



THINK    MANAGE    EXPAND



**We are a corporate  
and business development advisory firm.**

**Our way of working is not to point  
the way. We make our way together  
as operators.**





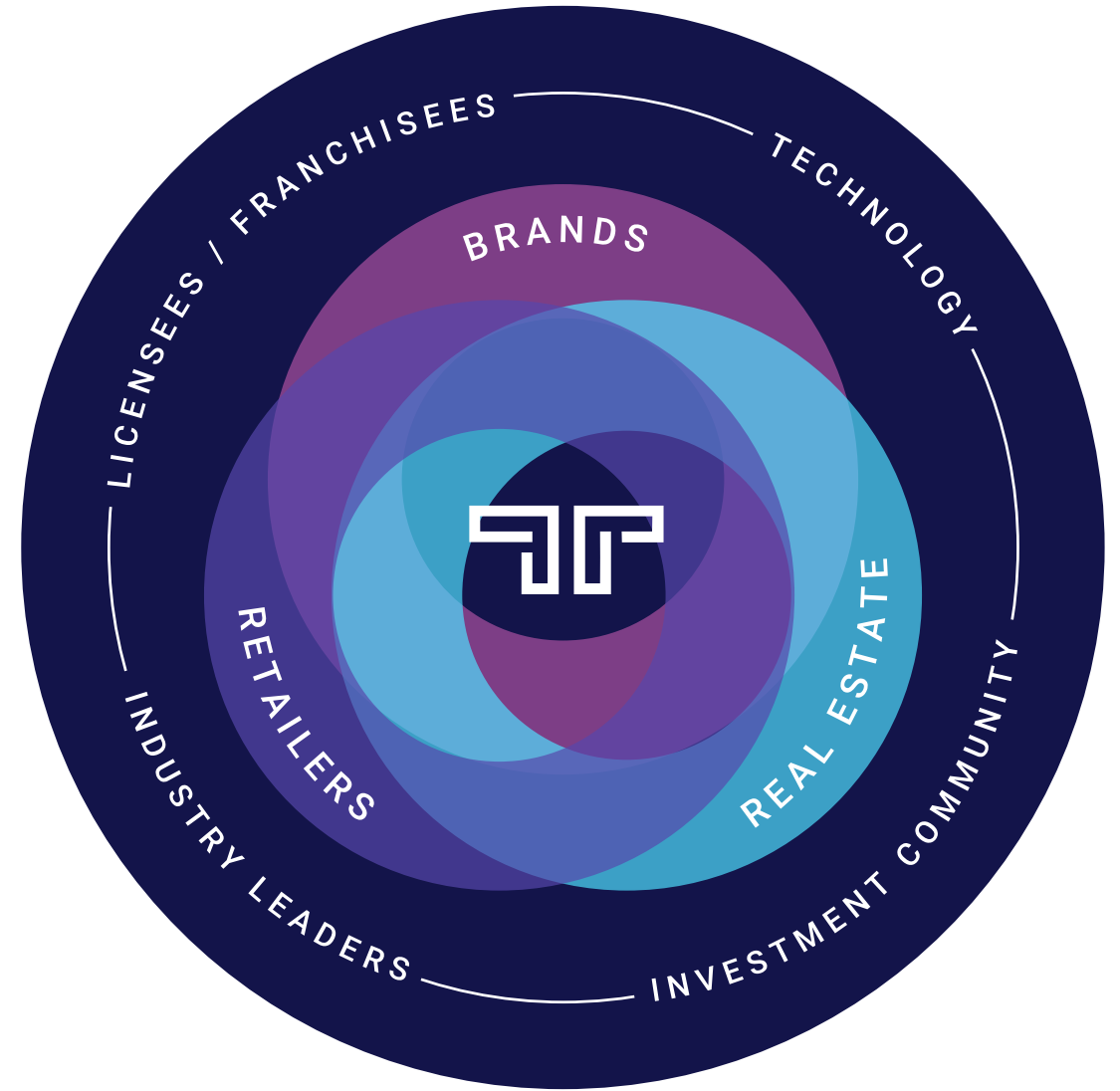
We are the Sherpa,  
not the Oracle.





TRAUB sits at the nexus of the consumer and retail industries and advises companies in the space across all price points and classifications of product.

We optimize and expand their businesses.





OUR PARTNERS

TRAUB is comprised of a talented, internationally-renowned group of industry experts who provide a variety of client services across channel, geography and classification of product.

OUR OPERATING PARTNERS' EXPERTISE		
GEOGRAPHIES	PRODUCTS	CHANNELS
OUR STRATEGIC ALLIANCES		
CORPORATE FINANCE	STORE DESIGN	PUBLIC RELATIONS
MARKETING / ADVERTISING	EXECUTIVE RECRUITING	ACCOUNTING
LEGAL	PROCUREMENT	LOGISTICS
IT	BACK OFFICE	REAL ESTATE



## OUR PRODUCTS

Every assignment starts with an objective assessment of strengths and weaknesses. Depending on the learnings, TRAUB assistance ranges from advisory to providing hands on interim management.

### THINK

- Company assessment and review (the “TRAUB Physical”)
- Market and competitive landscape analysis
- Strategic development and business planning
- Line / merchandising review and assessment





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### MANAGE

- Partner to management
- Company / unit interim management
  - CEO / CFO / Commercialization
- Optimization
  - Revenue / SG&A / Cash flow





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### EXPAND

- International expansion
- Retail expansion
- Wholesale rationalization / optimization
- Licensing – product / territory
- Franchising
- Omnichannel expansion







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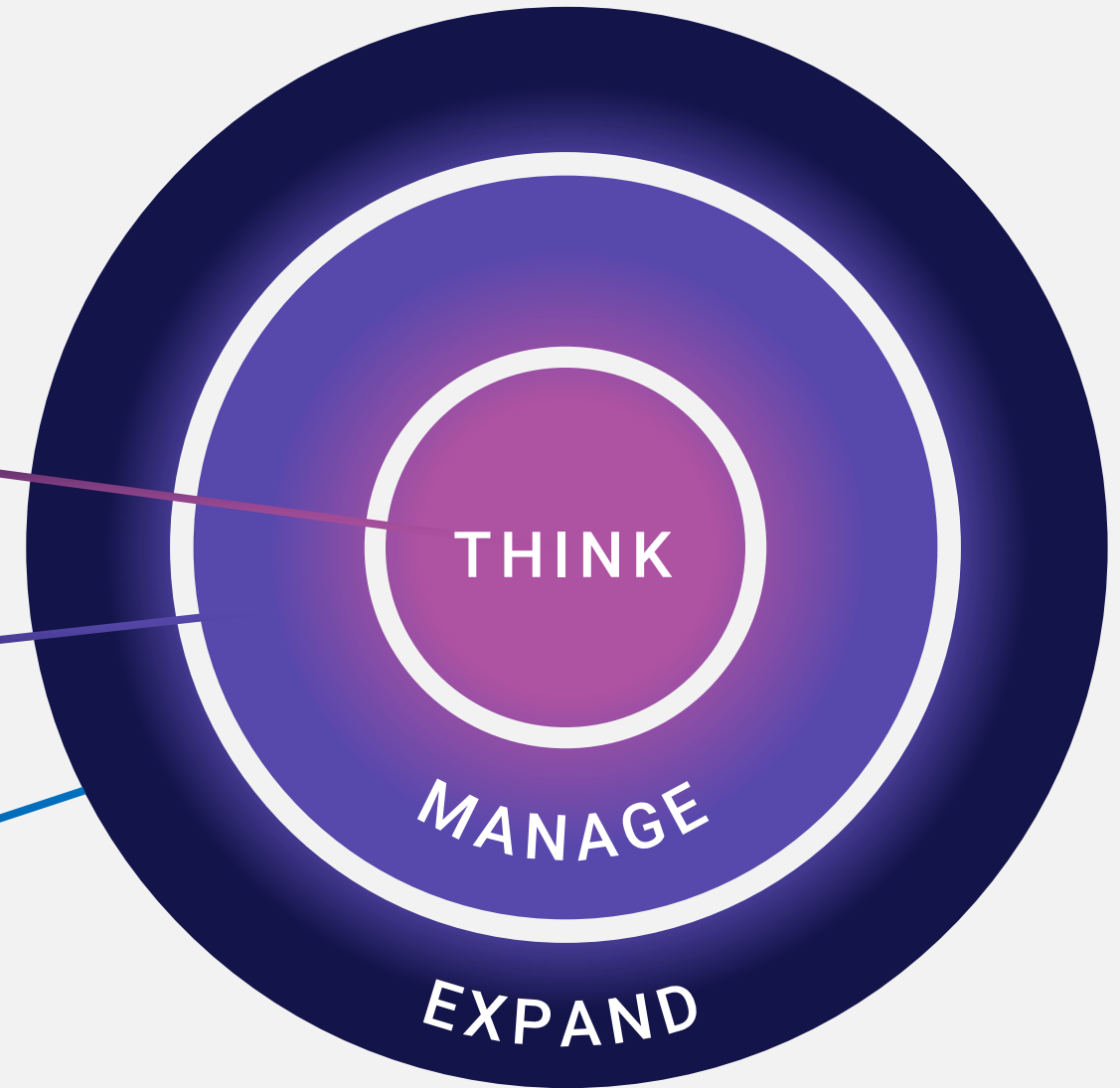
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## OUR CLIENTS

### REAL ESTATE

 **RELATED**

 **GULF  
RELATED**

**VALUE RETAIL®**



### RETAIL

bloomingdale's

★ macy's

HARVEY NICHOLS

**MoMA**

iStore

الطائر  
al tayer

future group  
*Udno hai. Aaj. Abhi.*

**FASHION  
TO FIGURE**

 GLOBAL BRANDS GROUP\*

### BRANDS

 **BORGHESE**  
ROMA  
**narciso rodriguez**

 **COACH**\*  
 **MOLESKINE**\*  
**KNOT STANDARD**  
CUSTOM HENSWEAR

 **MCM**  
 Patchi  
 **THE  
NORTH  
FACE**\*

 **D&G**\*  
DOLCE & GABBANA

 Jessica Simpson  
**NINE WEST**\*

 Oscar de la Renta®  
**DENNIS BASSO**

 **ADRIANNA PABELL**  
**PEACH & LILY**

 **JOSIE MARAN**  
*life, love, and the pursuit of harmony*

 **SCOTCH & SODA**  
AMSTERDAM COUTURE  
**LALIQUE**  
 **ROCK & REPUBLIC**  
 **SUGARPOVA**

 *for all mankind*\*  
**MICHAEL KORS**\*  
**ST. JOHN**\*

**Juicy Couture**\*

 **DL1961**  
PREMIUM DENIM  
 **Ortut & Fosse**

 **HAVILAND**  
LIMOGES FRANCE 1845

**BCBG GENERATION**

 **Daum**  
**J. MENDEL**  
PARIS

**WHISTLES**  
**DONNA KARAN**\*

### TECHNOLOGY

**ORCHARD  
MILE**

 spring

 **Rakuten**

 网易考拉海购  
KAOLA.COM

 **LENGOW**

 **Jeanvibe**  
EXPRESS YOURSELF

 **Ci-order**  
E-Commerce Services

 ace turtle

**Roundabout**

\* Companies partners have previously worked at in management roles, not direct TRAUB clients





## THE INDUSTRY SEEKS OUR POV

### “ BRUNSWICK

*The lines are starting to blur. It's not about old versus young, big versus small, online or offline. Across the board, it's brands that are seen as authentic, as embracing and embodying a set of values, and communicating directly with global consumers that are succeeding today.*

**MORTIMER SINGER**  
CEO, TRAUB

### “ Entrepreneur

*With entrepreneurs it can be easy to get so in the weeds that you miss the trees. So in the beginning it was like, what should I do? And now it's about, how should I do these things? I incorporate some of the vision [Morty] naturally has...now that I'm in the execution part, I really need help with strategy!*

**JENNIE BAIK**  
CEO, Orchard Mile

### “ Forbes

*Wellness is an approach to living life that is become as second nature as brushing teeth. Brands that will have the biggest impact are ones that will make it accessible to more people to live a balanced life in mind, body and soul.*

**KELSEY GROOME**  
Managing Director, TRAUB

### “ GLOSSY

*You definitely get two personalities...A lot of the topspin brands get is from personality at the helm.*

**MORTIMER SINGER**  
CEO, TRUAB

### “ BOF

*The key element is thinking of retail as hospitality and underscoring the human element.*

**KELSEY GROOME**  
Managing Director, TRAUB

### “ FT FINANCIAL TIMES

*My wife has effectively stopped shopping for clothes and accessories. For \$1,800 a year she can borrow three garments or handbags, pairs of shoes or pieces of jewelry at a time.*

**MORTIMER SINGER**  
CEO, TRAUB

### “ WWD

*People are becoming more economical about how they spend their dollars. If you're a devotee of [exercise] classes and you do that three times a week, that's easily \$400 a month, which otherwise would have gone to our industry.*

**MORTIMER SINGER**  
CEO, TRAUB



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Former President and COO  
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CASE STUDIES

# Consumer, Retail & Fashion

THINK    MANAGE    EXPAND

**BORGHESE**

ROMA

## OVERVIEW

Founded by Princess Marcella Borghese nearly 60 years ago, the brand's core values could not be more relevant: Italy, Rome, Borghese, Princess Marcella, Style, Italian Spa Culture and Mud. Borghese combines the tradition of classic Italian beauty and modern sensibility in its collection of skincare and color cosmetics with unparalleled effectiveness and quality. All products blend state-of-the-art science with the organic riches of the earth.

## TRAUB ROLE

TRAUB was initially engaged to provide an objective assessment of the Company and the product portfolio within this fiercely competitive industry. As a result of this assessment, the Company engaged TRAUB to lead the management team across both the United States and Asia business divisions in an effort to restage the brand, improve operations and capitalize on the rich heritage and quality products. In this role, TRAUB functions as Interim CEO, overseeing all activities relating to company operations.

## TRAUB RESULTS

In April 2017, Borghese successfully relaunched the brand in the United States and Asia with fresh packaging, branding, a new website, global distribution strategy and a new brand ambassador, Mariacarla Boscono. TRAUB continues to oversee company operations in making the restaged brand a success on- and offline and around the world.





# LALIOUE

## OVERVIEW

Lalique is an iconic French brand of 130 years, known for its luxury crystal home décor, design and art pieces. Lalique boutiques command the most recognizable addresses in the world from Rue Royale to Rodeo Drive, and partners with hundreds of top retailers worldwide. It recently collaborated with world renown artists such as Pierre-Yves Rochon, Damien Hirst and Zaha Hadid. Today, the brand thrives to prolong the creative genius of Rene Lalique and endure as the ultimate symbol of French luxury.

## TRAUB ROLE

TRAUB was engaged as acting CEO of Lalique North America to restage the brand, improve operations and capitalize on its rich heritage and quality works of art. Working closely with the management team in Paris, TRAUB implemented new initiatives from re-thinking retail to executing unique marketing. This year's collaborations include private events at collectors' homes, new concepts with top design schools and showrooms, and sophisticated press & digital communication to elevate brand salience.







# SUGARPOVA

## OVERVIEW

Sugarpova is a premium candy and chocolate line that reflects the fun, fashionable and sweet side of international tennis sensation, Maria Sharapova. A long time candy lover with a surprising sweet tooth, Maria created her own candy business to offer a bite of premium, classic candy and chocolate in her own signature style at an accessible price point.

## TRAUB ROLE

TRAUB was retained by Maria Sharapova and her team to assume responsibility of all brand operations as well as develop a strategy for the expansion of the brand internationally and through new product extensions. TRAUB worked with Maria Sharapova and her team to update the branding, redesign her website, secure new distribution partnerships and develop and launch a line of premium chocolate. Going forward, TRAUB continues to oversee the growth of the candy business and explore new business opportunities for the Sugarpova brand.

## TRAUB RESULTS

Sugarpova celebrated its fourth anniversary in August 2016. The brand is distributed in over 30 countries and has partnerships with over 20 global distributors. Sugarpova sold over five million bags and experienced 50% growth in 2015. In August 2015, Sugarpova launched a successful pop-up at Bloomingdale's 59th Street in New York. In May 2016, the brand launched a line of gourmet chocolates at the Sweets and Snacks Expo held annually in Chicago. Sugarpova is projected to become a \$20 million brand by 2018.







# RUDSAK

## OVERVIEW

Inspired by the singularity of the Canadian landscape and the uniqueness of Montreal and its people, RUDSAK's design vision captures the essence of the diverse city, where European aesthetics, Canadians' ingenious adaptations of raw materials and a commitment to individuality intersect. Since 1994, RUDSAK has used elevated materials and craftsmanship to create original apparel that stands up to harsh conditions in style — clothing Canadians want to be seen in when they're out in the world and all of its weather.

## TRAUB ROLE

TRAUB was engaged to evaluate Rudsak's current business operations in Canada across all brands and channels of distribution. Following on-site visits and extensive diligence on the design process, merchandising, production, finance, operations and organizational structure, TRAUB presented its findings to the executive management team and communicated recommendations for optimizing current business operations in preparation for international growth. TRAUB was engaged in a second phase to work alongside the Rudsak team to implement the recommendations and improve business functions.

## TRAUB RESULTS

The RUDSAK customer experience has been completely transformed, including the launch of a new website, new store designs, improved merchandising and focused product design. TRAUB helped develop a product-focused organizational structure for the design and merchandising teams. As a result of the work performed, RUDSAK was able to optimize inventory levels, SKUs and product offerings. In addition, the adjustments to store formats resulted in improved visual merchandising and store performance.







## OVERVIEW

Rooted in the respected artisan skills of German craftsmanship, MCM (“Modern Creation München”) manufactures and designs superior quality bags and accessories for the world’s most seasoned travelers. MCM’s customers are cosmopolitan professionals who appreciate the essence of luxury, who are curious for the new and strive for perfection. Each MCM piece is personalized with a brass plate, the signature detail connects a number unique to each piece, connecting the owner directly with the artisan that made it. Founded in 1976, MCM has established itself as a global luxury brand through its timeless designs, unconventional creativity and rebellious, unexpected styles.

## TRAUB ROLE

TRAUB was retained by MCM to develop and execute a North American business strategy to expand the brand into the market through stand-alone retail stores and wholesale department store and specialty store channels. Additionally, TRAUB assisted in the identification and implementation of the Company’s international expansion strategy.

## TRAUB RESULTS

TRAUB advised MCM on the achieving the right product mix, merchandising assortment and brand positioning for the United States market. TRAUB directly hired and interfaced with designers, negotiated with wholesale partners and acted as the Company’s US office for five years. TRAUB assisted MCM in securing deals with several North American department stores and helped grow the business across all accounts. Internationally, TRAUB advised on various elements of MCM’s global expansion strategy.







## OVERVIEW

Founded in 1974, Patchi, is one of the leading luxury chocolate gift destinations of the world. Patchi's core markets consist of the Middle East and North Africa "MENA", and also has global operations spanning 20+ countries and ~160 chocolate retail boutiques around the world. Patchi is a vertically integrated company and as such offers unmatched presentation/ packaging capabilities.

## TRAUB ROLE

TRAUB was engaged to conduct a strategic review, market study and business plan for an expansion strategy in the U.S. market. The engagement was structured into two Phases:

- Phase 1 consisted of a detailed 360 degree 5-year business plan for significantly growing the Company's presence in the U.S. market
- Phase 2 of the engagement, included TRAUB acting as the company's CEO with responsibility for implementation of the business plan

## TRAUB RESULTS

TRAUB successfully re-developed the infrastructure and supply chain for Patchi's new U.S. business. TRAUB then recruited the permanent Management Team for the Company to run the newly established Patchi U.S. business directly. The project was completed within the parameters of the business plan and the agreed upon timeframe.





# DL1961

PREMIUM DENIM

## OVERVIEW

Launched in 2008, DL 1961 was founded in New York City with a mission to create “the perfect fitting jean,” using a revolutionary technology called XFIT LYRCAA fabric. The line is known for using the most technologically advanced fabrics in the industry to provide customers with an unparalleled fit, comfort, and shape retention. To ensure they have the highest quality denim, the Company controls all parts of the supply chain from sourcing the fibers and spinning the fabric to manufacturing and wash. DL 1961 offers lines for men and women and has amassed a celebrity following since its launch in 2009.

## TRAUB ROLE

TRAUB worked closely with DL 1961 since launch and was engaged to expand DL 1961 distribution in the U.S. and internationally through department store and specialty store channels. TRAUB reviewed existing wholesale accounts and identified potential new accounts domestically, and developed an international expansion plan. Subsequently, TRAUB was re-engaged to help the Company launch the men’s collection.

## TRAUB RESULTS

TRAUB and its operating partners strengthened DL 1961’s existing relationships with Bloomingdales and significantly grew the number of doors. TRAUB placed the brand in Nordstrom, Neiman Marcus, and Saks Fifth Avenue and helped the business grow in the respective accounts. Additionally, TRAUB successfully launched the men’s collection in the department store channel.







## OVERVIEW

The Dita Von Teese lingerie collection is inspired by, and designed in collaboration with, the style icon herself. The collection captures the spirit of retro glamour, while being accessible and functional for moments of every day beauty and luxury. Dita successfully launched her more accessibly priced line, Von Follies by Dita Von Teese, in February 2012 in Australia, New Zealand, Germany, France and the UK.

## TRAUB ROLE

TRAUB was retained by DCI, the Australia-based lingerie developer and manufacturer, to expand the Dita Von Teese lingerie brand into the U.S. market through the department store and specialty store channels. TRAUB also acted as the U.S. sales office for DCI in New York City.

## TRAUB RESULTS

TRAUB worked with DCI to refine the line into a premium brand and then forged a retail partnership with Bloomingdale's, who exclusively launched the brand in March 2014. The launch was a tremendous success and received significant positive reaction from not only consumers but also the press and industry insiders. For Fall 2014, TRAUB has secured additional U.S. distribution for Dita Von Teese lingerie including another leading premium department store, leading premium intimate apparel specialty store and leading intimate apparel e-commerce player.





# M MOLESKINE

## OVERVIEW

Moleskine was created as a brand in 1997, bringing back to life the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent van Gogh, Pablo Picasso, Ernest Hemingway, and Bruce Chatwin. Moleskine SpA is a small and creative company enjoying continuing growth. Moleskine develops, markets and sells products and services that provide open platforms to create, communicate and share. Moleskine is dedicated to supporting its users in expanding knowledge, creativity and individual expression.

## TRAUB ROLE

TRAUB and its operating partners were retained to establish and implement a growth strategy for Moleskine brand products in the U.S. through opening standalone concept stores and shop-in-shops in the department store channel. TRAUB continues to work with Moleskine in developing and analyzing the ongoing performance of the brand in the U.S.

## TRAUB RESULTS

TRAUB and its operating partners successfully opened three Moleskine concept stores in the Time Warner Center, Soho NYC and Short Hills, NJ. We also successfully opened two shop-in-shops in Bloomingdale's 59th Street and Chicago Medinah. We worked with management to drive store traffic and sales by coordinating in-store marketing events featuring popular artists as well.



SOHO, NYC

*2nd best performing store worldwide*



SHORT HILLS, NJ

*First free standing Moleskine store inside a mall*



TIME WARNER CENTER, NYC

*3rd best performing store worldwide*





## OVERVIEW

Oscar de la Renta is one of the world's leading luxury goods firms. The company was established in 1965, and produces collection of women's RTW, accessories, bridal, and home, childrenswear and beauty. The Oscar de la Renta retail division was launched in 2004 with the opening of the designer's first freestanding store on Madison Avenue in New York.

## TRAUB ROLE

TRAUB was engaged to develop a retail strategy for Oscar de la Renta, which had previously been sold only through high-end wholesale accounts. Our team created and refined a detailed business plan which included a broader accessories collection including shoes, handbags and scarves. We identified and negotiated a lease on Madison Avenue in New York, worked closely with leading architects and design firms to design a store that reflected Oscar's personality and heritage and recruited key personnel.

## TRAUB RESULTS

First year sales on Madison Avenue were double what was projected and annual sales today are over \$10 million. The Oscar de la Renta retail network in the U.S. includes freestanding boutiques in Bal Harbour, Costa Mesa, Dallas, Las Vegas, Los Angeles and Manhasset. The company is preparing for an international retail rollout, as this division contributes significantly to the profitability of the business.







ROCK &amp; REPUBLIC

## OVERVIEW

Rock & Republic, a top tier premium denim brand, was founded in 2002 and soon was coveted for its fit, distinctive design and quality craftsmanship. Fueled by its Hollywood rock-and-roll image and it's charismatic founder, Michael Ball, the company had revenues near \$100 million within six years. Hit hard by the global economic downturn, Rock & Republic's business faced challenges in 2008 and in 2009, and filed for voluntary Chapter 11 bankruptcy protection.

## TRAUB ROLE

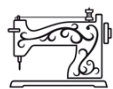
TRAUB and its investment banking partner Atlas Advisors were engaged to help Rock & Republic evaluate its strategic options. They were tasked with exploring either selling a stake in the company or selling part or all of the intellectual property of the company and identifying key financial and strategic partners. TRAUB and Atlas contacted a wide range of potentially interested buyers, including private equity firms and strategic players in the U.S., Europe and Asia.

## TRAUB RESULTS

Rock & Republic ultimately sold its intellectual property to VF Corporation, a major apparel company and denim specialist, owning such brands as Seven for All Mankind, Lee and Wrangler in January 2011. The transaction resulted in an extremely positive outcome for the client, allowing Rock & Republic Holdings to repay all its creditors fully and Michael Ball to receive cash for the excess equity value.







SCOTCH&SODA  
AMSTERDAM COUTURE

OVERVIEW

Scotch & Soda is an Amsterdam-based contemporary clothing brand. The brand began as a men’s wear label and has since expanded to include women’s collection Maison Scotch, Scotch Shrunk, a boys’ collection, Scotch R’belle, a girl’s collection and premium denim collection Amsterdams Blauw.

TRAUB ROLE

TRAUB and its investment banking partner Atlas Advisors were engaged by the main shareholders of Scotch & Soda to help find a buyer for the business. TRAUB and Atlas contacted a select range of potentially interested buyers, including private equity firms as well as strategic players in the U.S., Europe and Asia.

TRAUB RESULTS

In July 2011, Kellwood, a portfolio company of Sun Capital, acquired Scotch & Soda. The acquisition represented Kellwood’s largest and first international acquisition. The negotiated transaction resulted in an extremely positive outcome for both Scotch & Soda and Kellwood.







CASE STUDIES

# Real Estate

THINK    MANAGE    EXPAND



# VALUE RETAIL®

## OVERVIEW

Value Retail specializes in the exclusive creation and operation of luxury outlet shopping destinations, the Village Collection in Europe and China. The Villages are international shopping destinations for global visitors, providing guests with an unparalleled outlet shopping experience. Value Retail serves the world's leading brands through a unique retail proposition in nine key European tourism markets as well as two key markets in China. Each Village offers brands exceptional growth, the development of new markets and an introduction to new customers. Value Retail delivers consistently improving performance, striving to build and maintain long term partnerships with the brands it serves. It is pioneering a new retail experience, redefining outlet shopping both for the world's leading brands and for the discerning global shopper.

## TRAUB ROLE

TRAUB has been an advisor to Value Retail for over 8 years, advising the Company on the merchandising and leasing of several of their European Villages, including two of their most successful locations, Bicester Village outside of London and La Vallée outside of Paris. TRAUB works with senior executives of leading brands to secure and nurture strong relationships with The Villages, ensuring brand productivity and maximum performance. TRAUB also helps define the positioning of several projects as well as the merchandising mix. Most recently, TRAUB is working on Value Retail's latest projects, Suzhou Village which opened in May of 2014 and Shanghai Village, located adjacent to the Shanghai Disney Resort, opening in Spring 2016.

## TRAUB RESULTS

TRAUB has supported Value Retail for over a decade as its business development partner. Their focus on placemaking and experience have caused Value Retail's Villages to be widely recognized as the best performing shopping centers in the world in terms of sales densities. The Collection of Villages, since its beginning with Bicester Village in 1995, has delivered double digit gross sales growth each year. In 2014 the Collection of Villages in Europe attracted 32.5 million visits. TRAUB is proud to have played its part in supporting Value Retail's message of holding steadfast to their mission of delivering their retail theater within world-class travel retail destinations.





# RELATED

## HUDSON YARDS™

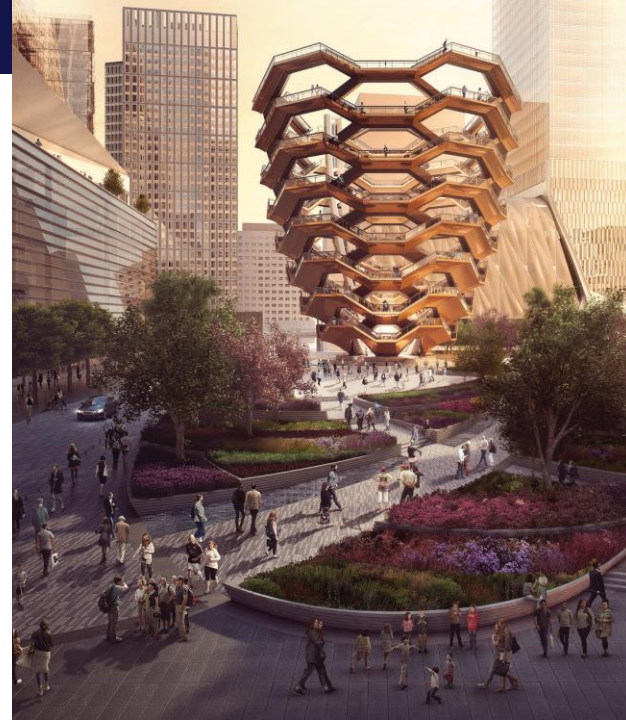
NEW YORK

### OVERVIEW

Related Companies is the most prominent privately-owned real estate firm in the US. Once complete, the Hudson Yards project will be the largest privately owned real estate development in the US and a new landmark in New York City. At the point where the High Line meets the expansion of Midtown lies Hudson Yards: a 12.7 million square foot development with one million square feet dedicated to retail. Hudson Yards will be a mixed use space with residential, offices, retail, parks and over half the project open to the sky. It will feature the first Equinox hotel, a culture shed for high profile events and concerts, the tallest observatory deck in the city and an innovative retail floor dedicated to emerging digitally native brands. Famed British designer Thomas Heatherwick has also created a honeycomb-like structure acting as the centerpiece of New York's new neighborhood.

### TRAUB ROLE

TRAUB is engaged to secure brands for the innovative retail floor dedicated to digitally native brands. TRAUB is active in sourcing these new brands and supporting them across a variety of functions such as store design, staffing and operations. Many of these brands will showcase their first ever physical retail space here at Hudson Yards. TRAUB works closely with these brands in ensuring their physical retail presence will be engaging and innovative.





# THE SHOPS AT COLUMBUS CIRCLE

TIME WARNER CENTER

## OVERVIEW

The Time Warner Center is an award-winning iconic project recognized worldwide as a premier urban destination. The upscale destination features luxury retail, condominiums, restaurants featuring world-renowned chefs Thomas Keller, Masa Takayama, Michael Lomonaco, Marc Murphy and nightlife entrepreneur Rande Gerber, Jazz at Lincoln Center and the Mandarin Oriental Hotel. It is a 2.8 million square foot mixed-use center with 500,000 square feet of retail space.

The Shops at Columbus Circle houses over 40 specialty retailers, a 60,000 square foot Whole Foods Market, a 40,000 square foot square foot Equinox Fitness Club, making it the city's most stylish and sophisticated destination.

## TRAUB ROLE

TRAUB was engaged to secure luxury tenants including a Hugo Boss flagship store, Cole Haan, Coach, Stuart Weitzman and Armani Exchange, among others. Our team assisted with layout, mix and flow of retail, as well as the launch event and marketing initiatives.

## TRAUB RESULTS

Retail sales and gross margin exceeded an aggressive plan and reached profitability within one year. The Time Warner center has over 15 million visitors and retail sales of over \$1,500 per square foot.







OVERVIEW

Gulf Related is a regional real estate development venture, the result of a collaboration between Gulf Capital, one of the region's leading alternative asset management firms, and Related Companies. Related Companies is the most prominent privately-owned real estate firm in the U.S.. Gulf Related leverages its founding partners' financing capabilities and robust real estate planning, development and management pedigree to spearhead premium projects, including The Galleria and Al Maryah Central on Abu Dhabi's Al Maryah Island. Al Maryah Central and The Galleria take center stage in this bustling, upmarket community that will soon be the most dynamic and sophisticated place to shop, dine, meet, and enjoy the city.

TRAUB ROLE

TRAUB helped forge the partnership between Gulf Capital and Related, the emerging entity being Gulf Related. TRAUB was retained as the exclusive retail advisor to Gulf Related in order to identify and help develop large-scale mixed-use retail developments in the Middle East. TRAUB served as advisor to Gulf Related on the design, merchandising and leasing strategy for The Galleria and Al Maryah Central. The opening of Al Maryah Central in 2019 will mark the completion of the final phase of the comprehensive retail vision for Al Maryah Island. TRAUB worked with the team to define the tenant mix, execute the leasing strategy, conduct outreach to franchise partners and analyze the project's rent roll assumptions and pro forma.

TRAUB RESULTS

Together, The Galleria and Al Maryah Central will be among the most pre-eminent real estate destinations in the Middle East, with a unique collection of international brands and premium tenants. The Galleria was oversubscribed with tenants vying for space in Abu Dhabi's new luxury project and it continues to be an iconic destination. The second phase of the project, Al Maryah Central, will open in 2019 and bring a cumulative ~2MM SF of retail to the project. It will be home to 395 retail stores, a 20 screen cinema, 145 food & beverage outlets, three food halls, a family entertainment center and a sports world. TRAUB has successfully assisted in securing key anchors for Al Maryah Central and continues to advise Gulf Related as the project progresses.



THE GALLERIA  
AL MARYAH ISLAND

Opened in 2013, The Galleria features 360,000 SF of carefully curated premium brands and restaurants. The iconic waterfront promenade activates the upscale shopping experience anchored by the Rosewood and Four Seasons hotels and an unparalleled collection of signature restaurants and branded cafes, creating the luxurious destination that is The Galleria.

AL MARYAH  
CENTRAL

Opening in 2019, Al Maryah Central will be the regional shopping destination in Abu Dhabi's new dynamic urban lifestyle hub, Al Maryah Island. Connected to the Galleria via a network of concourses, the combined 2.8 million SF project will offer all of the expected merchandise available in a regional shopping mall with Al Maryah Central positioned and being leased as a broad offering of moderate to premium brands.





## OVERVIEW

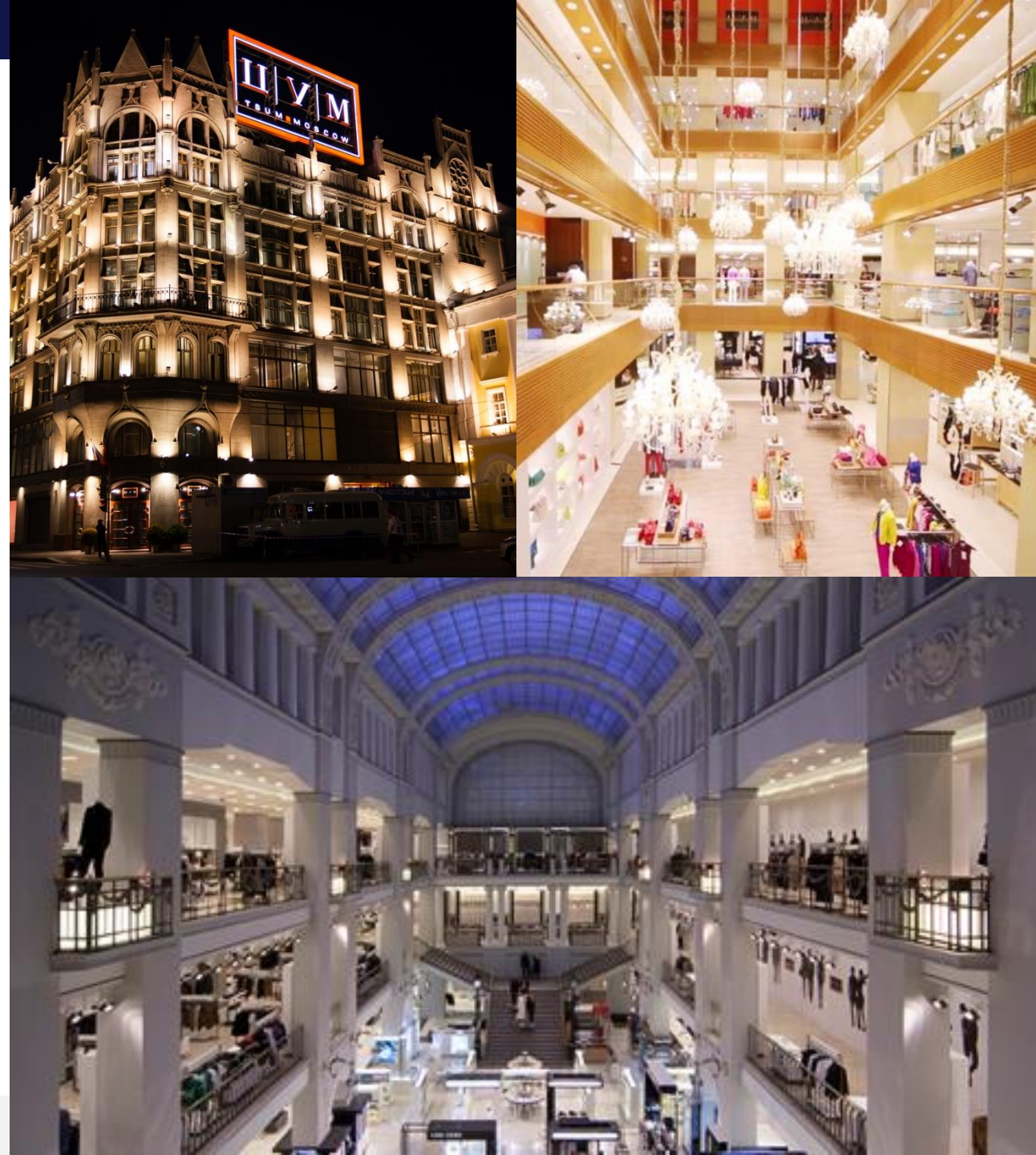
Tsum is the largest upscale department store in Eastern Europe at approximately 500,000 square feet. It carries more than 1,500 designer brands including Alexander McQueen, Tom Ford, Lanvin, Valentino, Gucci, Dolce & Gabbana, Bottega Veneta, Prada, Celine, Yves Saint Laurent, Victoria Beckham, Michael Kors, Roland Mouret, Loro Piana, Missoni, Carolina Herrera and more, including a free-standing Ralph Lauren shop-in-shop.

## TRAUB ROLE

TRAUB worked on the overall strategy for Tsum-Mercury, secured Ralph Lauren for the Tsum store, developed an organizational structure, recruited for key roles, created and refined the business plan, designed the store, developed a merchandising plan/mix and created a promotional calendar.

## TRAUB RESULTS

The project had a highly successful launch with results exceeding plan.







CASE STUDIES

# Licensing / Franchising

THINK    MANAGE    EXPAND





OVERVIEW

The Al Tayer Group (ATG), based in Dubai, is one of the leading retailers in the GCC. Including its retail vertical, ATG is comprised of five companies and 8,800 employees (automotive, engineering & contracting, distribution, services, investments and partnership). ATG is the operating partner for 60 global leading retail brands across 12 countries including Macy's, Bloomingdale's, Harvey Nichols, Gap, Coach, Banana Republic, Crate & Barrel, Gucci, Prada, Armani, Bottega Veneta, Saint Laurent, among others. ATG has over 1.1MM SF of GLA across 200 retail stores. Globally, ATG is the #1 franchise boutique for Jimmy Choo, Thomas Pink, Alexander McQueen and Gap. Bloomingdale's Dubai is one of the premier department stores in Dubai and the first Bloomingdale's store outside the U.S. The store, in the Dubai Mall, is 200,000 SF of upscale retailing that includes a 50,000-square-foot home store and Magnolia Bakery, the first of the iconic bakery's stores to be located outside of New York. Harvey Nichols is a leading upscale department store with several unique specialty areas, including a personal shopping suite, spa services, Beyond Beauty as well as a Juice Bar and other food market concepts. Harvey Nichols Dubai, located in the Mall of Emirates, is 140,000 SF and the largest Harvey Nichols store outside the U.K. Macy's Abu Dhabi, opening in 2018, is one of the key anchor department stores at Al Maryah Central and the first Macy's store outside the U.S. The four-level store will be a highly anticipated new retail experience that will be a major regional shopping destination. The project will also be home to Bloomingdale's second store in the UAE.

TRAUB ROLE

ATG has been a client of TRAUB's for 12 years. TRAUB advises Al Tayer on business optimization, business development and its department store strategy. TRAUB acts as the Al Tayer Group's New York City office and is currently providing guidance in the implementation of a revised organization structure for Al Tayer Retail to support its future growth plans. TRAUB also serves as ATG's department store strategy mentor, supporting all aspects of the current business (merchandising, planning, operations) and advising on strategic decisions and projects. TRAUB works with Al Tayer to securing franchise/JV partnerships with brands as well.

BRANDS SECURED BY TRAUB





# ADRIANNA PAPELL

## OVERVIEW

The Adrianna Papell Group ("APG"), is the leading lifestyle fashion and dress resource in the U.S. Its three brands include: Adrianna Papell, Aidan Mattox and Hailey Logan. Together these brands represent a \$150mm wholesale business.

## TRAUB ROLE

TRAUB was initially engaged by APG to develop an international wholesale business. TRAUB helped to:

- identify best-in-class international doors
- introduce the Company to executives at leading department stores
- develop collateral materials
- secure wholesale and shop-in-shop partnerships in leading global department stores

Following the high demand for the brands in international markets, APG subsequently engaged TRAUB to implement a Middle East retail store roll out. In this role, TRAUB ran the RFP process for regional operating partners, solicited interest and negotiated with regional partners for the three APG brands and advised on the final negotiation and selection of a regional operator.

## TRAUB RESULTS

During a five year partnership with TRAUB, APG launched a substantial international business, reaching 10 international retail doors, 753 international wholesale doors and 22 directly operated department store shop-in-shops. Today, Adrianna Papell, Aidan Mattox and Hailey Logan are distributed across four continents in 21 countries. Adrianna Papell and Aidan Mattox also operate 10 stores globally, with Hailey Logan retail stores slated to open in the Middle East. APG is projected to generate an additional \$20+ million in revenue across 22 new retail doors in the region by 2019.





CASE STUDIES

# Labs

THINK    MANAGE    EXPAND



ORCHARD

M I L E

OVERVIEW

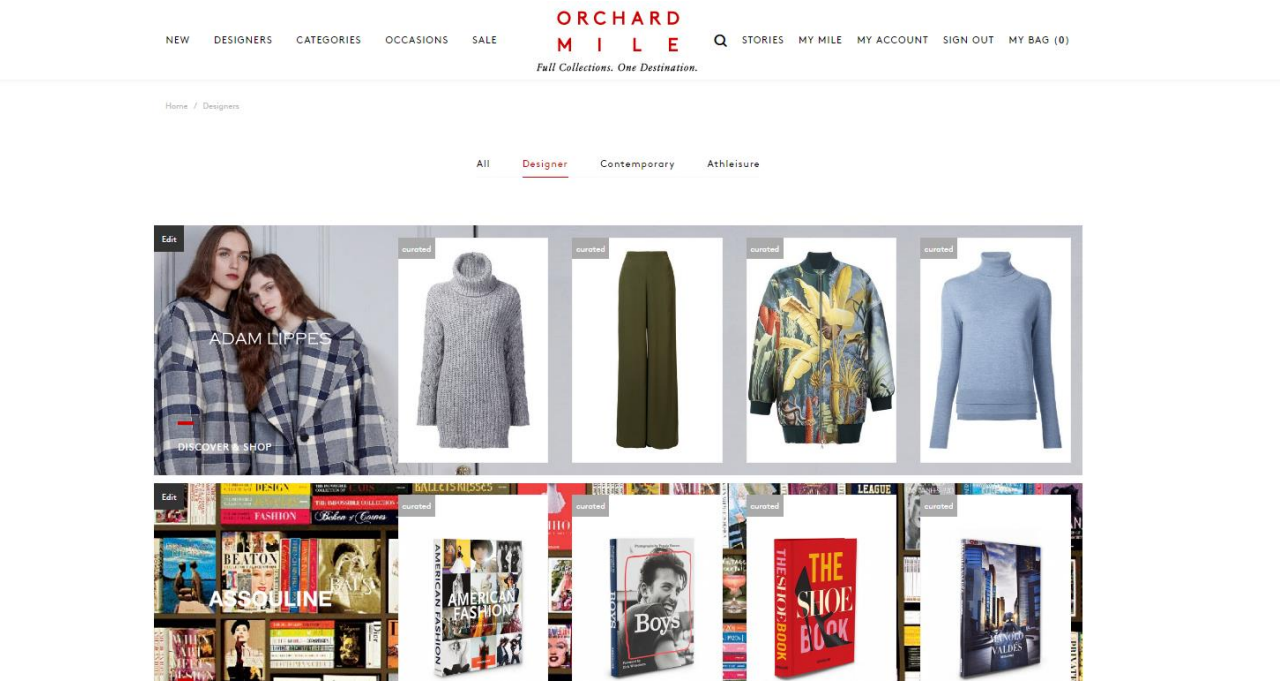
Launched in October 2015, Orchard Mile is the first fashion platform that allows women to shop the full collections of their favorite luxury and contemporary brands’ sites, updated daily, in one place, with one checkout. Orchard Mile partners directly with brands and acquires customers through its “digital mall” format and innovative omni-channel activations in exchange for a revenue share. Designers experience mono-brand economics, but with multi-brand traffic and conversion - the best of both worlds.

TRAUB ROLE

As a founding partner, TRAUB is an ongoing advisor to and investor in Orchard Mile. TRAUB works with Orchard Mile on brand acquisition, partnership development, marketing, corporate finance and a variety of growth strategies online and offline.

TRAUB RESULTS

Orchard Mile has signed over 90 brand partners for the platform and continues to add brands weekly, including a partnership with one of the leading luxury department stores in the US. Orchard Mile was selected as one of few start-up companies to be featured the Luxury Lab at LVMH’s Viva Technology conference in Paris this summer and was announced by Interbrand as one of their six global “breakthrough brands”.





# KNOT STANDARD

## OVERVIEW

Founded in 2010, Knot Standard is the premier custom menswear company in the U.S., creating luxury custom suits, shirts, pants, outerwear, and casual clothing. The Company sells premium custom-made men's clothing online, in eight worldwide showrooms with personal stylists, and most recently in Bloomingdale's 59th Street in New York. Using innovative technology to obtain the perfect measurements and a global infrastructure of digital tailoring, Knot Standard provides bespoke men's clothing at attainable prices and ensures a perfect fit every time.

## TRAUB ROLE

TRAUB is an ongoing advisor to and active strategic investor in Knot Standard, assisting the Company with all business development and optimization initiatives. TRAUB has supported the Company to continue expanding its brick-and-mortar presence while also streamlining the Company's e-commerce offering.

## TRAUB RESULTS

Knot Standard has been named the fastest growing menswear brand in the Inc. 5000 list for the last three years running. The Company launched a revolutionary online shopping experience with its Virtual Design Studio in 2017. TRAUB helped introduce and facilitate a partnership between Knot Standard and Bloomingdale's. Since then, they have opened the first ever custom menswear shop-in-shop in the Flagship Bloomingdale's location on 59th Street in New York City and a second location in Chicago.







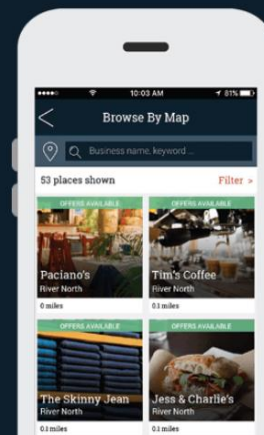
## OVERVIEW

Spring provides marketing and in-store operations solutions to leading retailers focused on increasing traffic and revenue to physical stores while better understanding the shopping behavior of online customers as they spend in-stores. Through partnerships with the payment networks (Visa, Mastercard and Amex), Spring connects the payment cards consumers and retailers already use and enables retailers to track the performance of their digital advertising to transactions in their physical stores.

## TRAUB ROLE

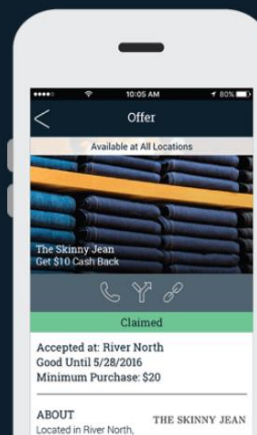
TRAUB acts as a Commercial Director for Spring. It helps to identify and execute strategic partnerships for Spring while creating a global growth strategy for the company.

Find the quickest ways to  
save cash



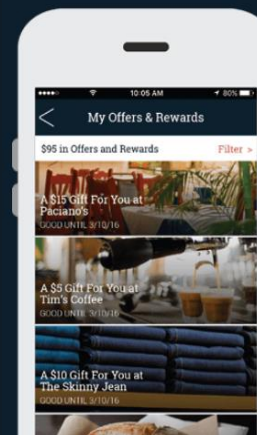
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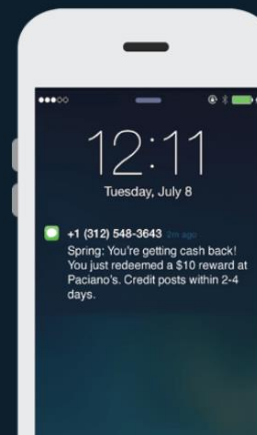
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JOIN TODAY

# NAADAM

## OVERVIEW

Naadam was founded to change the way the world uses and consumes materials. Naadam uses the only “cradle to cradle” certified cashmere yarn in the world: healthier for people, the global economy and the environment. In a remote region, amidst the harsh climate of the Mongolia steppe, hircus goats grow rare white cashmere, protecting them from -35 F winters. In the spring, Mongolian herders harmlessly comb these fibers from the goats’ soft undercoats; continuing the world’s oldest human subsistence method. Naadam has created the largest privately funded non-profit providing veterinary programs, livestock insurance and breeding development. In return Naadam is granted first access to the herder’s fleece. By avoiding middle men and utilizing their sustainable supply chain, Naadam is able to offer the softest and most durable cashmere at an affordable price point.

## TRAUB ROLE

TRAUB is retained by Naadam to develop a global growth strategy to increase its wholesale, direct-to-consumer, private label and private yarns businesses. Additionally, TRAUB is exploring the expansion of Naadam’s retail and department store presence.







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