

# STYLES FOR LESS

INTELLECTUAL PROPERTY  
ACQUISITION OPPORTUNITY

STYLES FOR LESS®



**Bid Deadline: Tuesday, April 17, 2018 @ 5:00 PM ET**  
**Auction Date: Thursday, April 19, 2018 @ 1:00 PM ET**

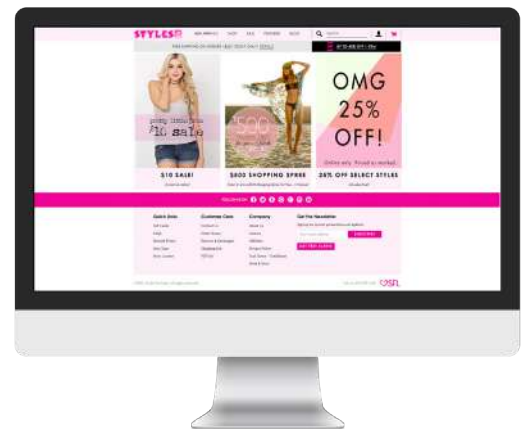
## INTRODUCTION

Hilco Streambank is seeking offers to acquire the intellectual property of Styles for Less, Inc. (“Styles for Less” or the “Company”). The assets include trademarks, domain names, and a customer database owned by Styles for Less® (the “Assets”). The Company is currently operating as a Chapter 11 debtor-in-possession in the United States Bankruptcy Court for the Central District of California (the “Bankruptcy Court”).

## BACKGROUND

Since its founding in 1992, Styles for Less® provided women in their late teens and early 20s with chic, low-cost, high-quality apparel. At its peak, Styles for Less® operated over 150 retail stores throughout California, Nevada, Arizona, Texas and Florida. In addition, the Company operated its e-commerce website at StylesForLess.com.

The Styles for Less® brand resonated among young women looking for clothing and accessories that are both trendy and affordable, making the fresh fashion lifestyle seem effortless. Styles for Less® differentiated itself from its competitors by providing versatile product lines applicable for school, career, fitness, and weekend wear.



*So Trendy...  
So You!®*

## FINANCIAL OVERVIEW

### FY2017

Total Sales (to Sept. 2017):  
\$45.9MM  
eCommerce (through Dec. 2017):  
\$1.7MM

### FY2016

Total Sales:  
\$89.8MM  
eCommerce:  
\$2.0MM

### FY2015

Total Sales:  
\$102MM  
eCommerce:  
\$1.9MM



## OPPORTUNITY HIGHLIGHTS

Significant customer database consisting of approximately 1.2MM opt-in e-mail addresses.

Domain Name – **StylesForLess.com**

### 2015 Traffic

- 5.0MM Total Sessions
- 2.7MM Total Unique Visitors

### 2016 Traffic

- 4.9MM Total Sessions
- 2.8MM Total Unique Visitors

### 2017 Traffic

- 3.6MM Total Sessions
- 2.0MM Total Unique Visitors

## POTENTIAL GROWTH AREAS

Multiple channels of distribution exist for the Styles for Less® brand, including:

- eCommerce with a well-recognized brand and domain name
- Pop-up stores in key locations and outlets
- Retail house brand or wholesale apparel brand

## AVAILABLE ASSETS

### 16 REGISTERED TRADEMARKS INCLUDING:

Styles for Less®	CHIC BY SFL®
SFL®	LOVE BY SFL®
CRUSH BY SFL®	SO TRENDY...SO YOU!®
CRAZE BY SFL®	





### DOMAIN NAMES

StylesforLess.com      StylesforLess.net

### CUSTOMER DATA

Approximately 1.2MM Opt-in  
E-mail Addresses

### SOCIAL MEDIA PROFILES\*

	~142,000 page likes		@StylesforLess ~66K followers @StylesforLessPlus ~7,000 followers
	~16,000 page likes		~2,600 followers

\*Note The SFL Facebook admin profile and Instagram accounts have been temporarily locked. The Company is taking steps to regain access to the accounts. If the sale occurs before the Company has regained access, the purchaser will be provided log-in credentials for all Social Media accounts and it will be the responsibility of the purchaser to gain access to these accounts.

## DILIGENCE & SALE PROCESS

### Online Data Room

Access to an online data room will be provided to interested parties upon execution of a non-disclosure agreement.

### Bid Submissions

Bidding instructions will be provided by Hilco Streambank in advance of the bid deadline.

### Bankruptcy Court Approval

The sale of the assets is subject to Bankruptcy Court approval.

## IMPORTANT DATES

### *Bid Deadline:*

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### *Auction Date:*

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## CONTACT US

For further information about the sale process and access to diligence materials please contact one of the following Hilco Streambank representatives.

Jack Hazan  
212.610.5663  
jhazan@hilcoglobal.com

Richelle Kalnit  
212.993.7214  
rkalnit@hilcoglobal.com

Dmitriy Chemlin  
212.610.5642  
dchemlin@hilcoglobal.com



@streambank

[www.hilcostreambank.com/assets/styles-for-less](http://www.hilcostreambank.com/assets/styles-for-less)