

A woman with long, wavy blonde hair and blue eyes is standing in a courtyard. She is wearing a white, long-sleeved, wrap-style dress with a wide white belt featuring a large brown buckle. The dress has a V-neckline and a small dark scarf tied around her neck. She is also wearing several necklaces, including a gold chain with a circular pendant and a smaller one with a heart pendant. She is leaning her right hand against a stone pillar on the left and her left hand is near her ear. The background consists of a stone wall, a white wall with a small window, and some green foliage. The word "NA-KD" is overlaid in large, white, bold letters across the center of the image.

NA-KD



THE STORY

NA-KD.com is the brainchild of the Swedish e-commerce entrepreneur Jarno Vanhatapio. Jarno created Nelly.com and turned it into the #1 online store in the Nordic and one of the leading fashion sites in Europe. NA-KD was launched in December 2015 and is one of Europe's fastest growing companies, with an annual turnover of 100 EUR million. Since inception we have managed to build a strong brand knowledge and presence of our own brand, NA-KD. Furthermore, our site hosts premium external brands as well as influencer collaborations.

NA-KD in 20 seconds...

WHAT ARE WE

NA-KD is an Influencer-brandincubator. A disruptive enabler that ties into the merchandising and marketing of NA-KD as a brand.



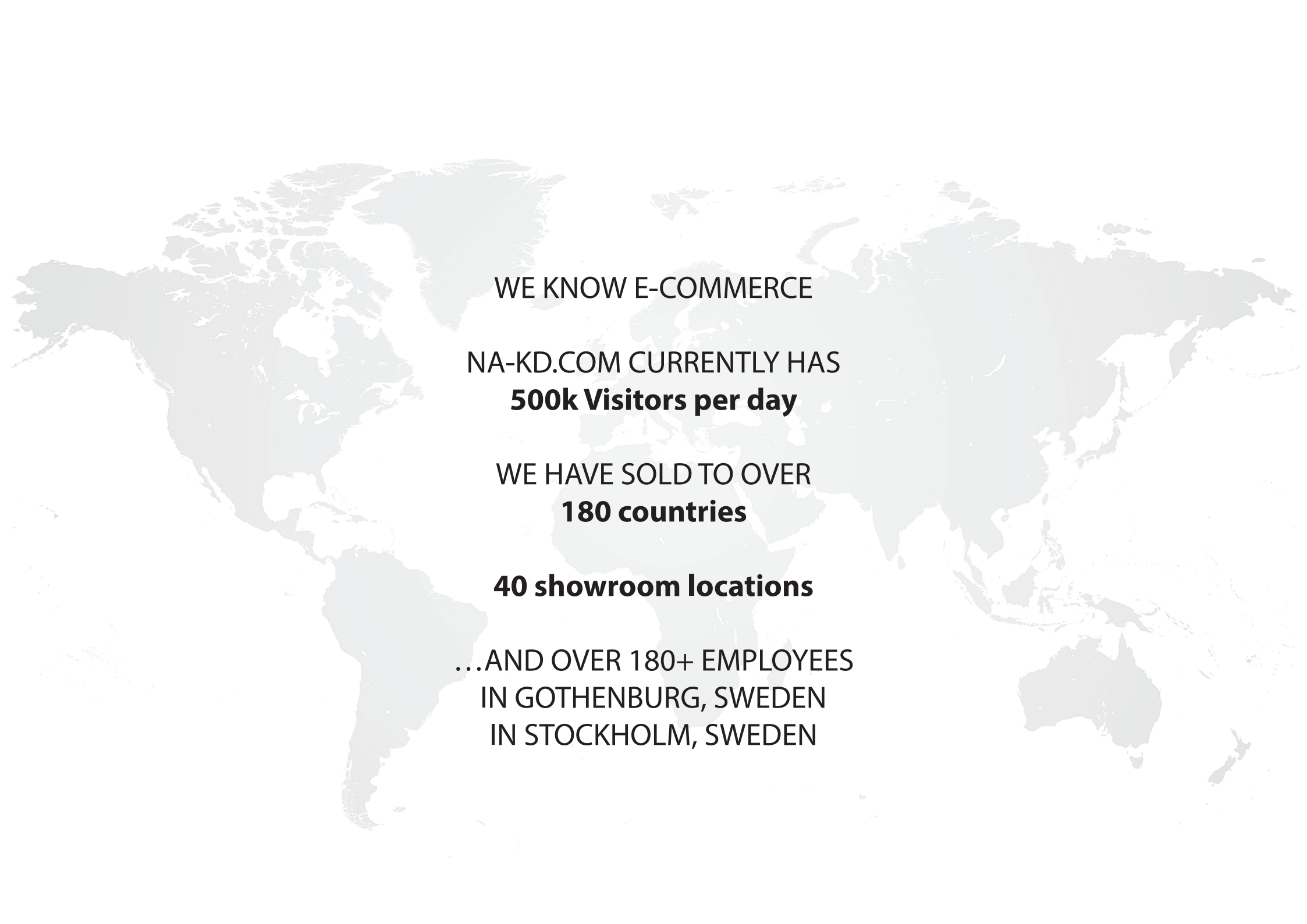
WHY WE STARTED?

1. We have the knowledge of how to create a global DTC brand that appeals to the generation Y & Z and we know how to cut through the digital noise.
2. Within the largest niche "fast fashion" there is no clear digital native winner and the market cut is huge.

NA-KD



Our Development



WE KNOW E-COMMERCE

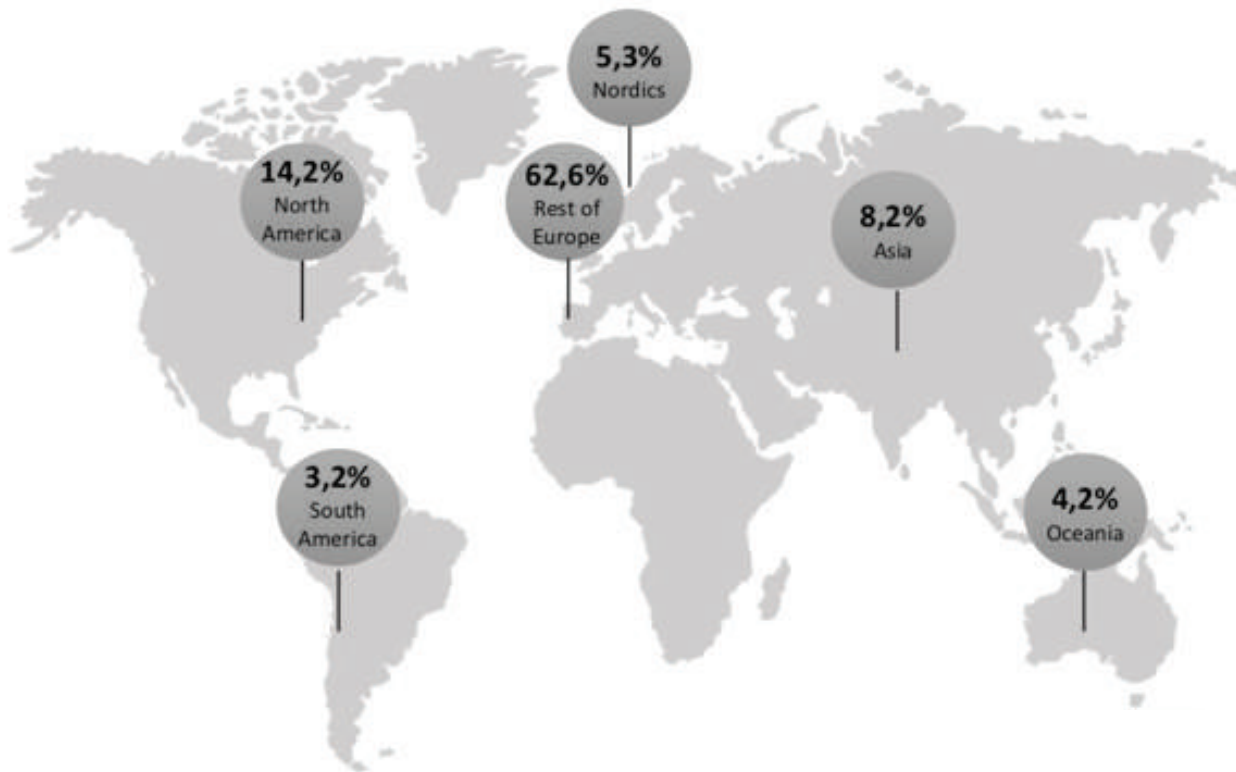
NA-KD.COM CURRENTLY HAS
500k Visitors per day

WE HAVE SOLD TO OVER
180 countries

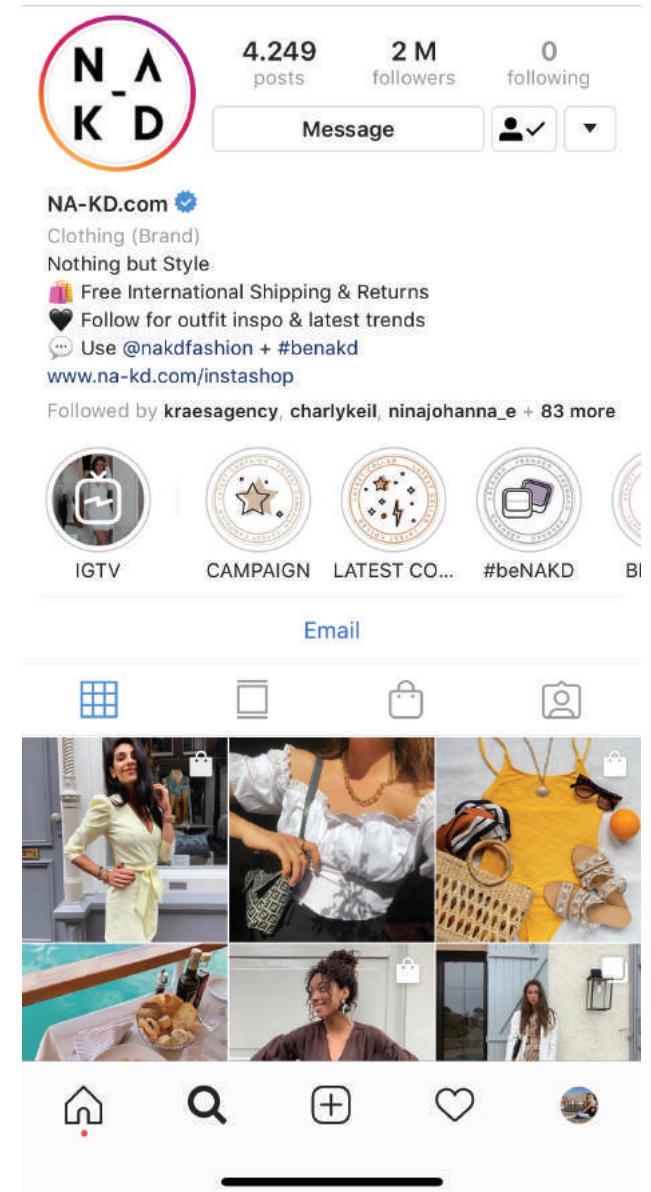
40 showroom locations

...AND OVER 180+ EMPLOYEES
IN GOTHENBURG, SWEDEN
IN STOCKHOLM, SWEDEN

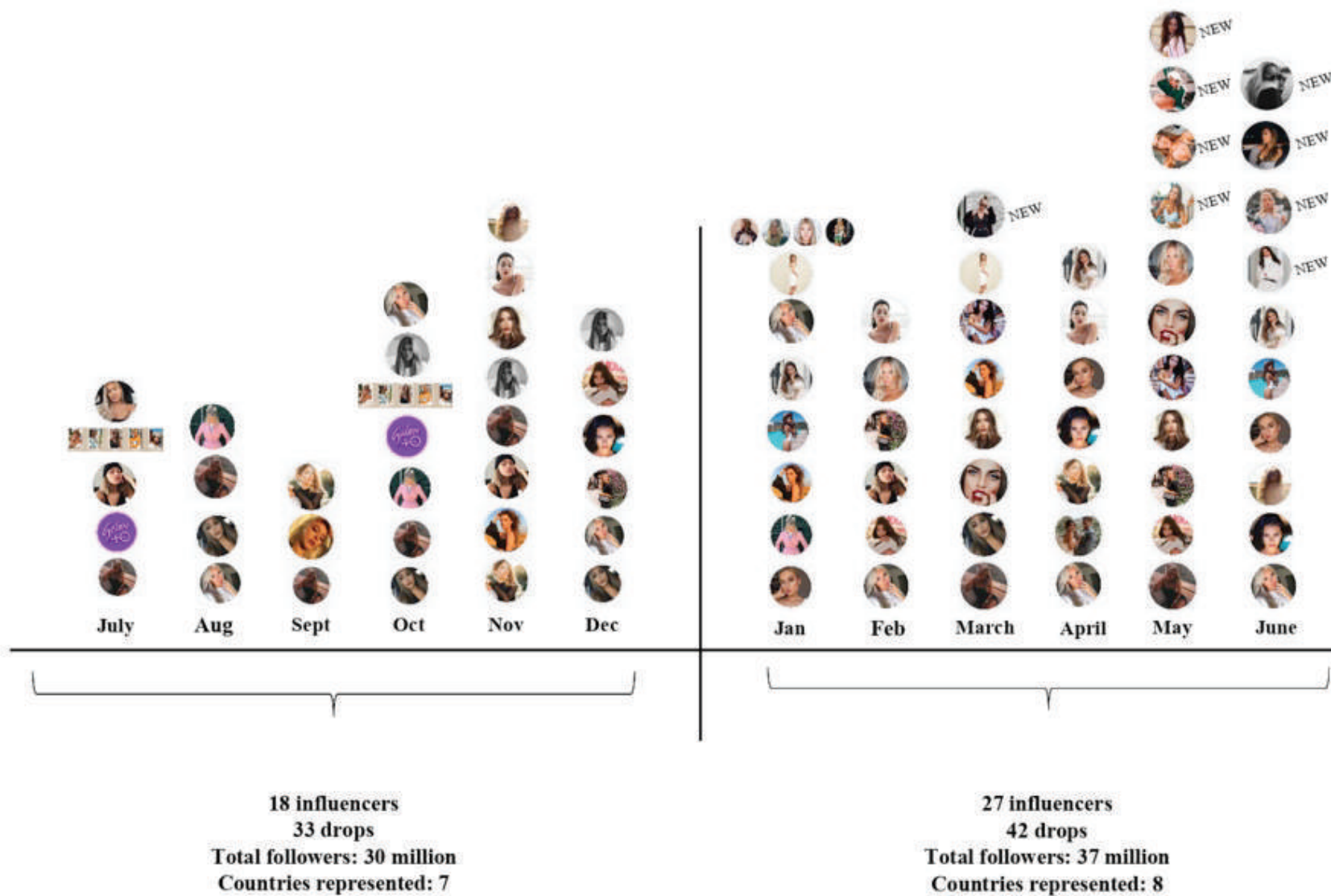
@nakdfashion earned 2 million followers on Instagram in 3 years



Engagement rate: 1.10 %
Daily gained followers: 2500



100 Influencer Collections 2019



NA-KD + Influencers

Currently 200,000 collaborations



carmushka
531 K followers



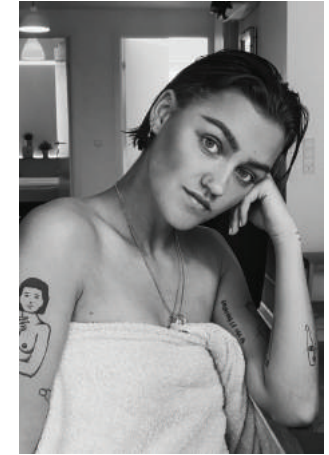
adorable_caro
145 K followers



donnaromina
304 K followers



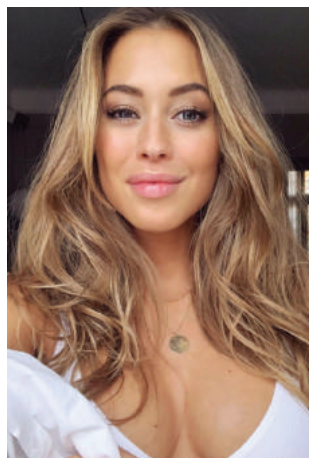
lizkaeber
631K followers



astridaeroe
189 K followers



ericakvam
200 K followers



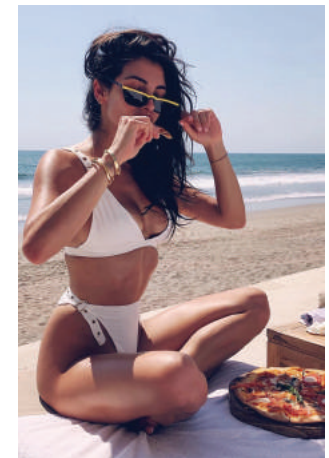
kenzas
1.8 M followers



stefaniegiesinger
3.6 M followers



hannalicious
179 K followers



annanooshin
869 K followers

WHOLESALE

NA-KD



LARGEST MARKETS IN TERMS OF SALE:

Germany, Sweden, Holland, Belgium, Poland, UK, USA, Australia, France, Spain & Italy and over 140 countries supplied.

WHOLESALE

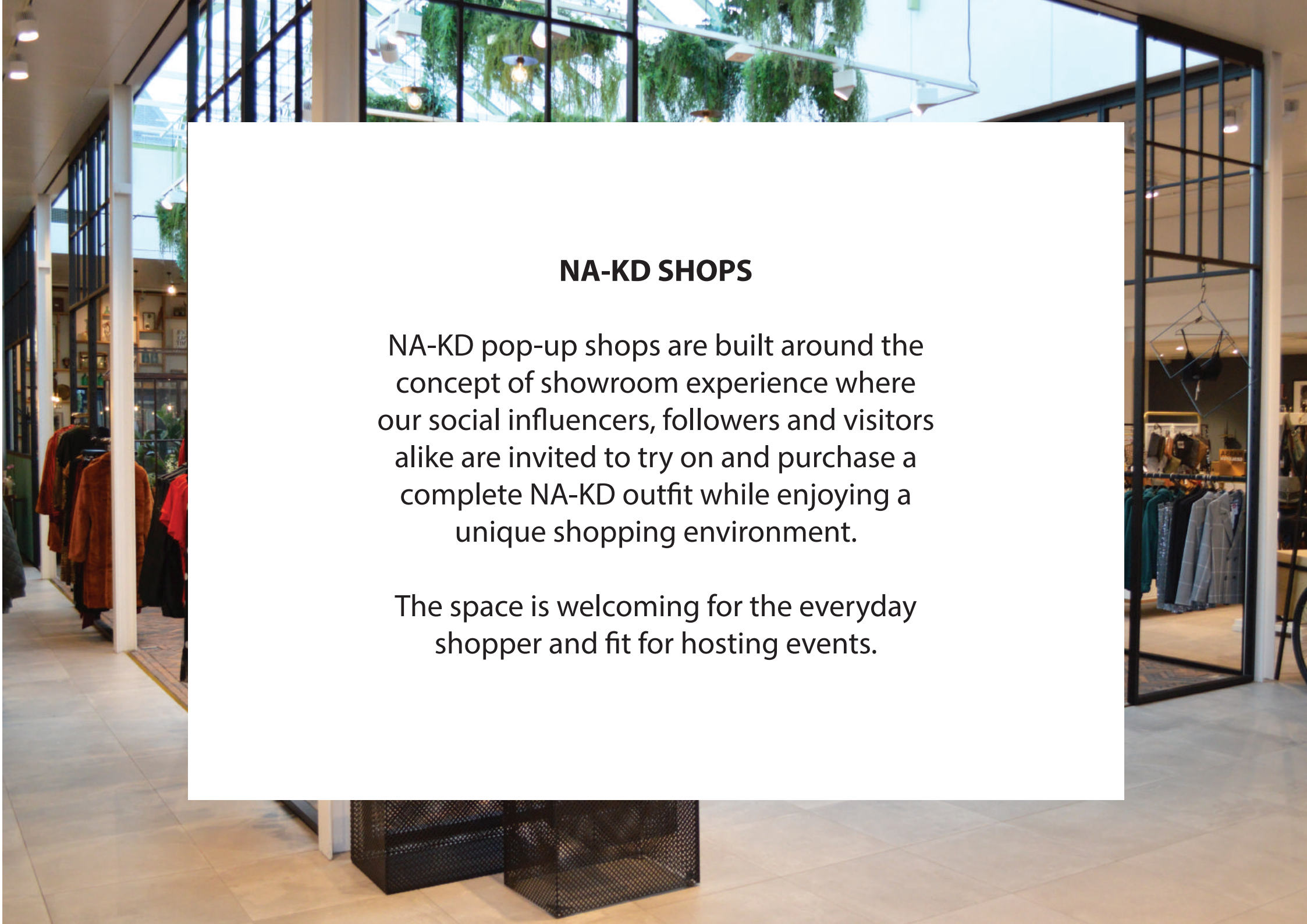
Thanks to A successful marketing strategy, the brand knowledge is inceasing rapidly across the globe. With the brand launched offline, we are expanding our presence worldwide in new retail channels.

THREE TYPES OF CUSTOMERS





Point of Sales

The background image shows a modern retail space with large glass windows and black metal frames. Inside, there are clothing racks with various items, including coats and jackets. The floor is made of light-colored tiles. The overall atmosphere is bright and airy, with natural light coming through the windows.

NA-KD SHOPS

NA-KD pop-up shops are built around the concept of showroom experience where our social influencers, followers and visitors alike are invited to try on and purchase a complete NA-KD outfit while enjoying a unique shopping environment.

The space is welcoming for the everyday shopper and fit for hosting events.

Shop in shops



Stockmann

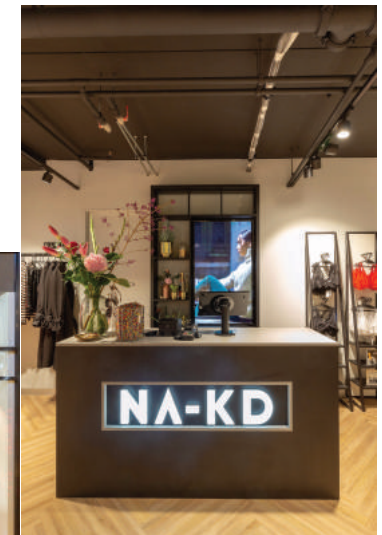


NA-KD Stores



Marseille store

**Amstelveen
store**





Sales Calendar

	2019												2020											
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
WINTER					SALES PERIOD 15.05/ 07.06	PRODUCTION & SHIPPING				IN STORES OCTOBER STYLES 150														
SPRING						SALES PERIOD 09.07/ 10.08	PRODUCTION & SHIPPING				IN STORES JANUARY STYLES 150													
						SALES PERIOD 09.07/ 10.09	PRODUCTION & SHIPPING				IN STORES FEBRUARY STYLES 150													
SUMMER										SALES PERIOD 01.10/ 30.10	PRODUCTION & SHIPPING		PRODUCTION & SHIPPING		IN STORES MARCH/ APRIL STYLES 300									
AUTUMN													SALES PERIOD 10.01/ 28.02	PRODUCTION & SHIPPING			IN STORES JULY/ AUGUST STYLES 300							

Schedule 2019	May	June	July	August	September	October	November	December
Series 18 August Drop 2	Order Deadline 22.05	CRD 19.07 Warehouse 29.07 Client Delivery 12.08						
Series 19 September Drop 1		Order Deadline 11.06	CRD 02.08 Warehouse 12.08 Client Delivery 26.08					
Series 20 September Drop 2		Order Deadline 14.06		CRD 16.08 Warehouse 26.08 Client Delivery 09.09				
Series 21 October Drop 1			Order Deadline 05.07	CRD 30.08 Warehouse 09.09 Client Delivery 23.09				
Series 22 October Drop 2			Order Deadline 17.07		CRD 13.09 Warehouse 23.09 Client Delivery 07.10			
Series 23 November Drop 1			Order Deadline 31.07		CRD 27.09 Warehouse 07.10 Client Delivery 21.10			
Series 24 November Drop 2				Order Deadline 14.08		CRD 11.10 Warehouse 21.10 Client Delivery 04.11		
Series 25 December Drop 1				Order Deadline 28.08		CRD 25.10 Warehouse 04.11 Client Delivery 18.11		
Series 26 December Drop 2					Order Deadline 11.09		CRD 08.11 Warehouse 18.11 Client Delivery 02.12	

NA-KD Wholesale

1

Wholesale collection

Main seasonal collection.
Core products and new trends.
4 drops per season.

2

Episode collection

Storytelling focus.
New core and additional must haves.
1 drops every month

3

Serie collection

Close to market.
Fashion forward items and unexpected trends.
1 drops every month





NA-KD 5 Commandments:

- **SIMPLICTY** – Work hard to make it simple.
NA-KD customers have a very short attention span.
- **UPDATED** – Think newness and stay ahead of the curve.
NA-KD customers are jaded, have seen it all and get bored fast.
- **ENGAGING** – We inspire people to engage with us.
NA-KD customers wantg to feel included – “ego generation”.
- **TRUST** – Always exceed expectations.
NA-Kd customers have no time for bullsh*t.
They have no tolerance because their choices are broad.
- **AUTHENTIC** – Always remember the NA-KD soul.
NA-KD customers see through everything – glossy is not cool.

VISION IS KING
BUT EXECUTION
IS **KING KONG!**
SO PLS WALK
THE WALK WHEN
YOU ENTER
THIS OFFICE.

NΛ-K D

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