

BRAND PRESENTATION

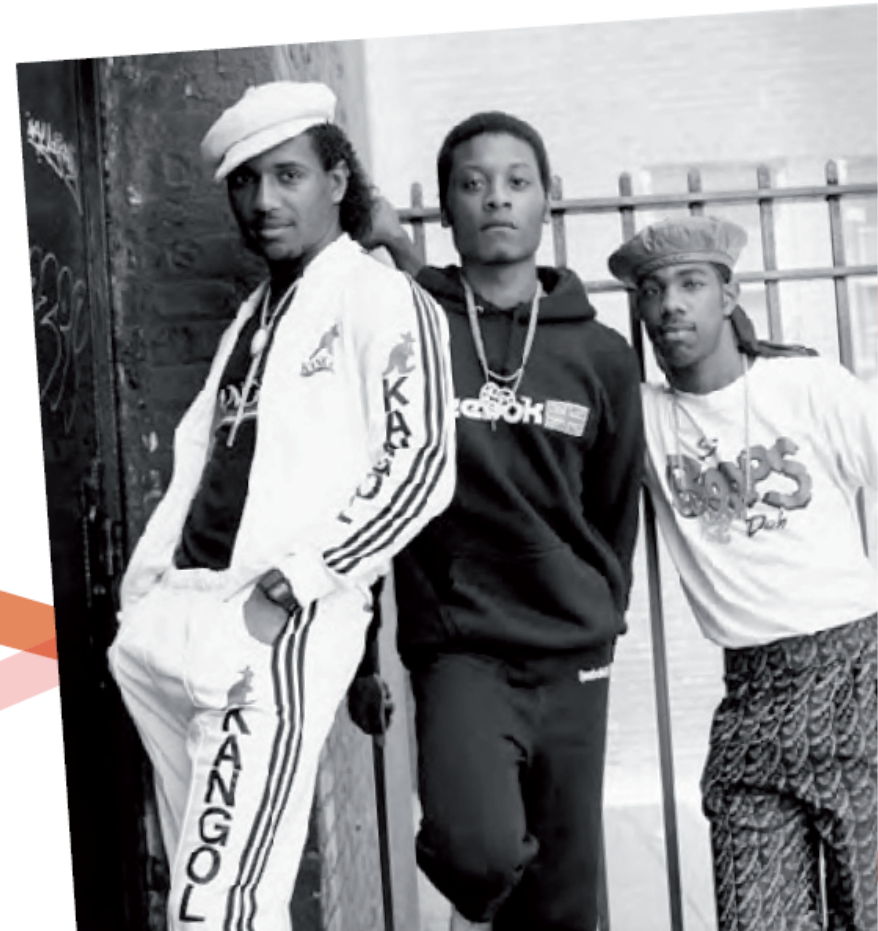


This is Kangol



Kangol is a global fashion brand which made its name in headwear.

A premium brand with strong celebrity-endorsement – inextricably linked with the explosion in urban, hip-hop culture in the 1980s and beyond.



Snapshots through history



- 1938 — Kangol was established
- 1939 — Kangol become major beret suppliers to the armed forces during WW2.
- 1948 — English Olympic team wear Kangol berets for opening ceremonies.
- 1957 — Distribution expanded to US and South Africa.
- 1964 — Kangol bought worldwide rights to manufacture and distribution of headwear featuring image, name or likeness of The Beatles.
- 1983 — Kangol trademarked. LL Cool J wear Kangol brand and others follow.
- 2006 — IBML acquire the Kangol brand.



Kangol today

- 2008: Kangol celebrated 70 years
- Global retail sales - \$300m per year approx.
- Product categories: clothing, accessories, footwear, toiletries and cosmetics, luggage.
- 30+ licensees in 50+ countries worldwide.



Target market

- 50-50 male-female.
- Age 16-35
- Politically, socially and culturally aware.
- Aspirational and well-travelled with a natural sense of style.



BRAND VALUES



Universal



The Kangol brand has always enjoyed a universal appeal. Its unique sense of style transcends age, nationality, gender, culture – and even era.



Energy

It's Kangol's energy that has enabled it to be adopted so readily by one generation after the next. The brand's celebrity kudos feeds that energy and helps keep the brand fresh and relevant.



Independence



Kangol headwear is as unique as the people who wear it. Kangol owns its style 100 percent. It's a fashion leader, not a fashion follower. It uses colour, shape and celebrity to stand out from the crowd.



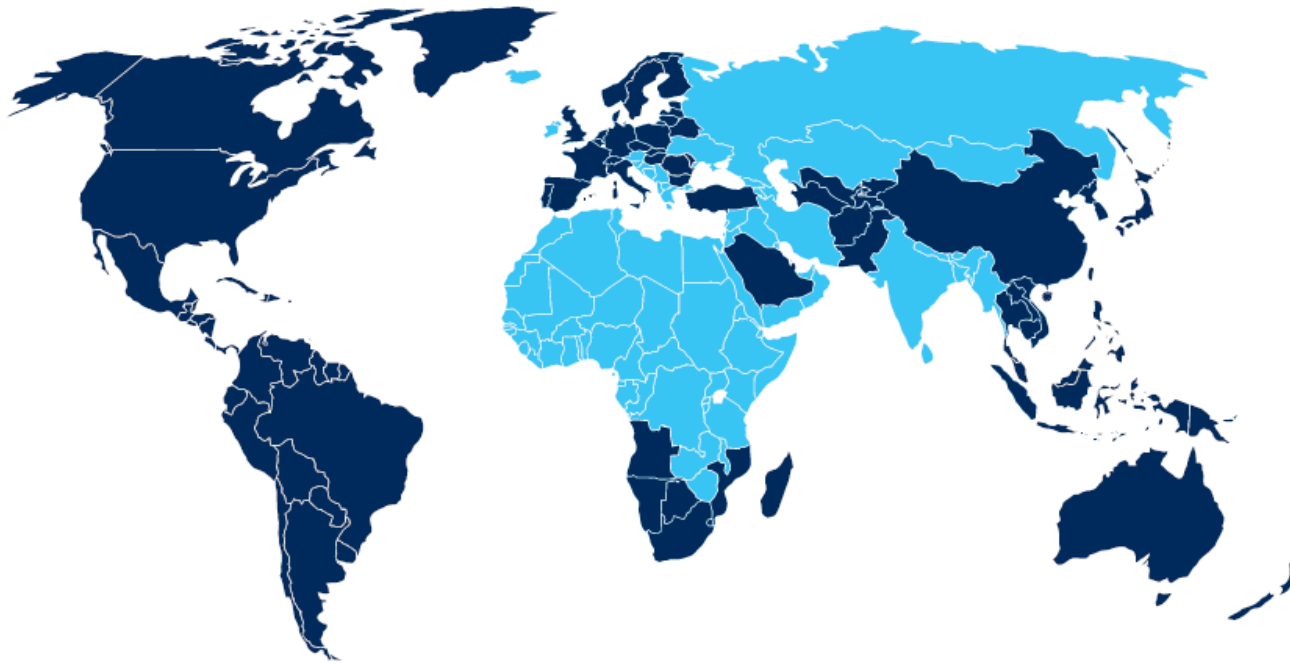
Kangol's aspirations



- To develop long-term, global partnerships with licensees who can maximise brand opportunities.
- To explore new categories in line with Kangol's brand strategy
- To maintain a strong focus on design integrity and quality craftsmanship.



Kangol – a global brand



30+
licensees

\$300m
global retail sales

50+
countries worldwide

Product opportunities



Accessories



Clothing



Toiletries/
Cosmetics

Jewellery

Footwear



Product positioning



Kangol – an IBML brand



-IBML License some of the most famous sports and fashion brands across the world.

- Offices in London, New York and Hong Kong

-Over 300 licensees in the UK, EMEA, Asia Pacific and Americas.

-Other brands include Slazenger, Lonsdale, Dunlop, Karrimor, Lillywhites and Everlast.



The premium urban brand



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