

Athletic Apparel Brand Acquisition Opportunity

Plug-&-Play Brand Optionality

- »»» Trademarks
- »»» Domain Names
- »»» Customer Database
- »»» Social Media Accounts
- »»» Brand & Design Collateral
- »»» Ongoing Supply & Design Relationships
- »»» Inventory

Non-Binding Indication of Interest Deadline
March 25, 2024

Contact Us
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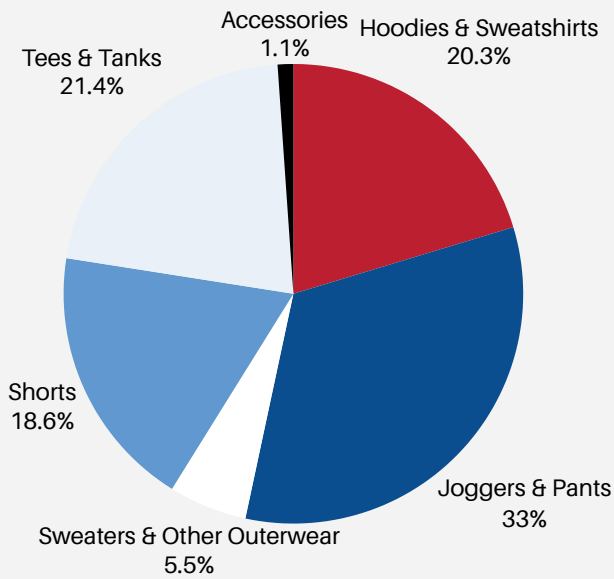
Opportunity Overview

Hilco Streambank presents the opportunity to acquire a highly popular, boutique, men’s athleisure brand known for its **fashion forward aesthetic, advanced textiles technology, comfort, and environmental sustainability.**

The brand has been featured in *GQ Magazine, Forbes, Men’s Journal, Esquire,* and more, and is sold predominantly through direct-to-consumer and wholesale channels, including through Peloton, Stitchfix, Equinox, Bloomingdales, Nordstrom, and more.

Direct-to-consumer product sales represent an attractive mix of categories with a nearly 50-50 mix across tops and bottoms categories.

2023 DTC Sales % by Category (Detailed)



Lean Operations | Go-Forward Portability to Buyer Platform

- Key employees may be available for future employment with a buyer
- Seller will continue to manufacture product and provide warehouse logistics services for a buyer if desired
- A buyer may contract with the outside design team or utilize its own in-house resources in conjunction with acquired tech packs, patterns, and other brand and design materials

Wholesale Partners



Available Assets & Process

Interested parties should reach out to Hilco Streambank to obtain a non-disclosure agreement for access to the identity of the brand, and additional materials in a virtual data room. **Interested parties are encouraged to submit a non-binding indication of interest to Hilco Streambank as soon as possible. The seller is equipped and motivated to transact expeditiously.**

Available Brand Assets

- »»» *Trademarks*
- »»» *Domain Names*
- »»» *Customer Database*
- »»» *Social Media Accounts*
- »»» *Brand & Design Collateral*
- »»» *Ongoing Supply & Design Relationships*
- »»» *Inventory*

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