

DANI

M E R C H A N D I S I N G P R O P O S A L



Top Line

OVERVIEW

We hope to provide Dani with the support to further develop and scale his brand. Where countless other providers place limitations around what's possible, Warren James knows that supplying our partners with the guidance and resources to develop the exact experiences and products they envision results in traffic, conversions, and cart sizes that far exceed industry norms.

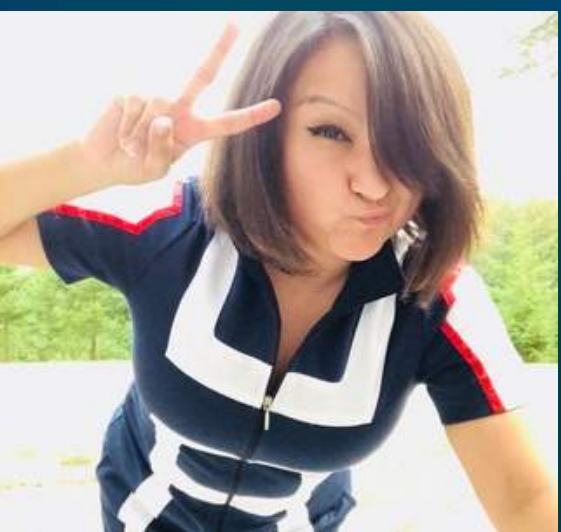
We're confident that under our stewardship of the Dani brand, we can exceed revenue goals while providing the correct degree of leadership and bandwidth to focus on big picture decisions, continued content generation, and buzzworthy activations.

WE PROVIDE:

- Dedicated brand management and creative direction
- 360 degree service — design, through fulfillment and customer support
- Custom packaging, hangtags, polybags, and cards
- Access to cut and sew apparel and specialty categories
- Web design and maintenance of a custom eCommerce site
- Meticulously planned launch calendars
- Bespoke products of the highest quality

TERMS:

- Royalty Rate: 70% Net Profit
- 18 Month Term Length
- Global Ecommerce Exclusivity



Your Vision, Our Support

While previous decades of merchandising have been largely dominated by poor quality, fast-turnaround, screenprinted goods; Warren James takes a different approach — applying the same product development practices that go into maintaining traditional brands to creator-backed brands of the digital space.

Our experience managing ecommerce programs for some of today's most popular creators makes clear that there is no substitute for products that confer real value to fans. While any creator of sufficient popularity can sell a prefabricated garment with a logo slapped on, we are in the business of designing and developing premium products that can be cherished for a lifetime of use.

From cut-and-sew apparel to molded plastics, leather goods, jewelry, plush, electronics, and near anything else; we facilitate the development of products that align with our partners' brand ethos and the interests of their audiences.

Product Philosophy



STRATEGIC BRAND BUILDING

We view product as brand manifest. The choices presented in curating and developing each product mix are made with the intent to build a uniquely recognizable brand look-and-feel.



SEASONAL COLLECTIONS

Quarterly launches serve as tentpole events for the year, enjoying the broadest offering of categories with special attention paid to aligning with seasonality and year-part.



SPECIAL AND LIMITED TIME OFFERS

Filling the gaps between seasonal collections are limited edition products, often centered up on a holiday or theme from KREW's content, designed to drive traffic and instill urgency.



NOVELTY AND DIFFERENTIATION

Every new product and collection should feel meaningfully different from those that came prior; leveraging new art styles and applications to win repeat visitation and purchase.



LONG-TERM GROWTH

We take a test and learn approach to every launch, re-visting categories and aesthetics that move the needle while pivoting away from those that don't.

Cut and Sew Apparel

Warren James can offer the deepest apparel customizability options in the industry due to owning and operating our own manufacturing facilities in Guangzhou, China. This means that even the most basic categories such as tees, hats, and hoodies can be re-imagined in higher quality; improving customer satisfaction and justifying premium pricing.

Where most competitors are limited to offering pre-fabricated blanks (bulk produced items decorated retroactively), our apparel is cut-and-sewn to your exact specifications; giving you full control over material selection, fit, sizing, and a near infinite number of specialized processes.



Materials

- Cotton, leather, denim, corduroy, and moisture-wicking synthetics
- Custom hardware for pulls, clasps, buttons, and zips
- Full customization of fabric weight

Cut / Fit

- A limitless spectrum from slim fit to draped silhouettes
- Bespoke sizing from standard to youth, from unisex to gendered

Processes

- Embroidery, screen-printing, heat transfer, sublimation and more
- Tie and dip dyes
- Acid, stone, and bleach washes
- Color-blocking, knits, and weaves

Packaging and Tags

- Branded garment tags and labels
- Customizable polybags and cardstock boxes
- Applications with molded plastics, metals, or wood

Category Expansion

Our secondary headquarters in Guangzhou additionally houses technical designers, QC managers, and product developers who oversee the production of specialty categories; from more technically intensive apparel options like outerwear, to metalworking and molded plastics, to electronics, decor, and consumables.

In real terms, this would enable Dani to widen his breadth of product options — elevating brand perceptions, building further interest, and driving increased conversions.

- Tees
- Long Sleeve Shirts
- Crewneck Sweatshirts
- Bomber & Varsity Jackets
- Windbreakers
- Joggers
- Shorts
- Sunglasses
- Hats & Beanies
- Athletic Wear
- Plushes
- Vinyl Figurines
- Mousepads
- Bags & Backpacks
- Laptop & Phone Cases
- Bottles, Mugs & Flasks
- Keychains
- Posters
- Lighters
- And More



CASE STUDY: **DON'T SLEEP BY MARKO TERZO**

As an artist who gained popularity designing custom apparel for celebrities, Marko needed his own line of garments to hold up to intense creative scrutiny. Warren James developed the "Don't Sleep" brand from the ground up; leveraging knits, corduroy, tie dye, and embroidery to do over six figures in sales month over month.





CASE STUDY:

KREW DISTRICT BY ITSFUNNEH

Commanding a handful of the most popular gaming channels on YouTube, KREW struggled through multiple false-starts to find a merchandising partner who could deliver on quality. After beginning a partnership with Warren James, sales soared to over seven figures annually with retail placements soon to come.



CASE STUDY: THE ELEVEN BY DEESTROYING

Donald De La Hayes has never been short on ambition. When he began conceptualizing The Eleven, a fitness and lifestyle brand that would reconcile video training regiments, sportswear, and consumables; Warren James jumped at the chance to get involved. The Eleven celebrated selling out its first two releases in under 24 hours, with even more exciting developments in product categories and site functionality on the horizon.





CASE STUDY:

IDEOLOGIE BY HASAN PIKER

One of our most recent collaborations, Warren James worked with Hasan to name, design, and launch a standalone apparel brand that features entirely union-made and domestically manufactured garments. The brand transacted over seven figures in sales during its first 24 hours, in addition to making charitable contributions towards national strike funds in excess of \$180,000.



T H A N K Y O U

