

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

NEWBLACK®

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: [Bain & Company](#)



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, Sneakersstuff, 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

