



The
Felina[™]
Group

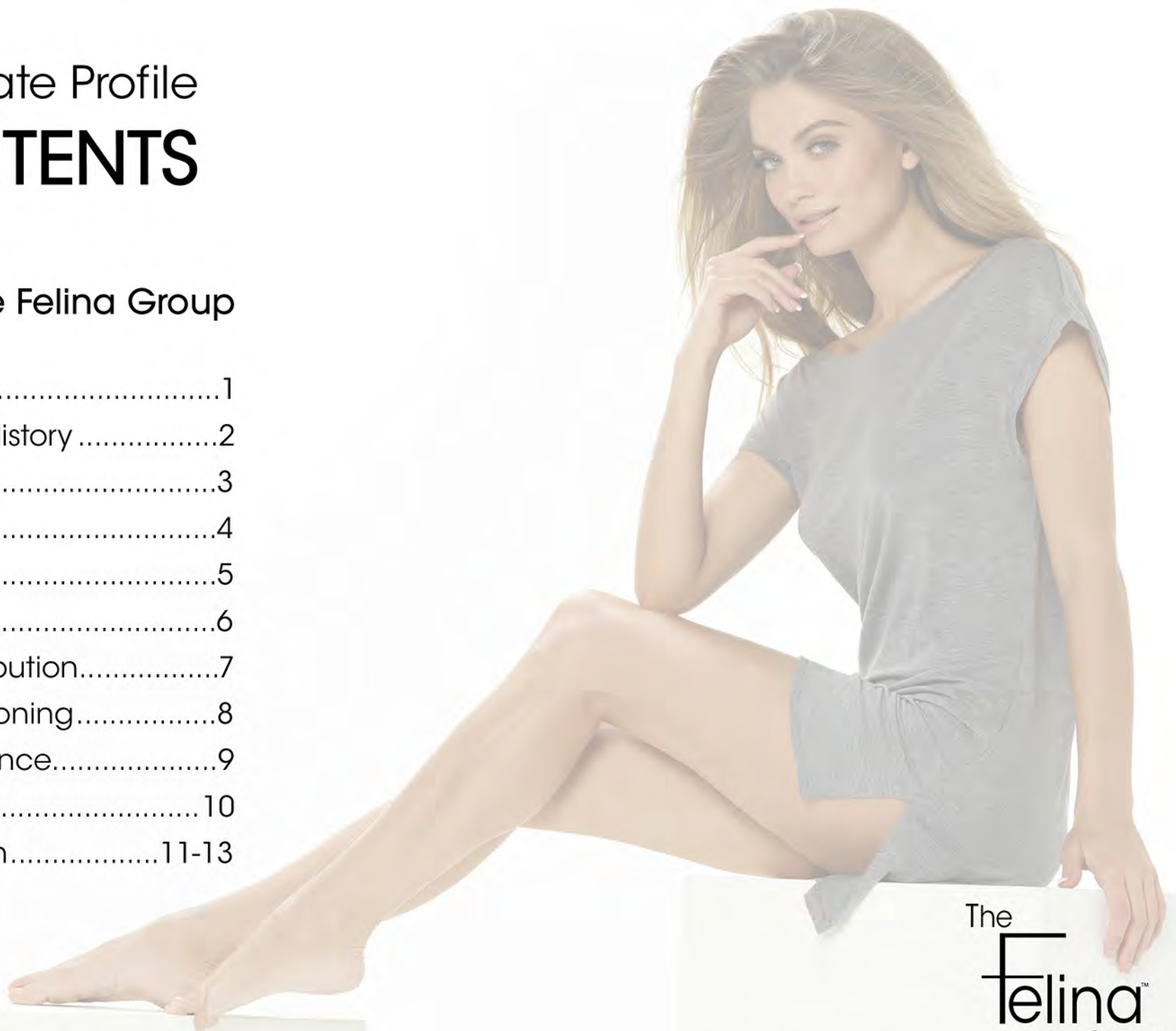
Corporate Profile 2016
Confidential Business Overview

Corporate Profile

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The
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WE ARE:

The Felina Group is an innovative, California based company that designs, manufactures, markets and distributes women's intimate apparel and loungewear to some of the world's leading retailers. Founded in 1982, our company entered the market by blending European trends with technical innovation and offering it at an exceptional value. Vision and tenacity have expanded the business into new brands and categories within women's intimates.

Distribution allows the Felina Group to leverage business across all retail channels, from luxury department stores and specialty boutiques to mid-tier and mass market retailers and high-volume clubs. Our partners value our ability to bring our original DNA of trend and innovation to their market answering the needs and demands of their consumer base.

A true partner, The Felina group offers much more than product. We specialize in product and design; inventory planning; manufacturing; marketing; sales; logistics and distribution. Our capabilities and flexibility make us an indispensable resource to our retailers that we service.

Our goal is to design and manufacture with integrity, and distribute goods of quality and value.

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COMPANY HISTORY/ACHIEVEMENTS



- 1982 Piege Company is founded by Zarabi family - Launching signature **Felina Lingerie** brand
- 1992 Robert Zarabi takes over the helm as president/CEO
- 1994 Move to current headquarters in Chatsworth, CA, which has expanded to an 148,000 sq. ft. size facility
- 1996 Partner of the Year award from **Mervyn's** Corporation
- 1997 Vendor Award of Excellence contributing immensely to the success of Target Corporation
- 1999 Certificate of Gold Status from **Target** Corporation: Dayton-Marshall Field Hudson for an excellence of product flow and exceeding sales and profit goals.
- 2001 Launches **Felina Lingerie** daywear/loungewear
- 2003 Acquires and reintroduces iconic brand **Jezebel**
- 2004 Partner Award of Excellence from **Target** Corporation for extraordinary performance and dedication and recognition of innovative leadership.
- 2008 Patent granted for two **Felina Lingerie** bustiers
- 2009 Launches **Paramour brand**, entering a new area of lingerie, designed for the full busted client
- 2010 **Felina Lingerie** is honored by the Underfashion Club, Inc. as Manufacturer of the Year
- 2014 Licenses **Buffalo men's underwear/lounge for Fall 2015**
- 2014 Launch of **Hindsight men's and ladies' loungewear** line.
- 2015 Licenses men's brand **English Laundry** for lounge and underwear Fall 2016.
- 2016 Launch of **Unveiled by Felina** in better department stores, boutiques, and ecommerce.
- 2016 License of active/swim/hosiery/cold weather socks.

OUR BRANDS

Product Commercialization - capturing market shares through multi-channeling product development.



The
Felina
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Style, Inside & Out

Classic and romantic, bringing European design elements at core price points to mid-tier retailers with a balance of basic and fashion merchandise.

- Multiple category brand with exposure in daywear, sleepwear, loungewear and foundations
- Maintains high end aesthetics at bridge price points



Felina™



Celebrate Your Curves

Contemporary, full bust brand, capturing unique design with commercial appeal. Captures affordable fashion for this key demographic.

- Promotional product range, driving volume accounts
- Expands our customer base and reaches a wider audience

Paramour™



Keep the Fantasy Alive

Playful and provocative, eye-catching and trendy but functional range offering fashionable youthful design and fit at opening price points.

- Promotional product range, driving volume accounts
- Multiple category brand with exposure in foundations, daywear and nightwear

Jezebel[™]



BRAND DISTRIBUTION

Felina

NORDSTROM

Wardrobe

VON MAUR

DAVID'S BRIDAL

COSTCO
WHOLESALE

marmax

ROSS
DRESS FOR LESS

Burlington
coat factory

amazon.com

bare necessities

HR
HerRoom

NORDSTROM
rack

Jezebel

JCPenney



KOHL'S



Dillard's

BON-TON

NORDSTROM
rack

ROSS
DRESS FOR LESS

Burlington
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sears

PRICE SMART

Marine Corp.

amazon.com

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HR
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COSTCO
WHOLESALE

Stein Mart

belk

NEX
Navy Exchange

aestores.com

Sears

Specialty Stores

Paramour



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KOHL'S

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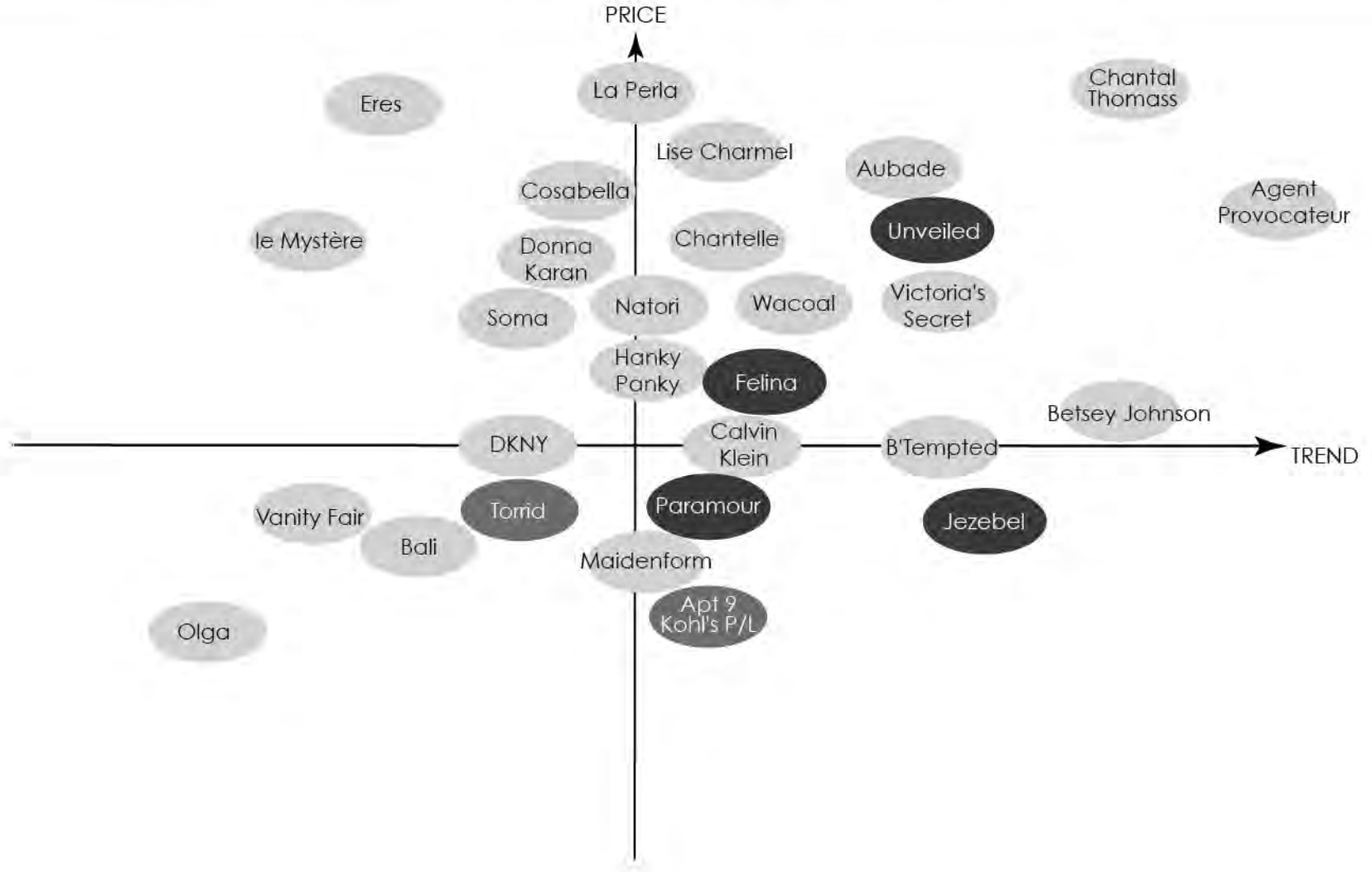
bare necessities

HR
HerRoom

zulily

Specialty Stores

KEY STRENGTH OF PIEGE BRANDS IS THE ABILITY TO OFFER QUALITY DESIGNS AT ALL PRICE POINTS



PIEGE COMPANY – BRAND PRESENCE GLOBALLY

- Careful selection of vendors within the same region to avoid oversaturation of the market
- Ensure the collection is showcased in the best possible retail environment to enhance its success

WHOLESALE ACCOUNTS

FELINA						
	Club	Dept. Store	Specialty	Ecomm	Off Price	TOTAL
USA	500	470	259	30	3500	4759

JEZEBEL						
	Club	Dept. Store	Specialty	Ecomm	Off Price	TOTAL
USA		768	194	20	3500	4482
Canada	89		25		200	314
International	128					128

PARAMOUR						
	Club	Dept. Store	Specialty	Ecomm	Off Price	TOTAL
USA		368	150	60	3500	4078
Canada			50			50

WE DO:

DESIGN

The Felina Group design team engage in trend analysis through international shopping excursions and key trade shows as well as utilizing key trend services.

All design and sampling are done in US corporate headquarters with a whole staff to support design direction including color, fit and grading.

Trend and innovation is supported by a well-trained sourcing department bringing added value to product.

MANUFACTURING

The Felina Group works with a number of diverse, best-in-class factories for intimates and apparel.

Monthly capacity is 1.8 million units.

Globally, we have 5 QA teams. All production is inspected on a AQL 2.5 standard.

Our compliance team manages factories' social audits and GMP audits.

OPERATIONS

INVENTORY MANAGEMENT & JUST-IN-TIME FULFILLMENT CAPABILITIES WITH 99% ON TIME DELIVERY

The Felina Group operates two fulfillment centers in California.

ORDER PROCESSING & INVENTORY MANAGEMENT

Full order processing and inventory allocation management teams are housed within our corporate facility.

SOCIAL COMPLIANCE, CPSIA COMPLIANCE & FACTORY CAPABILITY AUDITING

All handled within our USA and Hong Kong based compliance teams.

LOGISTICS & US CUSTOMS COMPLIANCE

All handled within our USA based logistics/transportation and customs compliance teams.

The Felina Group logo features the word "The" in a small, sans-serif font above a large, stylized letter "F". The "F" is composed of three horizontal bars and a vertical stem. Below the "F" is the word "felina" in a lowercase, sans-serif font, and below that is the word "Group" in a smaller, uppercase, sans-serif font. The entire logo is set against a light, circular background.

The
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WE ARE SEEN:

InStyle OCTOBER

Style!

Cuddle up in a flirty set
Jezebel Bliss
 Sleepwear Set, \$42, designerintimates.com;
Wildfox You're My Type
 Eye Mask, \$28, wildfox.com

YOU'RE MY TYPE

E NEWS NEWS STYLE TV SCOOP RED CARPET E! SHOWS EVENTS

You're Not an Adult Until You Own These 6 Types of Underwear

by RALEIGH BURGAN | Wed, Sep 21, 2016 2:43 PM



Unveiled Entre-Doux Thong, \$18

G-STRING

"[G-strings] are for your skimpiest, tightest dresses, pants and skirts," claimed the expert. "They're the closest to going commando, without the fear of a wardrobe malfunction. Keep one of these on hand for your special-occasion outfits." You get the confidence of an undergarment without any telltale signs—wearable from the office to the gym.

THE GUIDE *Style*

TECH SUPPORT

While nothing beats a professional in-store fitting, more and more sites that cater to the hard-to-find are making a tempting case for shopping online. Bookmark them stat and don't w



C"It's seamless and molds to your body, making it perfect to wear under something formfitting. It's also blissfully free of any froufrou—no charms, no bows—and very comfy. I put it on in the morning and didn't think about it again until I took it off after a late dinner."
 —ANN JACOBY, fashion assistant Nylon-spandex Hint of Skin Seamless, Felina, \$42; designerintimates.com.

THE ZOE REPO

Underpinnings For Every Type Of Outfit

by Laura Lojiness | April 8, 2016

Whether you're a bride-to-be, heading to an elegant black tie affair or are simply experimenting with a new silhouette, underpinnings are crucial and—to be totally frank—somewhat bewildering. Between backless plunging bras and waist-whittling slips the top options can be mistaken for pilates accessories. Fear not, we've pulled together the best offerings on the market for outfits backless, strapless and everything in between to keep you lifted, tucked and perfectly in place. Ahead, shop our picks with expert tips on what to pair them with.



Embrace Convertible Extreme Plunge Push Up Bra
 Jezebel, \$40

BRIDAL GUIDE

bridalguides.com

THE 2017

et's Shop!



Under Cover

The season's dare-to-bare gowns call for special-edition shapewear to ensure a flawless look. by Naima DiFranco



We ♥ that you can convert this bra into a strapless!



GAME CHANGER

With six ways to wear this ultra-versatile bra it is a default choice for any gown! Try it backless, strapless, halter, criss-cross back, one-shoulder or classic. Jezebel Convertible Plunge Push Up.

WONDER BY JENNY PACKHAM AT DAVID'S BRIDAL

WE ARE SEEN:



Fun, Fearless Shopping

You Can SHOP This Page

FUN, FEARLESS FINDS Under \$50

Get intimate in blush lingerie that won't break the bank—even if it does break the bed. (Wink!)



Bra, \$39, panty, \$19, Marielle Collection by Felina Lingerie, designerintimates.com



retro BOMBSHELL

The inspiration may be pinup girl, but these knockouts skip heavy satin construction for textures that are light, airy, and full of sex appeal.



Polyester-blend bra (\$40) and bikini briefs (\$20) with lace, Felina, designerintimates.com.

17 bras you can wear in public (yes, really)

Celebrities have been showing their bras on the red carpet, and yes, you can too.

AMANDA BRA BY JEZEBEL. Jezebel's Amanda bra doubles as a quasi-cami-ciole. So use it that way! Pair it with a dress that has sheer horizontal panels to show just enough without giving too much away. designerintimates.com



JEZEBEL BOUDOIR PADDED BRA. A vintage-y bra, like the Jezebel Boudoir from Designer Intimates, deserves a vintage garment. How about a gently used Comme des Garçons sheer-shirt dress in black? That's a rhetorical question; the only acceptable answer is yes. designerintimates.com

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What Better Excuse for New Lingerie Than Valentine's Day? Try One of These 15 Totally Flattering Looks

From flirty and feminine to sporty and sweet, we've rounded up the best selection of intimates for the year's most romantic day and beyond.

By Rachel Greenberg - January 30, 2014

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DESIGNERINTIMATES

Racier than your everyday bra and panty, wear this bustier and thong to spice up any night.

To buy: Jezebel Dazzled Bustier, \$30, and g-string, \$6 at [designerintimates.com](#)

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Scarlet's Letter Lingerie Blog

Home Media Kit Amber

Felina Lingerie Review

near 2/15, 2/18 & 2/20




Lingerie on a budget can be tough, but it's not impossible to find cute styles that won't break the bank. Felina Lingerie contacted me about trying some of their lingerie, and I thought it would be a great way to share some budget-friendly lingerie ideas. Felina creates both padded and unlined bras, strapless bras, and matching panties. They carry up to UK cup size G. Their bras are affordable and come in a variety of basic colors, and also some colorful patterns and designs. I was sent the Harlowe set and the Sabrina set.



I'm not a huge fan of girly designs, so I was delighted with the Harlowe design in black. It features cute stripes on the cups in a black/white colorway, without being regular old polka-dots. The stripes are at the center of each cup and at the center gore, and along the top of the cups is sheer black mesh. The straps are fully adjustable and the band is firm but does offer some stretch. The fabric is soft and the cups are unlined. The bra is very breathable and light. The matching thing features a scalloped striped design with a cheery layer of sheer black mesh. The panties are true to size. The set was a bit small on me, I think I should have size up to a D cup, but other than being on the small side, the bra was comfortable.

The Sabrina set came in a bright colorful coral color, which is so great for Spring/Summer. It features a full cup design with a semi-sheer floral lace overlay. The panties feature the same girly coral color in a soft stretch material and lace meshing at the front of the panty. I had the Sabrina had slightly wider cups and fit a bit better. The unlined design is cute and fun for a burst of color in a budget. Felina carries a nice lingerie selection under \$50 and their pieces are a cute option for those who want to add some new lingerie to their wardrobe without going over budget.

Check out the entire line of Felina bras and panties at their [online shop](#), where you'll also find designs from other brands.

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Life-Changing Lingerie

PREV 2 of 20

FELINA LINGERIE BODY LUXE CONVERTIBLE STRAPLESS BRA

No more slippage! A power mesh-lined satin strapless has hypoallergenic elastic for extra hold without any skin irritation.

Nylon-spandex, \$44;
[READ MORE](#)



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with SNYC inspired looks
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JUSTIN POLLAN/SEPWESTIN & ANGRILLI

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DAILY OBSESSION

HOME CATEGORIES FEATURES ABOUT PRESS CONTACT

INTIMATES - SHEERLY PINK



The Daily Obsession draws from the experience of a coast-to-coast editorial team offering dedicated readers reports of the most luxurious products and trends. We provide sophisticated and relevant angles on the latest fashion trends, miss-have beauty products, insider interviews, travel destinations and, of course, our current obsessions.

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With the change in seasons, it's always a great time to refresh your lingerie drawer - throw out the old, and bring in some new. We love Felina here at TDO, and this particular Convertible bra and matching set is particularly lovely! This style is super feminine and sexy, while still offering full coverage. The bra and undies both have sweet bows, with a little silvery sparkle edging. It's slightly sheer, yet still slightly opaque - and would still look pretty even if it peeks out from a thin slouchy white (like this [one](#)) that we're all throwing on weekends when the weather warms up.

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Lucky **one magazine. many voices.**

Join the Conversation!


6 Simple Steps To Finding A Strapless Bra That Really, Truly Fits

By Jenny Altman

A new strapless bra is quite possibly the single most important purchase you can make towards your summer wardrobe. Not sure you need a new one? Here's a quick test: if your strapless bra is not its original color or constantly falls down, toss it and invest in a new bra that will get you through the whole season—and formal events long after.

Follow these six simple guidelines to find a strapless bra that really—truly!—fits you perfectly.

Like 3 people like this. Be the first of your friends. Tweet



2. Convertible is your friend. It can be worn as a strapless bra, but it can also be worn under those unusual dresses and tops. This bra works for halter style, one shoulder and cross-back.

JEZEBEL LACE ATTRACTION STRAPLESS BRA, \$32. [DESIGNERINTIMATES.COM](#)

More on LuckyMag.com:

- Find the Perfect: Bra
- 25 Bras Under \$25
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- Beyoncé for H&M: The Full Campaign
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WE ARE SEEN:

CRÉATIONS
lingerie

Felina
the thrill of it all

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Paramour

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#314-316

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