

# KAREN MILLEN



ZOE BRIGGS

SILMO

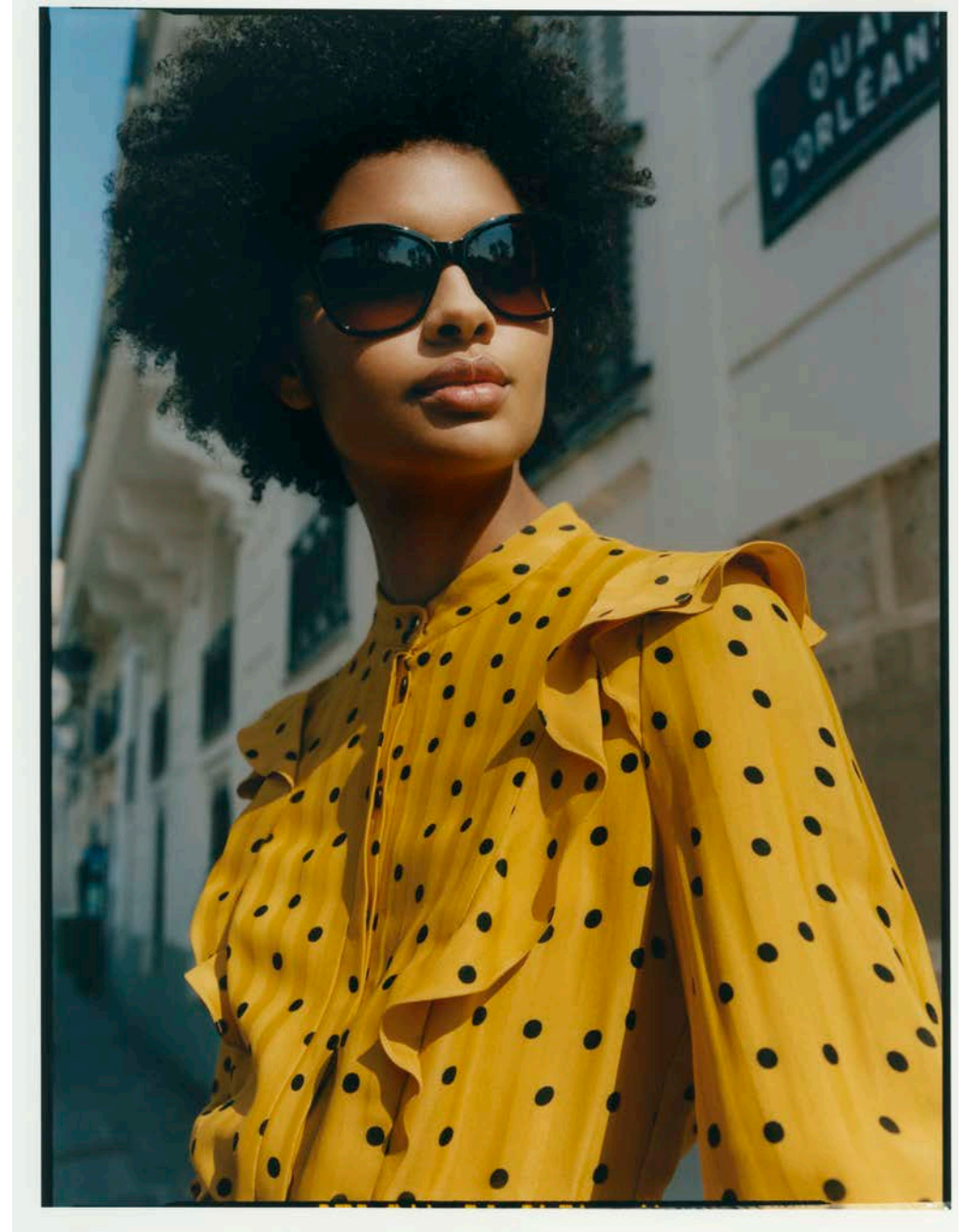
26.9.19

## BOOHOO BUY OUT

In Aug 2019, Karen Millen entered administration. The Boohoo group bought the IP for both Karen Millen and Coast and since then we have had several discussions with the new owners.

We are excited by the new owners strategy and plans for investment. Karen Millen's mission will remain to create **striking style-led pieces** that resonate **with women of all ages**, united by their style attitude.

Boohoo group sales exceeded £579m (+97 YOY) this year, with all of their brands (Bohoo, PrettyLittlething, Misspap and Nasty Gal) achieving significant growth.



KAREN MILLEN

# BRAND

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## A LONDON BRAND WITH A GLOBAL CALLING

Creating Confidence Through Distinction

In 1981 Karen Millen invested £100 in one thousand metres of white cotton and began crafting sleek white shirts for her friends.

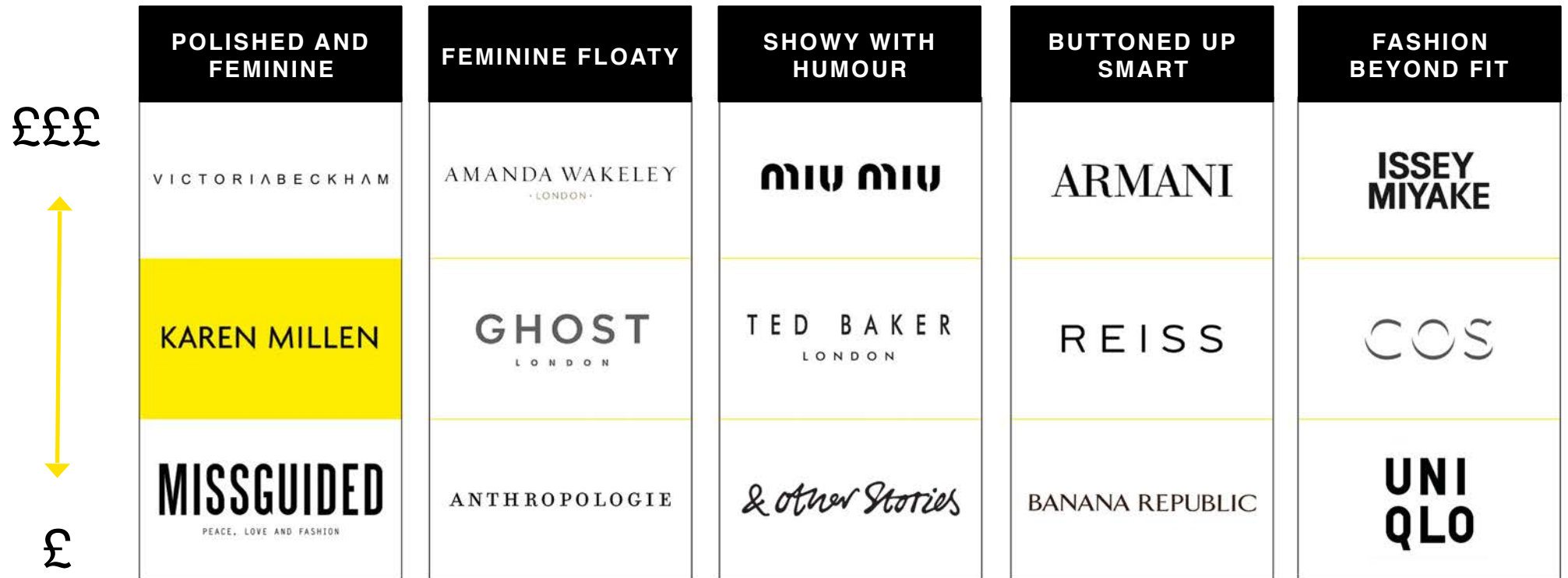
Today, they are a **well established premium brand** dedicated to high quality, flattering fit and scrupulous **attention to design detail**.

Inspired by couture, Karen Millen's mission is to create **striking style-led pieces** that resonate **with women of all ages**, united by their style attitude.



KAREN MILLEN

# BRAND POSITIONING



KAREN MILLEN

## BRAND PRESENCE

Global business trading across 6 continents, 57 countries and 364 points of sale

### UK

Branches: 36  
 Concessions: 42  
 Outlets: 4  
 Franchises: 1  
 Digital sites: 6

Outlets: 1  
 Digital sites: 2

### EUROPE

Branches: 12  
 Concessions: 65  
 Outlets: 4  
 Franchises: 38  
 Digital sites: 10

### RUSSIA

Franchises: 21

### FAR EAST

Franchises: 40

### MIDDLE EAST

Franchises: 35

### US & CANADA

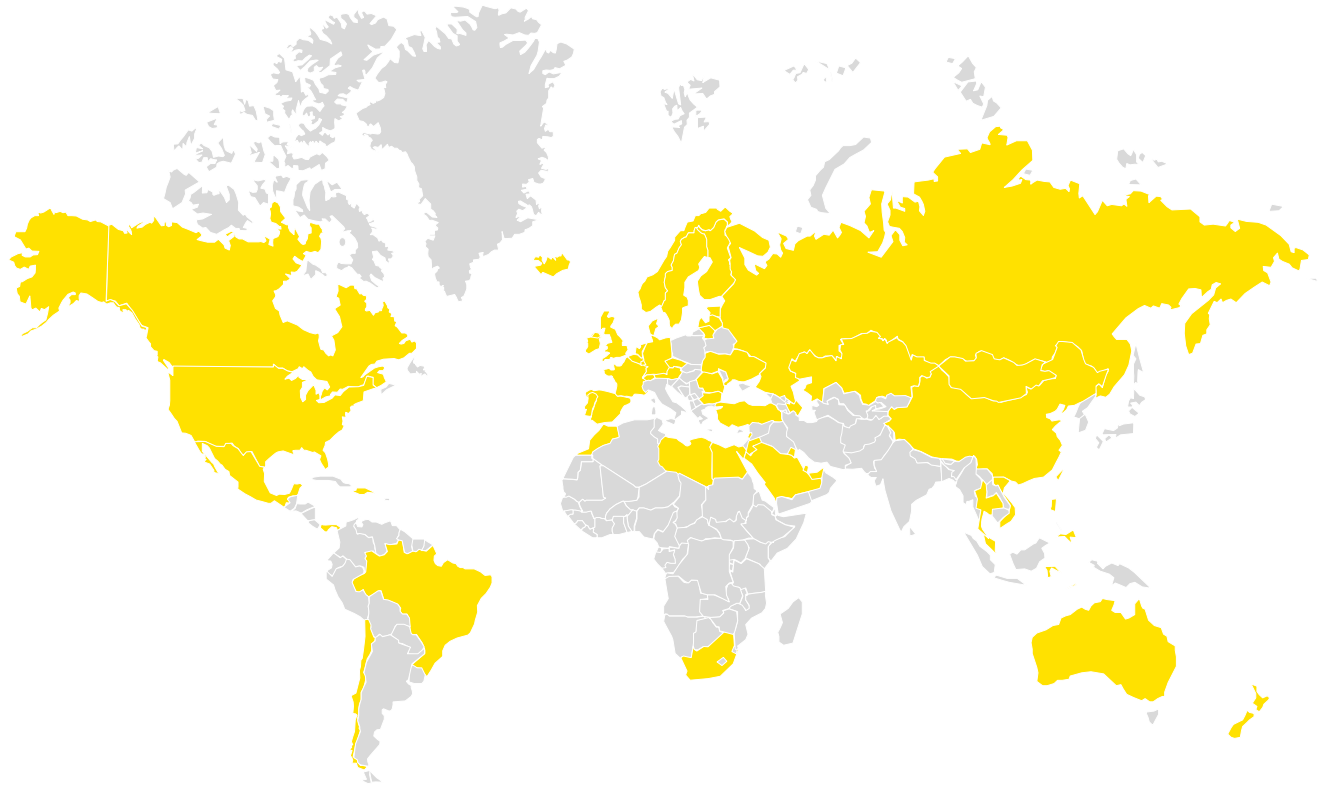
Branches: 7  
 Concessions: 25  
 Outlets: 2  
 Digital sites: 3

### OTHER

Franchises: 27

### AUSTRALASIA

Branches: 8  
 Concessions: 8



# GLOBAL PARTNERS



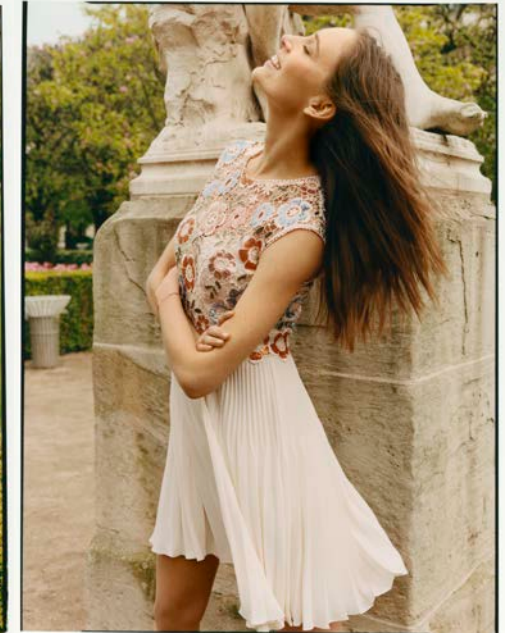
<p>bloomingdales</p> <p>USA</p>	<p>Harrods</p> <p>UK</p>	<p>SELFRIDGES&amp;CO</p> <p>UK</p>	<p>GALERIE LAFAYETTE</p> <p>France, Germany, Dubai, Turkey, Indonesia &amp; China</p>
<p>PRINTEMPS</p> <p>France</p>	<p>El Corte Inglés</p> <p>Spain, Portugal</p>	<p>HOUSE OF FRASER</p> <p>SINCE 1849</p> <p>UK</p>	<p>TANGS</p> <p>Singapore</p>
<p>SOGO</p> <p>China, Hong Kong, Taiwan</p>	<p>HARVEY NICHOLS</p> <p>Turkey</p>	<p>John Lewis</p> <p>UK</p>	<p>BRANDROOM</p> <p>Turkey</p>
<p>BROWN THOMAS</p> <p>Ireland</p>	<p>de Bijenkorf</p> <p>Holland</p>	<p>Magasin</p> <p>Denmark</p>	<p>Dillard's</p> <p>USA</p>
<p>Sweden</p>	<p>STOCKMANN</p> <p>Finland</p>	<p>PKZ</p> <p>Switzerland</p>	<p>MYER</p> <p>mystore</p> <p>Australia</p>
<p>MITSUKOSHI</p> <p>Taiwan</p>	<p>Central</p> <p>Thailand &amp; Indonesia</p>	<p>PARKSON</p> <p>Malaysia</p>	<p>SIAM PARAGON</p> <p>Thailand</p>
<p>El Palacio de Hierro</p> <p>Mexico</p>	<p>DAVID JONES</p> <p>Australia</p>	<p>NORDSTROM</p> <p>USA</p>	<p>Breuninger</p> <p>Germany</p>

# MARKETING

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**AW19  
CAMPAIGN**



# AW19 CAMPAIGN



# EYEWEAR

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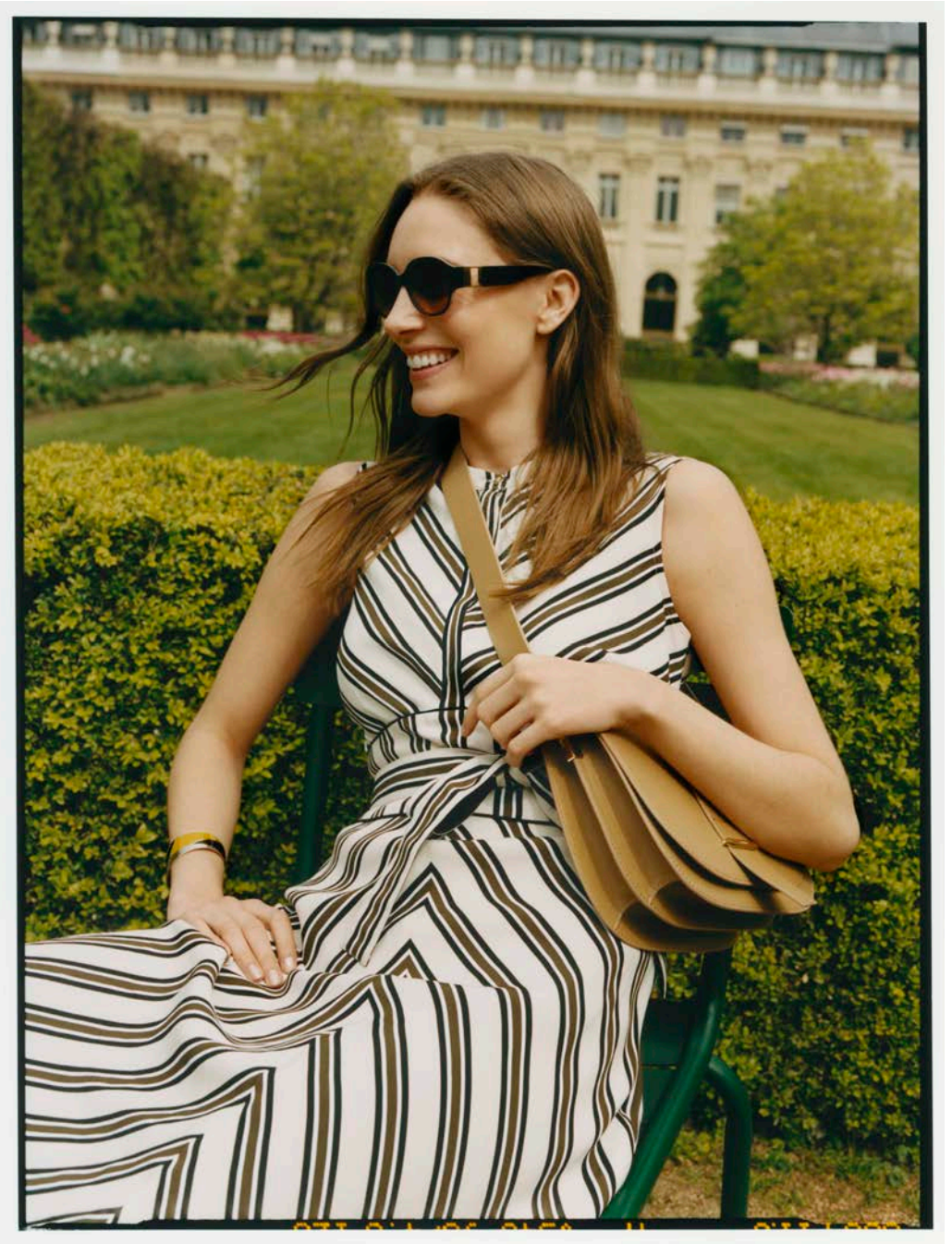
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## EYEWEAR COLLECTION

Mondottica is proud to announce the launch of the new Karen Millen collection for Autumn Winter 2019.

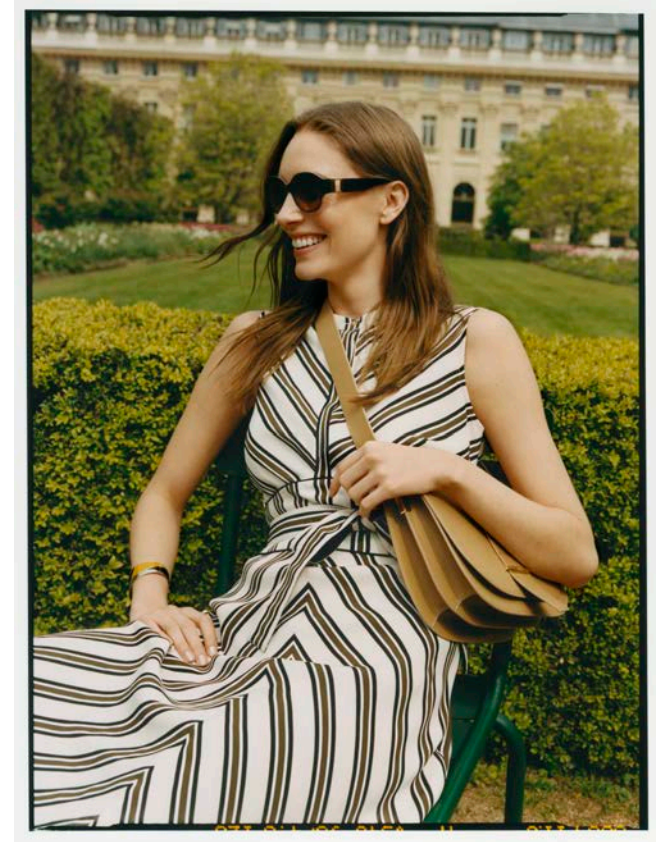
To reflect the brand's ethos of female empowerment and independence, the statement collection makes a sleek and bold impact; embracing a sophisticated versatility alongside confident, classic designs.

The new season embraces both polished and delicate features as well as classic and smart shapes, all of which invite women to express their own concept of style in eyewear.



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## AW19 SUN MARKETING CAMPAIGN



All: KM5020 001; Usage July 1st 2019 – December 31st 2019

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# AW19 INFLUENCER CAMPAIGN

EYEWEAR AND OPTOMETRY LIFE, WELLNESS & BEAUTY FOOD & TRAVEL SHOP EYEWEAR GET THE LOOK

## WHAT LIZZY LOVES

LIFE AND STYLE THROUGH THE EYES OF AN OPTOMETRIST

JULY 28, 2019

IN THE NAVY



EYEWEAR AND OPTOMETRY LIFE, WELLNESS & BEAUTY FOOD & TRAVEL SHOP EYEWEAR GET THE LOOK

### THE PERFECT PAIR

This navy silk halterneck dress? Its simplicity means it can take a statement style. A bright-coloured frame wouldn't work with the neutral pattern will, (I do of course class anything that resembles an animal-print as neutral). These layered sunglasses by Karen Millen fit perfectly by adding visual texture which stops the outfit from looking "flat."



EYEWEAR AND OPTOMETRY LIFE, WELLNESS & BEAUTY FOOD & TRAVEL SHOP EYEWEAR GET THE LOOK



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# POS



**SUN SHOWCARD A4**

£2.83 / €3.20 / \$3.62

IN STOCK

**KMSCV2AW19**



**LOGO BLOCK**

£4.31 / €4.89 / \$6.00

IN STOCK

**KMLB16120008**

# JAN 20 COLLECTION

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## TIERING

Within the KM Optical collection we have two tiers of product catering to the myriad of global KM Customers.

### **KM COLLECTION**

4 Models/11 Sku's

Wholesale £32.95/€39/\$39.95

### **LUXE**

2 models/5 Sku's

Wholesale £39.95/€46/\$44.95



KAREN MILLEN

## COLLECTION OVERVIEW

Within the KM Optical collection we have two tiers of product catering to the myriad of global KM Customers.

### LUXE

£39.95  
€46  
\$44.95



### KM COLLECTION

£32.95  
€39  
\$39.95



COMBI

ACETATE

METAL

## EXPOSED CORE WIRE



Crystal acetate gives way to an engraved core wire with sophisticated branding

KAREN MILLEN

## TEXTURED TEMPLES



Rich textures are pressed in to metal temples for a glamorous and premium finish

**BRANDED NOSE PADS**



KM branding adorns the  
nose pads on Luxe models

## ENGRAVED RIM WIRE



Attention to every detail. Engraved rim wires evoke a vintage elegance

KAREN MILLEN

## DESIGN SIGNATURES –

### EXPOSED CORE WIRE



Crystal acetate gives way to an engraved core wire with sophisticated branding

### TEXTURED TEMPLES



Rich textures are pressed in to metal temples for a glamorous and premium finish

### BRANDED NOSE PADS



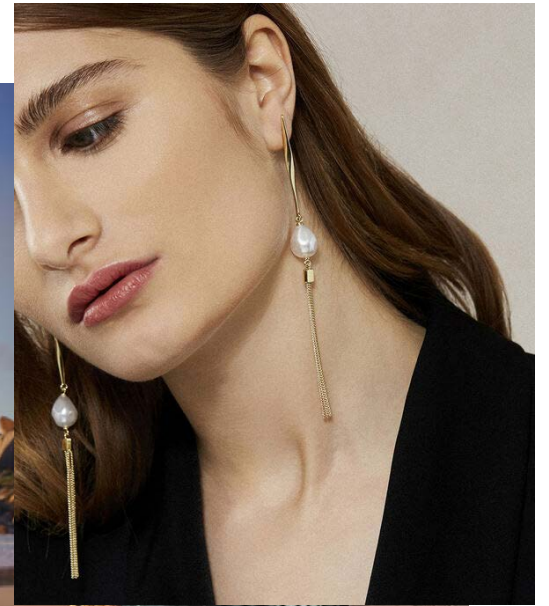
KM branding adorns the nose pads on Luxe models

### ENGRAVED RIM WIRE



Attention to every detail. Engraved rim wires evoke a vintage elegance

# LUXE COLLECTION INSPIRATION





# LUXE COLLECTION

KM3025



702 BURGUNDY



003 BLACK GLITTER

# LUXE COLLECTION

KM1038



123 DARK TORTOISE



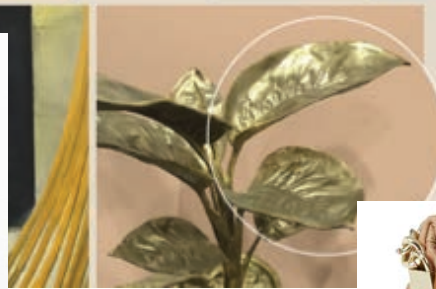
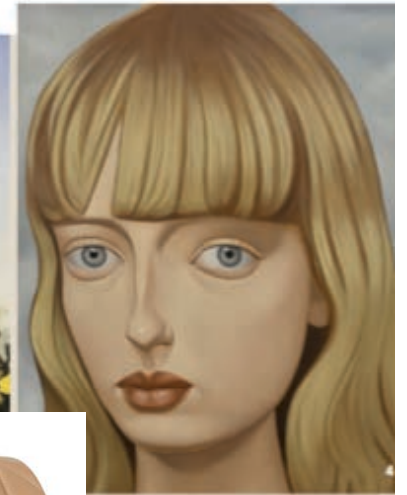
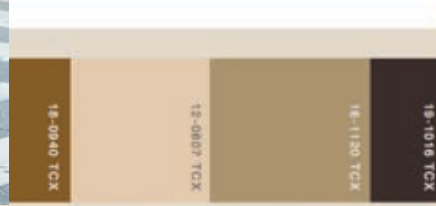
001 BLACK



204 BURGUNDY

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# KM COLLECTION INSPIRATION



# KM COLLECTION

KM3026



400 GOLD



401 LIGHT GOLD



402 ROSE GOLD

KAREN MILLEN

# KM COLLECTION

KM3027



402 ROSE GOLD



401 LIGHT GOLD

# KM COLLECTION

KM1039



007 BLACK



204 BURGUNDY



123 DARK TORTOISE

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# KM COLLECTION

KM1040



102 BROWN



001 BLACK



903 GREY

KAREN MILLEN

KAREN MILLEN



THANK YOU