

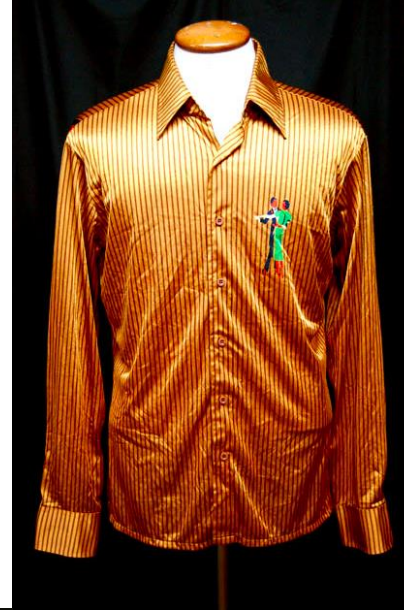


A Retro Brand That's a  
Perfect Fit for Today





Hundreds of different shirt designs were sold in the 1970's



"You don't know if you're coming or going in a Nik Nik shirt!"

(1970s tag line)

No two shirts were alike



Popular for men and women



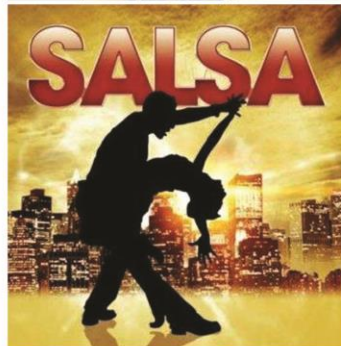
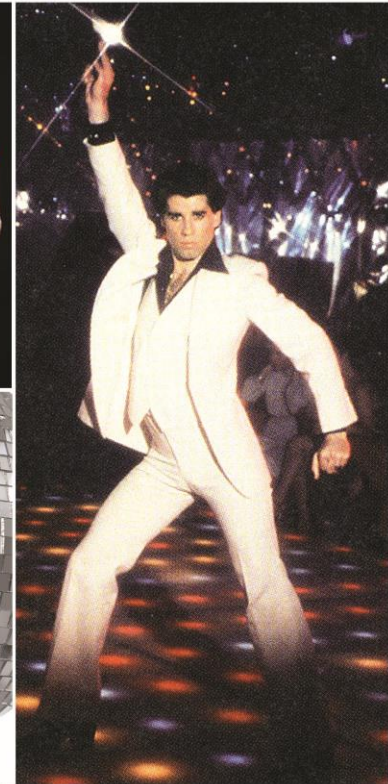
**Vintage Nik Nik Shirts – circa 1970**

**Nik Nik**<sup>TM</sup>





That was then...







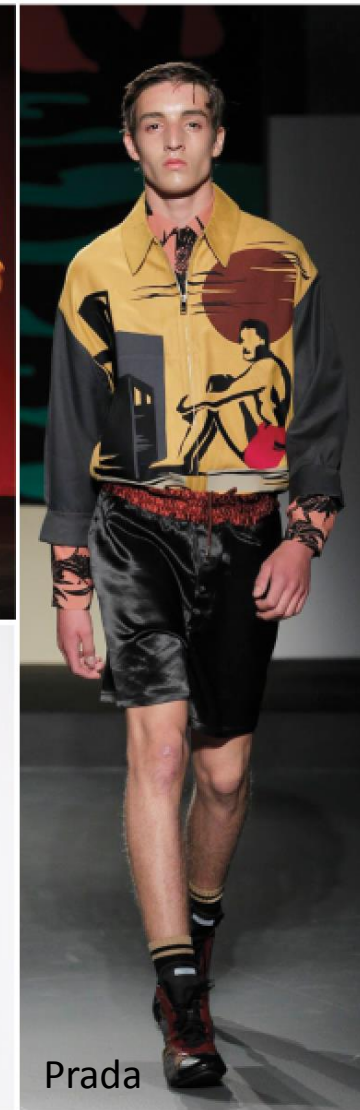
This is now...



Calvin Klein



Moschino



Prada



## About the brand



- Well known & beloved '70s brand
- Aspirational & engaging
- Unique design aesthetic fills white space in today's fashion marketplace
- \$20 million business in early 1970's
- Translates to \$130 million in today's dollars
- Initial target market for today: urban & Hispanic, ages 18 to 30
- Other resurgent trends from the 70s:
  - Mood rings
  - Jumpsuits
  - Hot Pants
  - Platform shoes







Three shirts: Which is vintage Nik Nik,  
current Etro and current Nik Nik?



Nik Nik 2015 concept

The Nik Nik brand is on target with what's happening on the runway today



- Bold, colorful graphics
- New themes introduced seasonally
- One production run per design to cultivate consumer excitement



Chance





Harlequin

Nik Nik™

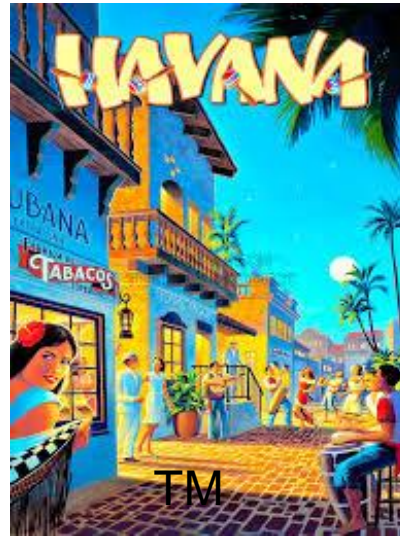


Notes





Additional concept:  
Vintage Vinyl



Additional concept:  
Travel Cuba





Additional concept:  
Vintage Highway



Additional concept:  
Fantasy





Vinyl Records: Barnes & Noble



Bell Bottoms



Platform Shoes

The 70's are  
Trending Today



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