



S T Y
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The online marketplace that enables Luxury Fashion brands to sell their overstock profitably

INVESTOR PRESENTATION

JUNE 2022



HARD TO OBTAIN

~\$300-\$1500 per item



PROBLEM: LUXURY FASHION OVERSTOCK

A CHALLENGING BUSINESS MODEL FOR RETAILERS LEADS TO:

- EXCESSIVE DISCOUNTING
- UNSUSTAINABLE PRACTICES (DESTRUCTION OF EXCESS STOCK)



SOLUTION: STYLEMYLE

NO INVENTORY RISK

CONNECTING SHOPPERS TO RETAIL PARTNERS

BOUTIQUES



ENABLER



CONNECTING RETAIL PARTNERS TO SHOPPERS

Mazen@stylemyle.com
STYLEMYLE

O V E R V I E W

+\$1 Million in sales since launch

RECENT ITEMS SOLD

Free worldwide shipping and returns*

30,000 items now with up to 50% off

As seen in Vogue!

Women | Men | Kids

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WHAT'S NEW DESIGNERS CLOTHING SHOES BAGS ACCESSORIES BEAUTY **SALE**

 USD 

[Home](#) / [Women](#)



 Click to zoom

ALEXANDER MCQUEEN

Alexander mcqueen women's black leather handbag

\$1,700.49 - ~~\$3,540.35~~

CHOOSE YOUR SIZE 

[Or request a size](#), we will let you know when it's available

ADD TO BAG

ADD TO WISHLIST

Description

Size & Fit

Shipping

Handbag Alexander Mcqueen, Leather 100%, Color Black, Measurements 22x17x12cm, Handle 13cm, Shoulder Strap 50cm, Ss21, Product Code 619746 D78 At1051

STYLEMYLE CODE: MLB_619746D78AT1051

Mazen@stylemyle.com

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WHAT'S NEW DESIGNERS CLOTHING SHOES BAGS ACCESSORIES BEAUTY **SALE**

Search USD

[Home](#) / [Women](#)



Click to zoom

OFF-WHITE

Off-white odsy 1000 sneakers

Final sale

\$551.19 - ~~\$662.05~~

CHOOSE YOUR SIZE

[SIZE GUIDE](#)

[Or request a size](#), we will let you know when it's available

ADD TO BAG

ADD TO WISHLIST

Description

Size & Fit

Shipping

The cult label Off-White, founded by the multi-talented designer Virgil Abloh in 2013, is a celebration of current urban culture and the world of luxury around the globe. Oversized athletic shapes against ultra-fine silks and velvets adorned with plastic detailing and Abloh distinctive graffiti prints are the perfect reflection of contemporary youth culture, making the brand a firm favorite among women who wish to embody the spirit of today.

STYLEMYLE CODE: INT_102666_OWIA180F21FAB001_3030

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[WHAT'S NEW](#) [DESIGNERS](#) [CLOTHING](#) [SHOES](#) [BAGS](#) [ACCESSORIES](#) [BEAUTY](#) **SALE**



USD 

[Home](#) / [Women](#) / [Clothing](#)



 Click to zoom

DOLCE & GABBANA

Dolce e gabbana women's white cotton t shirt

\$427.06 - ~~\$1,444.98~~

CHOOSE YOUR SIZE 

[SIZE GUIDE](#) 

[Or request a size](#), we will let you know when it's available

VIRTUAL DRESSING ROOM

ADD TO BAG

ADD TO WISHLIST

Description

Size & Fit

Shipping

T Shirt Dolce E Gabbana, Other Materials 100%, Color White, Co, Product Code F8 O48 Tfu7 Eqhw3 Fp

STYLEMYLE CODE: MLB_F8O48TFU7EQHW3FP

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S T Y L E M Y L E

OUR BUSINESS MODEL

Dashboard



+

Boutique partner integration



+30% commission

+

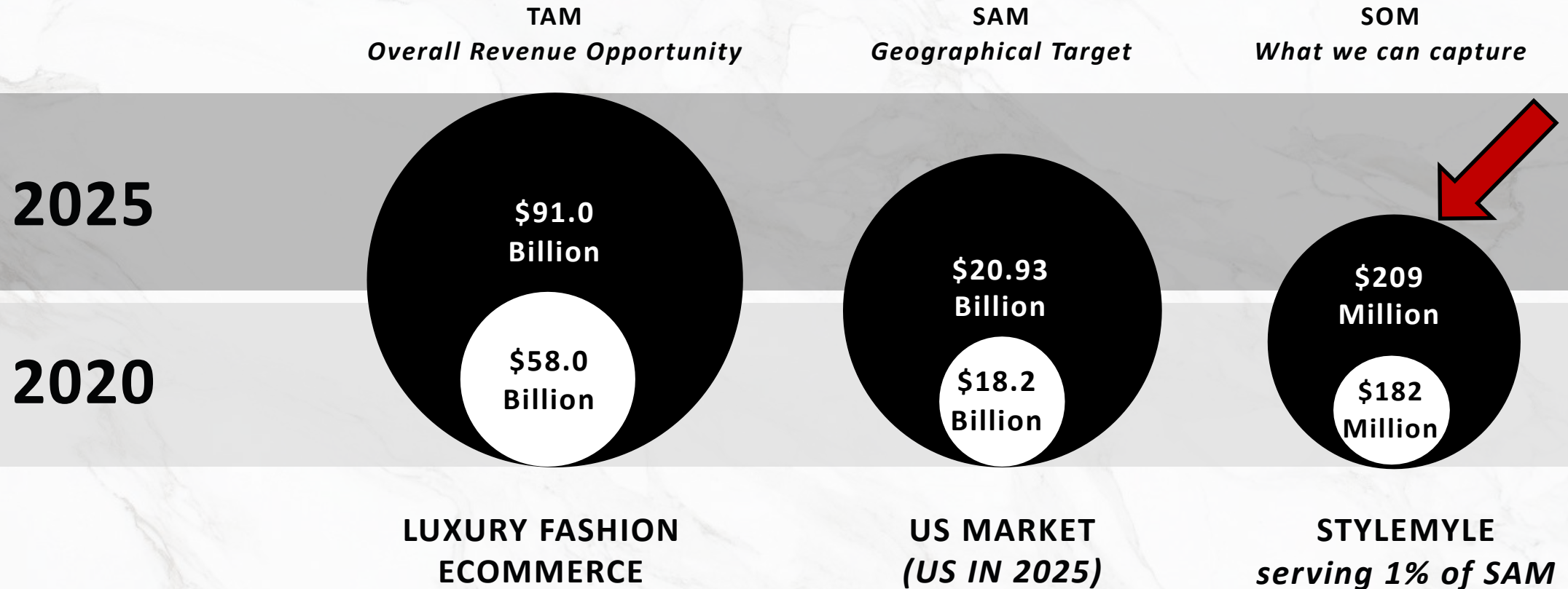
Logistics



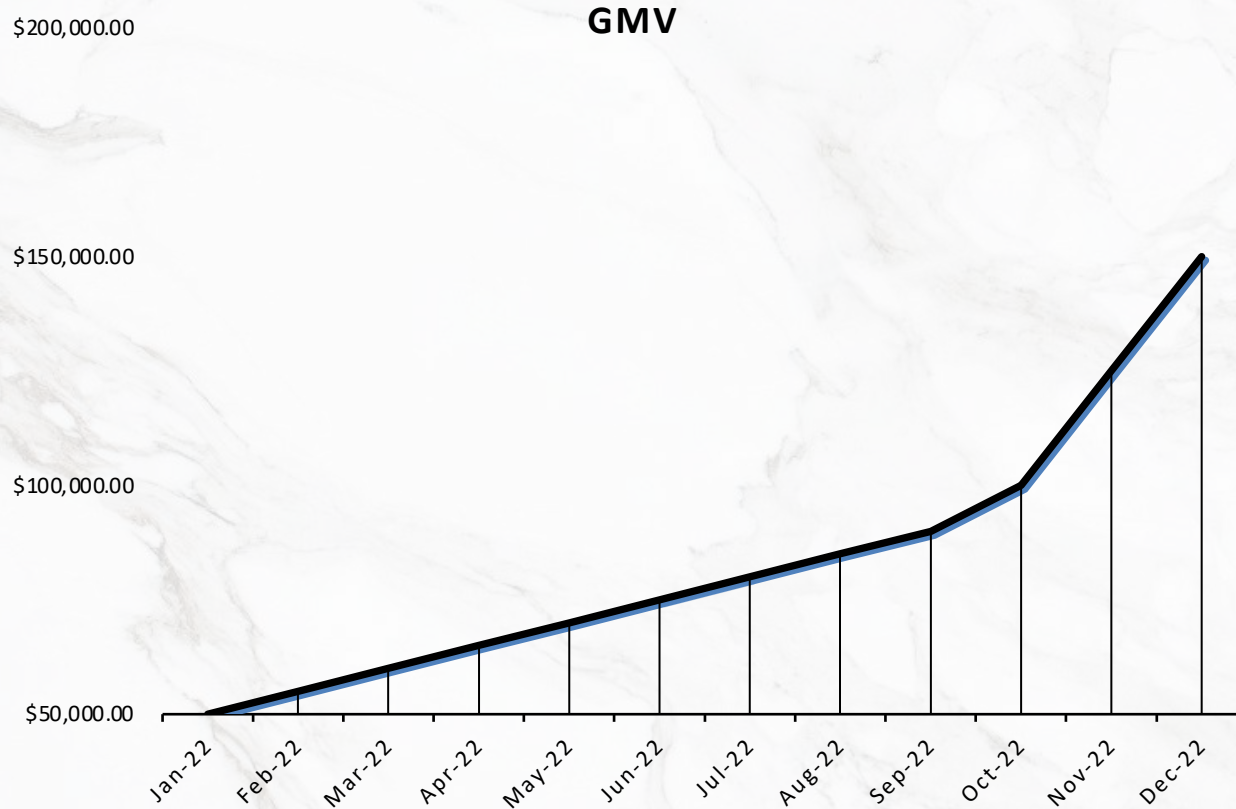
Shopper



MARKET SIZE (ONLINE)



UNIT ECONOMICS



- Cyclical Business forecast
- 20% return customers
- 2% order returns



\$600

AVERAGE BASKET VALUE



1.5%

CR ACROSS MARKETING CHANNELS
1.0% industry average

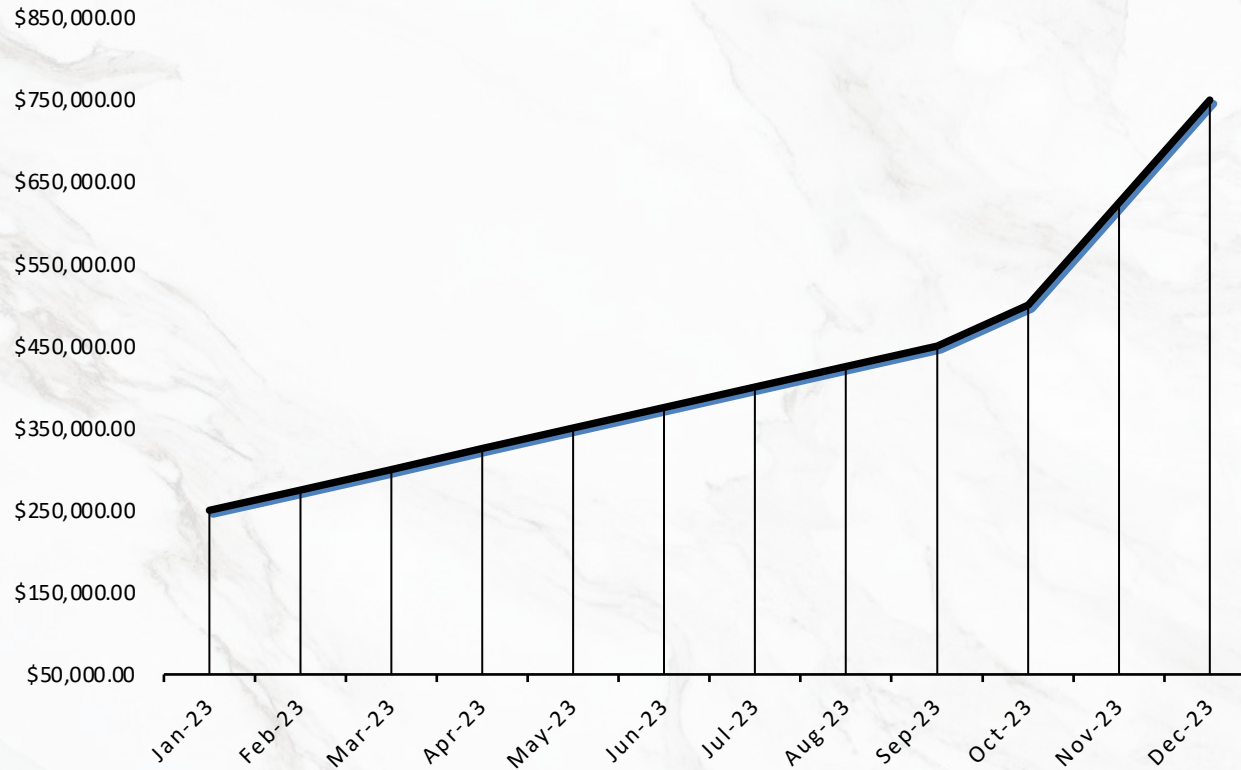


\$1M+

TOTAL REVENUE 2022

FORECAST

GMV



- Cyclical Business forecast



\$620

AVERAGE BASKET VALUE



1.7%

CR ACROSS MARKETING CHANNELS
1.0% industry average



\$5M+

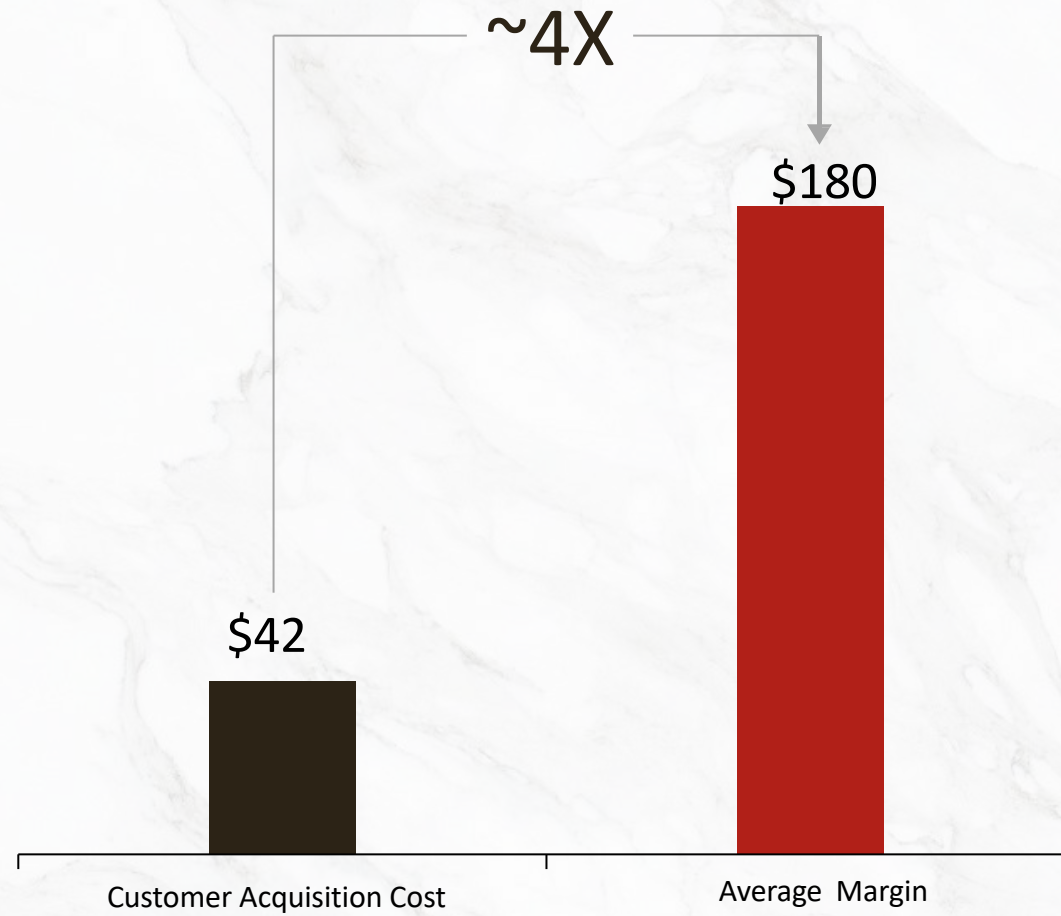
TOTAL REVENUE 2023

Mazen@stylemyle.com

STYLEMYLE

Immediate Payback

ED MODEL
item sold



THE TEAM

FOUNDER



MAZEN KURDY, MBA
CEO

- SERIAL ENTREPRENEUR WHO FOUNDED A HEALTH-TECH STARTUP AND TOOK IT TO SEVERAL MILLION IN REVENUE.
- CURRENTLY WORKING ON SOLVING FASHION'S \$50 BILLION DOLLAR A YEAR OVERSTOCK PROBLEM.



THE ALL-STAR TEAM



SONJA PROKOPEC (MARKETING)

PHD
LUXURY BRAND MANAGEMENT
ESSEC BUSINESS SCHOOL



VU NGUYEN (TECH)

STRONG EXPERIENCE
DEVELOPING E-COMMERCE,
MARKETPLACES AND WEB /
MOBILE APPS

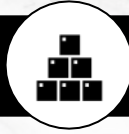


WHAT WE HAVE DONE

BETA LAUNCH
Jan 2021



Added Menswear
Oct 2021



**First \$100,000+
month**
Dec 2021



WEBSITE LAUNCH
June 2021



**PARTNERSHIPS WITH
LUXURY FASHION
AGGREGATORS
MODESENS, BUYMA &
more...**
March 2021



StockX PARTNERSHIP
June 2022



ASK

US \$500,000
resulting in

TODAY

Current
1800+ orders



+ 36 MONTHS

Future
30,000+ orders



**5.4M
AR**



Near term
9000+orders

+18 MONTHS



THANK YOU!
CONTACT: MAZEN@STYLEMYLE.COM

KEY PLAYERS (GLOBAL)

THE OUTNET.COM

YOOX

PREVIOUS
COLLECTIONS

Otrium

HIGH LUXURY

FARFETCH
mytheresa.com

NET-A-PORTER

MATCHESFASHION.COM

S T Y
L E M
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NEW
COLLECTIONS

REVOLVE

PREMIUM