Unique opportunity to obtain an established brand in a fast-growing niche of the clothing market

NEW BLACK

INVESTMENT HIGHLIGHTS

• **NEW BLACK** – Established and recognised unisex and kids' streetwear brand. Unique reach with highly engaged community in a difficult-to-reach segment.

• WHY STREETWEAR – With a boom like few other industries, streetwear has gone mainstream – market size of USD 309bn¹ with continued projected growth. (2019)

• WHY NEW BLACK – Swedish leader in our segment. Identified as the number one actor in our niche by multiple large corporations. Proven concept of ecosystem mature for int'l expansion.



¹source: <u>Bain & Company</u>

NEW BLACK

The Brand

- **Swedish market-leader** in streetwear Scandinavian simplicity inspired by American pop culture.
- **Established** clothing brand with crucially high authenticity & credibility, i.e. a niche with high barriers to entry, with **proven track-record** ready for int'l expansion.
- Attracts a diversified crowd in terms of gender, age, ethnicity, socio-economic status that is **unique in Sweden**.

The Community

- In a time when what you wear isn't only indicative of your style, but also of your values, New Black has built a purpose-based following and community.
- Our customers **do not just purchase our apparel** they buy into a lifestyle, our values & community, and sense of belonging.
- Played major role in pushing Swedish culture forward last 8 yrs
- Around New Black, a **scalable movement of critical mass** has emerged from bottom-up with a grass-roots approach.
- New Black has never paid influencers to promote the brand instead, artists, actors & athletes wear and promote New Black because they identify with the brand.



UNIQUE REACH WITH HIGHLY ENGAGED FANS IN A DIFFICULT-TO-REACH SEGMENT

New Black **has never paid** influencers to wear the brand.

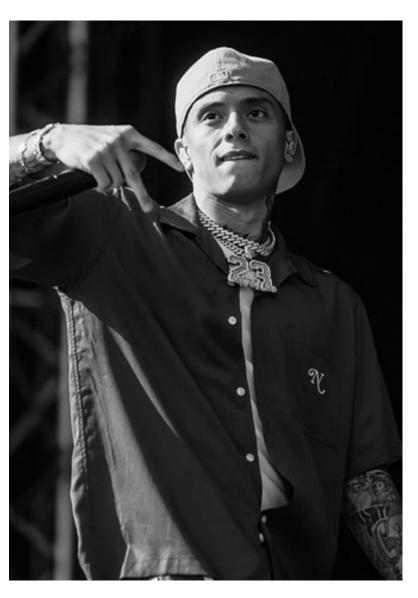
Artists, actors and athletes wear and promote the brand **not because they are paid but because**:

- They like what the brand is about.
- They want to support the movement.
- They want to belong/be associated with the New Black community.

This results in a genuine promotion of our brand that our customers believe to be real and honest.

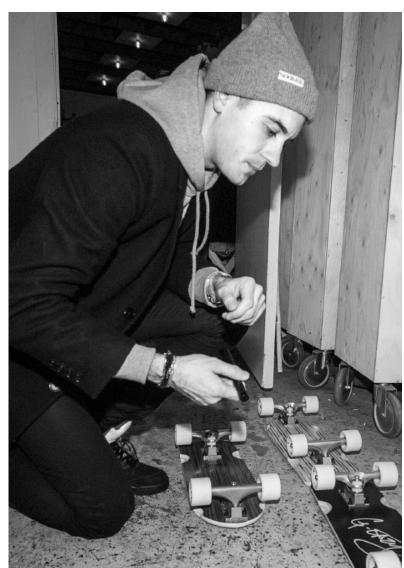
In the same spirit New Black has been worn by celebrities like:

- Stormzy
- G-Eazy
- Tom Hardy
- Orlando Bloom
- Central Cee
- Noomi Rapace
- Maleek Berry
- and many more...









BRAND RECOGNITION — THE LOGO

New Black is a brand that **starts conversations**, worn by people who have something to say. Wearing the New Black logo communicates that you are **part of a community** – a movement embracing diversity, pushing culture forward and inspiring the youth to follow.



HISTORY OF THE BRAND

- Founded in 2010 by best friends Andreas and Elias
- By 2016 the brand was sold all over Europe with an annual turnover of around 6'000'000 SEK
- Retail list included Colette, BSTN, Sneakersnstuff,
 Caliroots, Fresh Cotton, Spectrum, MRQT and many more of Europe's finest streetwear accounts.
- The brand was also sold at bigger online shops like Zalando,
 Nelly and Na-kd
- The company/brand has been inactive since January 2023



ASSETS

- Archive of over 1'300 SKUs
- Archive of over 200 unique graphics placement prints and all over prints
- Wide range of different **New Black logos**
- New Black font in regular, bold and italic (otf)
- 12 years of visual content campaigns, lookbooks and product photos
- Measurement lists
- List of **trusted suppliers** (Portugal, Italy and China)
- List of our **retailers** with contact information

- newblack.se domain name
- **Verified Instagram account** with 12 k followers
- Facebook account with 19 k followers
- 22 k mail list subscribers
- Large community and following of streetwear enthusiasts
- **History, heritage and credibility** within the European streetwear scene

