



**The
ACCESSORY
JUNKIE**

CURATED. SEASONAL. GLOBAL.
Accessories you never knew existed.

The PROBLEM

In a world of discount-driven and fast-to-market trends that become commoditized, online shopping has become *transactional* (**disconnected**) and *unrewarding* (**frustating**) because the search is *difficult* (**exhausting**) for consumers to find unique items that express their individuality.

The SOLUTION

Treasure hunting retail that takes consumers on an *epic* (truly epic) journey to discover and shop *one-of-a-kind* (**wow**) items they never knew existed.

The ACCESSORY JUNKIE

Every season I release a collection of wow-worthy accessories curated from my travels across the world.

It sells out fast and I close the website.

It drives my customers crazy.
They want more.



The TEAM



Ursula Lyon
FOUNDER

- Contemporary artist with works around the country including private collectors and fine art galleries.
- Former creative director for high end fine jewelry retailer working with Cartier, Bvlgari, and Tiffany & Co.
- Former owner of Interior Design company; clients include the offices of the New York Mercantile Exchange.



Michelle Reeves
CO-FOUNDER

- Owner & Founder of David Family Wine. Holds trademark for the wine industry's only leather label.
- Featured in Forbes, CNBC, Town & Country. Named one of "2015 Industry Innovators" DuJour Magazine.
- Former marketing executive for global brands/agencies: IMG, Visa, McCann Erickson, Gap Inc.

The MISSION

“

Obsessed with accessories, I search the world for wow. When I put on accessories I feel ready to take on the world.

They are the modern girl's armour. Whether classic chic or prickly punk, the right bangle, ring or bag evokes my emotions, my attitude for the day. Through that expression, I derive my strength, my power, my confidence.

My mission is to find the perfect piece that shines a light on your inner strength.

Ursula Lyon

Founder & Creative Director



The MODEL

Introducing “LAUNCH COMMERCE”

Aggregating all the elements that make singular product launches exciting into a continuous retail model.

- ENGAGE with consumers at the first stage and don't let go.
- DRIVE full margin and 100% sell through scarcity of time and product availability.
- CAPITALILZE on existing shopping behaviors, e.g. sell in December, drive brand and anticipation in January.



The TIMELINE REINVENTED

OLD Timeline

Weeks 1 - 10

Weeks 11 - 15

Weeks 16 - 20

Go-to-market (consumers in the dark)

Product Release
(Full Margin)

Discount

CONSUMER DECIDES TO BUY

Inspiration

Discovery

Curation

Product Release
(Full Margin)

Pop Up
(Full Margin)

Week 1

Weeks 2 - 4

Weeks 5 - 8

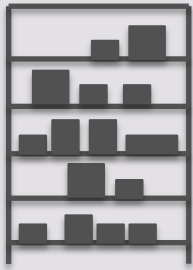
Weeks 9 - 14

Weeks 15 - 18

The ACCESSORY JUNKIE Timeline

The PROOF

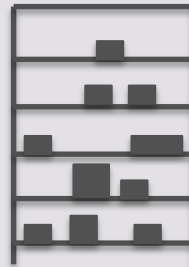
No discounts. No promotions. 100% sell through.
The Accessory Junkie has sold every item at full margin since launch.



30%

SELL THROUGH

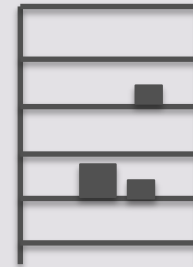
First day



62%

SELL THROUGH

First week



91%

SELL THROUGH

Close of season

9%
Pop Ups



How IT WORKS

1. Journey to Iceland, Colombia, Australia and beyond as Ursula travels to new destinations and shares unique stories and local culture.
2. Consumers learn to be ready to purchase or risk missing the chance.
3. Collections are available for a limited time.
4. Sell out. Close. Repeat.



Those IN THE KNOW LOVE IT

“ I’m borderline obsessed with your site.

Randi Zuckerberg
Public Figure, Author, Entrepreneur

“ These earrings are everything, I haven’t taken them off.

Mosha Lundstrom
Fashion Editor, Fairchild Media

“ Ursula is the Anthony Bourdain of accessories.

Annie Evans
Marketing Director, GlamSquad

“ The collection is beautiful. Can I see a preview for Spring?

Katya Libin
Co-Founder, Heymama



How WE WIN

Undiscovered designers and local artisans provides a unique, low cost supply chain of high quality items that drive high margin.

Ongoing storytelling drives scarcity messaging while “launch commerce” model drives demand.

Multi-tiered sales channel targets 100% sell through.



How We GROW: 18 Months

Hit \$510K
Revenue
2018

BUILD content-rich platform
that extends across the entire pipeline.

INCREASE SKUs.

REFINE pop-up channel and drive offline
customer acquisition.



How We GROW: 36 Months



Hit \$1M
Revenue
2019

Hit \$3.2M
Revenue
2020

NEW revenue streams: Paid memberships to unlock first look to the site, exclusive products, events, and content.

EXPAND into other markets.

DIMENSIONALIZE brand into other categories: homewares, travel, lifestyle etc.

The \$34.4B ACCESSORY INDUSTRY

UNIQUE

The
ACCESSORY
JUNKIE


FIVESTORY
NEW YORK

MODA OPERANDI

NET-A-PORTER

MATCHES
FASHION.COM

The
RealReal

GLEEM&CO

Etsy

PREMIUM

VALUE

INTERMIX

AMBER SCEATS


DYLANLEX

ebay

Istdibs. *Saks
Fifth
Avenue*

LUV AJ

BAUBLEBAR
stella & dot

MASS PRODUCED

The FINANCIALS

	2016 PHASE I Launch	2017 - 2019 PHASE II Expansion
SOURCES	Self Funded	Angel/Seed Funding \$300,000
USES	<ul style="list-style-type: none"> • Web Development & Design 17% • Marketing & Packaging 8% • Photography & Content Production 24% • Inventory 45% • Operations / Admin 6% 	<ul style="list-style-type: none"> • Web Development & Design 4% • Marketing & Packaging 14% • Inventory 50% • Photography & Content Production 17% - • Model Expansion & Refinement 4% • Human Resources 6% • Operations / Admin 5%

Thank You



“When do you launch next?
I need you!”

Jennifer P.
Connecticut, Customer