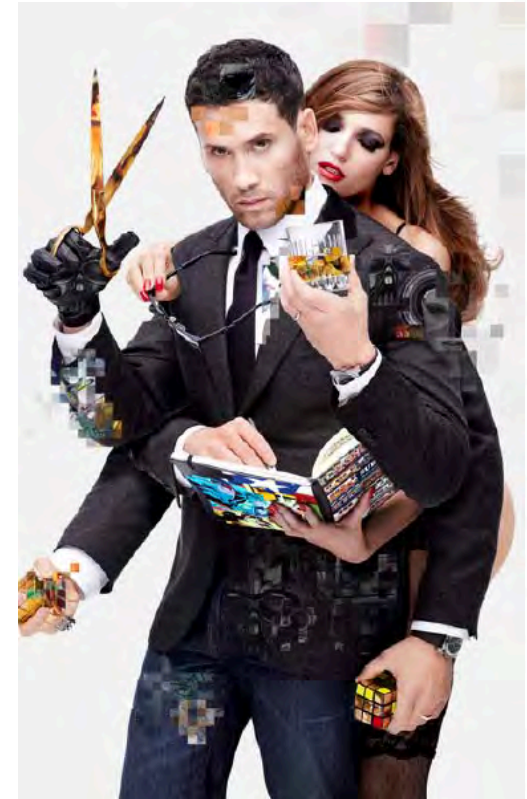


MARC ECKO
CUT & SEW

Marc Ecko Cut & Sew:

- ▶ The Marc Ecko Cut & Sew Collection of contemporary menswear was launched in 2004
- ▶ Recognizable by the Cut & Sew “shears” logo
- ▶ Shears are used as homage to Marc’s grandfather, a tailor and his source of inspiration



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CUT & SEW

Marc Ecko Cut & Sew: The Brand

- ▶ A blend of classic tailoring with bold graphics and subtle embellishments.
- ▶ Designed for those who want to start dressing a little more seriously but still maintain their youthful edge.
- ▶ The line includes blazers, vests, suits, shirts, belts, all pulled off with just the right swagger.



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Marc Ecko Cut & Sew: The Designer

- ▶ Marc Ecko imposes no limits on himself, his fashion lines or his sources of inspiration.
- ▶ Marc Ecko continues to break the boundaries of conventional wisdom and further solidify his role as a navigator of pop culture.
- ▶ Marc delivers what today's young consumers desire most: products that are trend defining, thought provoking, and engaging.



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Marc Ecko Cut & Sew: Brand Personality

- ▶ Authentic
- ▶ Artistic
- ▶ Strong graphic sensibility
- ▶ Culturally relevant
- ▶ Creative
- ▶ Popstalgia: future minded with a wink to the past



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Marc Ecko Cut & Sew: The Consumer

- ▶ Young in spirit
- ▶ Masculine
- ▶ Pays meticulous attention to detail
- ▶ Grew up on R&B, rock and hip hop
- ▶ Fashion forward
- ▶ Artistic
- ▶ Industrious
- ▶ Chooses his clothing to reflect who he is and how he feels
- ▶ Invested in popular culture



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Marc Ecko Cut & Sew: The Approach

- ▶ The 2013 Cut & Sew multi-media marketing campaign: Digital, Outdoor, Print
- ▶ Casts Marc Ecko as Curator of Culture
- ▶ Inspired by “**The Surrealist Multi-Tasker**” photograph of Jean Cocteau, a post modern renaissance writer, director and poet.



Marc Ecko Cut & Sew: The Approach

- ▶ Ecko, the ultimate multi tasker, is depicted with different sets of arms to represent three distinct personas:
- ▶ **“The Artist,” “The Jetsetter” and “The Entrepreneur.”**



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Marc Ecko Cut & Sew Eyewear: The Consumer

- ▶ Fashion forward men 20 to 40 years old
- ▶ Want fashionable frames that suit their lives and their personal style
- ▶ Wears eyewear to see better and look good



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Marc Ecko Cut & Sew Eyewear: Descriptive Language

- ▶ Juxtaposition of retro and modern design
- ▶ Craftsmanship
- ▶ On trend
- ▶ Rugged sport
- ▶ Military details
- ▶ Geek chic
- ▶ Highly wearable
- ▶ Sexy
- ▶ Stealth
- ▶ Authentic
- ▶ Cool



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Marc Ecko Cut & Sew Eyewear: Details about the Collection

- ▶ Collection reflects a respect of the past, while remaining culturally relevant
- ▶ Well designed and affordable
- ▶ Adventurous temple techniques and cool materials like carbon fiber and distressed metal
- ▶ Modernized retro eye shapes
- ▶ Custom temple tips inspired by the curvature of tailor shears
- ▶ Global Fit models designed to for the ethnically diverse Marc Ecko Cut & Sew consumer who needs a more “customized” fit



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Marc Ecko Cut & Sew Eyewear: Details about the Collection

▶ **Framed:**

- ▶ Acetate combination frame
- ▶ Geek chic, modern look
- ▶ Vintage flavor
- ▶ Statement-maker
- ▶ High end styling at affordable prices
- ▶ Great for sun lenses



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CUT & SEW

Marc Ecko Cut & Sew Eyewear: Details about the Collection

▶ **Hot for Teach:**

- ▶ Inspired by Marc's crush on a teacher who wore a P3 shaped frame
- ▶ Clean and modern
- ▶ Laser engraved knurled texture on temples reminiscent of handles on industrial tools
- ▶ Cool materials modernize the vintage shape
- ▶ Full acetate



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Marc Ecko Cut & Sew Eyewear: Details about the Collection

▶ **Stud:**

- ▶ Introductory model to the Marc Ecko Cut & Sew Global Fit collection
- ▶ Designed to appeal to the Hispanic consumer
- ▶ Flat metal soldered end pieces feature cool perforated design
- ▶ Metal combination
- ▶ Modern, bold front
- ▶ Wide temple



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