

ISABELLA QUEEN

Style, Elegance, Sophistication

The Designer



Isabelle Ugochukwu

- BSc (Hons) – University of Glasgow
- MSc – Glasgow Caledonian University
- CAPM – Project Management International
- PMP – Project Management International
- Leather Accessories Design – London College of Fashion

The Brand

British-based brand offering luxury leather accessories
hand crafted in London.



MADE IN BRITAIN
ASSOCIATE MEMBER

Brand History

Founded 2014

Launched 2015

- Pure London SS16 Exhibition

Started trading Oct 2015

- B2B Wholesale → **Global** Stockists
- B2C E-Retail → Customers

Privately funded

- £xx,xxx invested to date
- Two minority shareholders

Brand Style

Clean, classic and structured shapes.

Well-designed element of colour contrast throughout the styles.



The SS16 Collection

Elegant structures, stylish designs, and exceptional British craftsmanship strikes a chord with discerning consumers and a sophisticated clientele who seek out the quality and unique nature of the London based craftsmanship.



Brand Mentors

BUSINESS

xxx xxxxx

- COO – xxxxxx Ltd

xxxxxx xxxx

- CTO – xxxxxx Ltd

INDUSTRY

xxx xxxxxxxxx

- Owner – xxxxx PR
- General Manager – xxxxxxxxx

xxx xxxxxxxxx

- Designer – xxxxx xxxx
- Design Coordinator – xxxxx xxxxxx
- Lecturer Bag Design – xxxxxx xxxxxxxx xx xxxxxxxx

Networks

STUDIO168
LEATHERSMITHS

pure
LONDON

THE GREAT BRITISH
• EXCHANGE •
Est 2014



UK Trade
& Investment

THE GREAT BRITISH
• EXCHANGE •
Est 2014

MODA

 **MADE IN
BRITAIN**
ASSOCIATE MEMBER

 Mariposa Trust

fashion
angel

FASHION LAW & BUSINESS

ual: university
of the arts
london
london college
of fashion

J & R Designs Ltd

A&A
CRACK & SONS

 **Santander**
BUSINESS BANKING




ALICE FOXX

The story so far.....

- Lawyers
- Samplers
- Illustrator
- Designers
- Manufacturers
- Videographers
- Photographers
- Web Developer
- Leather Merchants

Future Staff Plan

- As the company grows, contractors will be used where possible instead of permanent employees to save costs
- Contractors and staff projected costs shown below

| Personnel Costs | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|------------------|--------|---------|---------|---------|---------|
| Legal | £x,xxx | £x,xxx | £xx,xxx | £xx,xxx | £xx,xxx |
| PR and Marketing | £x,xxx | £x,xxx | £x,xxx | £x,xxx | £xx,xxx |
| Misc Expenses | £x,xxx | £x,xxx | £x,xxx | £x,xxx | £x,xxx |
| Consulting | £xxx | £xxx | £x,xxx | £x,xxx | £x,xxx |
| Salary | £x | £x | £xx,xxx | £xx,xxx | £xx,xxx |
| Total | £x,xxx | £xx,xxx | £xx,xxx | £xx,xxx | £xx,xxx |

Brand Recognition

Pure London SS16 – ‘One to watch’



Publications



ISABELLA QUEEN SS16 COLLECTION

JUNE 15, 2015 | WAIKI



Take a look at this beautiful new line of leather handbags, designed and made in London. Soon, you will be able to get yours. The SS16 collection will debut at Pure London on 2nd August 2015 and will then be available to buy online, at www.isabellaqueen.co.uk. This is just a little taster of what's to come. Head over to [Facebook](#) to see more.



Isabella Queen's celebrity muse...

I would choose Catherine (the Duchess of) Cambridge or Kate. She is effortlessly elegant and for that reason, an ISABELLA would look perfect on either one of them.

The top essentials every woman should have in her bag

All things beauty and all things technology. These are the essentials to a modern woman. To name the top few, I'd say: phone & charger, make-up case, nail file, painkillers, tissues, perfume, facial wipes, wallet, keys, sunglasses, diary, a small mirror and an umbrella for the unpredictable British weather.

What's next for Isabella Queen?

Lots! There is tons of work to do. Right now we are in the midst of finalizing our SS16 orders and preparing to sample for AW16. We are also in talks with a potential investor which as a start-up is very exciting, and at the same time beginning to plan the AW16 photo-shoot! The work goes on!

Keep up to date with Isabella Queen

www.isabellaqueen.co.uk

Twitter: [isabellaqueen](#)

Instagram: [isabellaqueen](#)

Facebook: [isabellaqueenlondon](#)



She Got Her 1st Job at 11 Years Old! Meet Nigerian-French Luxe Bag Designer Isabelle Ugochukwu of Isabella Queen - Watch!

11.11.2015 at 7:00 pm By Jennifer Obiwevbi — 9 Comments



Let us introduce you to the Nigerian-French bag designer that you should watch - **Isabelle Ugochukwu** of accessories brand, **Isabella Queen**. With a cocktail of different backgrounds, Isabelle is a rising talent, that is taking on the British accessories scene.

After growing up between Nigeria and France, eventually settling in the UK and years of dreaming of having her own accessories line, Isabelle finally put her **London College of Fashion** in Business and Design degree to great use and launched her brand in 2014.

In a recent interview, Isabelle shares how she realized her dream plus what's next. She talks on her work ethic, which stems from getting a job at 11 years old & working for free, her motivation for business, and how she plans to grow and take over the market.

Watch!

Meet Isabelle Ugochukwu - ...



Offering stylish and beautiful bags perfect for a variety of occasions, the brand is already making waves, after its exhibition at the **Pure London S/S16** event this year.

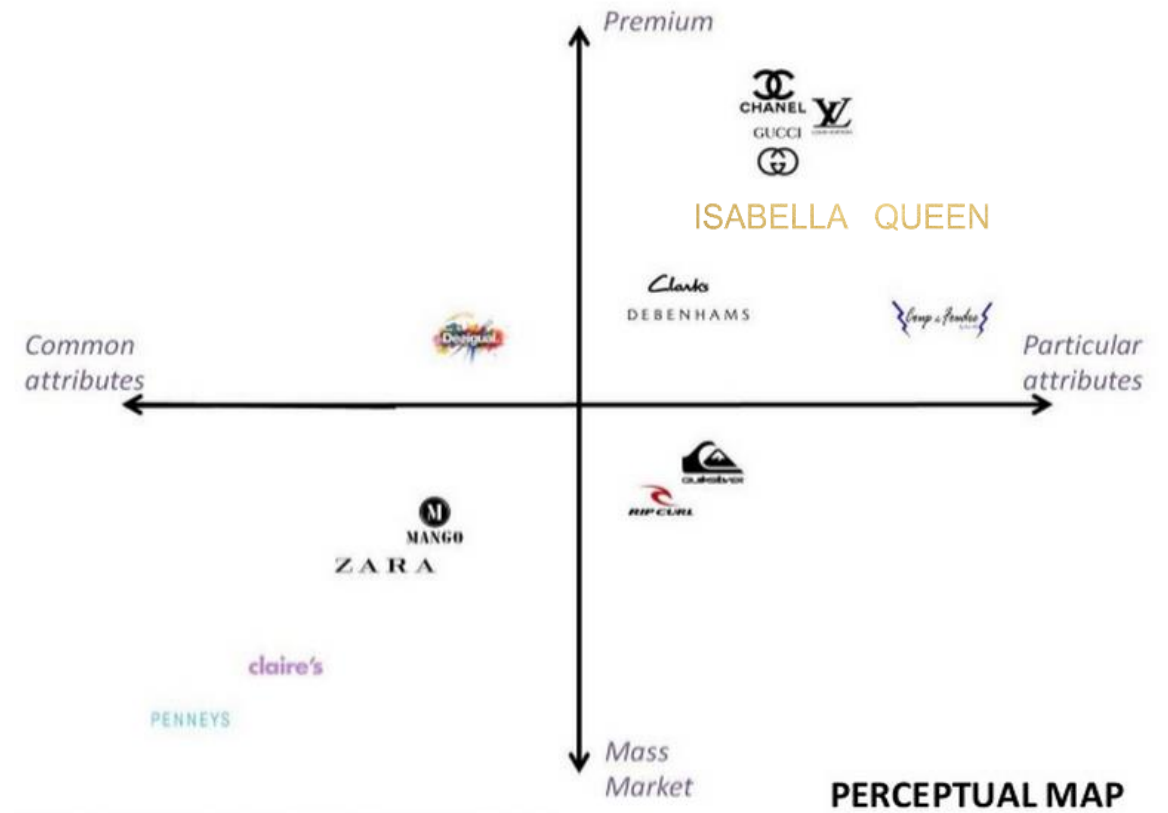
Her debut collection comprises of clean, classic and structured shapes, and the elegant and stylish designs and comes in 2 lining options. We love the sleek, sophisticated and vibrant allure of each piece of her capsule collection.



To find out more on Isabella Queen, visit the website: IsabellaQueen.co.uk

About Jennifer Obiwevbi
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Brand Positioning



‘Aspirational luxury’ is the category within which the Isabella Queen products fall into.

Market Segment

Based on....

- The “\$101bn” (£70bn) size of the global industry
- The “2.7% annual growth rate from the period 2009-2014”
- There being no companies with a dominant market share in this industry”

The projected sales forecast (based on assumptive continued growth of market at 2.4% per annum over the next ten years) is set at:

- **x.xxxx% market share** (approx. £x.xxm/£77bn*100) by the end of year five and
- **x.xxx% market share** (approx. £xxm/£xxbn*100) by the end of year ten

The business will maintain a gross margin of average xx%.

The Future

Basic P&L Projection Over Five Years

| | 2016 | 2017 | 2018 | 2019 | 2020 |
|------------------------------|---------|---------|----------|----------|----------|
| Total Sales (Volume) | xxx | xxx | xxx | xxx | xxxx |
| Total Revenue (Sales) | £xx,xxx | £xx,xxx | £xxx,xxx | £xxx,xxx | £xxx,xxx |
| Total Cost of Goods | £xx,xxx | £xx,xxx | £xx,xxx | £xxx,xxx | £xxx,xxx |
| Gross Profit | £xx,xxx | £xx,xxx | £xx,xxx | £xxx,xxx | £xxx,xxx |
| Gross Margin | xx% | xx% | xx% | xx% | xx% |

What's Next?

- Product PR coverage in fashion accessories publications and relevant media sources
- Utilizing the brand-name power our chosen PR company and its popularity to establish credibility and increase awareness of our products
- Utilising a network that boasts one of London's leading co-designers, London's leading leather accessories hand crafting manufacturer, internationally followed and reputed fashion bloggers, photographers and stylists with secondary network access reaching to established and globally recognised fashion industry publications
- Strategically-placed ads online and in publications that are frequently visited and read by our primary customers
- AW16 Sampling, Photoshoot & Trade Fairs

Be a part of the story – invest

The opportunity to grow your own network

Current and future investors connected to ISABELLA QUEEN are the most valuable assets you can have in a network. By connecting with idea supporters and dreamers engaged with ISABELLA QUEEN, you gain access to people who can help support your endeavours, and vice versa

A contribution to job growth

In supporting ISABELLA QUEEN, you're fuelling job creation by helping to bring on more talent, increasing ISABELLA QUEEN's felt presence at trade fairs all over the world and facilitating ISABELLA QUEEN's footprint in global publications . When you choose to fund ISABELLA QUEEN, you choose to help build momentum, build out its team, and you are contributing to the development of the business

An opportunity to pay it forward

No entrepreneur has succeeded without a little help along the way. Supporting ISABELLA QUEEN the form of equity investments, champions the growth of new ideas

The returns

When you become an investor into ISABELLA QUEEN, you can expect rich rewards that increase significantly year on year

Investment amount will be subject to follow-up considerations

Investment Application

- PR & Marketing
- Legal & Accounting
- Product Development
- Investment Application
- Geographic Positioning
- Business Development

Investment application will be scaled to company growth

Exit Opportunities

- Secondary purchase of shares by another investor
- Sale of shares to another company in the event of a merger or acquisition
- Repurchase of shares by the company under conditions governed by the Companies Act

Follow our progress.....

#IsabellaQueen

Twitter: [/isabellaqueen](https://twitter.com/isabellaqueen)

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Any Questions?

ISABELLA QUEEN

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