

ABS

Allen Schwartz

CONTENTS

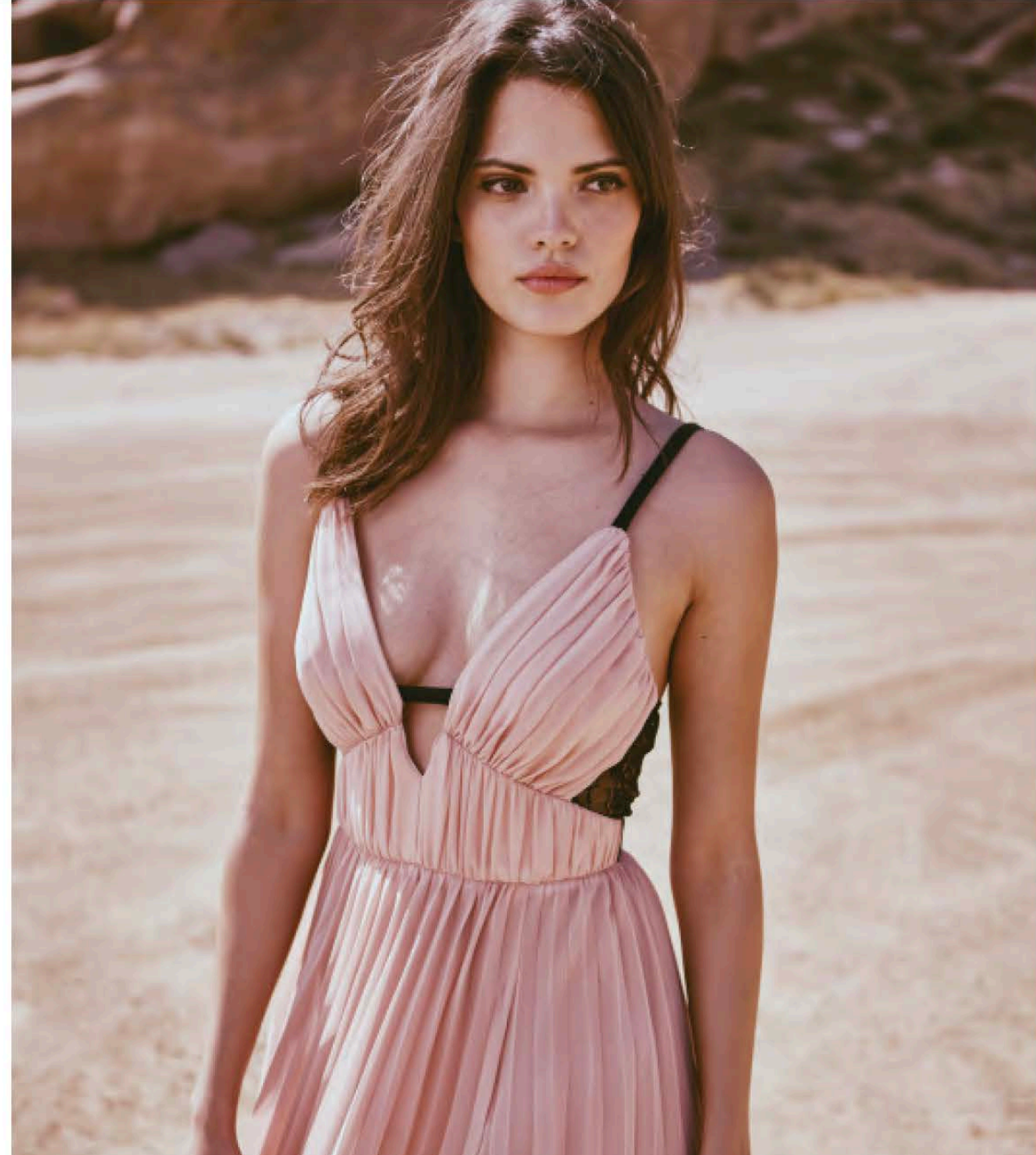
THE ABS BRAND

MARKETING POSITION

DESIGN IDENTITY

LICENSING OPPORTUNITIES

ABS



THE ABS BRAND

DEFINING ABS

Since 1982, ABS by Allen Schwartz has been a leading lifestyle iconic brand that speaks to a woman's inherent desire to express herself.

ABS is bigger than just dresses. It is about empowering women to look and feel fabulous and unapologetically feminine, no matter the occasion.



THE ABS BRAND

ALLEN SCHWARTZ

Allen B. Schwartz began his adventure and ultimate destiny into the fashion world at age sixteen. With drive and determination he quickly worked his way through the ranks in sales.

In 1982, with the desire to design still burning, Schwartz split off from his Espirit de Corp partners and moved to LA to start the iconic brand, ABS by Allen Schwartz.

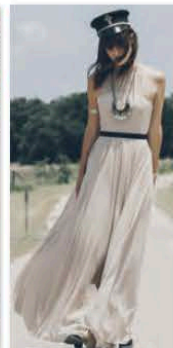
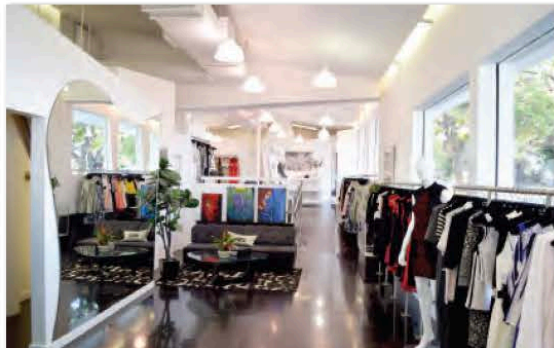
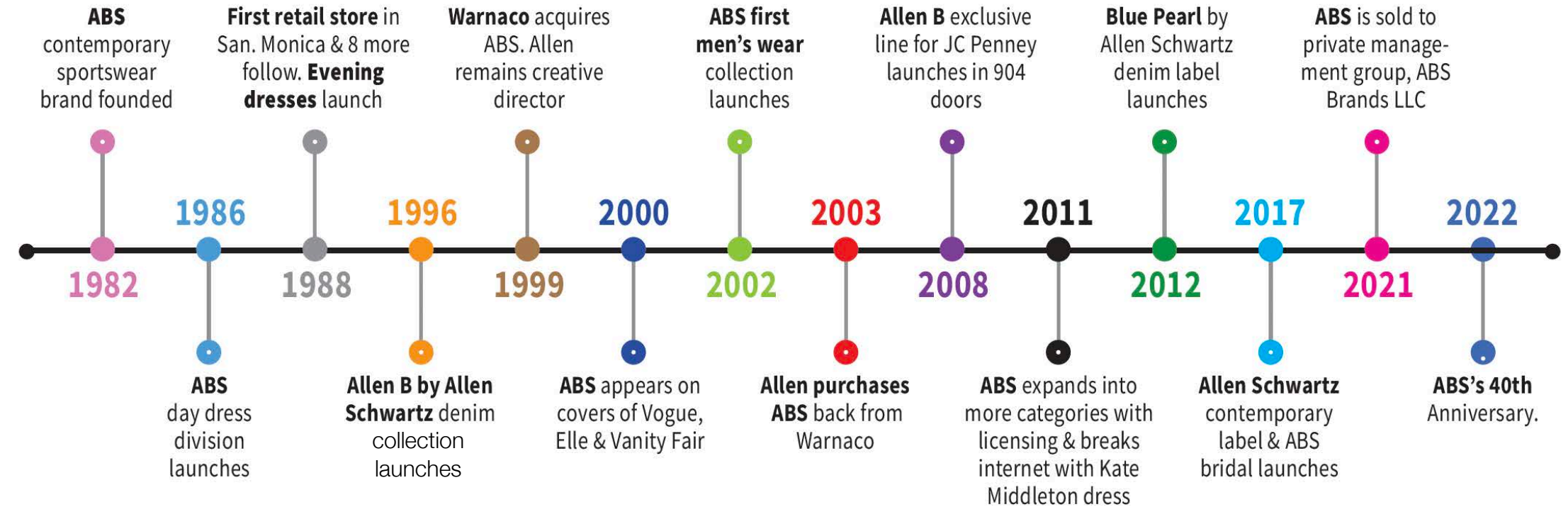
The media and fashion buyers quickly hailed Schwartz "the master of trend". He is revered for predicting what's coming next. Schwartz created the "original influencer brand", dressing New York fashionistas and red-carpet starlets, then making them accessible to all.

ABS



THE ABS BRAND

THE JOURNEY



ABS

THE ABS BRAND

FIRST CELEBRITY INFLUENCER BRAND



Carmen
Satin Jacket



Actress Kate Beckinsale
@katebeckinsale ~2.7m



Carmen
Satin Jacket



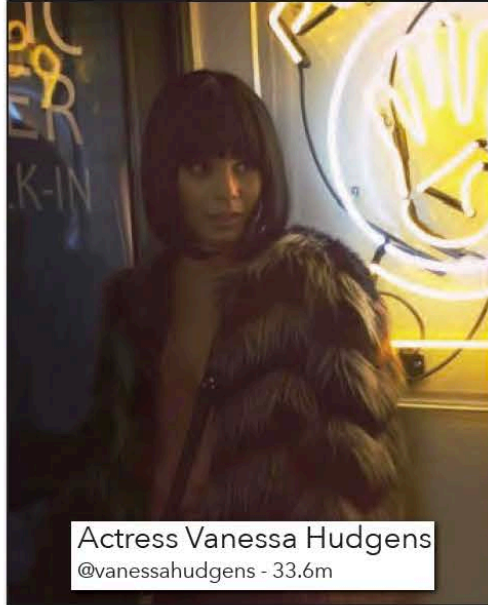
Actress Jenna Dewan
@jennadewan - 5.5m

THE ABS BRAND

CELEBRITY INFLUENCERS



Nevada Faux Fur Coat



Actress Vanessa Hudgens
@vanessahudgens - 33.6m



Actress Jaime King
@jaime_king - 1.2m



Actress Yvonne Orji
@yvonneorji - 654k



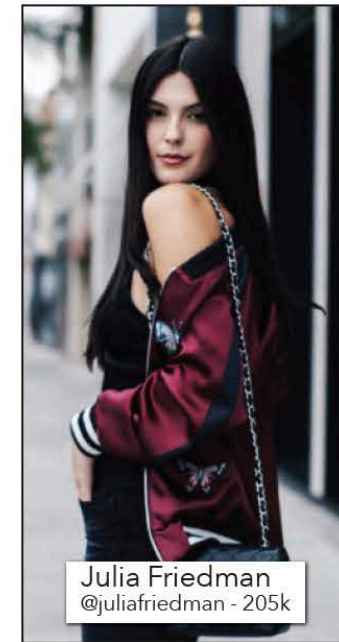
Actress and TV Host
Busy Phillips
@busyphillips - 1.6m



Actress Jamie Chung
@jamiechung - 1.3m

THE ABS BRAND

FASHION INFLUENCERS



THE ABS BRAND

FASHION INFLUENCERS



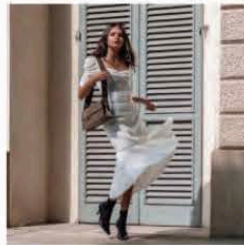
BELEN HOSTALET



NEGIN MIRSALEHI



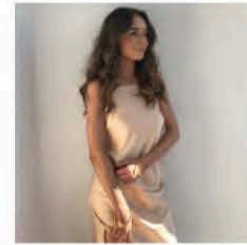
MADELYNN FURLONG



PAOLA COSSENTINO



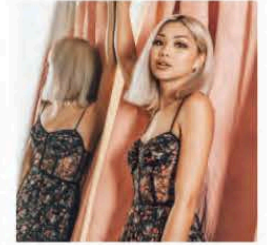
KATE TIK



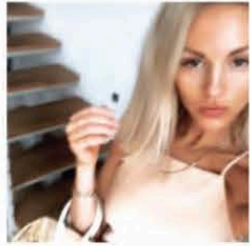
WERONIKA ZALASINSKA



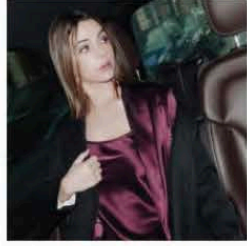
TANIA SARIN



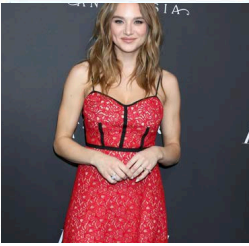
FRANCIS LOLA



SHEA MARIE



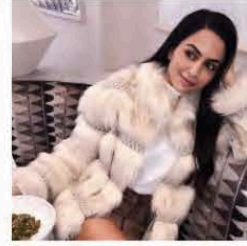
ADELAIDE KANE



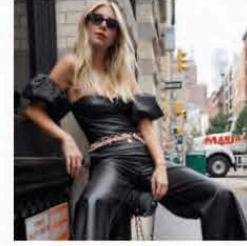
HUNTER KING



PAU DICTADO



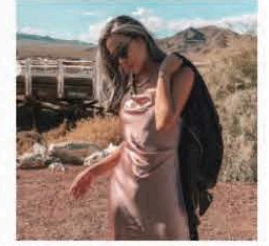
DR MONA VAND



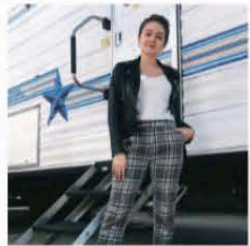
MADISON WILLIAMS



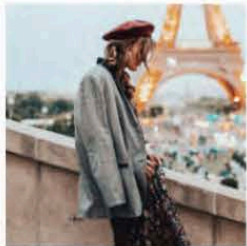
ARIELLE KEBBEL



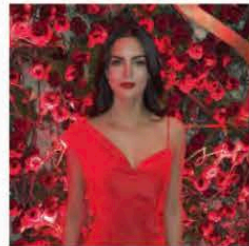
EUGENIE GREY



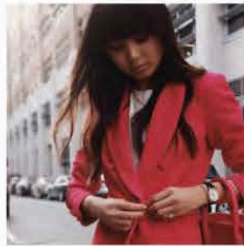
SOPHIE REYNOLDS



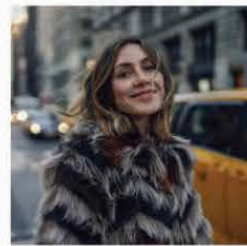
TESSA BARTON



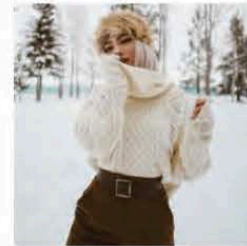
SOFIA RESING



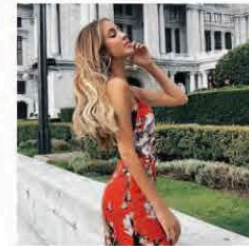
LINH NILLER



JELENA CIKOJA



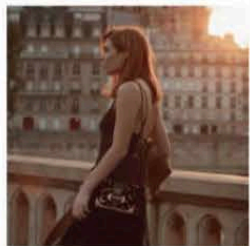
ELLEN LORA



ROSA CRESPO



LAURIE FERRARO



COURTNEY HALVERSON



EVA DOLEZA



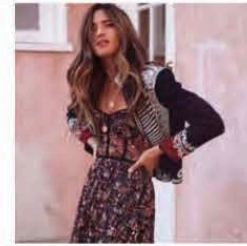
JOY CORRIGAN



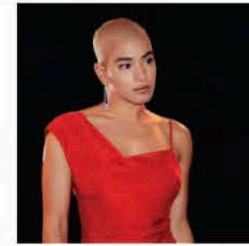
MICHELLE RESSLER



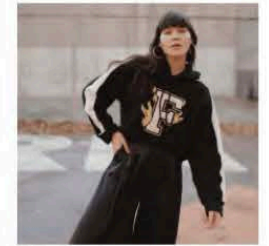
HANNAH ROSE MAY



ROCKY BARNES



METTE NARRATIVE



NATALIE SUAREZ

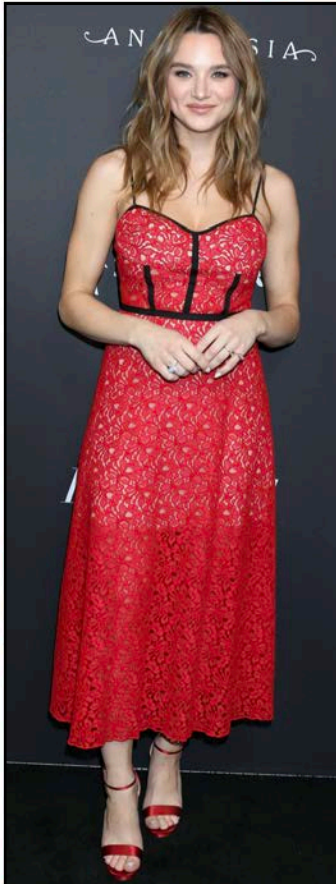
THE ABS BRAND

RED CARPET

Laverne
Cox



Hunter
King



Ingrid
Nilsen



Corinne
Foxx



Keke
Palmer



Danielle
Campbell



Lorraine
Toussaint



THE ABS BRAND

MIXOLOGY



WEEKEND (Casual)

DESK-TO-DATE (Transitional)

COCKTAIL (Dressy)

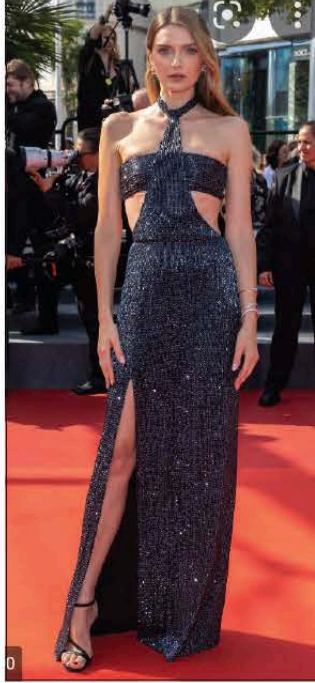
FORMAL (Special Occasion)

THE ABS BRAND LIFESTYLE



THE ABS BRAND

SUB-BRANDS



ALLEN SCHWARTZ

She is...
ADVANCED - contemporary - feminine - evolved - FEARLESS - socialite - ELITE - jetsetter - entertaining - EXCLUSIVE - fashion shows - STYLISTS - shopping - PREMIUM - GLAMOUR - ageless - living life - FORWARD - PAPARAZZI



ABS
Allen Schwartz

She is...
CONTEMPORARY - feminine - TREND CONSCIOUS - empowering - LEADER - functions - charities - ON THE GO - shopping - salon - PREMIER - influencing - instagram - AGELESS - EVOLVED



Allen B.
Allen Schwartz

She is...
MODERN - girly - INCLUSIVE - relationships - parties - shopping - SALES - young - INFLUENCED - social life - TIK TOK -

MARKET POSITION

ABS DEMOGRAPHIC

25-55 Years Old

Core Focus 30-35 Year Old

All Races/ Ethnicities

Urban/ International Sensibility

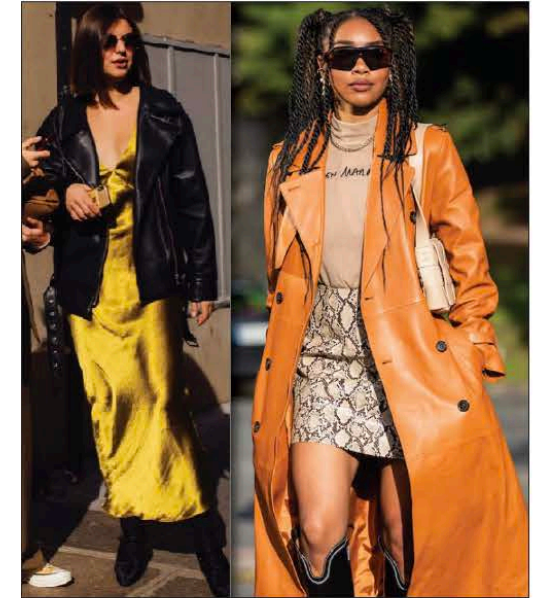
Professional

Technologically Savvy

20s



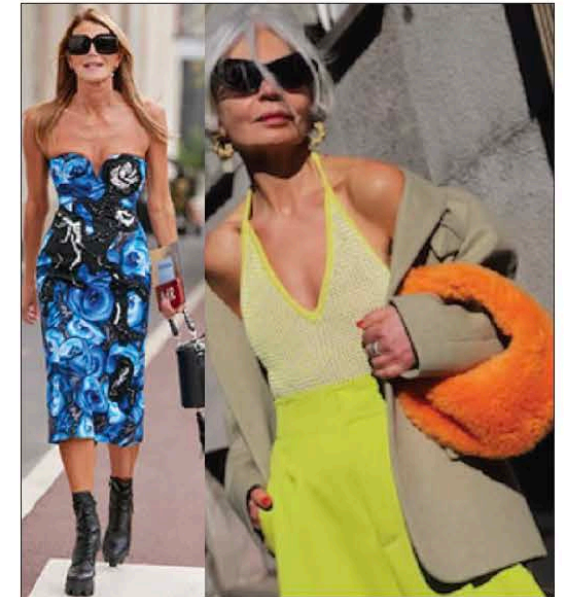
30s



40s



50s



MARKET POSITION

THE ABS WOMAN

She is...

Contemporary

Brand Conscious

Authentic

Evolved

Possesses Fearless Femininity

Cultivated Glamour

An Ageless Mentality

Lives in the Moment

Dresses to be Seen

Documents Her Life

Influenced



MARKET POSITION

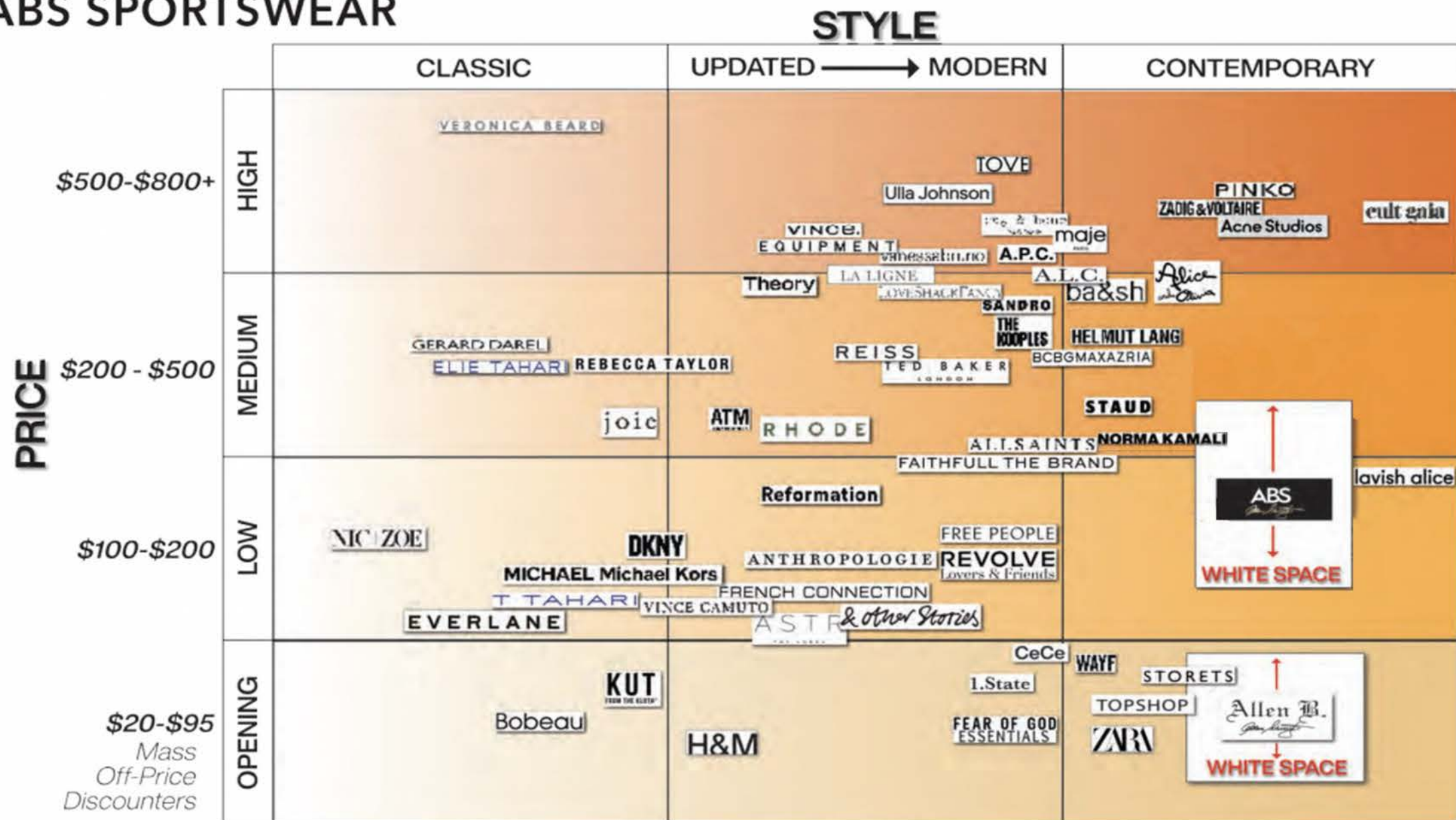
THE ABS WOMAN

ALWAYS	YET
Glamorous	Natural
Sexy	Tasteful
Playful	Alluring
New	Fashionable
Feminine	Confident



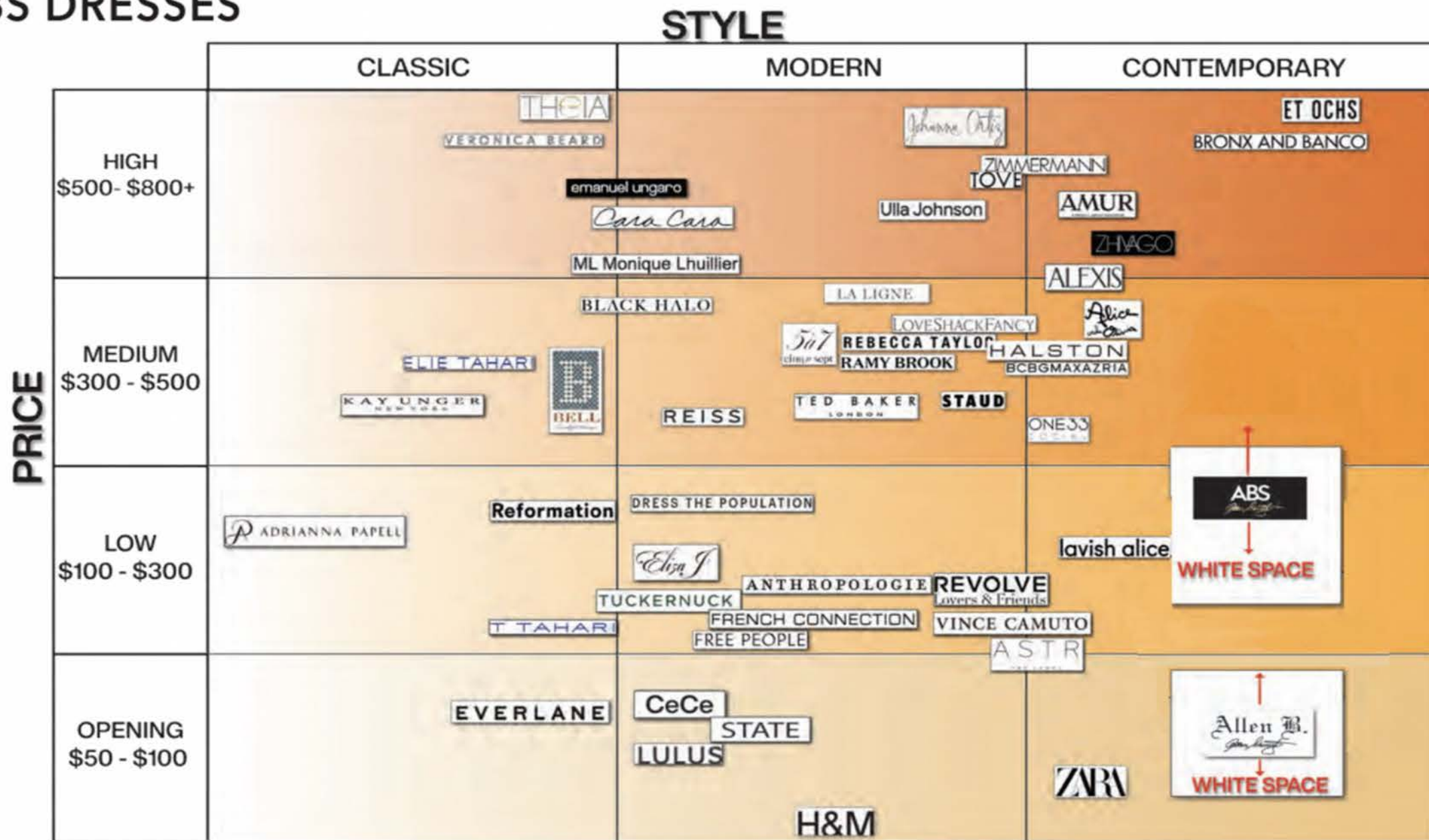
MARKET POSITION

ABS SPORTSWEAR



MARKET POSITION

ABS DRESSES




















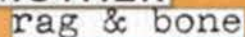

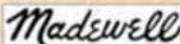







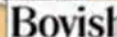








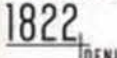



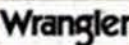
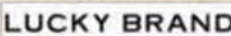


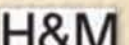






MARKET POSITION

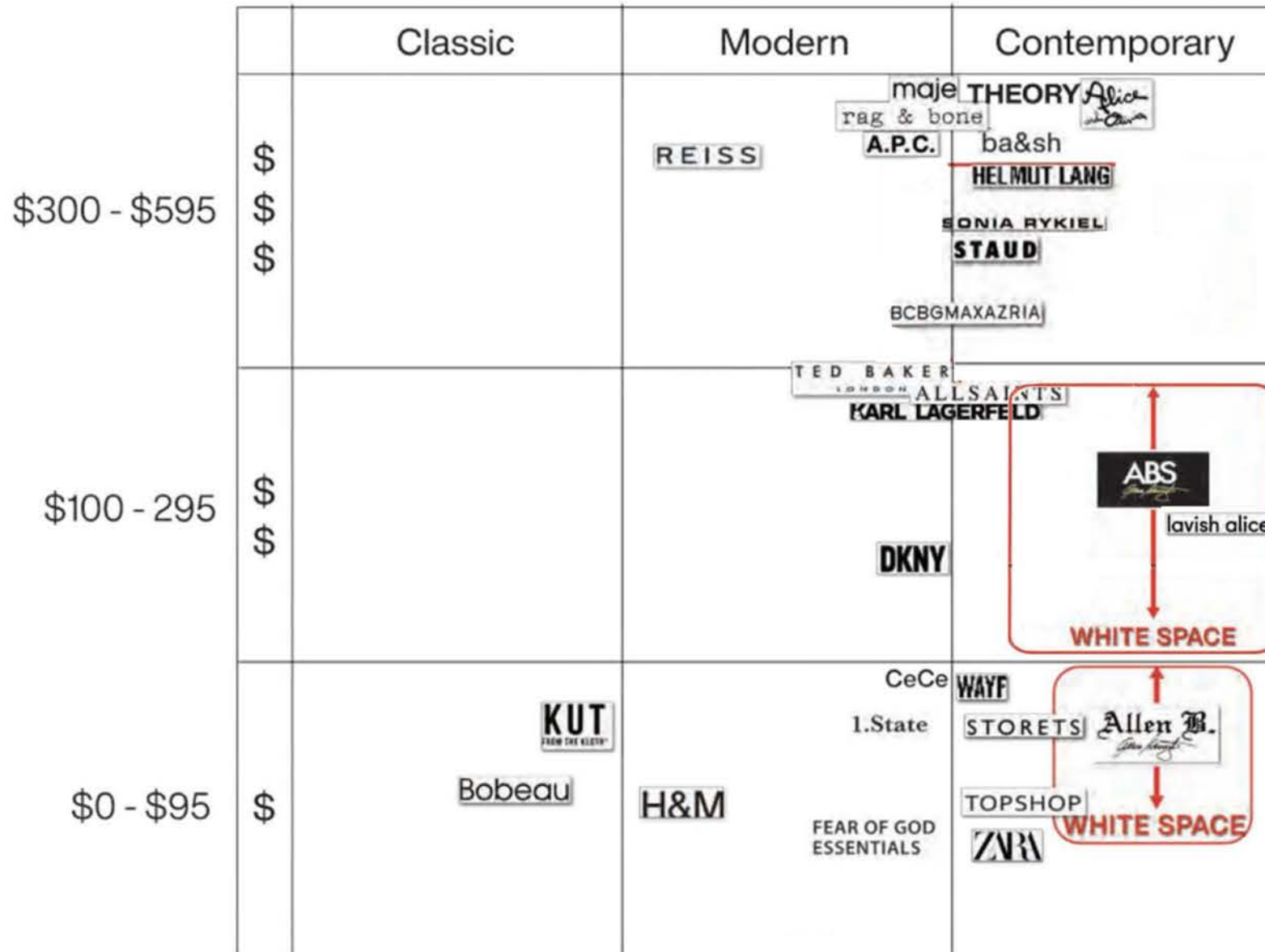
ABS DENIM

STYLE

PRICE

	CLASSIC	MODERN	CONTEMPORARY
PREMIUM / DESIGNER \$300 - \$700			     
HIGH \$200 - \$299		      	    
MEDIUM \$100 - \$199	 	    	        
LOW \$50 - \$99	       	  	   

ABS IN THE MARKETPLACE



* Based on current positioning in the marketplace, full-price at retail.

Prices are based on sportswear separates and dresses. Leather has been excluded.

MARKET POSITION

ABS IN THE MARKETPLACE

ABS
↓

	CLASSIC	MODERN	CONTEMPORARY
CUSTOMER'S PERSONAL EXPRESSION <i>EXAMPLE USED: RESORT FLORAL</i>	<ul style="list-style-type: none"> • Safely expressive • Wears timeless silhouettes • Does not want to stand out 	<ul style="list-style-type: none"> • Moderately expressive • Wants to be noticed • Follows trends only after seeing on other women 	<ul style="list-style-type: none"> • Highly expressive • Loves to stand out • Makes a statement • First with new trends 
BRAND'S APPROACH TO TRENDS <i>EXAMPLE USED: GOING OUT - PARTY DRESS</i>	Trends: Behind <ul style="list-style-type: none"> • Slowly follows a new trend detail on traditional styles (i.e. shorter hems, new embellishments) 	Trends: Current <ul style="list-style-type: none"> • Shows items on trend, but already in stores • Sells both new & declining trends. 	Trends: Current & Ahead <ul style="list-style-type: none"> • Shows latest global runway statements • Ahead of trends • Progressive fabrics & silhouettes • Stores follow these brands for direction 
BRAND'S APPROACH TO KEY ITEMS <i>EXAMPLE USED: BASIC BLACK, GO-TO COCKTAIL DRESS</i>	<ul style="list-style-type: none"> • Silhouettes classic • Subtle updates define newness • Offers long running signature items 	<ul style="list-style-type: none"> • Silhouettes modern • Reflects trends • Offered in colors 	<ul style="list-style-type: none"> • Silhouettes forward • Never too basic • Wide offering of black party dresses 

ALLEN SCHWARTZ



SPRING DRESSES

SHOP NOW

ABS

KEY DIFFERENCES

TASTEFULLY SEXY SILHOUETTES

TIMELESSLY FEMININE STYLE

FASHION TRENDSETTING

IT-GIRL BRAND RECOGNITION

ADORED BY CELEBRITIES, WORN BY INFLUENCERS

VIBRANT COLOR PALETTE

UNIQUE FABRICATION & DETAILS

FLATTERING FIT

INCLUSIVE SIZING

DESIGN IDENTITY | SPRING/SUMMER '24 MOOD

DRESSES

SHEER ROMANCE

SOFT FOCUS FLORALS, CHIFFON, LACE, SHEER INSERTS, PEEK-A-BOO DETAILS

HYPER PINK



SOFT LIME



LILAC



WATERCOLOR



SUNSPRITE



OFF-SHOULDER
RUFFLES



LACE INSERTS



CUT OUTS



Placement Print-
Crochet Lace



ASYMETRICAL
SHEER INSERT FABRICS



CUT OUTS



STRAP DETAILS



DESIGN IDENTITY | SPRING/SUMMER '24 MOOD SPORTSWEAR

SHEER ROMANCE

SOFT FOCUS FLORALS, CHIFFON, LACE, SHEER INSERTS, PEEK-A-BOO DETAILS

HYPER PINK



SOFT LIME



LILAC



WATERCOLOR



SUNSPRITE



DESIGN IDENTITY | SPRING '24 MOOD

DRESSES

SUMMER DAZE

VIBRANT TROPICS, SOLAR OMBRE, TECHNICAL DYES, BOLD FLORALS

SOFT PINK

ORANGE CRUSH

SOLAR HUES

AQUA

TROPICAL GREEN



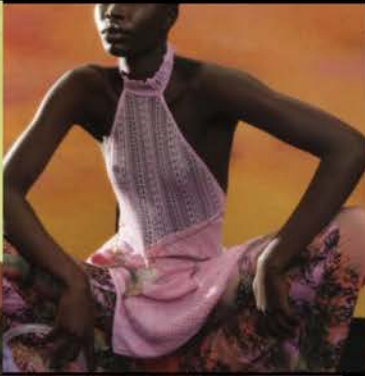
DESIGN IDENTITY | SPRING '24 MOOD

SPORTSWEAR

SUMMER DAZE

VIBRANT TROPICS, SOLAR OMBRE, TECHNICAL DYES, BOLD FLORALS

SOFT PINK ORANGE CRUSH SOLAR HUES AQUA TROPICAL GREEN



DESIGN IDENTITY | SPRING '24 MOOD

DRESSES

RISE AND SHINE

SEQUIN EMBROIDERED LACE, SHEEN FABRICS, DIAMANTE TRIM



DESIGN IDENTITY | SPRING '24 MOOD

DENIM

DIY DENIM: THE SEASON OF PLAYFUL CRAFTSMANSHIP AND TEXTURE



WHITE



METALLIC



WASHED BLUE



RETRO BLUE



BLEACHED GREEN



BLEACHED PATTERN

ARTISTIC



PLAYFUL DETAILS



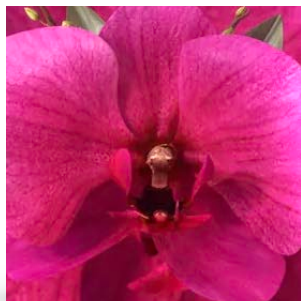
MIX & MATCH



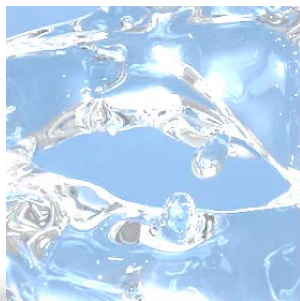
DESIGN IDENTITY | SPRING '24 MOOD

OUTERWEAR

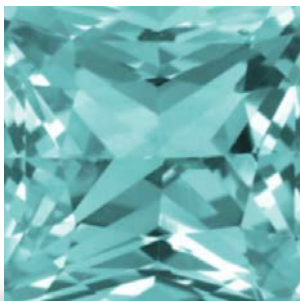
IT-GIRL OUTERWEAR: THE SEASON OF COLOR AND STATEMENTS



PEONY



POWDER BLUE



BRIGHT EMERALD



METALLIC



CORAL



KELLY GREEN

MODERN BOMBER



THE IT-GIRL BLAZER



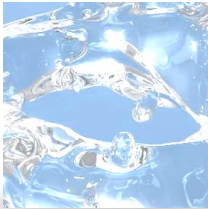
SPRING LEATHER



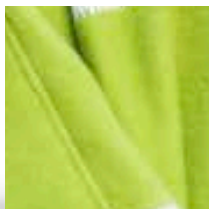
DESIGN IDENTITY | SPRING '24 MOOD

OUTERWEAR

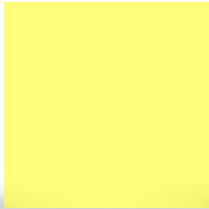
IT-GIRL OUTERWEAR: THE SEASON OF COLOR AND STATEMENTS



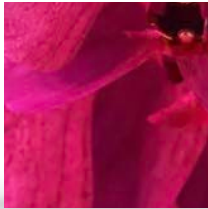
POWDER BLUE



ACID GREEN



BRIGHT YELLOW



PEONY



METALLIC



POWER PINK



WHITE

MODERN CROP



COLORFUL FAUX



ARTISTIC BIKER



THE NEW TRENCH



LICENSEES | ACCESSORIES

EMBELLISHED



TRANSPARENT



ASYMMETRICAL



DOPAMINE BRIGHTS



RAFFIA



ASSORTMENT FOOTWEAR



LICENSEES | ACCESSORIES

EMBELLISHED



OMBRE



COLOR BLOCK



DOPAMINE BRIGHTS



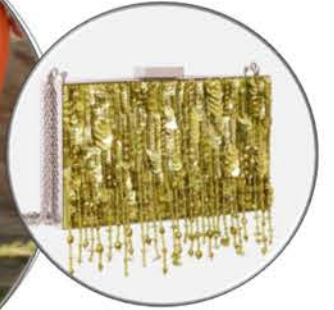
RAFFIA



ASSORTMENT HANDBAGS



DAY
(Casual)



COCKTAIL / FORMAL
(Dressy)



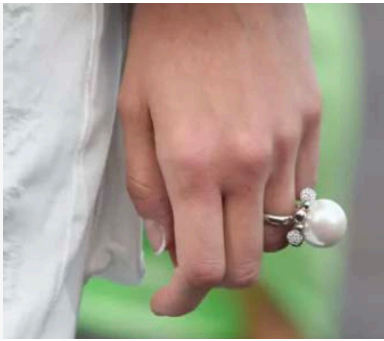
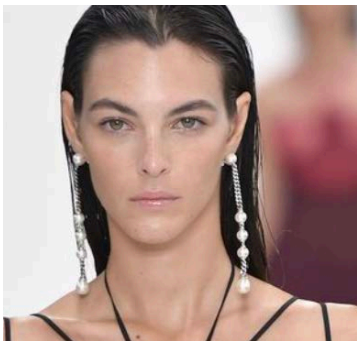
DESK-TO-DINNER
(Transition)



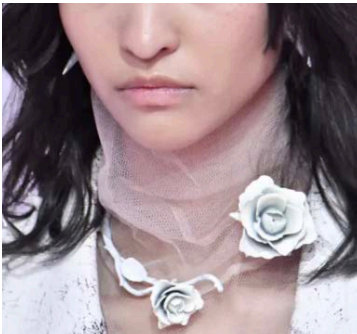
LICENSEES | ACCESSORIES



PLAYFUL STATEMENTS



PEARLS ON PEARLS



FEMININE FLORALS

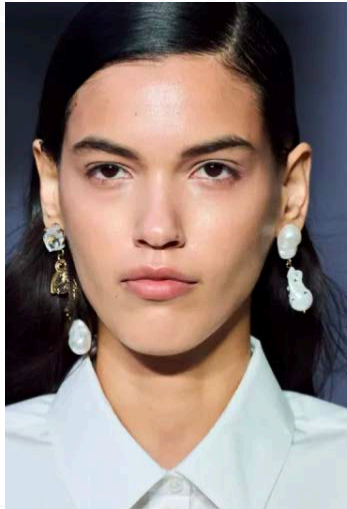
ASSORTMENT JEWELRY



DAY
(Casual)

COCKTAIL / FORMAL
(Dressy)

DESK-TO-DATE
(Transitional / Office Chic)



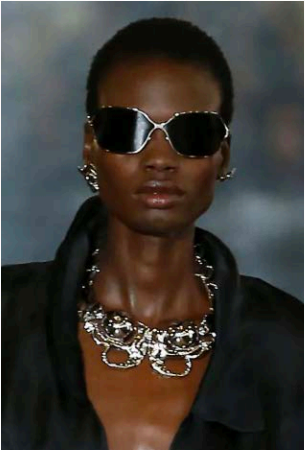
LICENSEES | ACCESSORIES



ASSORTMENT EYEWEAR



DESK-TO-DATE (Transitional / Office Chic)



LICENSEES | BRAND PARTNERSHIP

Seasonal Brand Directive
Marketing / Advertising
Direct to Consumer Sales
Wholesale / Trade Shows



MARKETING & COMMUNICATIONS



ABS MARKETING INITIATIVES

THE FUTURE

BUSINESS OPPORTUNITIES

- The ABS consumer has a very positive connection to the brand
- Brand has broad appeal from 25 - 55. The core customer has not aged out!
- ABS is multi-generational
- Most recent influencers had enormous following
- Brand is positioned for various partnership opportunities
- Archival assets

ABS MARKETING INITIATIVES

THE FUTURE

EXPANDING THE DIGITAL FOOTPRINT

How:

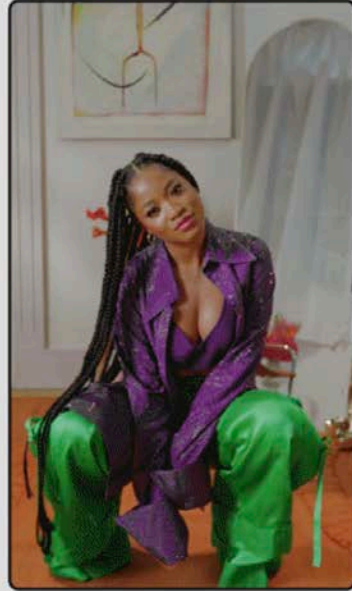
- Refresh flagship website / DTC
- Engage content creators and influencers to reignite social media landscape
- Aggressive influencer marketing plan with (gifting & seeding)
- Leverage Tik Tok - create :30 videos ("best practices") with link to purchase, engage and remain involved with these users
- Leverage IG for infeed grid posts and stories and to support new fashion collections, with link to purchase



MARKETING POSITION

ABS X COLLABORATIONS

ABS X KEKE PALMER



"Unexpectedly Cool"

"The Millennial It-Girl"

"Vibrant Bold Style"

Monday: The Millennial Diva

"This look is a Hanifa original, darling," Palmer says as she describes her persona as a Barbie doll. While donning a purple jacket, green pants, and fun."


ABS to target strategic influencers
to co-design capsule collections
that reflect a hybrid of style and styling



MARKETING POSITION

ABS X COLLABORATIONS

ABS X ASHLEY GRAHAM

A full-body photograph of Ashley Graham on the left side of the slide. She is wearing a black, long-sleeved, button-down shirt with a deep V-neckline and black pants. She is posing with her right hand on her hip and her left arm slightly raised. Her hair is dark and styled in a short, messy bob. She is looking directly at the camera with a slight smile.

ABS X targets cross-platform growth, doubling up on both the ABS and Influencer Authentic network. Opens opportunities to reach Broader audiences and have consistent newness across the digital pipeline

"Curvy-Girl Friendly"

"Glam at its Finest"

"Elevated & Feminine Style"

A photograph of Ashley Graham on the right side of the slide. She is wearing a dark blue denim jacket over a black top. She is looking slightly to her left with a soft expression. Her hair is dark and styled in a short, messy bob. The background is a plain, light-colored wall.

The biggest reward from her approach to design, Graham says, has been to encourage companies to *go ahead and make the product*. "Don't give her basic; give her fashion pieces," she says. "She wants to have fashion in her closet. We've had basic our whole lives." When that's available as a shopper for so long, Graham argues, you're going to gravitate toward what feels new.

ABS MARKETING INITIATIVES

THE FUTURE

EXPANDING THE DIGITAL FOOTPRINT, CONTINUED...

Why a clean digital footprint matters:

At the end of the day, it's all about ensuring a positive online reputation... for those that are familiar with the brand, and more importantly, for those that we are trying to attract



ABS GLOBAL OPPORTUNITIES

INTERNATIONAL TRADEMARK REGISTRATION

Benefits of International Trademark Registration

- Legal Protection: International Trademark registration legally protects any infringement of the particular trademark by third person.
- Business Opportunity: Growth can happen in a more fast tracked timeline.
- Unique Identity.
- Beneficial For Online Operators.
- Protects Your Brand During Export/Import.
- Ability to hit the ground running in terms of market entry.

The following countries are 100 percent active:

- | | | | |
|------------------|------------|------------------|----------------------------|
| ▪ Australia | ▪ India | ▪ Panama | ▪ United States of America |
| ▪ Bahrain | ▪ Japan | ▪ South Korea | ▪ Vietman |
| ▪ Canada | ▪ Kuwait | ▪ Saudi Arabia | |
| ▪ Chile | ▪ Lebanon | ▪ Taiwan | |
| ▪ China | ▪ Mexico | ▪ Thailand | |
| ▪ European Union | ▪ Morocco | ▪ Turkey | |
| ▪ Hong Kong | ▪ Pakistan | ▪ United Kingdom | |

LICENSING INQUIRIES

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