



FILTHY RICH

Celebrity Inspired Collections

Intro Pack 2015
United States



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Filthy Rich specializes in exclusive, authentic replicas of iconic jewelry and lifestyle pieces, worn by Hollywood legends of the past and Contemporary, chic items inspired by today's biggest celebrities.

With a strong international presence and Licensees in over 19 locations across the USA, Canada and Europe, Filthy Rich have recently opened their first UK store in the Cathedral Quarter of Derby. What makes Filthy Rich unique is that each piece of jewelry comes with its own special history – whether it has been worn by fashion icons such as Jackie Kennedy, Marilyn Monroe and Audrey Hepburn or inspired by the World's biggest celebrities including Kate and Pippa Middleton, Beyonce, Jennifer Anniston and Kim Kardashian – and while they are costume or 'fashion' pieces, the high quality materials used throughout, ensure that they have all the glamour, sparkle and shine of the original jewelry worn by celebrities.

A VERY BRITISH HERITAGE

Filthy Rich began in 2003 when Florida resident Mike Shurtleff opened a museum in Orlando to exhibit replicas of the British Crown Jewels. In a move to add more pieces to his collection, that he felt would appeal to tourists, he purchased a replica of a famous pendant worn by Marilyn Monroe... little did he know that it would end up receiving more attention than the Crown Jewels, so much so that admiring visitors began asking to buy it! And so began Mike's relationship with a Hollywood film producer who owned the exclusive rights to 200 movie stars' jewelry pieces – including of course, Marilyn. After the first order of replica pendants sold out within a day, Mike changed company direction – down came the museum sign and up went the newly branded Filthy Rich. Initially stocked with replicas of jewelry worn by Hollywood's icons such as Vivian Leigh's earrings from "Gone with the Wind," Audrey Hepburn's Spotlight Earrings from "Sabrina" and of course the ever popular pendant worn by Marilyn Monroe in "How to Marry a Millionaire," Filthy Rich quickly became the Hollywood Producer's biggest customer.

In 2014, a group of International investors became involved in the company, quickly expanding the international store presence and opening up the first UK store in Derby which has gone from strength to strength.

THE COLLECTIONS

A one of a kind concept and experience that makes it more than just jewelry, Filthy Rich offer glamorous and affordable, timeless style for the modern woman through 3 stunning ranges: CONTEMPORARY, JACQUELINE KENNEDY and HOLLYWOOD.

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Our Contemporary Collection includes inspirations from today's celebrities like Kate Middleton, Jennifer Aniston, Angelina Jolie and Kim Kardashian.

Jewelry and accessories worn by contemporary style icons and inspired by today's most popular designers, celebrities, movies and music.

We research what the celebrities are wearing on the red carpet, TV shows, award ceremonies, etc. and we find something that recreates.



Jennifer Lopez Inspired



Blake Lively Inspired



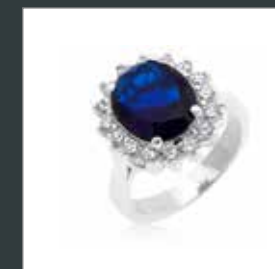
Rihanna Inspired



The Royal engagement ring, inspired by Princess Diana. Prince William gave this ring to Kate Middleton when he asked her to marry him while on holiday in Kenya.

We have created a suite inspired by the royal engagement ring - a ring that is fit for a princess.

White Gold Rhodium Bond is achieved using an electroplating process that coats the item with heavy layers of rhodium, a close cousin of platinum that costs three times as much, which gives our jewelry a platinum luster.



Our ring features a 6ct Sapphire Cubic Zirconia Engagement Ring with Clear Cubic Zirconia Accents in Silvertone.



Jacqueline Kennedy wore her jewelry with the grace, elegance and dignity that made her America's most loved first lady and a shining icon the world over.

Here you will find many replicas of the pieces of jewelry Jackie was given by John F Kennedy, Aristotle Onassis, family heirlooms and items she bought for herself, along with many others. This collection features perfect reproductions of Jackie's stunning jewelry and all items are approved by the Kennedy Library Foundation.



After wearing the emerald necklace and the matching earrings to the Inaugural Gala, she had a matching bracelet made of emerald colored Swarovski Elements prong-set in a delicately patterned chain plated in 18k gold (all available in-store).

The earrings are simply stunning and go from formal to informal with a removable pendant!

They also feature four unique marquise cut CZs. 1 1/4 inch high with pendant.





Replicas of world famous jewelry worn by legendary icons such as Marilyn Monroe, Audrey Hepburn, Vivien Leigh and many more.

The Hollywood Collection is licensed and manufactured under strict specifications through contracts with celebrities' families, foundations, trusts and representatives always ensuring accuracy and quality.



Gone with the Wind



Royal sapphires and diamonds bracelet



"Best Friends" earrings



Ruby drops



Roman Holiday drops



Jungle sapphire ring



Marilyn's platinum and diamond eternity band, given to her by Joe DiMaggio after their 1954 wedding, was set with 35-baguette diamonds. It sold for \$772,500 to an anonymous bidder, and was missing one stone at the time of auction.

Marilyn owned a bevy of fine jewels and statement pieces. The reality, however, is that most of Marilyn's personal jewelry collection consisted of costume pieces and jewels on loan.



"...the Eternity Band sold for \$772,500"

BECOMING A LICENSEE



We license exclusive Filthy Rich territories across the USA and the rest of the World. Our licensees market within their assigned territories and can choose a Business Model to suit them – from opening a store to achieving recurring revenues via consignment outlets.



When you become a licensed partner with us, you can set up your store using the Filthy Rich name and start selling right away. Besides the sales from your store operation or consignments you will also benefit from a profit share on any online sales in your territory.

You will own an exclusive territory for that store. When you join us, we will never license any other store in your territory--only one party per zip code. We charge a small upfront fee to join us and a monthly administration fee and that is it. We don't earn anything from your sales.

WHAT'S INCLUDED

We appreciate that our Licensees' commercial success will ultimately be due to their own hard work and determination. However, we are strongly committed to offering a comprehensive package of support to help their businesses grow and develop.

THIS SUPPORT WILL INCLUDE:

- INITIAL TRAINING

- Up to 3 days in-store training

You will receive high quality business training at our Orlando corporate store from a Filthy Rich corporate trainer who will walk you thru every aspect of making your business a success.

- MARKETING AND BRANDING

- Corporate website

We have developed a dedicated corporate web site which lists all operating stores in the World.



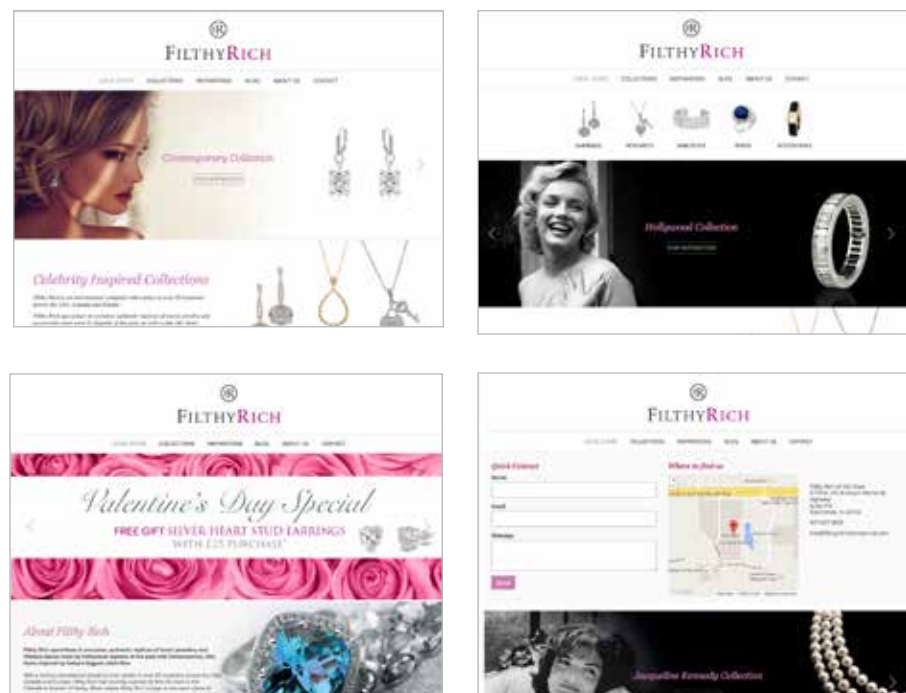
filthyrichinternational.com

■ YOUR LOCAL STORE WEBSITE

You will have access, as part of the package, to a dedicated regional site for your territory containing information on the Filthy Rich brand as well as a localized option to create your own Blog style format on fashions and trends applicable to your territory. All website templates are provided completely free of charge and include all hosting!

Through the local website:

- Give an introduction to your local store, opening hours, contact details
- A live stream from your Facebook and Twitter account.
- You can showcase each retailer in your territory stocking Filthy Rich products
- New and existing customers can learn about Filthy Rich and all the wonderful products.
- Customers can place orders via our E-Commerce link and you will be remunerated with a value of 20% of the Sales for making that referral.



filthyrichofoldtown.com

■ STATIONARY TEMPLATES

You will be provided with Filthy Rich branded stationary templates, including business cards, letter heads and compliment slips.



■ FILTHY RICH PACKAGING

You will receive a packaging 'starter pack' containing a range of Company branded bags and jewelry boxes. Future purchases of branded packaging is available directly from our facility in Kissimmee, Florida.



■ PHOTOGRAPHY

This will include our seasonal photo-shoots photography and product photography.



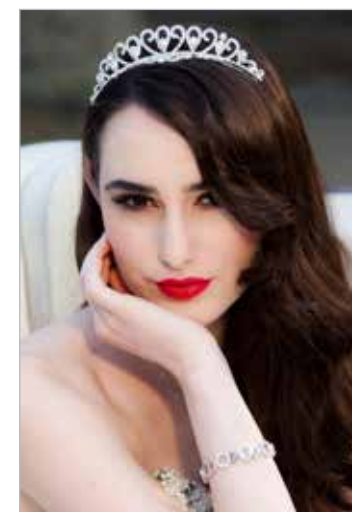
■ IN-HOUSE DEDICATED GRAPHIC DESIGNER

You will receive up to ½ day design time from one of the Company's in house design team for assistance with personalisation of the marketing templates.

Further design assistance beyond the included ½ day will be made available at exclusive Licensee only discounted rates.

■ FILTHY RICH BUSINESS MATERIALS

- To help you get started with your business you will have full access to our Cloud-based support materials
- Access to a hosted digital "data room" containing all relevant templates for Company marketing materials to be utilised by the Licensee.
- A regularly updated Product List, detailing the Products that can be sold by the Licensee with all stocks purchased direct from the facility in Kissimmee, Florida.
- New marketing materials to coincide with suggested seasonal themes and promotional activity





■ NETWORKING AND COMMUNICATION

- Not only will the Filthy Rich licensee have support from the Head Office team, they will also be able to network with fellow licensees.
- Communication between our licensees will be both positive and healthy, always directed at improving the commercial performance of the business. It will allow for experiences to be exchanged, so that all licensees are constantly benefiting from their peers.
- Each licensee will receive an exclusive invitation to any hosted Filthy Rich Community events.
- A monthly news summary and information pack containing new product lines, trends and marketing strategies is distributed to each licensee.

■ ONGOING BUSINESS MANAGEMENT SUPPORT

As part of the support network, a dedicated mentor will be the licensees' main point of contact. The mentor will help with the licensee launch, training, targets and motivation.

With close knowledge of Filthy Rich products and the business model, the mentor is well placed to give candid advice and promote best practice.

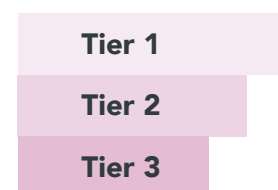
These figures are for the purposes of illustration only, and are not intended as a guarantee.

	YEAR 1	YEAR 2	YEAR 3
Sales	\$150,770	\$203,350	\$221,780
Cost of sales	\$46,627	\$61,141	\$66,082
Gross margin	\$104,143	\$142,209	\$155,698
GM %	69.07%	69.93%	70.20%
Overheads	\$77,990	\$80,038	\$84,229
Operating Profit	\$26,153	\$62,171	\$71,469
OP %	17.3%	30.6%	32.2%

Key Points of the Filthy Rich Licensee Program:

- Licensee Agreement: Renewable 5 year term

▪ Territory Fee*



▪ Monthly Administrative Fee*



- Royalty Payments Nil



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