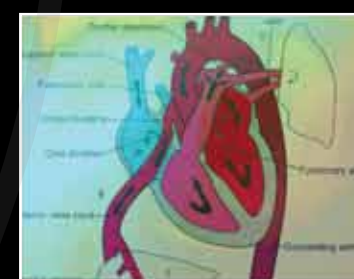
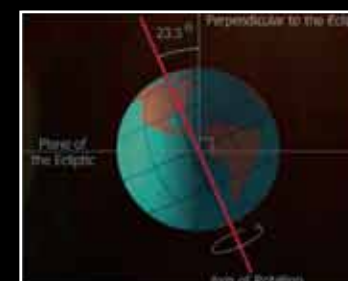
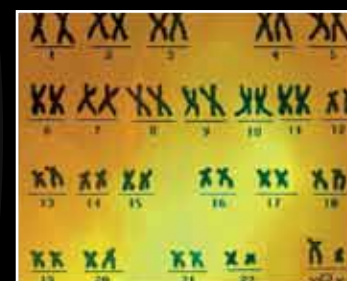




⊙	☾	♀	♀	♂	♂	♂
1	2	3	4	5	6	7
A	B	C	D	E	F	Z
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H	I	K	L	M	N	O
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P	Q	R	S	T	V	X



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Are you 23?



2WENTY3



THE OPPORTUNITY

Develop a street/active wear apparel brand that addresses gaps identified in this market:

- ▶ Premium quality, yet affordable product
- ▶ Distinct Australian identity
- ▶ Great design with attitude and an edge

THE SOLUTION

Australian Sport's Most Innovative Fashion Brand



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BRAND POSITIONING:

Develop a street/active wear apparel brand that addresses gaps identified in this market:

- ▶ Premium quality, yet affordable.
- ▶ Michael Clarke owned Australian brand. Endorsed by the best. Worn by those aspiring to be the best.
- ▶ Inspired by the best of Nike, Adidas, Super Dry and Lulu Lemon at a price point equal to or higher than Nike and Adidas.
- ▶ Putting an extreme edge into Australia's most popular sports.
- ▶ Providing the Indian population with a modern brand that relates to their love of cricket.
- ▶ The Red Bull of cricket and other ball sports.

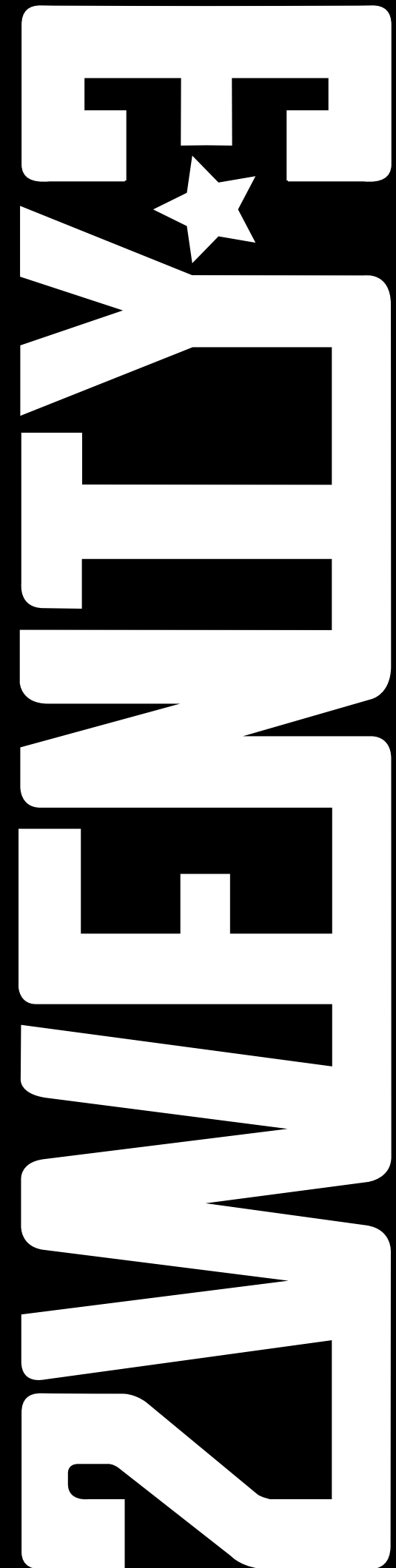
Technical

Leisure wear

Value

\$\$\$\$





WHY 23:

- ▶ **23 is a mystical number in sport.** In a field where numbers often denote the position players take in a team structure, the number 23 has come to symbolise the number chosen or bestowed upon the elite where choice is allowed.
- ▶ Michael Jordan, arguably the world's greatest ever athlete famously wore the number 23 for the Chicago Bulls. LeBron James the best basketballer in the world today also wore the number 23.
- ▶ In Football, the world's most recognisable and marketable athlete, David Beckham chose to wear 23 for Real Madrid.
- ▶ In Australia's and India's national sport of cricket, the world's best ever spin bowler, Shane Warne wore the number 23 before passing this down to Australia's current leader and best batsman, Michael Clarke.
- ▶ Also in Australia, Lance "Buddy" Franklin, most prolific and exciting player in the AFL wears the number 23.

A few other interesting facts about the number 23:

- ▶ It takes 23 seconds for blood to circulate through the human body.
- ▶ The physical biorhythm cycle is 23 days.
- ▶ There are 23 vertebrae in the human body.
- ▶ Males and females contribute 23 chromosomes each during conception.
- ▶ The earth rotates on an axis of approximately 23 degrees.
- ▶ The ideal orbit, appropriately titled "Clarke's Orbit" for a satellite is 23,000 miles above earth.
- ▶ On average every 23rd wave that crashes to shore is twice as large as normal.
- ▶ Michael Clarke's famous high score that he declared on was 329*. This encompasses the numbers 2 and 3. 3 to the power 2 = 9. 329.
- ▶ In music, several songs and albums are titled "23" or have "23 in their title. Tool, Blonde Redhead (song and album), Jimmy Eat World, Four tet and Yellowcard all have songs called 23, while many others including the Posies have 23 in their title.
- ▶ In film and television, 23 is both a German film and a Hollywood film starring Jim Carrey. In Matrix Reloaded, the Architect tells Neo it is of the utmost importance to choose 23 people to repopulate Zion. In Jeepers Creepers the Creeper appears every 23 years for 23 days to feast on human flesh. In Monty Python's Life of Brian there are 23 crosses on Calvary. In the Big Lebowski the main characters only use lane 23. Luke Skywalker, Han Solo and Chewbacca sneak into detention block AA23 to rescue Princess Leia. A police robot called 23 is included in George Lucas's first film too.
- ▶ Julius Caesar was stabbed 23 times.
- ▶ John Nash "A Beautiful Mind", Nobel Prize winning economist was so obsessed with the number 23 that it contributed to his mental break down.
- ▶ Many major events in history trace back to the number 23 including 9/11 – $9+11+2+0+0+1 = 23$

23 TARGETS

CONSUMER -



WHO ARE THEY?

16-29 year old men and women (bullseye). They may be at uni, earning money to travel or also be in a developing career. Most have not settled with a family or a mortgage yet, but aspire to wear “brands”.

WHATS IMPORTANT TO THEM?

Spending time with friends and following their sports teams are top priorities. They are not just passionate about one code of sport, but are up to date with many! Cricket, footy, golf, tennis – you name it. Quite often, weekend arrangements are scheduled to work around sports viewing/spectating times. They are fashion conscious and care about which brands they wear as well as their appearance.

Secondary Demographic: 30-44 yo men and women plus youth boys and girls.
Primary Market: Australia, India.
Secondary Market: New Zealand, England, UAE, South Africa, USA

DISTRIBUTION:

Australia: Rebel Sport and Amart (120 in total)
India: Sahara retail outlets and Spartan Sports Stores





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[THE 23 ENIGMA]

23 POTENTIAL AMBASSADORS

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23 POTENTIAL AMBASSADORS



MICHAEL CLARKE

- ▶ The world's best captain and one of it's greatest cricketers
- ▶ MC owns and is the brains behind the brand



LANCE "BUDDY" FRANKLIN

- ▶ One of Australia's all time great AFL players



LAURYN EAGLE

- ▶ Has represented Australia as our number 1 water skier and now world champion Boxer
- ▶ Lauryn has a big media profile as well

What the "23" Ambassadors have in common:

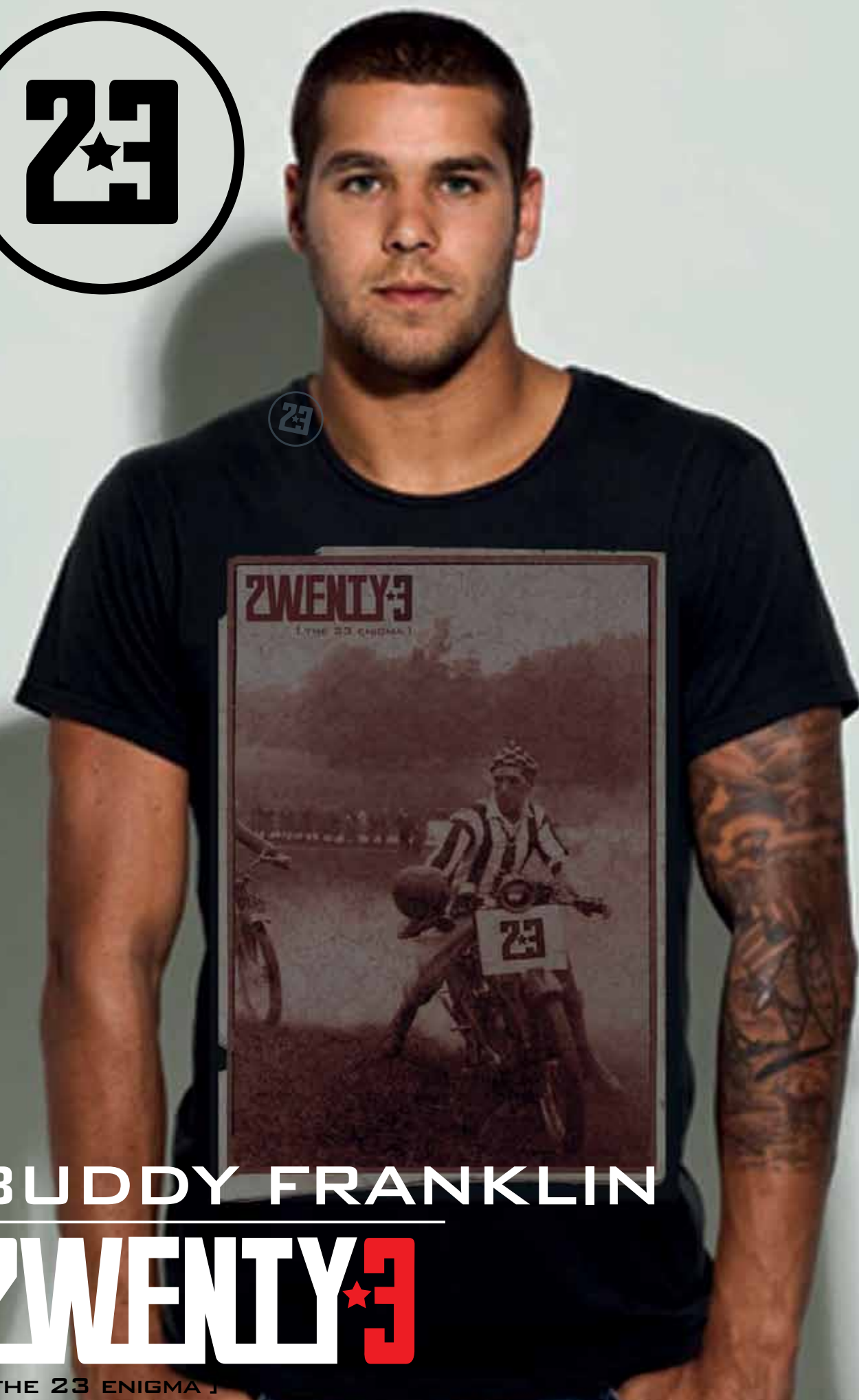
- The best in their sport
- Among the most popular players / individuals in their respective sports
- Leaders in their sports
- Great looking and dynamic players with great personality. X Factor
- Exceptional media reach through traditional and social media forms



MICHAEL CLARKE

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[THE 23 ENIGMA]



BUDDY FRANKLIN

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[THE 23 ENIGMA]

STRATEGIC MARKETING APPROACH



VIRAL: High Octane web ad involving all players. Michael Clarke and Lance “Buddy” Franklin. Dynamic and powerful.

SOCIAL MEDIA: Huge reach via ambassadors.

MICHAEL CLARKE: Twitter 290,000 Followers. Michael to open a Facebook Fan page managed by Spartan / Mambo.

BUDDY FRANKLIN: 360,000 Twitter followers and 16,000 likes on Facebook.

PR: Strong PR focus to leverage ambassador profiles targeting broadcasts/news coverage and sports publications.

GUERILLA: 3 Month Guerilla Teaser marketing campaign “23 Coming Soon”: Posters, stickers, footpath chalkings/3D creative, billboard and light displays,

OOH: Target media and brands experiences in areas relevant to the consumer segment – Stadia Media partnership/ major sporting events including scoreboard and ground advertising.

Proximity in mall advertising panels (Torch Media, Shopperscapes etc). Within vicinity of Rebel and Amart stores.







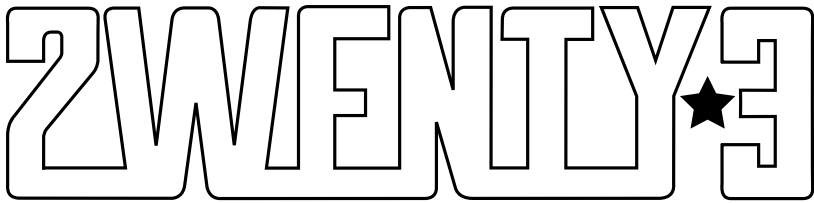

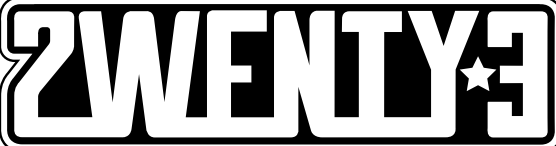





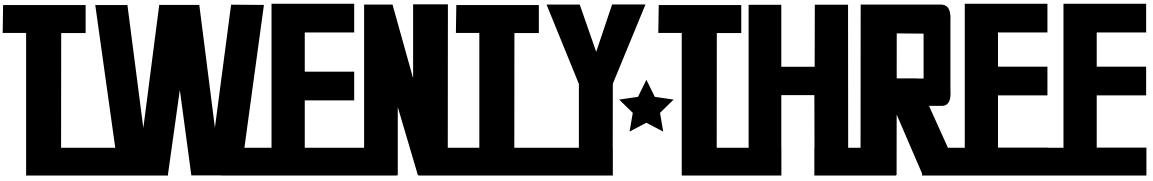
EVENTS: Ambassador consumer/media events at launch at key store locations

POS: Integrated campaign POS to connect awareness attained out of store

PROMOTION: Chance to win promotions to encourage purchase, offering money can’t buy experiences with 23 Ambassadors

BRANDING

LOGOS



SWING TICKET



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[THE 23 ENIGMA]

REFERS TO THE BELIEF THAT ALL INCIDENTS AND EVENTS ARE DIRECTLY CONNECTED TO THE NUMBER 23.

THE HUMAN BIORHYTHM CYCLE IS 23 DAYS
IT TAKES 23 SECONDS FOR BLOOD TO CIRCULATE THROUGH THE HUMAN BODY

HUMANS ARE GIVEN 23 PAIRS OF CHROMOSOMES FROM THEIR PARENTS, 23 MALE AND 23 FEMALE.

THE FIRST PRIME NUMBER IN WHICH BOTH DIGITS ARE PRIME AND ADD UP TO MAKE ANOTHER PRIME IS 23.

SHAKESPEARE WAS 46(2*23) WHEN THE KING JAMES BIBLE WAS PUBLISHED. PSALM 46(2*23) HAS ITS 46TH WORD 'SHAKE' AND THE 46TH WORD BACK FROM THE END IS 'SPEAR'.

WILLIAM SHAKESPEARE WAS BORN ON APRIL 23RD 1556 AND DIED ON APRIL 23, 1616.

EVERY 23RD WAVE CRASHING ON A BEACH AVERAGES TWICE THE SIZE AS NORMAL

GEOSYNCHRONOUS ORBIT OCCURS AT 23,000 MILES ABOVE EARTH'S SURFACE.

THE TILT OF EARTH'S AXIS IS ROUGHLY 23 ACCOUNTING FOR THE CHANGING SEASONS AND THE PROCESSION OF THE ZODIAC.

BOTH THE ANCIENT EGYPTIAN AND SUMERIAN CALENDARS BEGIN ON 23 JULY. BOTH CALENDARS WERE APPARENTLY CALCULATED FROM THE DATE OF THE HELIACAL RISING OF SIRIUS, WHICH OCCURS AT THAT LATITUDE AROUND THAT TIME OF YEAR.

THE FIRST APOLLO LANDING ON THE MOON WAS AT 23 DEGREES EAST
THE SECOND WAS 23 DEGREES WEST.

[WORN BY SPORTING ENIGMAS]

INTERNAL NECK PRINT



2WENTY3

[THE 23 ENIGMA]

THE HUMAN BIORHYTHM CYCLE IS 23 DAYS

IT TAKES 23 SECONDS FOR BLOOD TO CIRCULATE THROUGH THE HUMAN BODY

GEOSYNCHRONOUS ORBIT OCCURS AT 23,000 MILES ABOVE EARTH'S SURFACE.

THE TILT OF EARTH'S AXIS IS ROUGHLY 23 ACCOUNTING FOR THE CHANGING SEASONS AND THE PROCESSION OF THE ZODIAC.

HOMO SAPIENS ARE GIVEN 46 CHROMOSOMES FROM THEIR PARENTS, 23 MALE AND 23 FEMALE.



THE BRAINS

MICHAEL CLARKE

23” is the vision and creation of Australian cricket captain and sporting superstar Michael Clarke, who is also a very sharp and astute business mind. Co owned by Spartan Sports CEO, Kunal Sharma, and Mambo Managing Director, Angus Kingsmill, who in tough times have both grown their respective businesses extraordinarily in recent years, both locally and globally. For this exciting new design project they have drawn upon the exceptional talents of an experienced and energetic team of young Australian designers who fuse wonderful success with a strong knowledge of sport and street sports wear:

BEN NOBLE

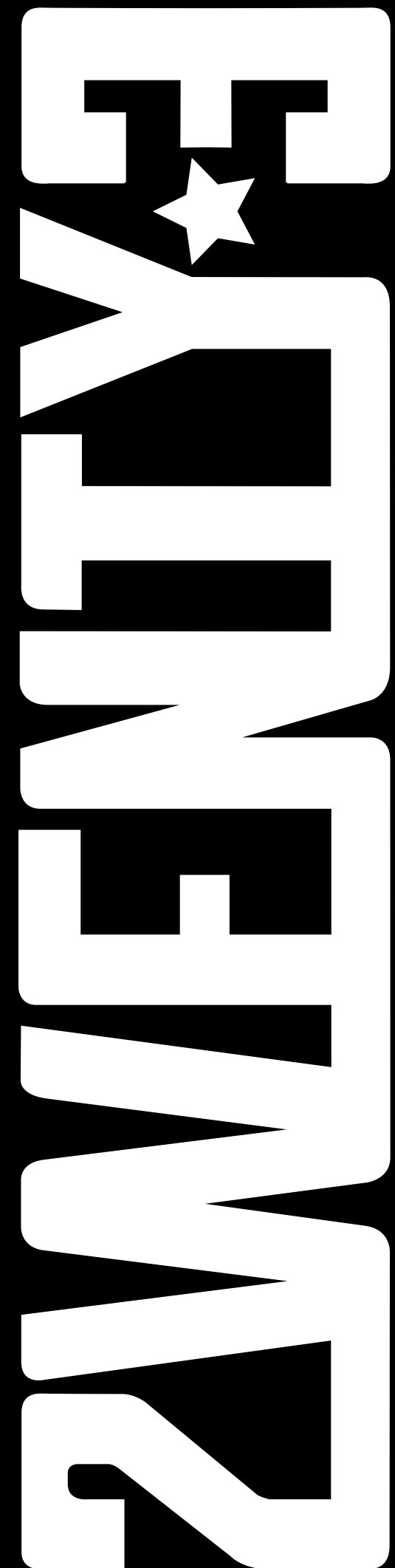
► Ben arrived at Mambo in 2008 after heading up Quiksilver’s Design team and bringing with him over 10 years of experience in the surf fashion industry. His great vision combined with a singular passion for art, design and the surfing lifestyle helped introduce Mambo to a much broader market, the result of which has seen the company moving into an ever expanding - and more attractively accessorized universe that currently includes Australia, New Zealand, South America and more recently, the fountainhead of modern surf/street fashion, the USA. Ben is also a passionate sports fan (cricket and all football codes) and former semi professional football player (Newcastle Jets) and State junior athletics representative. Under Noble, Mambo has grown by over 1000% since he began and this year will sell more in both units and dollars globally than at any time in Mambo’s history.

BRIGID MOLONEY

► Brigid is the design force behind Mambo’s successful women’s labels, Mambo and Mambo Goddess. She combines a talent for illustration and design with a sporting history that includes surfing, State League Netball and the multi-disciplined sport of Ironwoman (competing at a National level). This unique combination sport and design has enabled her to inject fresh style into active/sportswear. After impressive stints as a senior designer at Jets swimwear and Mina (UK) as well as designing uniforms for netball and ironwoman teams, Brigid arrived at Mambo in 2010. Since that time she has taken over the global creative management of Mambo’s women’s and girls clothing and accessories range. Her unique visual style has also resulted in the mambo and mambo Goddess growing and selling through at exceptional rates through multiple channels. Mambo’s women’s ranges are also more successful than at any point in mambo’s history.

ELISHA STEWART

► From humble beginnings at Speedo helping to dress Australia’s elite in fast suits to designing for Marc’s and dressing Gemma Ward in the fashion week that launched her modelling career, Elisha’s background covers all elements of casual fashion. Escaping the Australian shores she was invited to work as Senior Designer for Abercrombie & Fitch in the USA for several years. This expanded her knowledge for highly commercial styling combined with embracing the mantra of the best quality fabrics and finishing to produce supreme softness in casual active wear. After returning to Australia, Elisha helped the re ignition of Mambo as Head Designer, locally and globally before starting a family. She now freelances for select exciting projects. 23 is the latest, and certainly greatest of these.





ZWENTY



ZWENTY



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ZWENTY3
[THE 23 ENIGMA]

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BRINGING IT TO LIFE

Fabric - Fit - & Price \$\$

The range will be made up of high quality sueded fabrics, with a combination of strong block colours and a mix of grey and coloured marles. With the soft finish of water based pigment prints, distressed prints, soft embroideries and contrast lining, binds and cords - premium quality, comfort and style focused.

RANGE FABRICS

- ▶ Tees & Singlets - 100% Combed Cotton Jersey, Cotton/Poly/Rayon Blends, Cotton Viscose (ranging from 140gsm to 180gsm)
- ▶ Fleece & Hoodies - 100% Cotton Loop Back Fleece, 80% Cotton 20% Polyester Brushed Fleece, 100% Cotton Brushed Fleece
- ▶ Shorts & Pants - Polyester Microfibre, French Terry, 100% Nylon, Brushed Cotton Fleece & Jersey, Light Weight Polyester, Cotton Poly French Terry

RANGE TARGET RETAIL PRICES

- ▶ Tees - Range from \$39, \$49 & \$59
- ▶ Singlets - \$29 & \$39
- ▶ Polos - \$59
- ▶ Fleece/Hoodies - \$69, \$79, \$89 & \$99
- ▶ Shorts - \$49
- ▶ Pants - \$59 & \$69

NEW YORK

