

# KAREN MILLEN

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KAREN MILLEN  
LONDON

## *Our* BRAND

*We create confidence through distinction*

A global brand for the modern woman, our mission is to help her be the best version of herself. From the outfit she chooses to her outlook on life, we help boost her confidence and elevate the everyday.





## Our CLIENT

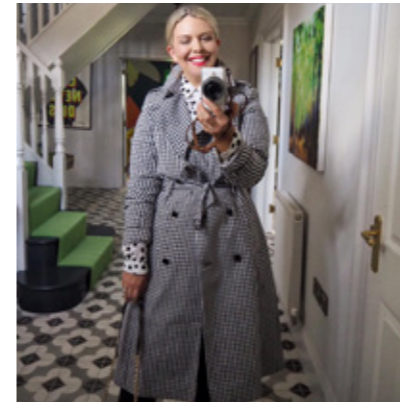
*She knows her own style and likes to look feminine, polished and modern. Aged between 35 and 55, she loves outfits that work for her busy lifestyle.*

*She is vivacious, family-oriented and sociable. She loves her life and has mastered the art of multi-tasking, juggling work, family and social commitments.*

*She surrounds herself with smart and passionate people who love her energy, sense of humour and infectious personality.*

*She is confident and savvy and knows what she wants, whether in life or while shopping.*

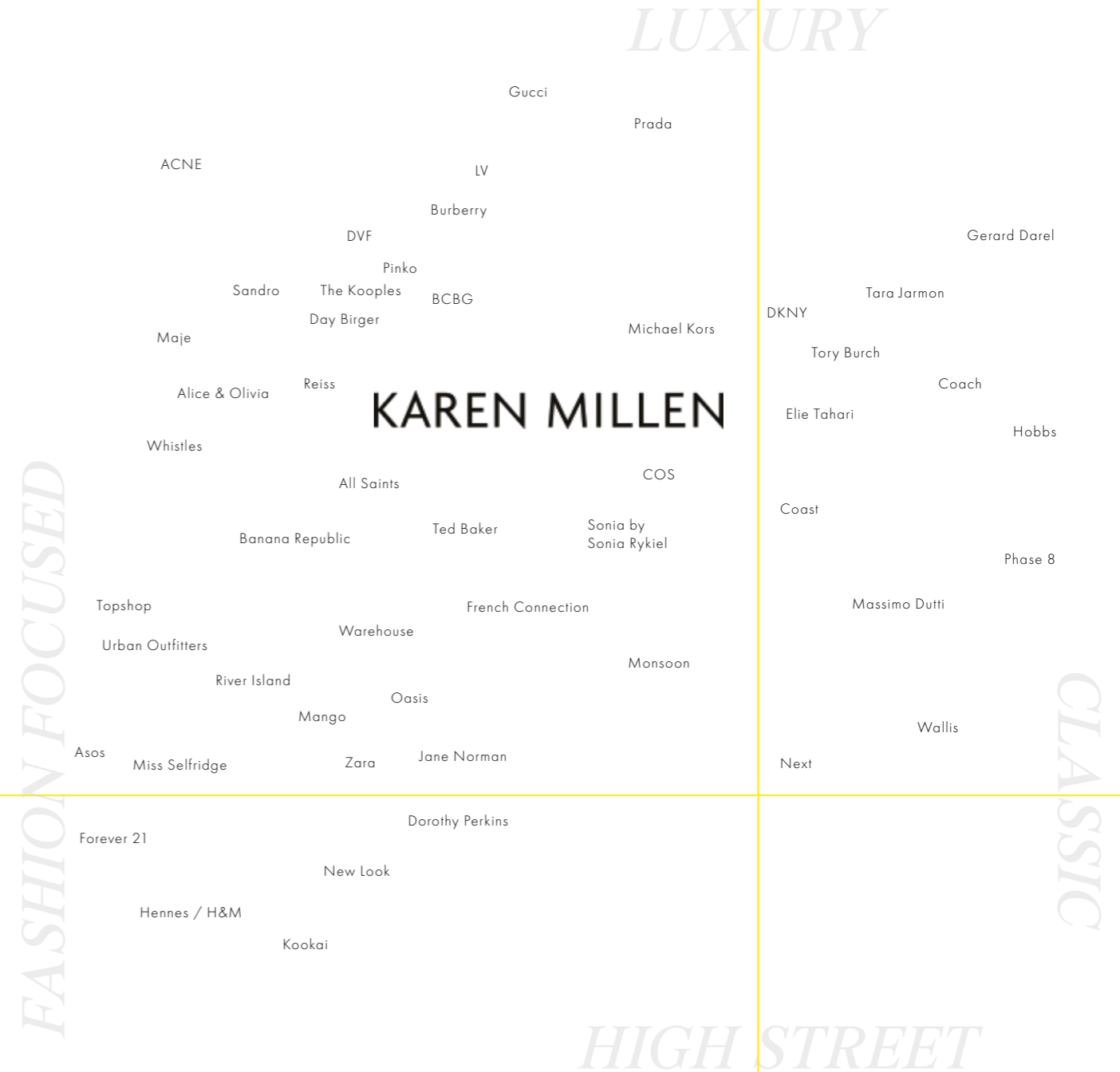
*We specialise in go-to pieces that never let her down. Pieces that champion her individuality and leave her feeling and looking her very best.*



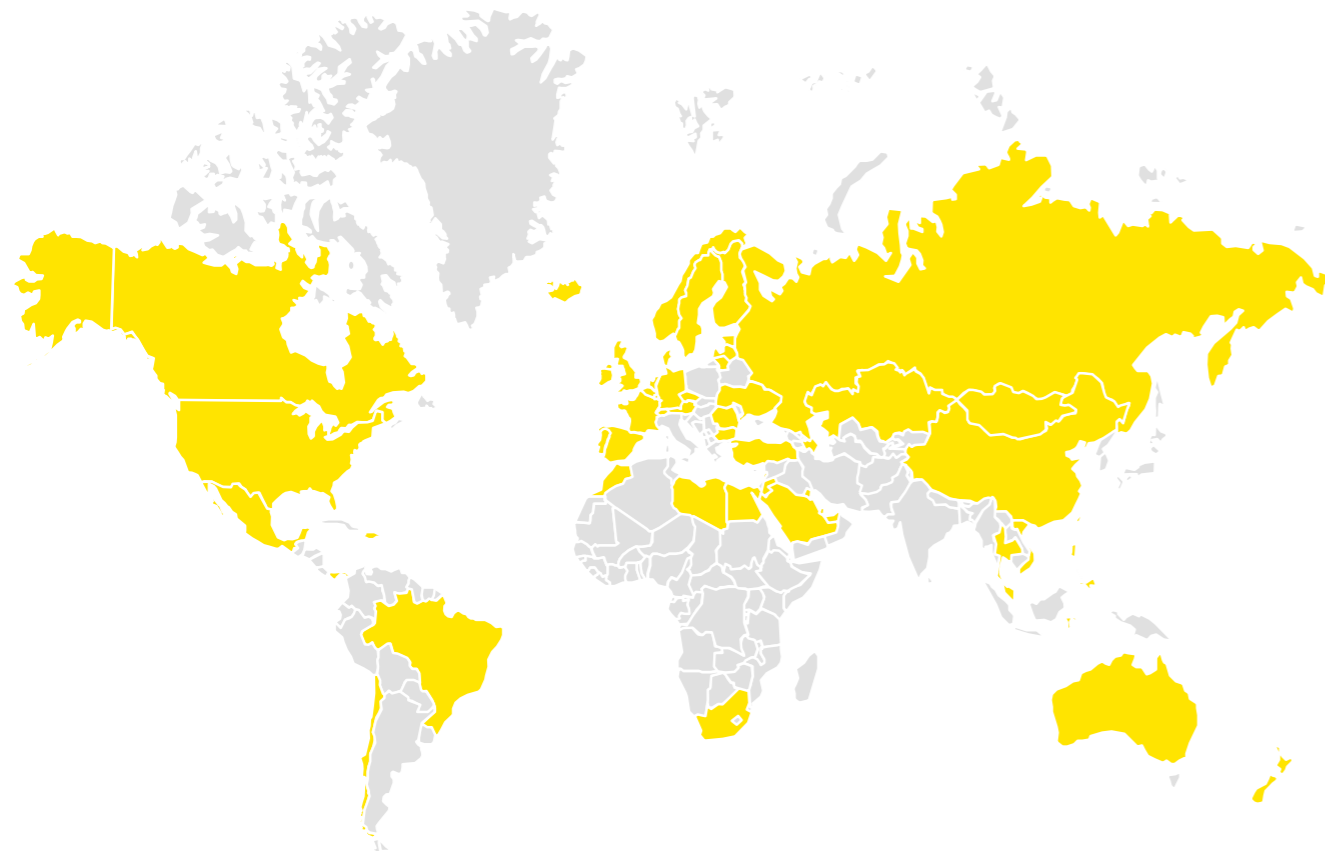
Our BUSINESS



GLOBAL BRAND POSITIONING























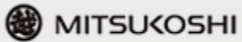







*Our first store opened in Maidstone, Kent, in 1983.  
Now, we have 364 points of sale across 57 countries  
in six continents, selling clothing and accessories to  
women all around the world.*



<b>Canada</b>		<b>Europe</b>		<b>Middle East</b>	
Canada	3	Albania	1	Azerbaijan	2
		Austria	2	Bahrain	1
<b>USA</b>		Belgium	4	Jordan	2
USA	34	Bulgaria	3	Kazakhstan	1
		Czech Republic	2	Kuwait	3
<b>Latin America</b>		Denmark	5	Lebanon	4
Mexico	15	Estonia	2	Saudi Arabia	8
Panama	1	Finland	1	Qatar	2
Puerto Rico	1	France	20	UAE	8
		Georgia	1		
<b>Africa</b>		Germany	8	<b>Asia</b>	
Egypt	6	Holland	11	China	4
Libya	1	Isle of Man	1	Hong Kong	2
Tunisia	1	Latvia	1	Indonesia	5
South Africa	3	Lithuania	3	Macau	3
		Luxembourg	1	Malaysia	3
<b>Russia</b>	15	Malta	1	Mongolia	1
		Monaco	1	Philippines	1
<b>UK &amp; Ireland</b>		Portugal	2	Singapore	2
UK & Ireland	89	Romania	3	Taiwan	2
		Spain	25	Thailand	3
<b>Australia</b>	19	Sweden	3	Vietnam	2
		Switzerland	2		
		Turkey	8		
		Ukraine	6		

Our GLOBAL PARTNERS



 USA	 UK	 UK	 France, Germany, Dubai, Turkey, Indonesia & China
 France	 Spain, Portugal	 UK	 Singapore
 China, Hong Kong, Taiwan	 Turkey	 UK	 Turkey
 Ireland	 Holland	 Denmark	 USA
 Sweden	 Finland	 Switzerland	 Australia
 Taiwan	 Thailand & Indonesia	 Malaysia	 Thailand
 Mexico	 Australia	 USA	 Germany



TOTAL SALES GROWTH

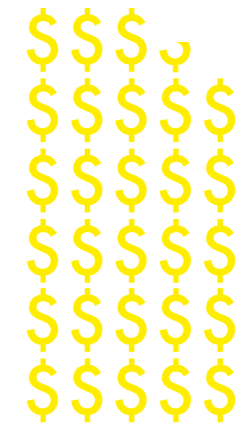


\$122 M

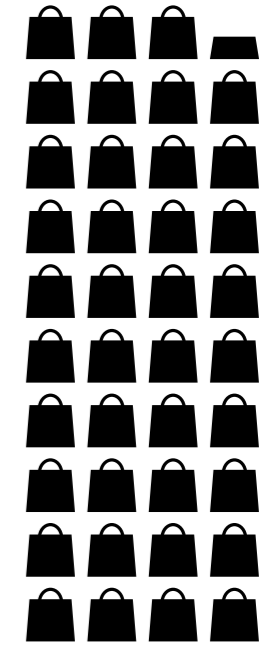


100 Points of Sale

2003/4



\$285 M

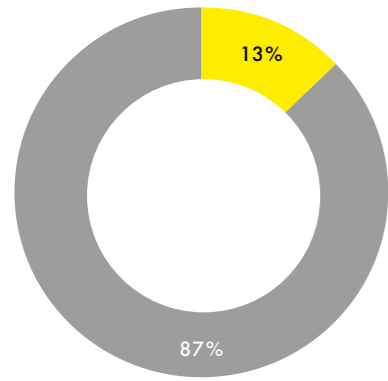


364 Points of sale

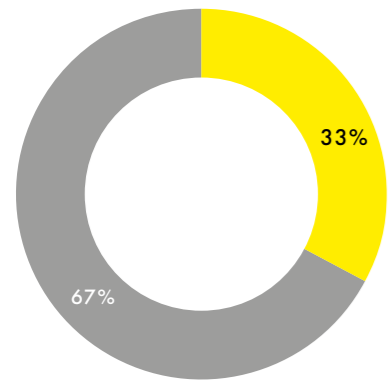
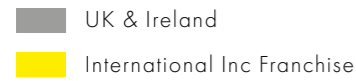
2019/20

CAGR  
Total Company + 6%  
International + 16%

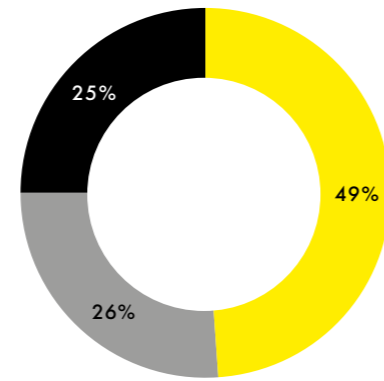
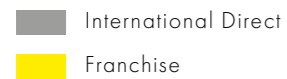
## INTERNATIONAL SALES PERFORMANCE



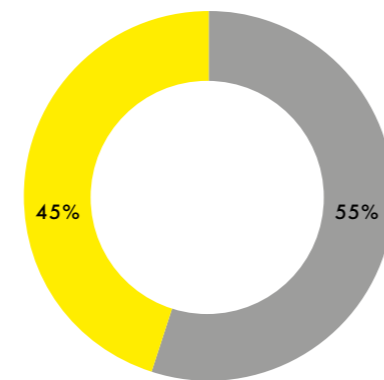
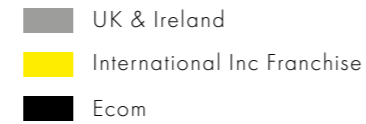
Total business 2003/04 - \$122m



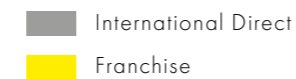
International Split 2003/04 - \$16m



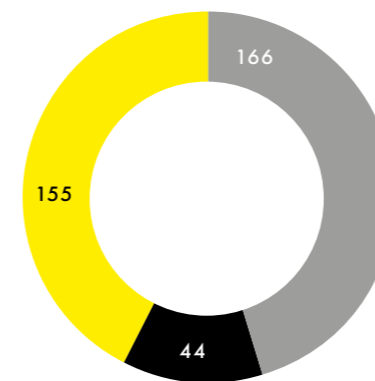
Total business 2019/20 - \$285m



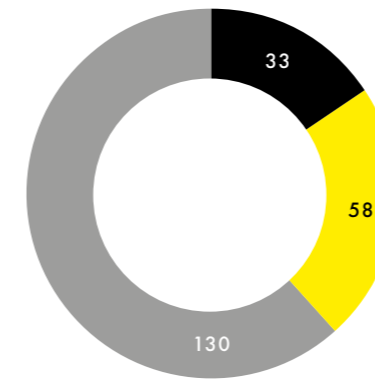
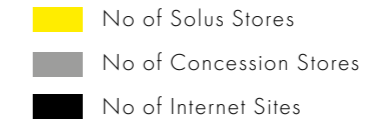
International Split 2019/20 - \$157m



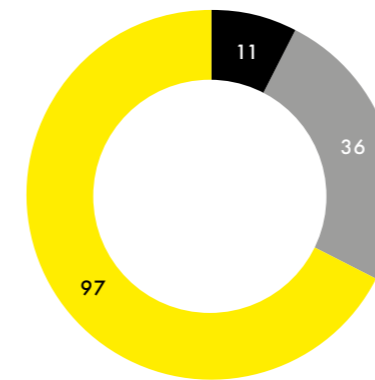
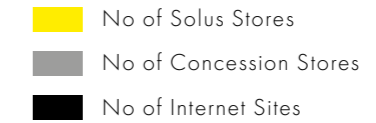
## TOTAL BUSINESS MIX



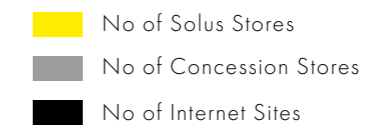
Total Business Mix (364 Points of Sale) - 2019/20



Direct Business Mix (221 Points of Sale) - 2019/20



Franchise Business Mix (143 Points of Sale) - 2019/20





## Our PRODUCT



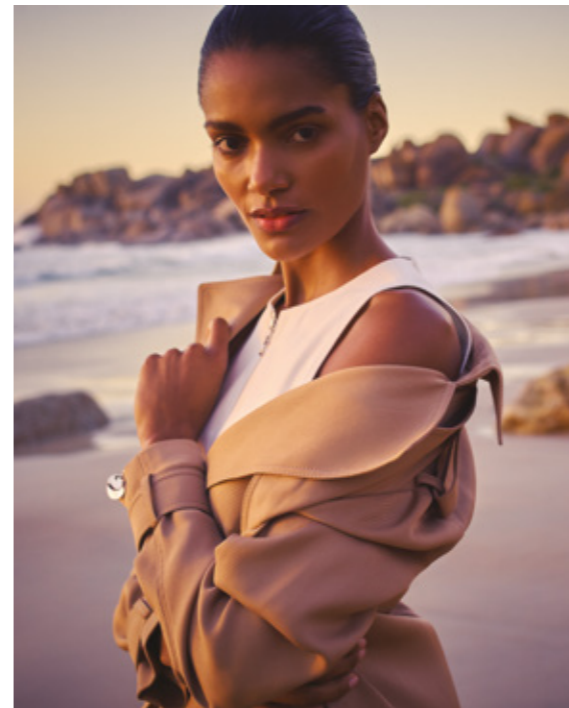
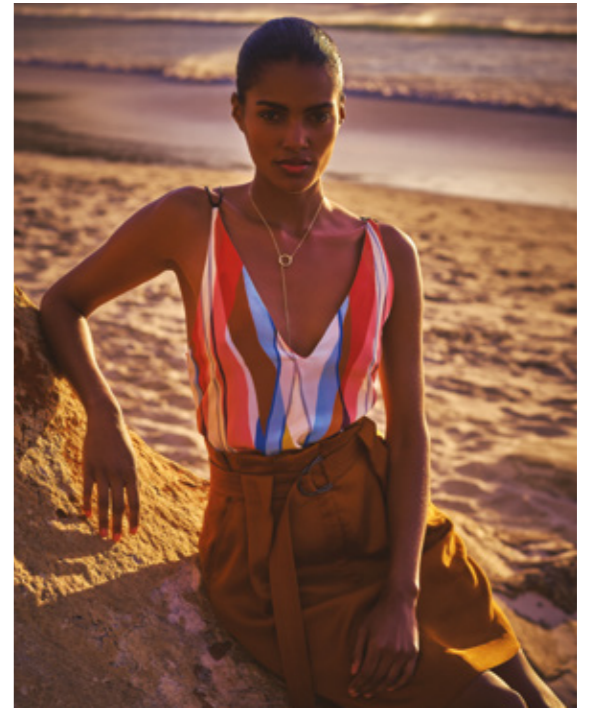
## DYNAMIC DESIGN

We create pieces for ease, versatility and longevity – wardrobe staples that fit into her life and work around it, adding modern polish to every moment.



## ATELIER ETHOS

We use the finest fabrics and couture-inspired techniques unlike anything else on the high street, delivering exceptional style and fit. We pride ourselves on our in-house Atelier, giving us complete creative control over the creation of our collections.



## THE ATELIER

A distinctive collection of unique, couture-inspired pieces, imagined and brought to life at our in-house Atelier.



## WORKWEAR

Razor-sharp tailoring, figure-sculpting dresses and boardroom-ready knitwear made to impress, no matter what the day brings your way.





### OFF-DUTY

Elevated essentials to ensure you're always on, even when you're off-duty.





## OCCASIONWEAR

Head-turning dresses, tailoring and separates for every special occasion, beautifully crafted at our in-house Atelier.





## SWIMWEAR AND ACCESSORIES

From sunshine-ready swimwear to shoes that'll take you places, our collection has all you need for home and away.



# RETAIL PRICE GUIDE UK, USA & EUROPE

## UK

Spring   Summer		
Category	Price Brackets	ASP
Coats	£199 - £599	£250
Jackets	£130 - £299	£215
Leather Jackets	£280 - £450	£325
Trousers	£85 - £275	£160
Jeans	£65 - £135	£90
Skirts	£85 - £350	£130
Shirts/tops	£55 - £160	£99
T-Shirt	£25 - £85	£50
Dress	£85 - £499	£200
Knitwear	£60 - £199	£105
Footwear	£65 - £299	£125
Bags	£65 - £250	£105
Purses	£30 - £40	£35

Autumn   Winter	
Price Brackets	ASP
£199 - £1200	£315
£125 - £299	£199
£299 - £350	£305
£90 - £299	£150
£65 - £110	£80
£70 - £325	£120
£60 - £175	£105
£25 - £85	£45
£75 - £399	£185
£60 - £190	£110
£99 - £399	£170
£50 - £299	£120
£50 - £80	£60

## USA

Spring   Summer		
Category	Price Brackets	ASP
Coats	\$399 - \$1200	\$499
Jackets	\$225 - \$599	\$450
Leather Jackets	\$585 - \$899	\$650
Trousers	\$145 - \$550	\$299
Jeans	\$85 - \$185	\$110
Skirts	\$145 - \$699	\$225
Shirts/tops	\$90 - \$299	\$170
T-Shirt	\$30 - \$110	\$80
Dress	\$140 - \$999	\$425
Knitwear	\$95 - \$399	\$175
Footwear	\$175 - \$735	\$299
Bags	\$85 - \$425	\$175
Purses	\$55 - \$55	\$50

Autumn   Winter	
Price Brackets	ASP
\$399 - \$2400	\$650
\$199 - \$599	\$399
\$599 - \$699	\$599
\$145 - \$599	\$250
\$85 - \$150	\$105
\$120 - \$650	\$199
\$95 - \$350	\$175
\$30 - \$110	\$75
\$125 - \$780	\$375
\$95 - \$380	\$190
\$75 - \$735	\$255
\$75 - \$450	\$180
\$75 - \$120	\$90

## Europe

Spring   Summer		
Category	Price Brackets	Asp
Coats	€275 - €850	€350
Jackets	€180 - €450	€299
Leather Jackets	€399 - €650	€485
Trousers	€115 - €399	€210
Jeans	€85 - €180	€120
Skirts	€115 - €499	€180
Shirts/tops	€70 - €210	€130
T-Shirts	€35 - €115	€60
Dresses	€115 - €699	€275
Knitwear	€75 - €275	€135
Footwear	€85 - €450	€175
Bags	€85 - €350	€135
Purses	€40 - €50	€45

Autumn   Winter	
Price Brackets	Asp
€275 - €1700	€485
€175 - €450	€275
€450 - €499	€450
€120 - €450	€199
€85 - €140	€99
€95 - €485	€160
€75 - €225	€135
€35 - €115	€55
€99 - €599	€250
€75 - €250	€140
€130 - €599	€225
€60 - €450	€160
€60 - €99	€75

## TYPICAL SEASON CATEGORY MIX

Spring   Summer		
Category	Option	Sale Mix
Coats	11	1%
Jackets	15	2%
Leather Jackets	13	2%
Trousers	58	7%
Jeans	27	3%
Skirts	40	5%
Shirts	74	9%
T-Shirts	70	9%
Dresses	179	23%
Knitwear	106	13%
<b>Clothing Total</b>	<b>593</b>	<b>75%</b>
<b>Footwear Total</b>	<b>105</b>	<b>13%</b>
<b>Accessories Total</b>	<b>90</b>	<b>11%</b>
<b>Total</b>	<b>788</b>	<b>100%</b>

Autumn   Winter	
Option	Sale Mix
41	6%
22	3%
14	2%
55	8%
16	2%
60	8%
49	7%
52	7%
139	19%
127	17%
575	79%
67	9%
88	12%
730	100%

## Our CHANNELS

### STORES

The attention to detail and craftsmanship of our collections is reflected in our unique stores, creating an environment that's both elegant and timeless.



5th Avenue



Covent Garden



Selfridges

### FLAGSHIP STORES

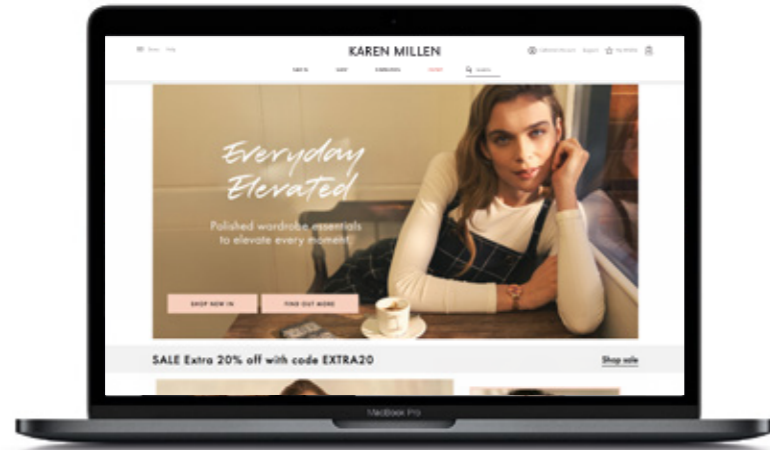
London  
New York  
Dubai  
Sydney  
Los Angeles  
Singapore  
Moscow



Regent Street



karenmillen.com



Franchise Owned



**Franchise and owned websites**

- Belgium
- Bulgaria
- Canada
- China
- Denmark
- France
- Germany
- Ireland
- Kazakhstan
- Malta
- Mexico
- Netherlands
- Romania
- Russia
- Spain
- Sweden
- Turkey
- UAE
- UK
- Ukraine
- United States
- Vietnam

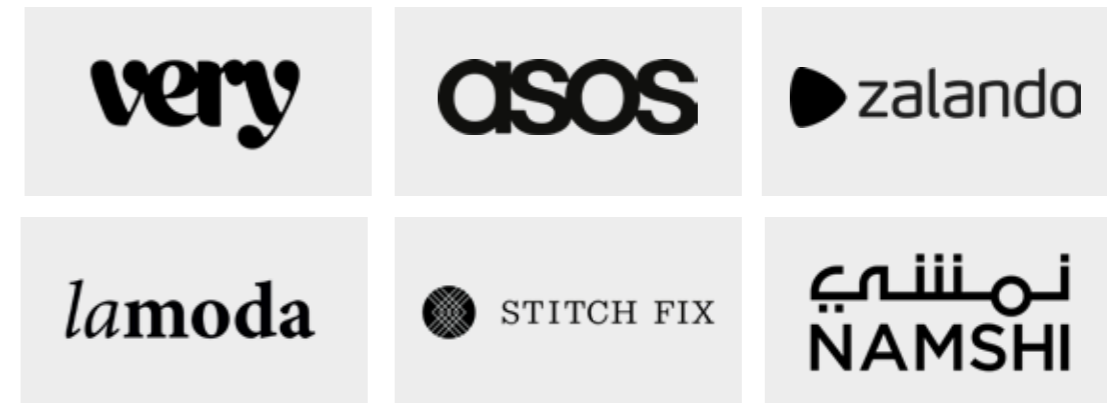
Host Website



**International hosts**

- Arnotts (ROI)
- Bloomingdale's (US)
- Brown Thomas (ROI)
- De Bijenkorf (NL)
- House of Fraser (UK)
- John Lewis (UK)
- Magasin (DK)
- Next (UK)
- Place des Tendances (FR)
- Selfridges (UK)
- Nordstrom (USA)

**WHOLESALE WEBSITES**



OUR PACKAGING



Store Wrap

WINDOW INSTALLATIONS



Kirsty Mitchell Award Winning



Riba | Arthur Mamou-Mani Award Winning

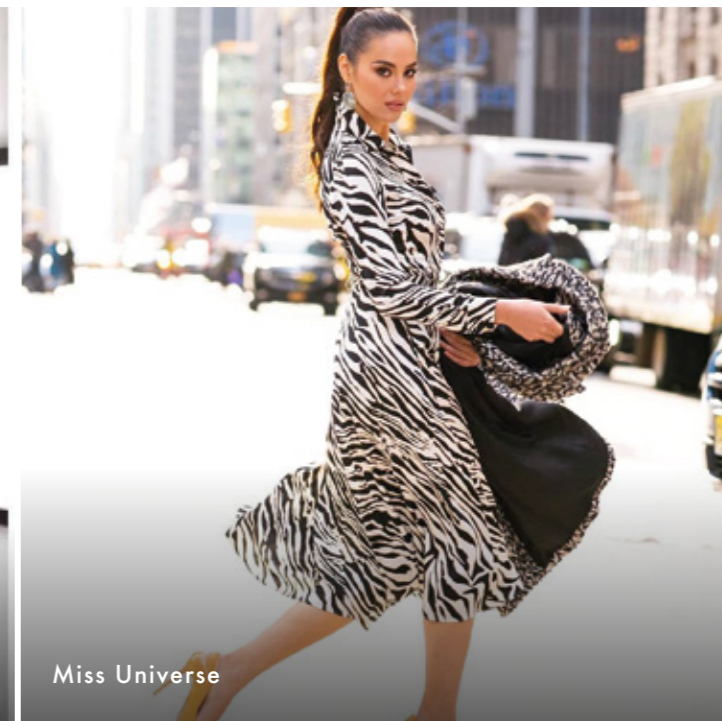
AS WORN BY

Penelope Cruz  
Beatriz Areizaga  
Louise Roe  
Elle MacPherson  
Kelly Rutherford  
Laura Whitmore  
Holly Willoughby  
Salma Hayek  
Eva Chen  
Coco Rocha  
Ruqsana Begum  
Sophie Turner  
Donna Air  
Ashley Graham  
Poppy Delevingne  
Catt Sadler  
Zoey Deschanel  
Leah Weller  
Daisy Lowe

Karolina Kurkova  
Missy Rayder  
Nicole Scherzinger  
Devin Brugman  
Tahnee Atkinson  
Whitney Port  
Rochelle Humes  
Bianca Ryan  
Capri Cafaro  
Demi-Leigh Nel-Peters  
Givana Rancic  
Liberte Chan  
Miriam Shor  
Shanina Shaik  
Claudia Winkleman  
Fearne Cotton  
Suzanna Reid  
Shirley Ballas  
Dianne Guerrero



Holly Willoughby



Miss Universe



Shanina Shaik



Elle Macpherson



Amy Bell



Fran Bacon



Erica Davies



Lydia Millen



Niomi Smart



Natalie Lee

## OUR INFLUENCERS

We work with a network of globally recognised inspirational and stylish women who embody the same ethos, attitude and aesthetic as our brand. These women are aspirational – typically with a social media reach of up to 500K – and are as sassy, vivacious and ambitious as our clients.

OUR PRESS HIGHLIGHTS



Cosmopolitan



Praew



Vogue



Love



Grazia



The Times Magazine



Woman and Home



Dep



You



Woman and Home



Glamour



Marie Claire



InStyle



Make



Grazia



Stella



Elle



Grazia



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