

HIGH SOCIETY

High Society

KELLY

COMPANY PRESENTATION

06.2023

WELCOME

Welcome to HIGH SOCIETY , where we merge luxury and performance to elevate women's ski fashion to new heights.

Established with a passion for elegance, we have curated a collection that empowers women to embrace their unique style on and off the slopes. Through innovative designs, superior craftsmanship, and uncompromising quality, we redefine the notion of ski fashion for the modern woman.

We strive to be the foremost authority in luxury womens ski fashion, captivating the Chinese market with our unparalleled blend of sophistication and functionality – to create a community where women feel inspired, confident and empowered in their pursuit of outdoor adventure and fashion expression.

The following PowerPoint presentation provides a detailed overview of HIGH SOCIETY GmbH, including our vision, success and future ambitions. We believe our company's strengths and unique value proposition makes it an attractive investment opportunity in the Ski fashion industry.

We look forward to the possibility of working together.



HIGH SOCIETY
High Society
KELLY

COMPANY PRESENTATION

COMPANY OVERVIEW

HISTORY

HIGH SOCIETY FASHION

HIGH SOCIETY, the mother company of KELLY was originally founded in 1985. It instantly had a meteoric rise and became the embodiment of glamour, elegance and uniqueness among active skiers and fashion lovers, by virtue of the brands high-tech materials, exceptional quality and most importantly because of its unique comprehension of fashion trends, worn by countless fashionistas and VIP's on the most exclusive slopes of the world.

Early 2010 witnessed the beginning of the new sister brand KELLY and while KELLY has been presenting its latest collection at the leading international sports fair ISPO, HIGH SOCIETY was successfully relaunched and presented its new concept for the first time at the ISPO 5 years ago.

Immediately it turned into a huge success and was enthusiastically received in the world's leading (ski) sport houses.



VISION

HIGH SOCIETY FASHION

HIGH SOCIETY stands for the unique dedication to the highest quality, european production, technical materials, uncompromising functionality and performance combined with over 30 years of experience and unique comprehension of fashion trends, with an underlying inspiration to create glamour and Haute Couture. With HIGH SOCIETY ski couture and functionality are no longer contradictory!

HIGH SOCIETY strives each season to create a brand new ski couture collection for the premium ski clothing market that stands out and makes a difference by concentrating on our unique and distinguished HIGH SOCIETY profile: visionary ideas, permanent research and analysis of latest fashion trends, attention to craftsmanship, incorporation of the latest and best performing technical materials, dedication to premium quality materials and production and most of all the LOVE and PASSION for what we do.

At HIGH SOCIETY Fashion GmbH , our mission is to provide Chinese ski enthusiasts with an exclusive and very fashionable ski experience. We believe that skiing is not just a sport but a lifestyle, and our fashion-forward approach reflects that.

HIGH SOCIETY is not only a signature, it's a commitment to strive and to meet our goals every day.



PHILOSOPHY

HIGH SOCIETY FASHION

Sissy and Stefanie Engel have made it their philosophy for both brands to merge the unique feeling of luxury (HIGH SOCIETY) and uniqueness (KELLY) to the women wearing their collection.

On one hand they are creating this association and philosophy with their roots and the birth place of both brands Monte Carlo/Monaco, known as the playground of the international HIGH SOCIETY and on the other hand with their understanding and interpretation of distinct Luxury: latest technical materials, highest quality, extravagant details, sophisticated yet perfect fit and handpicked accessories.

Both brands HIGH SOCIETY and KELLY are linked sister brands under the roof of HIGH SOCIETY FASHION GmbH, with its headquarter in Germany and Design, Product Management and Marketing based in Monte Carlo.

We understand the unique needs and preferences of the Chinese market. We stay at the forefront of fashion trends and combine them with over 30 years of experience to deliver exclusive and innovative designs that are perfectly suited to the Chinese skiing environment and tastes.





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COMPANY PRESENTATION

PRODUCT PORTFOLIO

PRODUCT RANGE

Fashion pieces for every taste

SKI WEAR

Both collections encompasses a variety of fashionable and functional pieces; jackets, pants, overalls, vests, base layers. All tailored for the perfect balance between high fashion and superior performance.

SKI ACCESSORIES

Our Ski Accessories (hats, hairbands, helmets, backpacks, gloves, goggles) complement the ski cloth range and enhance both: Style and functionality

FASHION ACCESSORIES

Our fashion accessories (bags, hats, vision shields) complete the fashion collection by giving them the final touch and finesse

FASHION WEAR

Our engagement with fashion does not end on the slopes. Our fashion wear comprises stylish and comfortable clothing such as sweaters and hoodies, cashmere jumpers, chic lounge pants and elegant yet sporty outerwear. It can equally be worn in ski resorts as much as in cool city environments

ESSENTIALS

The “must have items” in Ski and Fashion. These core pieces like: second skin layers, t-shirts, sweat shirts, jogging pants, will be sold the whole year round.

HIGH SOCIETY offers a comprehensive collection of products designed exclusively for women who appreciate style, quality and functionality. With a focus on unique craftsmanship and attention to detail, we provide a range of ski fashion (2 collections), ski and fashion accessories and a small exclusive fashion collection that blends fashion forward design with ski specific functionality.

Our collections embodies luxury and refinement, allowing the women who wears them to make a statement both on and off the slopes.

ONLY THE BEST

Visionary, dedicated to the highest quality, striving for innovations and a bold heritage

DESIGNED IN MONACO

Designed in the heart of Monte Carlo, the playground of the actual HIGH SOCIETY our collection embodies the essence of luxury and elegance. Here in Monte Carlo women revel to the opportunity to showcase and effortlessly wear the latest fashion trends and providing thereby our Design Team an endless pool of creativity and inspiration.

Monaco's prestigious status as the host of Formula 1 races, along with its reputation for hosting extravagant events and galas, draws the attention to the global HIGH SOCIETY. This vibrant social scene serves for our Design Team as a catalyst for creativity and inspiration. The glamour and refinement associated with Monaco's events inspires again and again our Design Team to create unique and opulent designs tailored for the fashion forward ski enthusiasts.



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FABRICS

To be able to present each year an exclusive women's ski collection our team of Product Managers is relentlessly on a global quest for superior fabrics that redefine quality and performance. They hunt down the latest innovations and trends. Only the industry's finest and most innovative companies will earn our coveted approval to collaborate.

BELTS BUCKLES & ZIPS

We exclusively buy all metal buttons, buckles and zips and exclusive fashion accessories from German and/or European market leaders. Each piece is exclusively designed and produced for us. Our Belt buckles are extraordinary "pieces of art", giving every item an extra allure and elegance, while being easy to handle and technically sophisticated.



PRODUCTION

HIGH SOCIETY only partners exclusively with the most skilled production companies worldwide. We never compromise on quality, taking our stringent quality control measures very seriously. Only after substantial tests and meticulous observation, we grant the honor of working with us, because we believe in nothing less than the absolute best.

BEST SELLERS

HIGH SOCIETY
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BEST SELLERS

KELLY



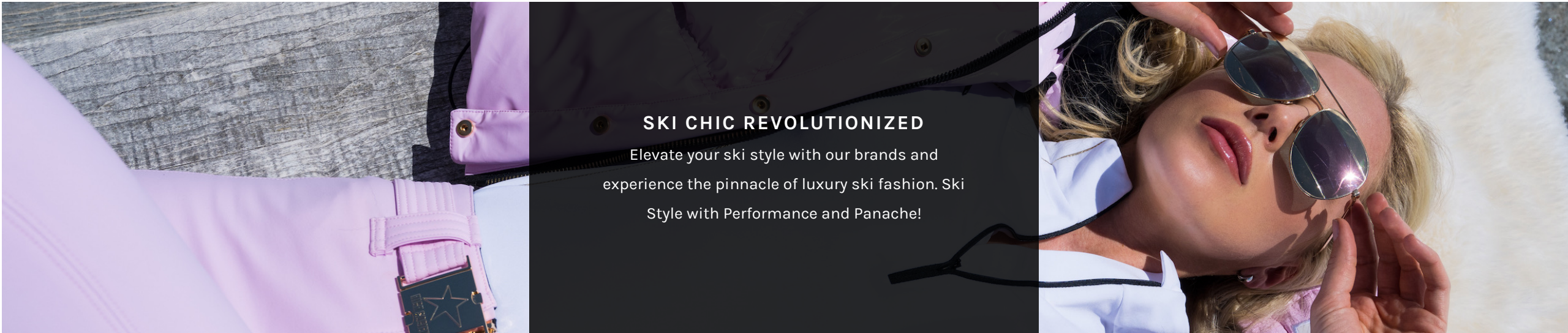


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COMPANY PRESENTATION

MARKETING

OUR STRATEGY



SKI CHIC REVOLUTIONIZED

Elevate your ski style with our brands and experience the pinnacle of luxury ski fashion. Ski Style with Performance and Panache!

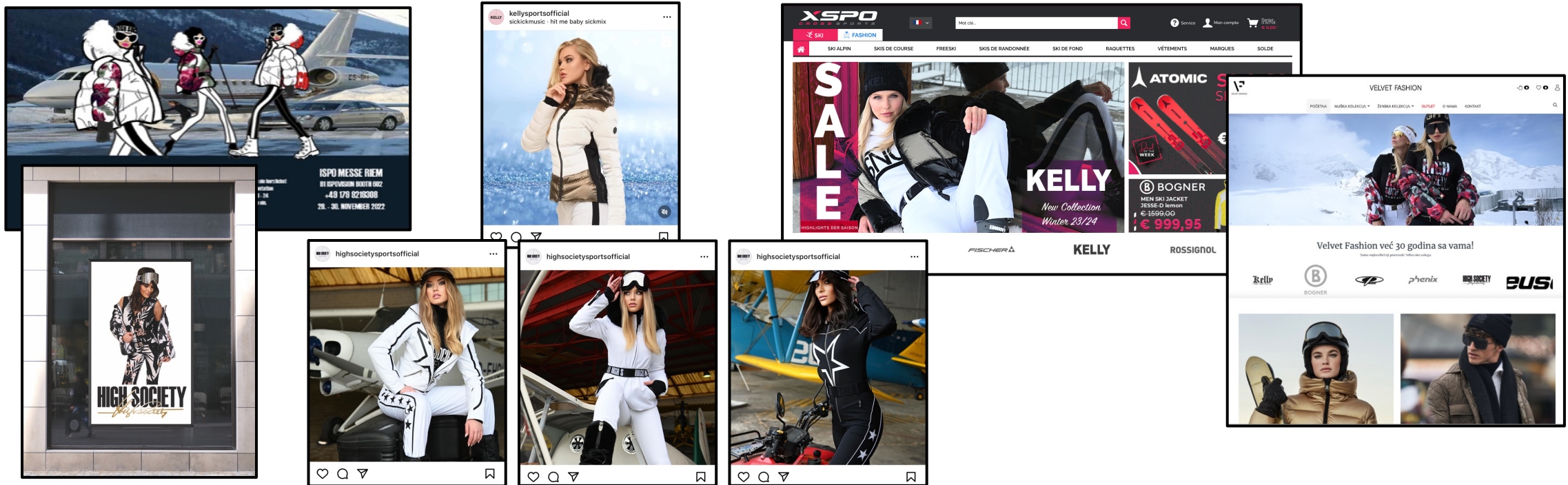


HIGH SOCIETY embodies the essence of luxury, combining highest quality, technical excellence, and impeccable style. With a commitment to delivering the best materials, functionality and a fashionable edge, we aim to revolutionize the ski apparel industry. Our marketing strategy focuses on positioning our brand as the ultimate choice for ski enthusiasts seeking the perfect balance between high fashion and superior performance.

KELLY

At KELLY we strive to revolutionize ski fashion, by elevating it to new heights. Our commitment to high quality, functionality, and high performance, combined with a young, colorful, effortless and sporty look that reflects the dynamic and lifestyle of the millennials positions us as the premier choice for those who demand an affordable lifestyle concept and a fashionable way to express themselves valuing both: style and substance.

MARKETING & COMMUNICATION



With a dynamic mix of captivating newsletters, eye-catching POS material, and unrivaled tailor-made support for our retail clients, we strive to build an awareness for the brand and biggest possible impact on both sales & brand awareness. Building an audience is our game, and we are creating it on social media, hosting

exceptional events and scoring top media coverage. Our secret weapon? International VIP's from sport (F1/Ski), music, film, influential trendsetters, giving our brand the star studded boost it needs to reach new heights in sales and brand awareness.

SOCIAL MEDIA

In the ever-evolving world of exclusive women's ski fashion, social media has become the ultimate runway, connecting designers, brands, and fashionistas like never before. With just a click, it unveils the latest collections, ignites style inspiration and sparks a collective passion that transcends borders, uniting ski fashion enthusiasts around the globe. **It's a unique virtual bazaar where our innovative designs find their audience.**

STRATEGY

Authentic storytelling and user-generated content to build a strong community of upmarket female skiers (HIGH SOCIETY) and younger more sportive ski enthusiasts (KELLY).

OBJECTIVES

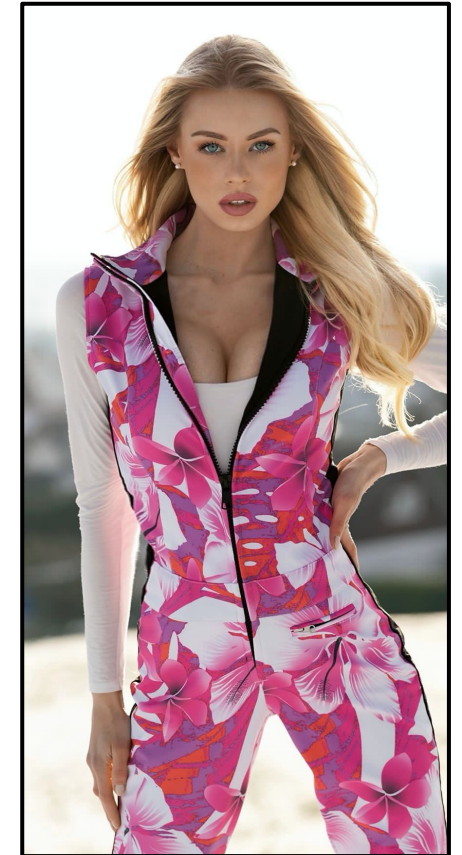
Increase brand awareness and engagement among female skiers through compelling content and partnerships.

Drive website traffic and boost online sales by leveraging social media platforms as a sales channel.



Highsocietysportsofficial

Kellysportsofficial





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COMPANY PRESENTATION

BUSINESS VISION

GROWTH STRATEGY PILLARS

In our growth trajectory, we can see a consistent upward trend in annual turnover over the last years. This impressive growth demonstrates the business's ability to scale and capture a big market share.

KEY AREAS FOR BUSINESS PERFORMANCE

1 GEOGRAPHIC EXPANSION

Our growth plan focuses on geographic expansion. Expansion into new markets like Asia (China, Korea, Japan...) is a key element as well as reaching out to new agencies to complete our net of sales agencies all over the planet.

2 HIGH SOCIETY + KELLY

As we are growing impressively we are feeling more and more the need and potential in separating the Brands Kelly and High society on one side to do justice to the characteristics of both brands but also to exploit the full sales potential.

3 COLLECTION DIVERSIFICATION

Expanding our collection more and more into Fashion we reduce our great dependence on the climate especially on snowfall.

GROWTH STRATEGY PILLARS

In our growth trajectory, we can see a consistent upward trend in annual turnover over the last years. This impressive growth demonstrates the business's ability to scale and capture a big market share.

KEY AREAS FOR BUSINESS PERFORMANCE

- 4 INNOVATION**
Continuous innovation and anticipation of emerging trends will drive our growth plan, enabling us to stay ahead of the curve and offer our customers the most exquisite and cutting edge designs, that blend fashion-forward aesthetics with uncompromising functionality.
- 5 COMMITMENT**
We emphasize but also actively work on the company's commitment to sustainability practices and corporate social responsibility initiatives..
- 6 COLLABORATIONS**
Through strategic collaborations with renowned athletes and influencers, we plan to amplify our brands reach and build a community of passionate skiers who aspire to make a statement both on and off the slopes.
Our growth strategy is rooted in the belief that skiing is not just a sport but a lifestyle, and we are dedicated to crafting exceptional ski fashion that empowers women to express their individuality, embrace the trill on the slopes, and embody the essence of luxury.



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COMPANY PRESENTATION

PARTNERSHIP OPPORTUNITIES

OUR CLIENTS



SPINNAKER



LORENZETTI®



SKI SHOP JIRO®

NOËL SPORTS

jennewein
pure sports

CHOOSE HIGH SOCIETY FASHION

PERSONAL APPROACH

Our exclusive women's ski fashion brand brings together elegant design, impeccable craftsmanship, cutting edge technology to empower Chinese women to conquer the slopes with style and confidence. It offers chines women the ultimate blend of performance driven ski apparel and trendsetting aesthetics.

GREAT EXPERIENCE

Elevate your ski experience: By partnering with our exclusive women's ski fashion brand, you gain access to a world of extraordinary ski apparel, and accessories that combine exceptional quality, attention to detail and latest trend's based on over 30 years of experience in the market.





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COMPANY PRESENTATION

CONCLUSION

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