





FIVETEEN

fiveteenstudios.com

GROWTH OPPORTUNITIES

POPULATION

- 5,455,582 PERSONS

GDP/CAPITA

- 765K NOK ~ 72K US

YEARLY EARNINGS

- 609K NOK ~ 57K US

C.P.I

- 6.9%



NORWEGIAN APPAREL MARKET



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- Global apparel market was 1.5 trillion U.S. in 2021.
- Predicted to increase to 2 trillion U.S. by 2026.
- Norwegian Apparel market amounts to US\$6.15bn in 2022.
- In 2022, 95% of sales in the Apparel market will be attributable to Non-Luxury goods.
- Divided into men's, women's, children's apparel.



KEY MARKET METRICS

- The total apparel market is 6.15B USD with men & women's apparel at 5.35B USD in 2022.
- Estimated to be 7.64B USD by 2026 with men & women's apparel at 6.68B USD
- Increase of 1.33B USD in 4 years for men & women's apparel
- And 1% of new market is 13.3M USD



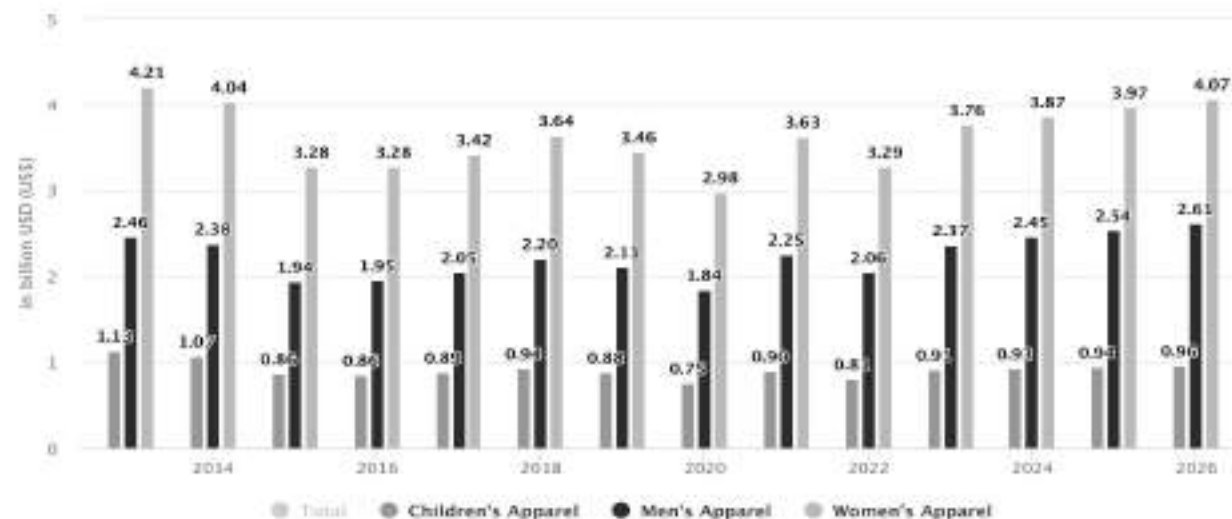
in billion USD (US\$)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Children's Apparel	1.13	1.07	0.86	0.86	0.89	0.94	0.88	0.75	0.90	0.81	0.91
Men's Apparel	2.46	2.38	1.94	1.95	2.05	2.20	2.11	1.84	2.25	2.06	2.37
Women's Apparel	4.21	4.04	3.28	3.28	3.42	3.64	3.46	2.98	3.63	3.29	3.76
Total	7.80	7.48	6.08	6.09	6.36	6.78	6.45	5.58	6.78	6.15	7.05

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Jun 2022

Source: Statista



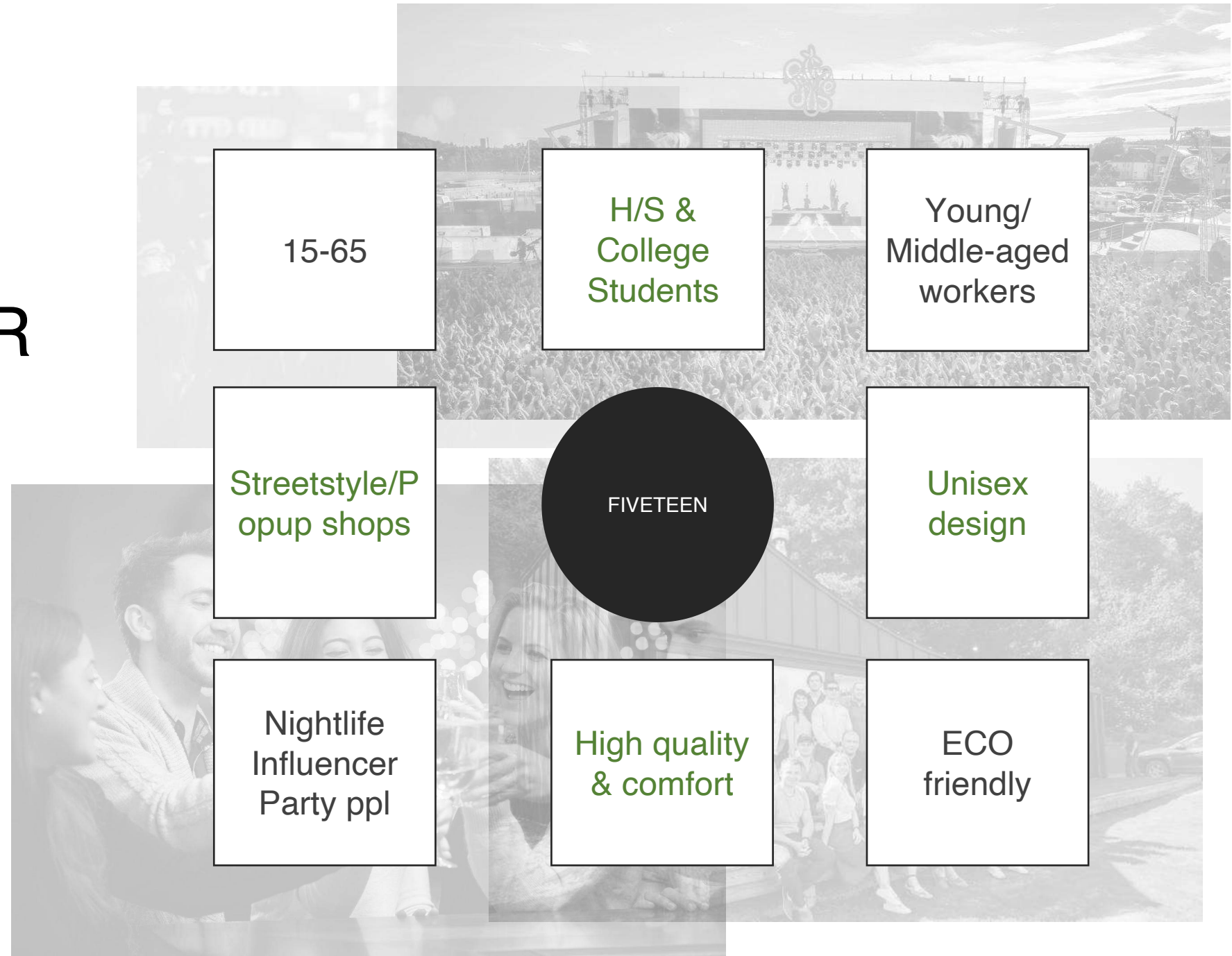
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Category	Variable	Example
Behavior	Benefits/Product Usage Occasions/Situations	<ul style="list-style-type: none">• Quality, Value, taste, Long life usage, sustainability.• Parties, Graduations, Christmas, Halloween
Demographic	Genders Occupation Education Age	<ul style="list-style-type: none">• Male/Female/Nonbinary• Students, Blue collar, white collar. High salaries/ unemployment rate 4.4%.• Upper secondary education & above 72%• 0-14 years 17.13%• 15-65 years 65.05%• 65 & older 17.79%
Psychographic	Personality Lifestyle Motives	<ul style="list-style-type: none">• Outgoing, Night life, Travel, Quality time family, Exploring, Hiking, relaxation, Trendy, Streetstyle, convenience, Camping, Roadtrips.
Geographic	Capital city/Country size Population density	<ul style="list-style-type: none">• Oslo 1,071,000 (2022)• Norway 5,518,698 (2022)• 81% reside in urban settlements



TARGET CONSUMER PROFILE



BRAND INTRODUCTION



FIVETEEN

The E is Silent

FIV TEEN







why

XV

why







THIS IS



FIVETEEN

values

CREATIVITY

QUALITY

AESTHETICS

DESIGN



PACKAGING



XV PALMS



SLPLS NGT



FVT CTY



FVT CLASSIC



UNRELEASED
OR
NEVER WILL BE
RELEASED.



















design philosophy

MINIMAL

CREATIVE

AESTHETIC

UPCOMING RELEASES

COZY SZN

A/W
COLLECTION



MEET THE TEAM



FEYISITAN FAKOLADE
Founder / Creative Director
XV

Entrepreneur/Creative
Designer/Architect

Beijing, China
IG @flecttagram



HENNY SOPHIE
Co-founder XV / Head of
Marketing

Creative Director / Influencer

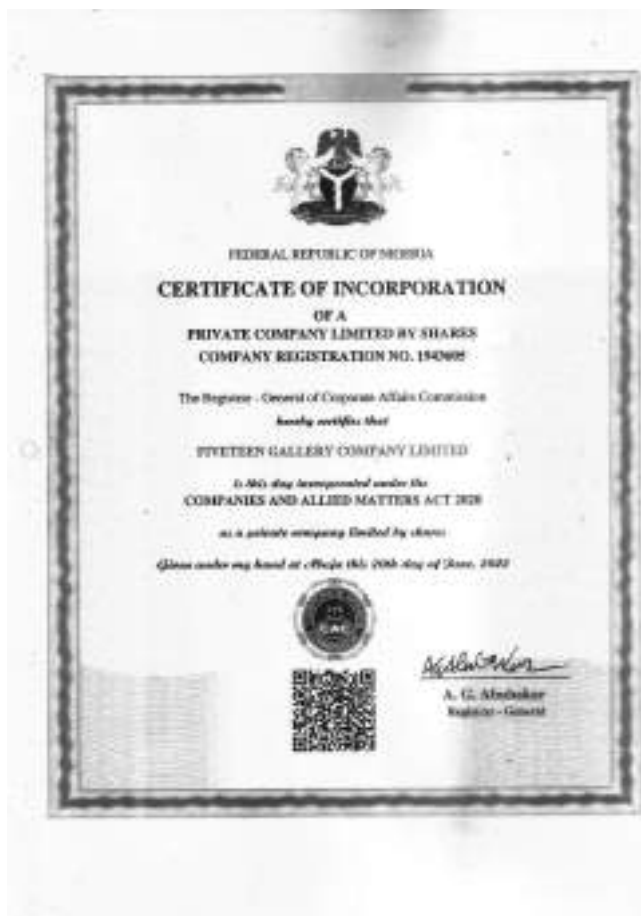
Oslo, Norway
IG @hennysofies



BASHIR (BASH) MUSTAPHA
Product manager XV

Product manager / Designer/
Engineer

Winnipeg, Canada
IG @bashlingz



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CHINA & NIGERIA....

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THANK YOU

