED STATES OF AMERICA AND ASIA.

CONGRESS MEMBER JUDY CHU RECENTLY AWARDED A CERTIFICATE OF CONGRESSIONAL RECOGNITION TO MR. CHEN.

[READ MORE](#)

FRANKIE®

KEVIN J CHEN RECIEVED

THE FASHION TRENDSETTER AWARD FINALIST OF 2016

BY LOS ANGELES BUSINESS JOURNAL

[READ MORE](#)

FRANKIE®

THE 5 ITEMS YOU NEED TO BE INCREDIBLY STYLISH THIS MONTH

BY WHO WHAT WEAR

[READ MORE](#)

FRANKIE®

THE TEAM

KEVIN J CHEN - CEO / CHIEF CREATIVE

JEREMY WEITZ - LEGAL COUNSELOR

ILSE METCHEK - BOARD ADVISOR

RYAN BRISTOL - BOARD ADVISOR

JEFF RICHARDSON - BOARD ADVISOR

BART EVANS - BOARD ADVISOR

HELENA BARTON - PUBLIC RELATIONS

DANIEL BARTON - MARKETING ADVISOR

ART J. LUYTEN - SALES DIRECTOR

KEVIN J CHEN

CEO / CHIEF CREATIVE

KEVIN J CHEN IS THE CEO AND CHIEF CREATIVE OF FRANKIE B COMPANY IN LOS ANGELES CALIFORNIA. AN ICONIC HOLLYWOOD AND ROCK 'N' ROLL FASHION LABEL FOUNDED IN 1999. THE LABEL WAS KNOWN IN THE EARLY EIGHTIES FOR ITS ROCK 'N' ROLL STORY AND FOR REALLY LOW-SLUNG JEANS. FRANKIE CO-LAB OPENED ITS 1ST FLAGSHIP IN SEPTEMBER 2016 IN ARTS DISTRICT LOS ANGELES, VOTED THE BEST BOUTIQUE INTERIOR OF 2016 BY AZURE MAGAZINE. MR. CHEN WAS NOMINATED THE FASHION TRENDSETTER AWARD FINALIST OF 2016 BY LOS ANGELES BUSINESS JOURNAL.

MR. CHEN RECEIVED RECOGNITION FROM CONGRESSWOMEN JUDY CHU FOR HIS CONTRIBUTION IN RAISING AWARENESS OF THE CHALLENGES THAT ASIAN WOMEN FACE IN REGARDS TO BREAST CANCER; AND COMMENDATION FROM LOS ANGELES COUNTY SUPERVISOR, MICHAEL ANTONOVICH, FOR CHEN'S DEDICATED SERVICE TO THE COMMUNITY AND NUMEROUS CONTRIBUTIONS FOR THE BENEFIT OF ALL THE CITIZENS OF LOS ANGELES.

WELL RECOGNIZED FOR MR. CHEN'S VISIONARY EXPERTISE AND BUSINESS ACCOMPLISHMENTS, HE HAS THRIVED AMONGST THE VIRTUOSITY OF CREATING IN FASHION, ART AND BUSINESS FOR 30 YEARS. FROM STUDYING ESTABLISHED AND EMERGING BRANDS AND DEVELOPING HIS OWN FASHION BRANDS, MR. CHEN HAS CULTIVATED A VAST AWARENESS FOR PAST AND CURRENT WAVES IN THE FASHION INDUSTRY. HE DISCOVERED HIS PASSION IN BUSINESS AND FASHION WHEN HE WAS A YOUNG AGE. AFTER HE STUDIED AT BARUCH COLLEGE IN NEW YORK FOR BUSINESS MANAGEMENT AND FINANCE HE THEN GRADUATED FROM FASHION INSTITUTE OF TECHNOLOGY IN NEW YORK AS A FASHION DESIGNER. IN FEBRUARY 1992, HE MOVED TO LOS ANGELES TO BUILD HIS DREAM. MR. CHEN HAS BUILT WITH MASTERY DETAIL AND EXPERTISE, BESPOKE & FINE LUXURY PRODUCTS OVER THE YEARS. HE OPENED HIS OWN HIGH-END FASHION RETAIL STORE CHAIN KCS CINN KEDIAONI IN LOS ANGELES AND SAN FRANCISCO WHICH CARRIED MANY LUXURY BRANDS, SUCH AS GIANNI VERSACE, GIANFRANCO FERRE', ROBERTO CAVALLI, DOLCE & GABBANA, MISSONI, MARC JACOB, AND OFFERED ARMANI COLLEZIONI IN-STORE MADE-TO-MEASURE FOR HIS CLIENTS, FROM 1994-2006. MR. CHEN HAS SUCCESSFULLY INTRODUCED MULTIPLE FASHION LABELS TO KEY DESTINATIONS IN THE US AND ASIA. FROM 2002-2006, MR. CHEN MANAGED TO OPEN THE WORLD'S MOST PRESTIGIOUS ITALIAN FASHION LABELS IN CHINA, INCLUDING THE OPENING THE 1ST BRIONI SHOP



KEVIN J CHEN

CONT.

IN SHOP, THEN THE CORNELIANI, AND ICEBERG SHOPS. HE SUCCESSFULLY ESTABLISHED A \$25M DISTRIBUTION CONTRACT FOR JUICY COUTURE AND HYUNDAI DEPARTMENT STORE IN SOUTH KOREA. IN 2005, MR. CHEN CO-FOUNDED A PREMIUM DENIM MEK DENIM IN LOS ANGELES. THE BRAND WAS AT \$100M VALUATION WITH \$30M EBITA IN 2008. OVER \$130 MILLION IN COMBINE REVENUE WHEN HE SOLD HIS SHARES OF THE LABEL IN 2011.

MR. CHEN IS A MEMBER OF CALIFORNIA FASHION ASSOCIATION AND A MEMBER OF CENTRAL CITY OF LOS ANGELES.

MR. CHEN HAS BEEN AN ADVISOR AND PARTNER OF GLOBAL OCEAN CLUB, A HAWAII YACHTS COMPANY SINCE 2015. MR. CHEN WORKED WITH THE TEAM TO CREATE THE 'ABOVE AND BEYOND' COUNTRY CLUB IN THE OCEAN. (WWW.GLOBALOCEANCLUB.COM)

AS AN AMERICAN ENTREPRENEUR. HE IS THE CHAIRMAN AND CEO OF ARTS DISTRICT DEVELOPMENT LLC, WHICH IS CURRENTLY DEVELOPING A 629,000SF ARTS DISTRICT CENTER (ADC). ADC IS A PROGRESSIVE AND BOLD, MIXED-USE DEVELOPMENT THAT CHARACTERIZES THE TRENDY ARTS DISTRICT DOWNTOWN LOS ANGELES. IT WILL TRANSFORM THE CITY'S LANDSCAPE WITH INNOVATIVE LIVE-&-WORK CONDOS, RETAIL STORES, RESTAURANTS, ENTERTAINMENT, AND A WORLD CLASS HOTEL. WWW.ARTSDISTRICTCENTER.COM.

MR. CHEN PASSIONATE ABOUT HIS EDUCATION. HE IS CURRENTLY ENROLLED AT HARVARD UNIVERSITY GRADUATE SCHOOL OF DESIGN FOR AN EXECUTIVE PROGRAM. HE ALSO ENJOYS TRAVELING AND HAS DONE SO EXTENSIVELY AROUND THE WORLD. CURRENTLY, HE LIVES IN LOS ANGELES, CALIFORNIA AND HONOLULU, HAWAII WHERE HE SPENDS MOST OF HIS TIME WITH HIS WIFE, TWO DAUGHTERS AND 2 DOGS.

JEREMY WEITZ

SHAREHOLDER, LEGAL COUNSELOR

CONSULT, BOARD DIRECTOR

- **SHAREHOLDER AND CO-CHAIR OF BUCHALTERNEMER, THE PROFESSIONAL LAW CORPORATE**
- **FORMER CHAIR OF THE FIRM'S APPAREL INDUSTRIES PRACTICE GROUP**
- **LECTURER ON MERGERS AND ACQUISITIONS AND THE APPAREL INDUSTRY**
- **REPRESENTS BUYERS AND SELLERS IN MERGER/ACQUISITION TRANSACTIONS**
- **TRANSACTION VALUES RANGING BETWEEN \$10M TO \$3B**
- **APPAREL INDUSTRY EXPERIENCE:**
 - **REPRESENTATION OF MANUFACTURERS, IMPORTERS AND RETAILERS**
- **MERGERS AND ACQUISITIONS, FINANCE, COMMERCIAL LAW, DEBTOR AND CREDITOR RELATIONS, FINANCIAL AND BUSINESS PLANNING, LICENSING, COPYRIGHT AND TRADEMARK MATTERS AND CORPORATE LAW**
- **PRIOR EXPERIENCE:**
 - **FACULTY LECTURER FOR THE PRACTICING LAW INSTITUTE**
 - **PRESIDENT AND CURRENT BOARD MEMBER, DINNER CHAIR AND FUNDRAISING CHAIR OF THE APPAREL INDUSTRIES GROUP FOR THE CITY OF HOPE**
 - **PRESIDENT AND BOARD MEMBER OF THE PROFESSIONALS CLUB**





ILSE METCHEK

BOARD ADVISOR

- **PRESIDENT AND CREATOR OF THE CALIFORNIA FASHION ASSOCIATION (CFA)**
- **1994: CREATED THE CFA WITH ASSISTANCE FROM THE MAJOR FINANCIAL AND MANUFACTURING PARTICIPANTS OF THE REGION'S APPAREL INDUSTRY**
- **PROVIDES LEADERS OF SOUTHERN CALIFORNIA'S MANUFACTURING AND TEXTILE COMMUNITY WITH THE OPPORTUNITY TO SHARE INFORMATION ABOUT THE BUSINESS OF CONDUCTING BUSINESS IN THE CURRENT GLOBAL ECONOMY**

RYAN BRISTOL

BOARD ADVISOR

- **EXECUTIVE DIRECTOR AND BANKER IN J.P. MORGAN'S PRIVATE BANK**
- **HAS OVER 14 YEARS OF WEALTH MANAGEMENT INDUSTRY EXPERIENCE**
 - **RESPONSIBLE FOR ADVISING CLIENTS ON A RANGE OF PERSONAL WEALTH MATTERS INCLUDING: INVESTMENT MANAGEMENT, PORTFOLIO CONSTRUCTION, ASSET ALLOCATION, TAX STRATEGIES, CREDIT SOLUTION, ESTATE PLANNING, PRE-TRANSACTION PLANNING AND CHARITABLE GIVING.**
- **PRIOR EXPERIENCE:**
 - **MORGAN STANLEY, REGIONAL VICE PRESIDENT**
 - **GOLDMAN SACHS, FINANCIAL ANALYST**
 - **BERNSTEIN GLOBAL WEALTH MANAGEMENT, VICE PRESIDENT IN THE PRIVATE CLIENT PRACTICE**
- **HE COUNSELED CLIENTS ON COMPLEX WEALTH PLANNING ISSUES SUCH AS PRETRANSACTION PLANNING FOR BUSINESS OWNERS, MULTI-GENERATIONAL WEALTH TRANSFER, PHILANTHROPY AND DIVERSIFICATION STRATEGIES FOR CONCENTRATED WEALTH**





JEFF RICHARDSON

BOARD ADVISOR

- **TAX SPECIALIST AND FOUNDER OF RKE, ACCOUNTING FIRM, IN 2006**
- **CONCENTRATES PRIMARILY ON PROACTIVE BUSINESS AND TAX PLANNING FOR CLOSELY-HELD COMPANIES AND THEIR OWNERS**
- **DEVELOPS CREATIVE IDEAS TO REDUCE THE OVERALL TAX BURDEN AT FEDERAL AND STATE LEVELS**
- **STRATEGIZES FOR REGULAR OPERATIONS AS WELL AS ENTITY FORMATION AND LIQUIDATION, OWNER SUCCESSION SERVICES FOR BUSINESS OWNERS, MERGERS AND ACQUISITIONS, ACCOUNTING METHOD CHANGES AND TRANSACTIONAL ANALYSIS**
- **REGULARLY REPRESENTS CLIENTS BEFORE THE INTERNAL REVENUE SERVICE, AS WELL AS NUMEROUS STATE TAXING AUTHORITIES**
- **INDUSTRY SPECIALIZATION: MANUFACTURING, DISTRIBUTION AND WORKING WITH SERVICE COMPANIES**

BART EVANS

BOARD ADVISOR

- **VICE PRESIDENT FOR WELLS FARGO TRADE CAPITAL**
- **BUSINESS DEVELOPMENT FOR THE WESTERN REGION INCLUDING ORANGE COUNTY, SAN DIEGO, SAN FRANCISCO, AND THE PACIFIC NORTHWEST**
- **PRESIDENT OF THE PROFESSIONAL CLUB (TPC)**
 - **TPC: A NETWORKING GROUP COMPOSED OF PROFESSIONALS SERVING VARIOUS INDUSTRIES, INCLUDING MANY IN CONSUMER PRODUCT RELATED FIELDS**
 - **MEMBERS INCLUDE ACCOUNTANTS, ATTORNEYS, LENDERS, FACTORS, INSURANCE PROVIDERS, CONSULTANTS, AND OTHER PRODUCT SPECIALISTS**
 - **TPC IS BASED OUT OF LOS ANGELES, CA BUT PROFESSIONALS FROM ALL ACROSS THE UNITED STATES HAVE ATTENDED THE EVENTS**
 - **THE PROFESSIONAL CLUB MEETS APPROXIMATELY SIX TO EIGHT TIMES A YEAR AT VARIOUS VENUES IN THE LOS ANGELES AREA**





HELENA BARTON

PUBLIC RELATIONS

HELENA IS AN INTERNATIONALLY ACCLAIMED PR AND MARKETING PROFESSIONAL. HAVING BEGUN HER CAREER AT DIESEL UK (PR & EVENTS). SHE MOVED TO OVERLAND (PRESS MANAGER FOR CATERPILLAR, STRIDE SHOES) AND THEN TO COALITION PR (THE STROKES, KINGS OF LEON, BLOC PARTY, FRANZ FERDINAND ETC.) WHERE SHE REPRESENTED THEIR BIGGEST ACCOUNT (HMV RECORDS) AND PR'D GIGS WITH SOME OF THE WORLDS BIGGEST ARTISTS. A MOVE TO ESPIONAGE PR SAW HER RETURNING TO FASHION PR WITH CLIENTS INCLUDING RAG & BONE, ALL SAINTS AND FILA AS WELL AS UBER HIP MAGAZINES - SLEAZE NATION AND JOCKEY SLUT, UNDER THE SAME ROOF AS BANKSY. SHE MOVED TO THE U.S IN 2005 AND BECAME WORLD-WIDE PUBLICIST FOR THE GODFATHER OF SOUL - JAMES BROWN UP UNTIL HIS DEATH, BEFORE BECOMING JOINT FOUNDER OF NSA.



DANIEL BARTON

MARKETING ADVISOR

BARTON HAS BEEN AT THE TOP OF THE INTERNATIONAL MARKETING AND COMMUNICATIONS FIELD FOR OVER A DECADE. THROUGH HIS WORK WITH DIESEL (VICE PRESIDENT OF MARKETING AND COMMUNICATIONS), MARTIN MARGIELA, DSQUARED2 AND OTHER LEADING INTERNATIONAL BRANDS, HE HAS RECEIVED MANY PRESTIGIOUS INDUSTRY AWARDS, AND IS A REGULAR AND DISTINGUISHED SPEAKER AT THE WORLD'S TOP BRANDING CONFERENCES. A FOUNDER MEMBER OF THE COOL COUNCIL (A U.K GOVT. ENDORSED AUTHORITY ON 'COOL') ALONGSIDE OSWALD BOETANG, ALEX SHULMAN AND RANKIN, BARTON HAS FIRST CLASS INTERNATIONAL EXPERIENCE IN LUXURY/BRANDED FASHION BRANDING, MARKETING AND PR.

ART J. LUYTEN

SALES DIRECTOR

ART HAS BEEN INVOLVED WITH THE FASHION INDUSTRY AND ITS BUSINESS DEVELOPMENT IN NORTH-AMERICA AND EUROPE FOR OVER TWENTY SEVEN YEARS.

ART OBTAINED HIS MASTER'S DEGREE IN SOCIOLOGY AND INTERNATIONAL BUSINESS AT THE UNIVERSITY OF AMSTERDAM, THE NETHERLANDS IN 1990. WHILE FINISHING HIS THESIS, HIS FIRST EXPERIENCE IN FASHION WAS IN PARIS WORKING FOR THE DUTCH DESIGNER LABEL 'SO' BY ALEXANDER VAN SLOBBE.

AFTER THIS EXPERIENCE (1994), HE STAYED IN PARIS FOR FIVE MORE YEARS WORKING FOR MAISON MARTIN MARGIELA AND JOHN RICHMOND BEFORE MOVING TO NEW YORK AND ACCEPTING THE POSITION OF VICE-PRESIDENT FOR BBK DISTRIBUTION (BARBARA BUI).

PRIOR TO SETTING UP HIS OWN VENTURE IN LATE 2009, ART HELPED SET UP STAFF USA, SISTER COMPANY OF DIESEL USA (GROUP ONLY THE BRAVE) IN THE POSITION OF VICE-PRESIDENT AND SR. DIRECTOR OF SALES FOR DESIGNER LABELS MARC JACOBS MEN, MAISON MARTIN MARGIELA, VIKTOR & ROLF AND DSQUARED2.

AT STAFF USA, INC. HIS RESPONSIBILITIES ENCOMPASSED THE OVERALL BUSINESS DEVELOPMENT FOR ALL LABELS, INCLUDING THREE RETAIL OPERATIONS FOR MAISON MARTIN MARGIELA. UPON HIS DEPARTURE FOR LOS ANGELES, STAFF USA, INC. RANKED THE SECOND MOST PROFITABLE SUBSIDIARY IN THE GROUP.

ART IS A SPECIALIST IN BRAND DEVELOPMENT STRATEGIES, MARKETING PLANNING AND STRATEGIES, PRODUCT MERCHANDISING AND RETAIL OPERATIONS



FRANKIE®

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