dbp DIGITAL BRAND PRODUCTS WE BUILD DIGITALLY NATIVE BRANDS

IN 2015, LESS THAN 1% OF EXECUTIVES BELIEVED DIGITAL DISRUPTION COULD HAVE AN IMPACT ON THEIR INDUSTRY.

JUST 2 YEARS LATER, THREE-QUARTERS OF THE SAME LEADERS NOW LABEL THE IMPACT OF DISRUPTION AS

TRANSFORMATIVE.

dbp

DOES YOUR PRODUCT SOLVE REAL PROBLEMS?

DO YOU KNOW WHERE YOUR CONSUMERS WILL BE IN 2, 5, 10 YEARS?

IS YOUR BUSINESS RIPE FOR DISRUPTION?

CONSUMER PROFILE: MILLENNIAL

Who Are They?

Millennials were born between 1980-2000 and grew up in an age of rapid change. They make up 28% of consumer spending and are the biggest generation in US history. (7)

How do they shop?

Over 60% of millennials, age 18-24, would try a a product suggested by a YouTuber, 84% use their phone while shopping instore, and 67% prefer to shop online. (8)

WHAT IS IMPORTANT TO THEM?



DIGITAL BRAND PRODUCTS IS THE SISTER COMPANY TO TOP DIGITAL TALENT AGENCY, DIGITAL BRAND ARCHITECTS

OUR ROOTS

NOW MANAGING OVER 150 OF THE TOP INFLUENCERS IN FASHION, BEAUTY, FOOD & HOME, DBA SAW SOMETHING OTHERS REFUSED TO...

...THE BLOGGER, THE YOUTUBER, AND IN TODAY'S OFFICIAL TERMS, **DIGITAL**INFLUENCER, WILL WIN THE HEARTS OF AUDIENCES, CONSUMERS AND ULTIMATELY, **RETAIL**.

DIGITAL BRAND PRODUCTS

WE MANAGE THE BRANDS OF OVER 150 TOP DIGITAL INFLUENCERS AND MANUFACTURERS.

OUR TEAM IS DEDICATED TO
BUILDING HIGH-VALUE,
LONGTERM BRANDS THAT ARE
RELEVANT ONLINE AND IN-STORE.

WE ACHIEVE ALL OF THIS VIA

PARTNERSHIPS, LICENSING & BRAND INCUBATION.

WHAT DOES THIS HAVE TO DO WITH US?

WE KNOW DIGITALLY NATIVE, INFLUENCER-DRIVEN BRANDS ARE THE FUTURE OF RETAIL. SINCE 2015, WE'VE PARTNERED WITH TOP MANUFACTURERS & RETAILERS TO DEVELOP VIRAL PRODUCTS UNDER INFLUENCER BRANDS, LEVERAGING THEIR BUILT-IN AUDIENCE TO HELP DRIVE OVER \$100M IN SALES.



CASE STUDY

GAL MEETS GLAM

O 1.2M

JULIA ENGEL IS THE FOUNDER BEHIND THE FASHION AND LIFESTYLE BLOG, GAL MEETS GLAM. FOR THE LAUNCH OF HER DRESS COLLECTION EXCLUSIVELY WITH NORDSTROM, JULIA PROMOTED FRESH CONTENT AROUND HER COLLECTION BY CREATING SEPARATE CHANNELS FROM THE BLOG, NEWSLETTERS, AND E-COMMERCE SITE LEADING UP TO LAUNCH. JULIA'S LEVERAGE OF HER BUILT-IN AND HYPER-ENGAGED AUDIENCE ALLOWED HER COLLECTION OF OCCASION DRESSES TO BE NORDSTROM'S MOST SUCCESSFUL LAUNCH TO DATE.

AVAILABLE ON NORDSTROM.COM AND SHOP.GALMEETSGLAM.COM



CASE STUDY

SOMETHING
NAVY
X
NORDSTROM



NEW YORKER, MOTHER AND CREATIVE FORCE BEHIND THE POPULAR BLOG, SOMETHING NAVY, ARIELLE NOA CHARNAS BRINGS HER AUTHENTIC AESTHETIC TO NORDSTROM IN AN EXCLUSIVE COLLABORATION. REWORKED CASUALS, ELEVATED ESSENTIALS, EFFORTLESSLY ON-TREND DETAILS MADE AFFORDABLE FOR HER FANS ARE NOW AVAILABLE IN-STORE & ON NORDSTROM.COM.

AT LAUNCH: NO ONE WAS READY FOR THE CRAZE THAT ENSUED; AS STYLES QUICKLY SOLD OUT, SEVERAL PIECES WERE LISTED ON EBAY FOR DOUBLE THE ORIGINAL PRICE. IN JUST 24 HOURS, THE CO-DESIGNED COLLECTION RACKED UP WELL OVER \$1M IN SALES AND WAS IN SUCH HIGH DEMAND, NORDSTROM RESTOCKED THE COLLECTION IN DECEMBER.



CASE STUDY

PREMME APPAREL



POWERED BY DIGITAL INFLUENCERS AND FORMER MAGAZINE EDITORS GABI GREGG (AKA GABI FRESH) & NICOLETTE MASON, PREMME IS AN ONLINE SHOPPING EXPERIENCE EMPOWERING PLUS-SIZE CONSUMERS WITH FASHION FORWARD PIECES THAT PROVE FASHION ABOVE A SIZE 12 DOESN'T HAVE TO BE BORING. THEIR 2017 FALL COLLECTION JUST LAUNCHED AND IS AVAILABLE ON WWW.PREMME.US.

AT LAUNCH: THE SITE CRASHED UPON LAUNCH DUE TO UNPRECEDENTED TRAFFIC INFLUX AND THE COLLECTION SOLD OUT WITHIN 48 HOURS, MAKING OVER \$50K IN THREE DAYS.



IN MAY 2017, GABY DALKIN OF POPULAR FOOD BLOG, WHAT'S GABY COOKING, WORKED WITH WILLIAMS-SONOMA TO LAUNCH A UNIQUE COLLECTION OF SALSAS.

THE LINE WAS SO SUCCESSFUL, GABY IS CURRENTLY IN DISCUSSION WITH WILLIAMS-SONOMA TO EXPAND INTO MORE CREATIVE FOOD CATEGORIES.

STUDIO DIY, A CREATIVE LIFESTYLE COMPANY CREATED BY KELLY MINDELL, RECENTLY LAUNCHED AN E-COMMERCE SITE WITH THE SUPPORT OF DBP.

HER COLORFUL CLUTH SUBSCRIPTION SERVICE AVAILABLE THROUGH HER SITE, ALMOST DOUBLED IN ORDERS OVER THE LAST FEW MONTHS.

THANK YOU

DANIEL LANDVER
CEO
DANIEL@DIGITALBRANDPRODUCTS.COM

LAUREN CONLON
DIRECTOR OF LICENSING
LAUREN@DIGITALBRANDPRODUCTS.COM