

Abbey
Damm
by April Lavigne



MISSION STATEMENT

To leverage the immense popularity of Avril Lavigne amongst 11-35 year old women and thus create a powerful Abbey Dawn lifestyle brand. The brand will capture the essence of Avril's unique Rock & Chic combinations. Avril is unique and confident and her fans will emulate her powerful style.

PRODUCT

The product strategy will be trend right fashion at an affordable price point, featuring the fashion that Avril loves and helps to design incorporating the ever important 'fashion staples with a twist'.

This strategy will resonate with the core 11-35 Female demographic and the Tween market will follow closely behind.

Avril's 42 million + Facebook fans, and 10 million + Twitter followers, creates a vast fan base of Tweens, Teens, and the young 20 & 30 something's who have grown up with her.

The foundation of the Abbey Dawn look will incorporate a "rocker chic" look utilizing amazing washes, destruction & repair, cut-outs, leather trims, her signature embellishments, with a balanced mix of vibrant colors against Black.

The look and feel will be easily accepted by the masses who enjoy creating a style of their own. Mix & Match of basic black bottoms with an edgy tee, hoodie or shirt will allow the demographic of the audience to be extremely broad in both age and style.

Through the use of great styling, quality products and an affordable pricing strategy, the Abbey Dawn brand is poised to deliver a unique and unrivaled product, fully supported through by Avril in all aspects, allowing for Abbey Dawn to be positioned for long-term sustainability, growth, and profitability.

INSPIRATION

Abbey Dawn is a joint venture partnership between UBM and Avril Lavigne. This is not a license agreement but rather a full working commitment with Avril. Unlike most celebrity-licensed brands, Avril will take on a day-to-day, hands-on role in all areas of the business including design & marketing. As a result, unique marketing platforms will be supported to include:

Appearances – Continuous for the duration of the program

Usage of likeness in advertising materials

Avril wearing the apparel at high profile events- including her world tour
Unprecedented access and involvement at special events and other high profile events

Powerful marketing partnership with retail partner

KEY STATS:

Has sold over 30 million albums and 50 million singles worldwide

Signed at age 16, Avril has successfully maintained music supremacy for a decade +

42 + million Facebook likes

10+ million Twitter followers

Top singles include: "I'm with You", "Complicated", "My Happy Ending", "Girlfriend", "Wish you Were Here", "Smile", "What the Hell", "Nobody's Home", "Innocence", "When You're Gone"

New Album being release by 3Q '13.

1st Single from new album debuts at #12 in the first week & climbing



DEFINING UBM

4Whatitworth Global Sourcing specializes in the organic development of apparel brands. Solely owned by Mr. Halpern, 4WTW is a completely vertical design, manufacturing and marketing/sales organization that supports the largest retailers in the U.S. and abroad with continuous Trend Right product. Corporate offices housing design teams, production support and distribution experts are based in Los Angeles, CA. Manufacturing and sourcing offices are based in both Shanghai and Hong Kong and report directly to the production executives based in Los Angeles. The production sourcing team has unparalleled access to worldwide apparel production. Sales and marketing executives for the USA, North America, and South America are based in the heart of the fashion district in New York City. The London office exists to support sales and marketing in Europe, Russia, the UAE, and Dubai.

Corporate Offices Los Angeles, CA

- Design Teams • Sourcing Experts • Legal & Accounting • Customer Service • Distribution • EDI • ASN Team • Marketing & PR
- International Distribution (the Los Angeles-based team oversees the London office as well as handling the direct relationships with distributors from South America, Mexico, Asia, Canada, South Africa and Israel)

Sourcing & Manufacturing

- Sourcing Team • Highly trained Quality Control Experts • Technical design & Support teams all reporting to the Los Angeles executives

Sales & Marketing Offices NY, NY

- Key Account Sales personnel • Sales Assistants • Fully functional offices and showrooms

International Distribution London, UK

- Sales Support in Europe, Russia, Scandinavia, UAE, Australia & Dubai • Relationships with best-in-class retailers worldwide
- Satellite distribution facility • Customer Service

Additionally, Mr. Halpern is the owner of UBM, LLC, a leading global licensing company with over \$250 million dollars in annual worldwide sales. The UBM management, under the guidance of long-time brand expert Alden Halpern, projects growth of 30% per annum.

Through this hybrid approach to the business, Mr. Halpern has built both a licensing model and an internal design, manufacturing and sales team. A team of highly regarded designers and executives develop every aspect of the business, from product aesthetics through retail strategy. UBM's Talent Services Team offers access to the world's greatest athletes, entertainers, and promotional events. The team has a keen eye for champions in the fields of Music, Sports, and Entertainment. The use of this cross promotional reach supports UBM's unique concept in building a lifestyle brand.

Furthermore, UBM has built the #1 Lifestyle brand in the world of MMA; MMA Elite. Partnering with the UFC and having a vision far beyond fighters, MMA Elite, captures the hard-to-reach 15-34 year old demographic (both male and female) and offers to them a lifestyle brand that has expanded into 27 different licensed categories.

Mr. Halpern has spent the past 38 years building brands at every level of distribution, from Premium Contemporary products sold at Barney's and Neiman Marcus, to mid-tier brands for Macy's, Kohl's and JCP, to affordable "Trend Right" products for mass retailers such as Wal-Mart.

The Design Team is built based on the individual brand direction as defined at each project's inception. Working closely with the in-house manufacturing and sourcing team allowing for a completely vertical approach to the product development process.

The majority of the Design Team has worked with Mr. Halpern for 15 years or more and new design talent is added to enhance each new collection. The art of building a team environment is paramount at UBM and the designers thrive on new and constant challenges. The style and input offered by Nickelback would not only be welcomed, but embraced with great excitement and passion. The talented crew will be able to translate the band members' passion into product reality. UBM is truly a Family!!!

The worldwide, fully vertical, design and manufacturing operation that has been built over the past 20+ year begins with the aforementioned design process and has a highly developed process that includes direct-to-mill worldwide sourcing of raw materials (fabrics, lining, etc.) The raw materials are often country specific and the knowledge of where to find the premiere materials enhances the quality of finished products.

The internal logistics team facilitates seamless distribution of fabrics and other components to the 4WIW/UBM factories around the globe. Further to the distribution process is the understanding of customs procedures as it relates to both the import and export of garments. Senior people in the Logistics department have over 20 years of experience handling freight and documentation. "State of the Art", fully compliant sewing factories and wash facilities are the cornerstone of the company's quality and social compliance mandate.

Each of these facilities is monitored on a daily basis and has been built to facilitate the manufacturing of each individual product category. Specific machinery, laundry equipment, chemical experts and manufacturing and quality control teams exist in every facility to ensure consistent, high quality garments that meet the aesthetics and standards that are established in the initial design process.

A fully integrated distribution center is based in Los Angeles to service the shipping requirements of all U.S. retailers. In addition to the high functioning machine process, 4WIW/UBM Accounting and Finance department has clearly established financial relationships with factories, banks, and financial institutions both in the United States and internationally. Mr. Halpern operates with incredible fairness and integrity to all the 4WIW/UBM manufacturing partners and they therefore return that same loyalty.

Through its seamless affiliations with international distributors, UBM products can now be found around the world in the following countries: South America, Asia, UAE, Russia, Mexico, Canada, United Kingdom, Israel, Spain, Italy, Scandinavia, South Africa, & Australia.





Handwritten label with 'JR. J. J. J.' and other illegible text.

HW
Joe Adams

GAIL OROBIO
m
ous vity





DISTRIBUTION PLANS

After reviewing the styling, price points, demographics and buying trends of the Nickelback community, the brand is targeted to be situated at mid-tier department stores such as Macy's, Kohl's, JCP, Nordstrom's, etc.

Mr. Halpern's strong relationships with executives at these major retailers will accelerate the process an exclusive "direct-to-retail" deal. Using UBM's international relationships with distributors and retailers, Nickelback will partner with equally strong retailers on a country-by-country basis.

International business is often overlooked by companies in the USA, but Halpern and his UBM Corporation have proven that international business can represent enormous growth to the company's top and bottom line. The exciting Nickelback styling and an affordable pricing strategy will support exponential growth on a worldwide basis.

PARTNERSHIP BENEFITS & IMPACT

In summation, Mr. Halpern has constructed a completely vertical design and manufacturing operation, as well as completely vertical licensing and international distribution company with only "Best in Class" licensee who are signed to five year guaranteed contracts.

Mr. Halpern's strategy allows for his companies/brands to penetrate all areas of core competency through his entities, as well as gain Brand extension floor space through his group of licensees that are each experts in their respective categories.

Unique to the industry, UBM maintains its own internal marketing team that specializes in both traditional and non-traditional marketing strategy and implementation including entertainment/event related marketing platforms and experiential activation (i.e. in-store signings, product placement and sponsorship/endorsement).

4WIW/UBM has consistently shown significant economic growth year-to-year, even in a challenging economic climate, resulting in profitable businesses and maintaining impeccable credit; with credit lines in the range of \$100 million+.





Alberty Hamm

by Avril Lavigne







SILVER
CHAMBER
Luzil Lavigne





by *Fl* *La* *ne*





SALVAGE



MEAN
GIRLS
Avril Lavigne







