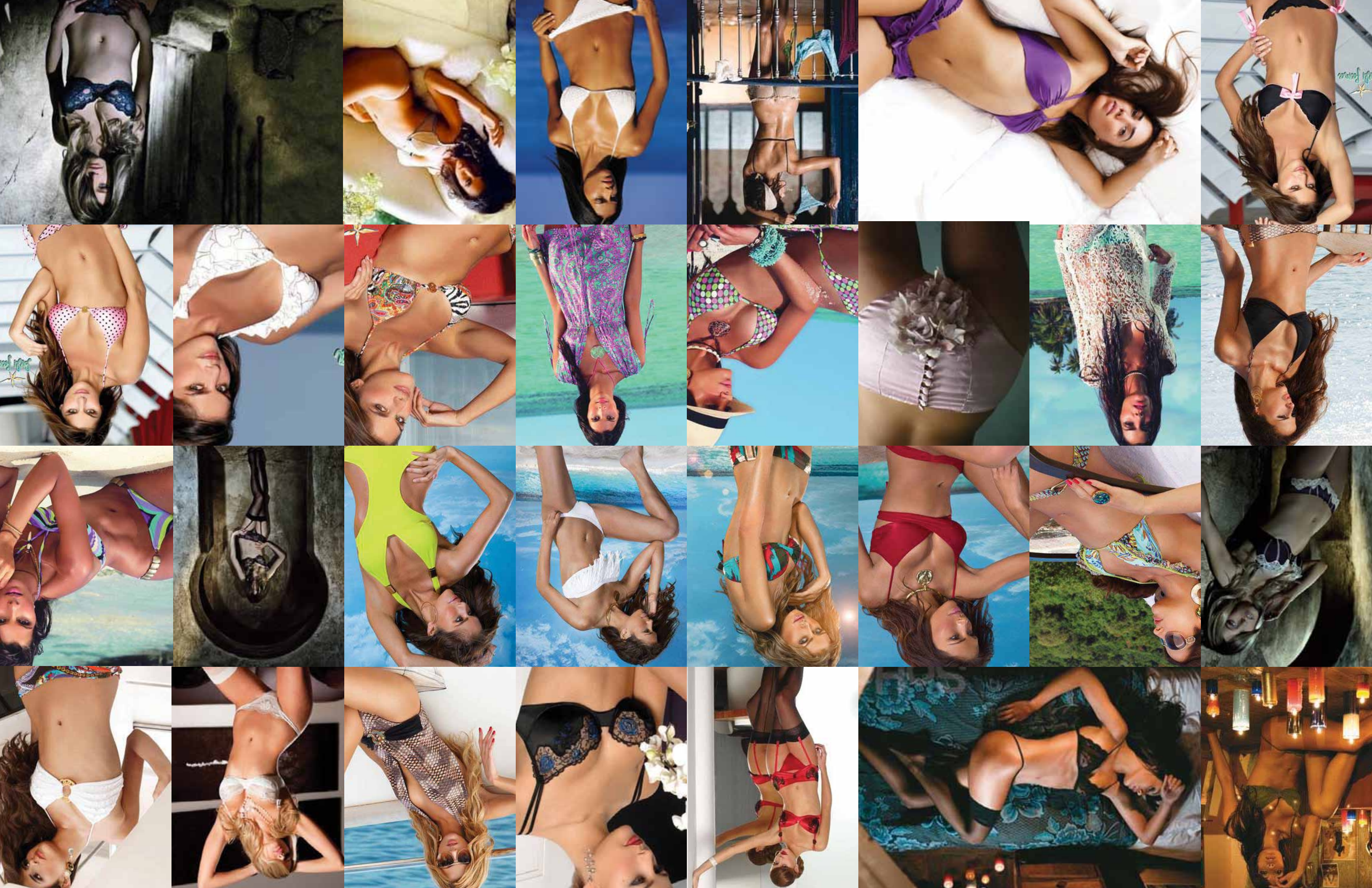
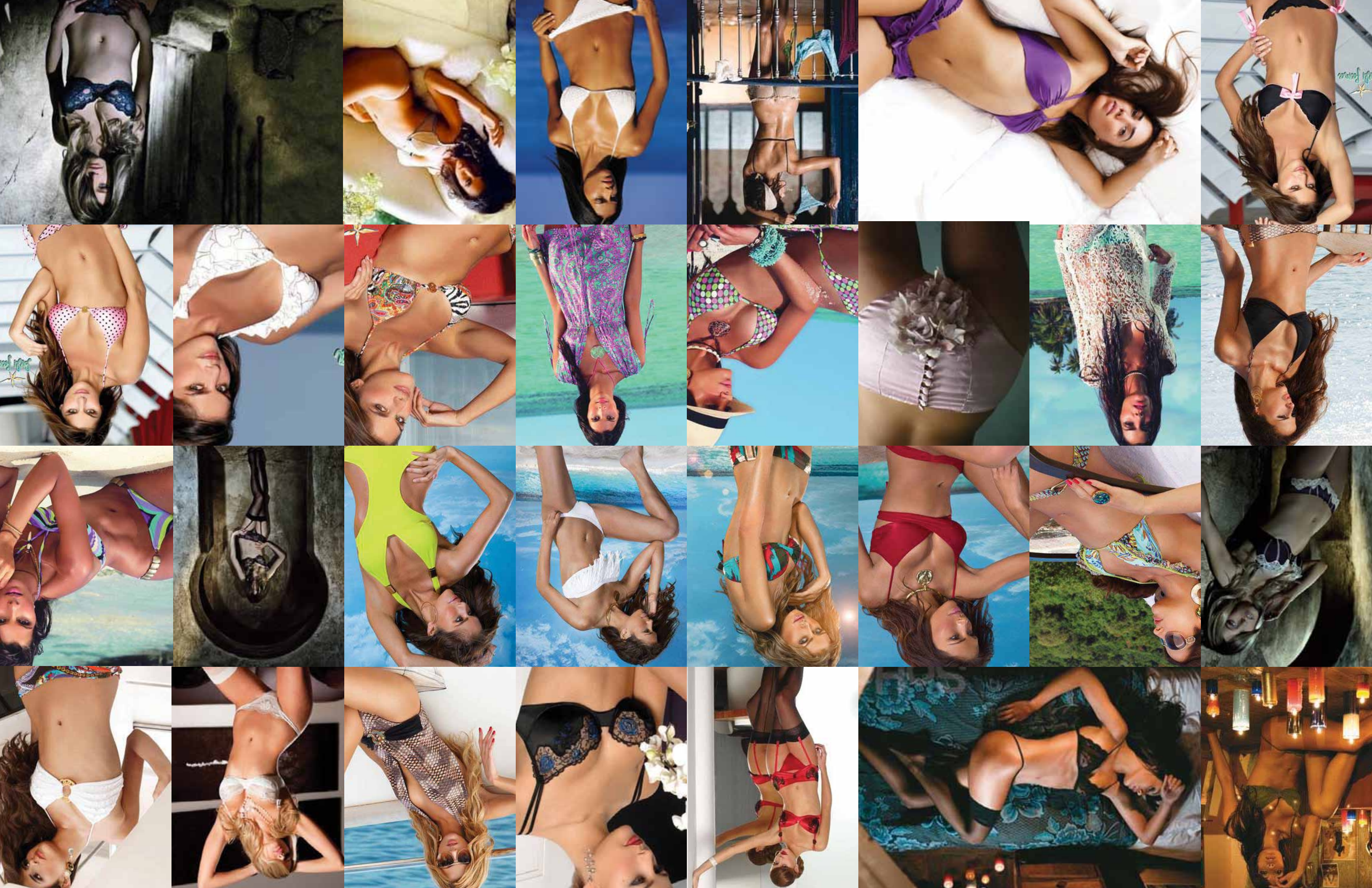


Most virtue is a demand for greater seduction... - Natalie Clifford Barney



LUSCIOUS NYC, we will seduce our customers in an intimate retail therapy session, leaving them feeling intoxicated and coming back for more. Luscious NYC is the premier source of exquisite high-end lingerie and swimwear from around the world that will tantalize wearer and viewers alike.



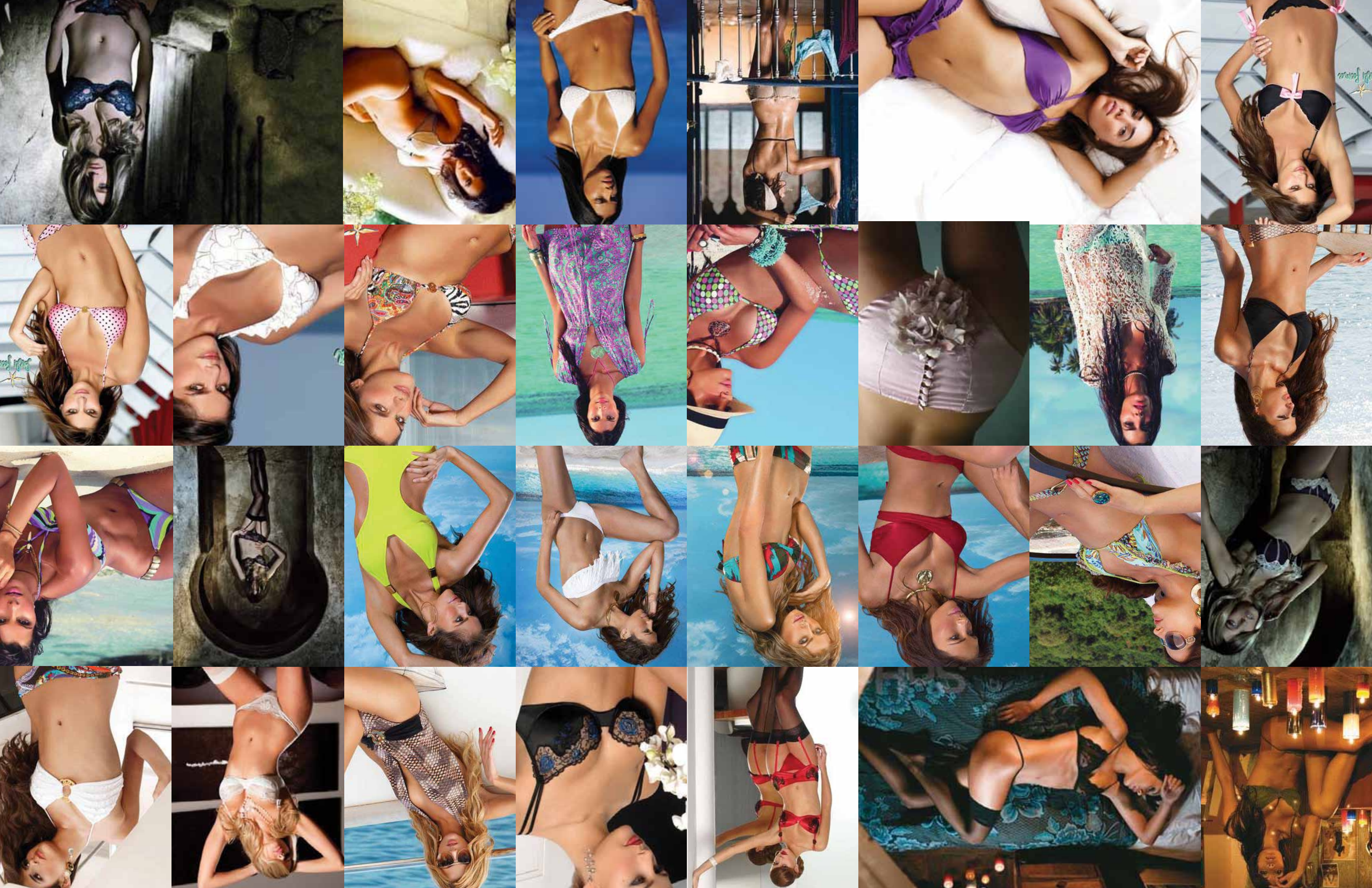


COMPANY



LUSCIOUS HOLDINGS, LLC was formed in 2009 by Sam Hafif and Jennifer Rodriguez. Sam Hafif is also CEO of Concept One Accessories; one of the largest producers of licensed headwear and accessories in the US with over 75 brands on roster. In 2010 Concept One will celebrate 10 years in business with premier brands such as Original Penguin, Paul Frank, US Polo and Levi's Redtab. In addition building strong relationships with major leagues such as MLB, NFL, NBA and CLC.

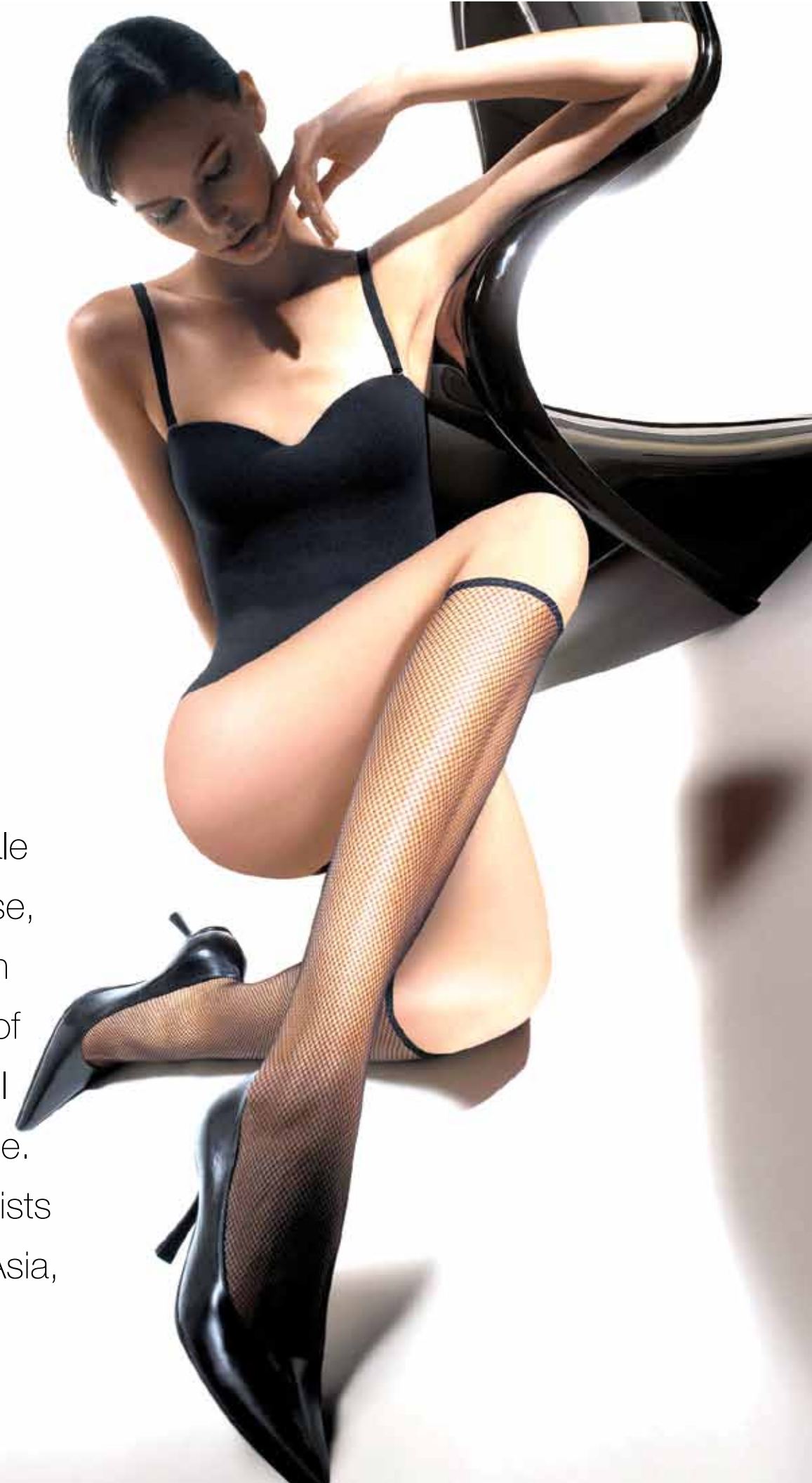
Sam is providing the seed capital for the venture and will serve as an advisor and investor. Jennifer will act as CEO and Store Director overseeing buying & planning; merchandising/displaying, hiring & sales training; daily interaction with customers to assess need of supply & demand.

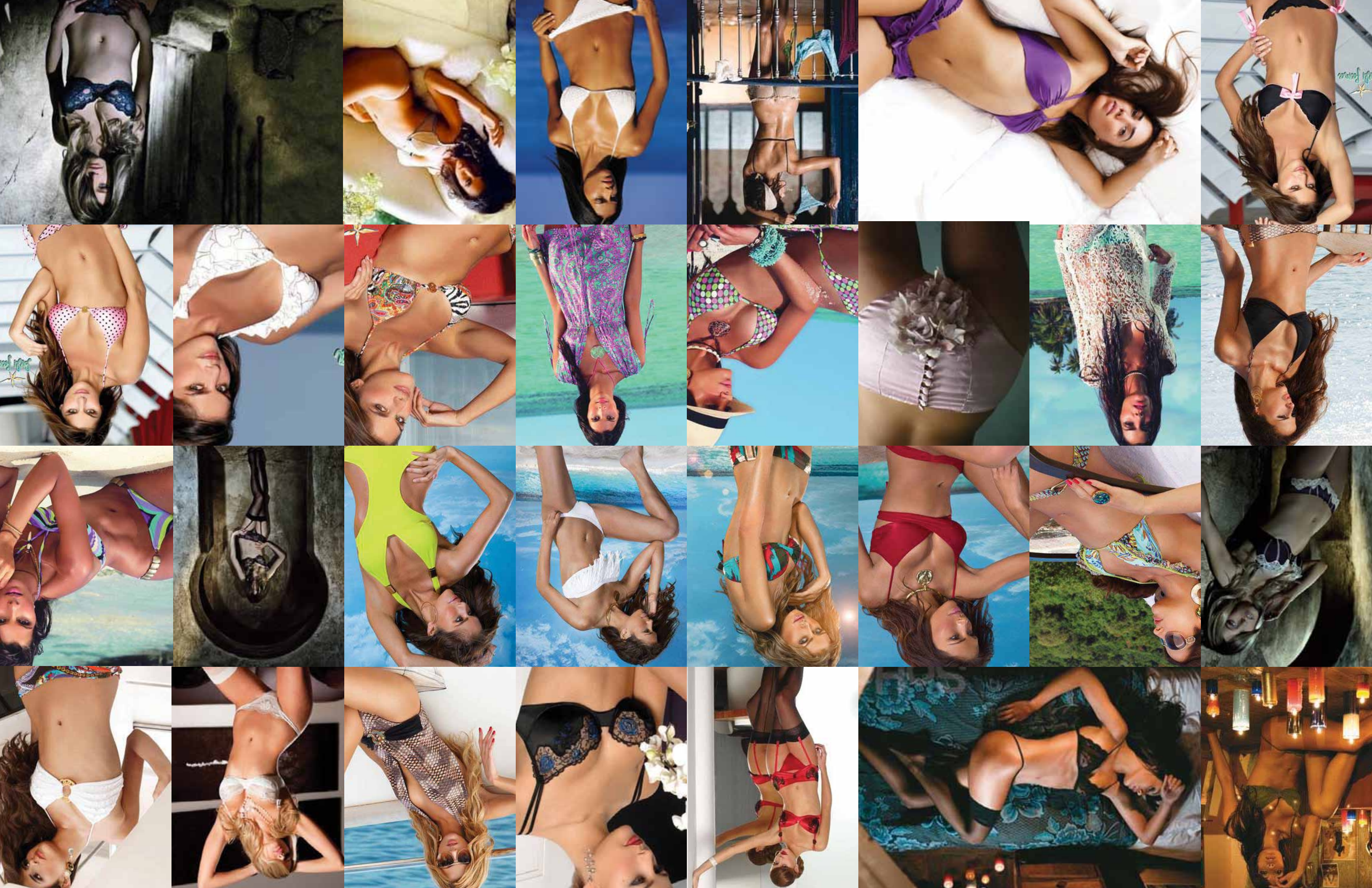


“

My mission is to make women feel beautiful, feminine and confident to help them to be completely irresistible and happy”

Jennifer has always been passionate about fashion. With over ten years in the wholesale business helping major retailers such as Macy's, Bloomingdale's and Sak's merchandise, plan and grow their business, at some of the most recognized fashion companies such as Calvin Klein, Parfums Boucheron and Concept One Accessories. Jennifer's dream of creating a new platform for designer swim and intimates not found in New York City, will be realized in a high end, high service boutique in the heart of New York's fashion scene. Jennifer has a special eye out of the ordinary, always looking for new designers and artists from around the world. She's been inspired by her travels abroad throughout Europe, Asia, the Caribbean and Latin America. "I have an eye for sophistication and perfection."





VISION

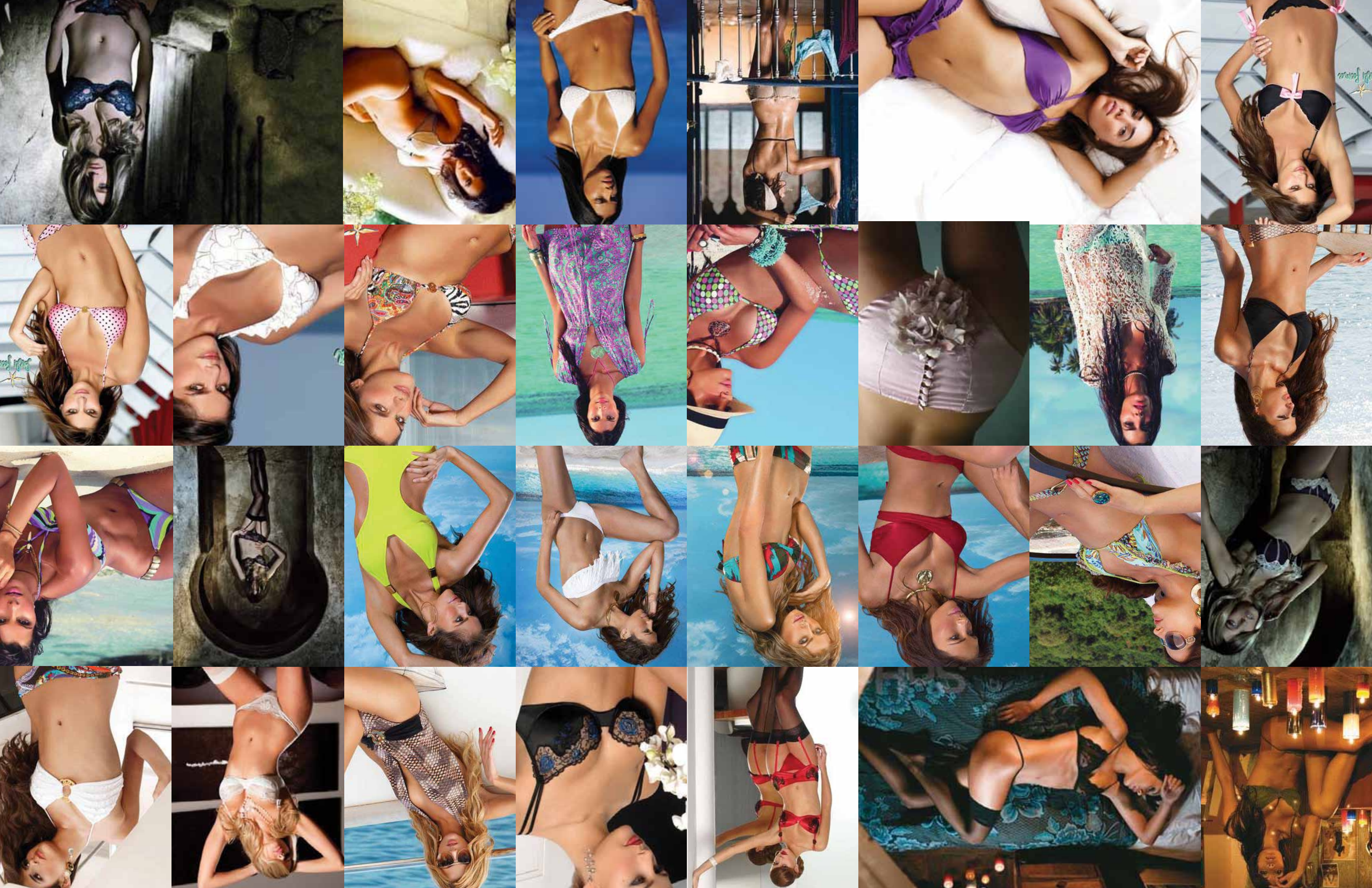
Luscious nyc is a lingerie, swimwear and lifestyle boutique that offers the must haves & hand selected never-seen-before intimate apparel brands. Our selections define a new category which empowers exploration of fantasy and communication of desire.

In Luscious you will find all the key elements to dress your body and soul: gorgeous lingerie and swimwear from all over the world, exclusive luxurious bath & body products, high-end home fragrances, with exceptional customer care.

Our lingerie collections appeal to a range of tastes, settings, and moods, from daring to darling, sweet but sexy, stylish and provocative; we'll let your mood decide. Our luxurious bath & body products take it to the next level inviting you to indulge and pamper yourself; our home fragrances create an extraordinary environment engaging all the senses; and our seductive swimwear lines will have you ready for that exotic retreat in no time.

Come in and let us take you there...



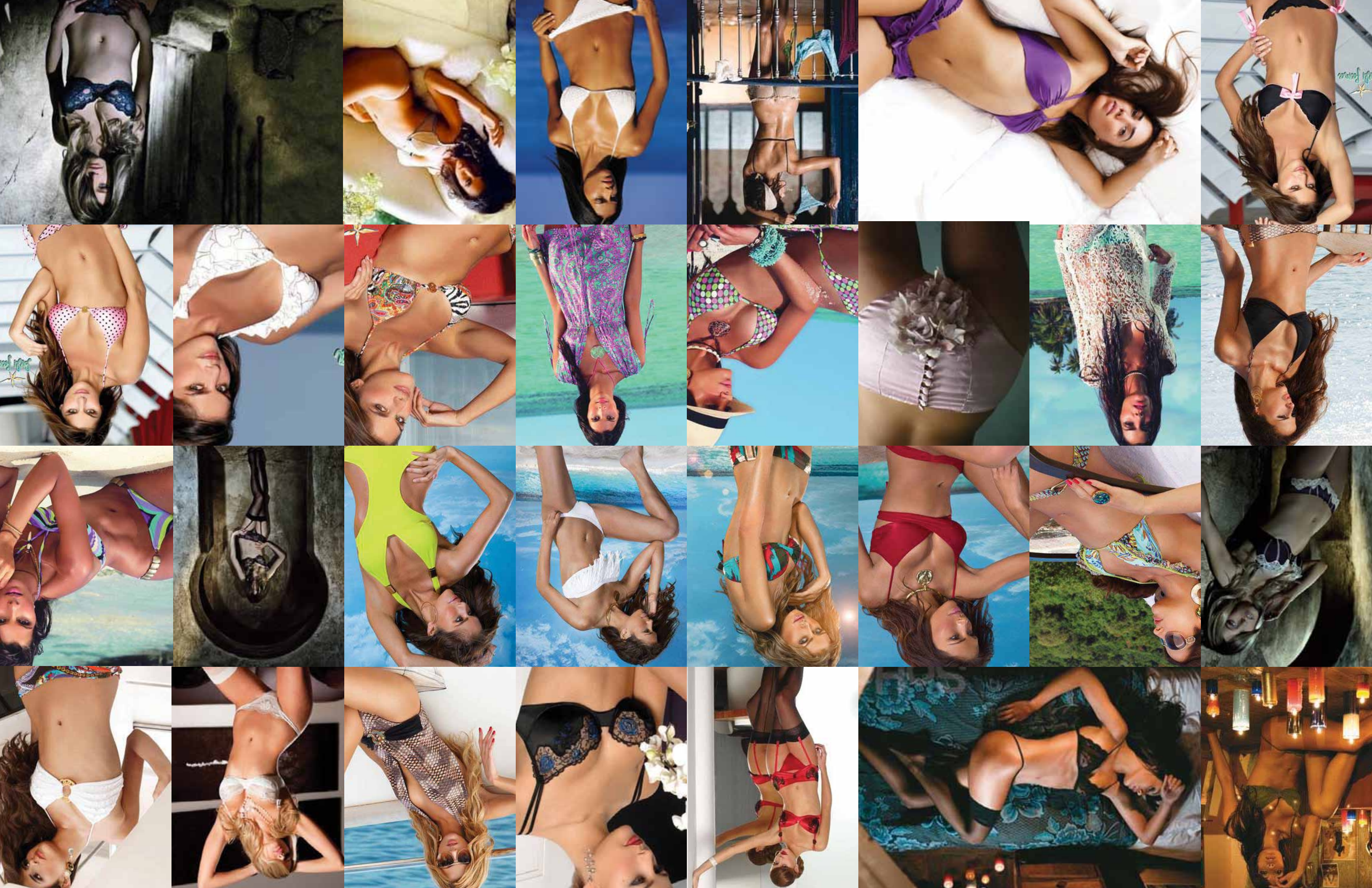


211 Elizabeth Street



211 Elizabeth Street is located on the corner of Prince Street with Spring Street on the next corner down. Houston Street is only a block north and the Lower East Side is just a 5 minute stroll to the East. Nolita has, overall, a very eclectic population. You'll find ultra high-priced real estate and shopping sitting side-by-side with bodegas. The same can be said of the residents—rich and poor—living side by side. Overall the location is highly desirable for the trendy set looking to be within walking distance to restaurants, nightclubs, and vibrant lifestyles.

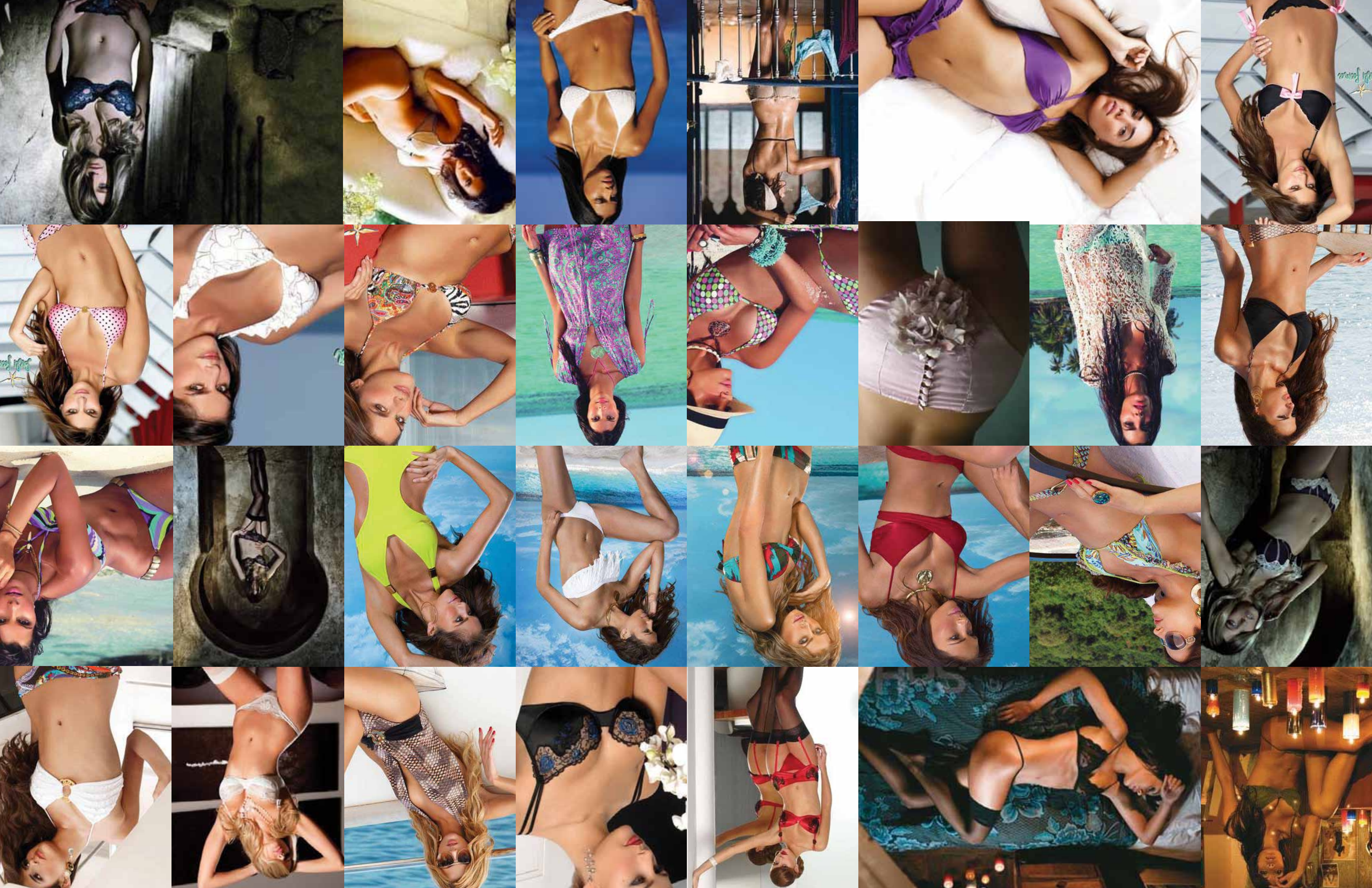




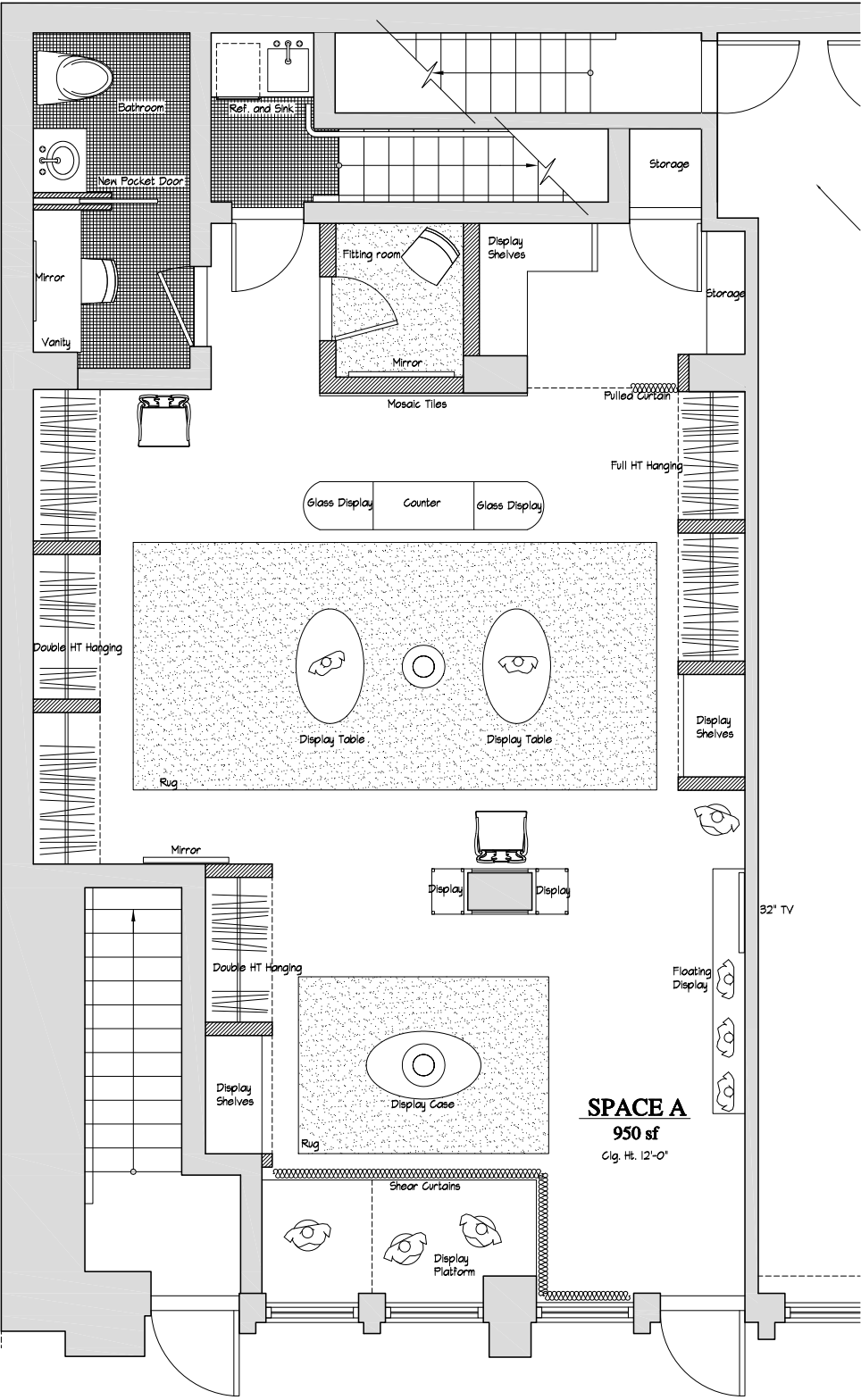
INSTORE



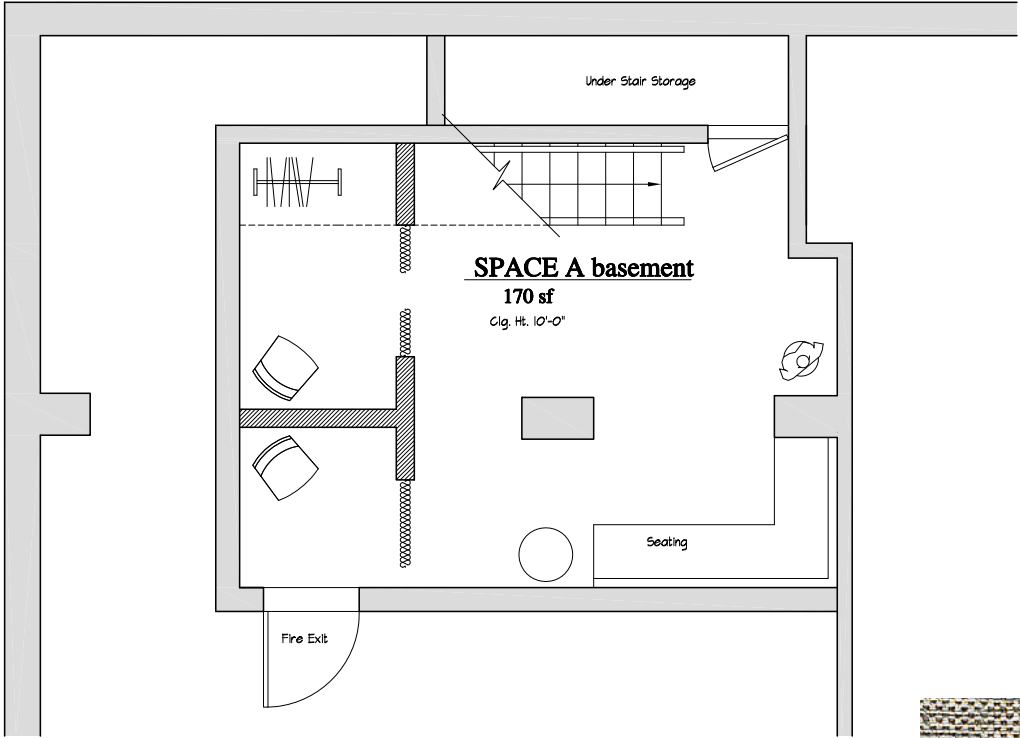
CHARLES BURKHALTER DESIGN



INTERIOR



H1 Plan: Furniture Layout

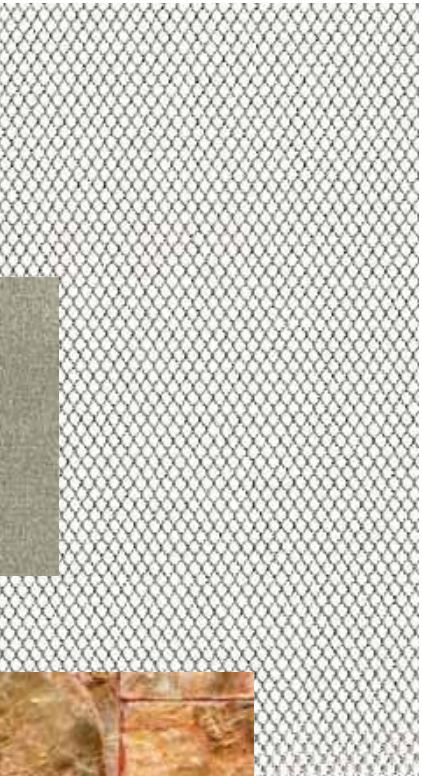


Seating - Metallic Leather



Seating - Zebra Hide

Metallic Chain - Window Shears



Merchandise Niche



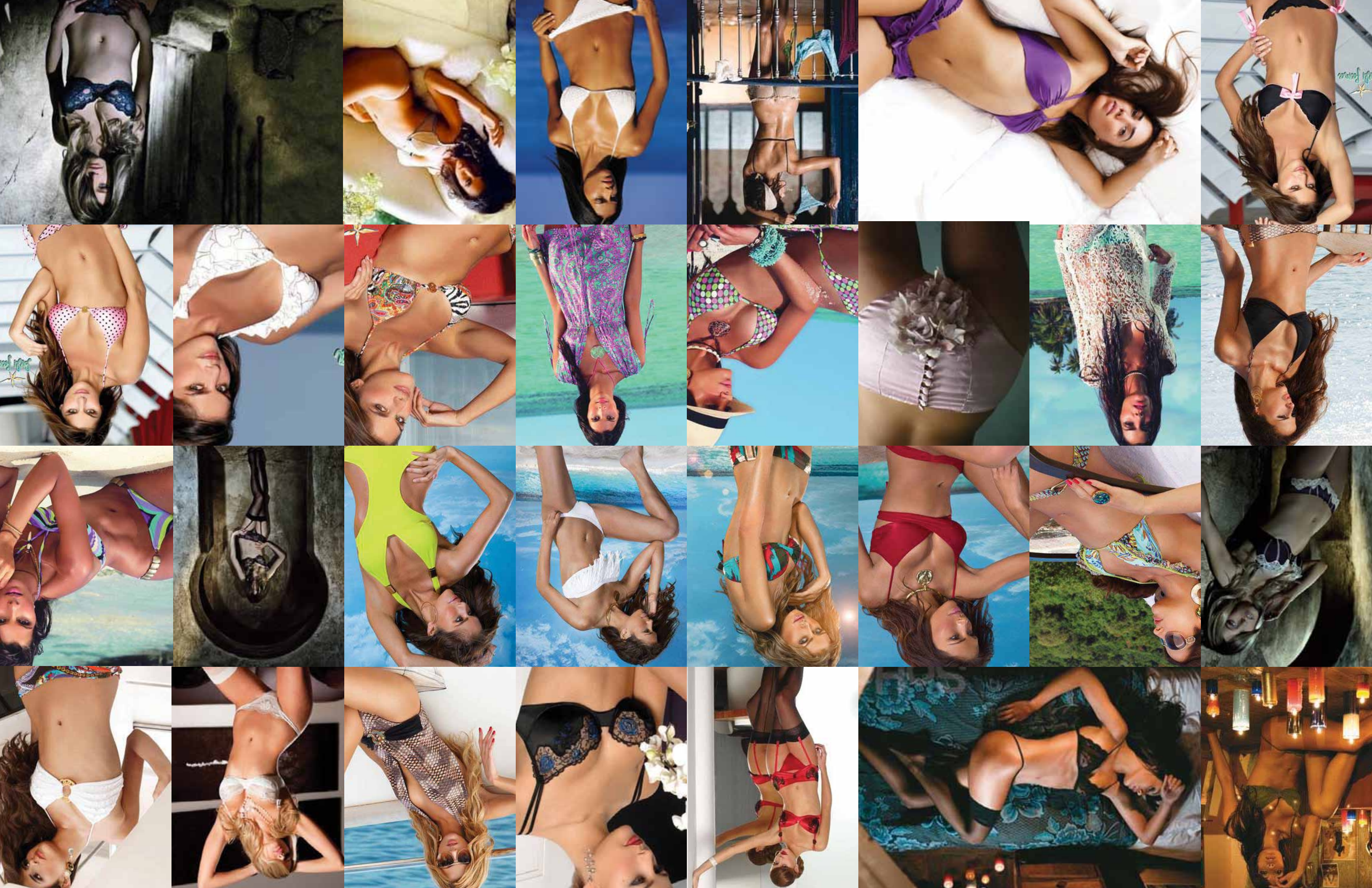
Rear Niche



Fabric - Downstairs Banquet

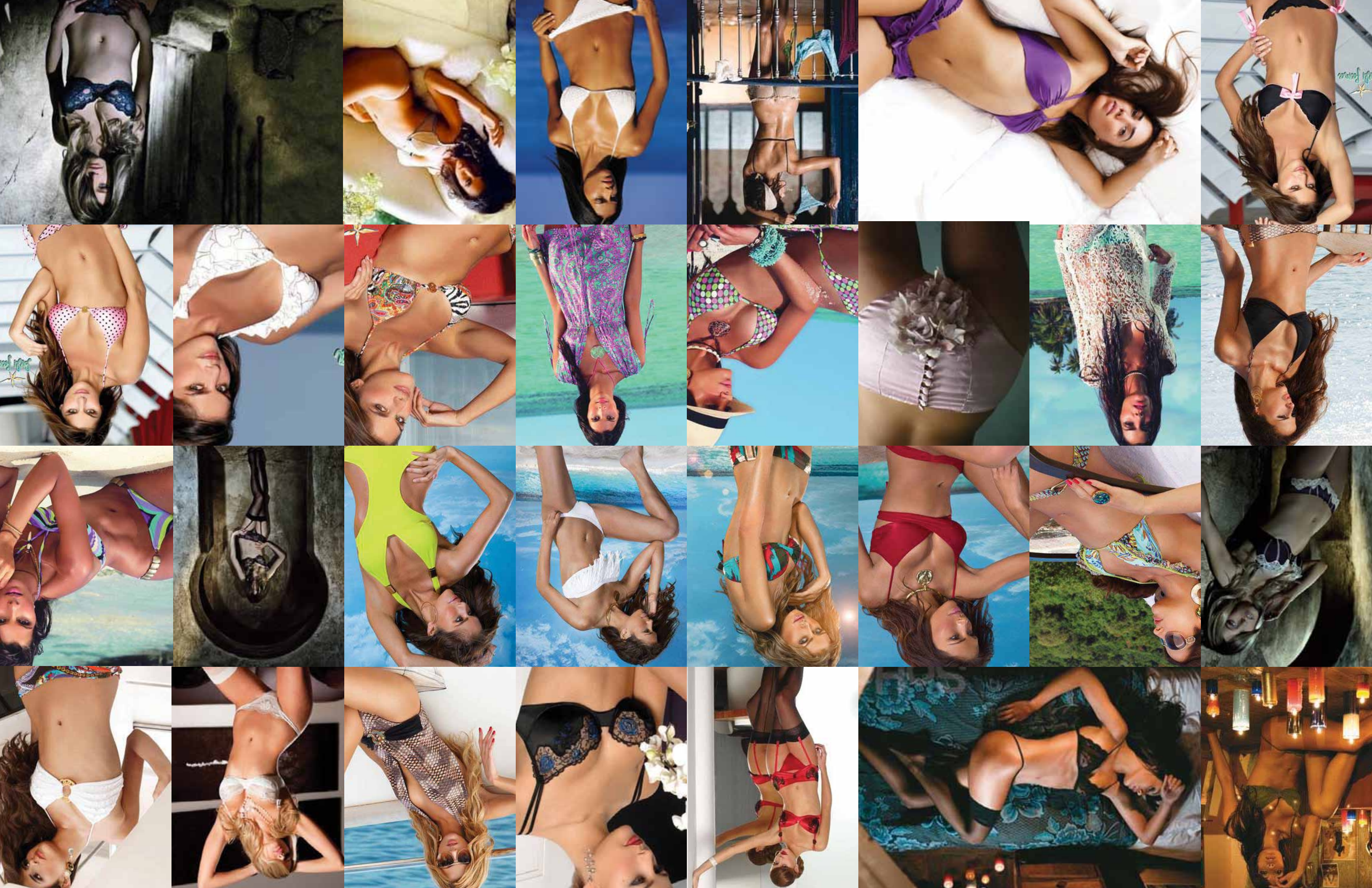


Wood Floors



INSPIRATION





BRANDS

SWIM

ANIKA BRAZIL
BEACH BUNNY
BECCA
BRETTE SANDLER
CAFFE
CHIO
CIA MARITIMA
CLAUDIE SONG
CYN & LUCA
DESPI
DINEILA
JO DE MER
KARLA COLLETTA
L*SPACE
LENNY
LETARTE
LISA LOZANO
LULI FAMA
LUXE
NORMA KAMALI
ODABASH
ONDADEMAR
ROBERTO CAVALLI
RHONA SUTTON
SALINAS
TIBI
RED CARTER
VITAMIN A
VIX

LINGERIE

AFTERWEAR
ANDRES SARDA
ARGENTOVIVO
ASOLON
AUBADE
BODAS
BORDELLE
CARINE GILSON
CHRISTIE'S
CLO INTIMO
COTTON CLUB
DAMARIS
DANA PISARRA
ELL * CEE
FLEUR OF ENGLAND
HANKY PANKY
HUIT PARIS
I.D. SARRIERI
JEAN YU
MILLESIA
MIMI HOLLIDAY
MYLA
NAUGHTY JANET BY

JANET REGER
ONGOSSAMER
ONLY HEARTS
PLEASURE STATE VIP
PRINCESS TAM TAM
SIMONE PERELE
STELLA MCCARTNEY
STRUMPET & PINK
TIMPA
TRA LA LA
UP & COMING
UNDREST
UNDERWRITERS
VALERY
VERDE VERONICA

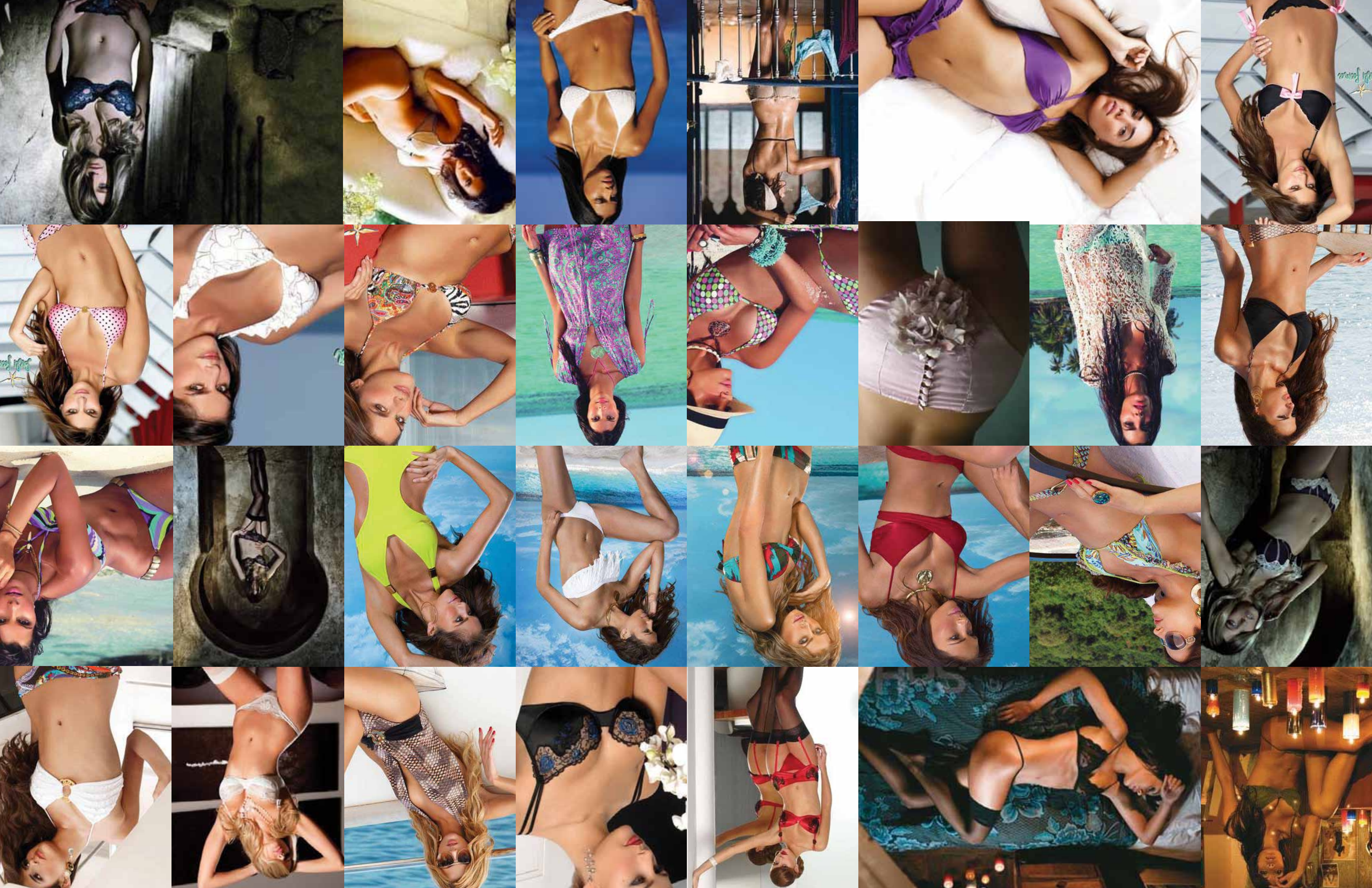
HOME

AGRARIA
D.L. AND COMPANY
VOLUSPA
THE LAUNDRESS
GINGER AND SMART
TARTAN WHISKY

BATH & BODY

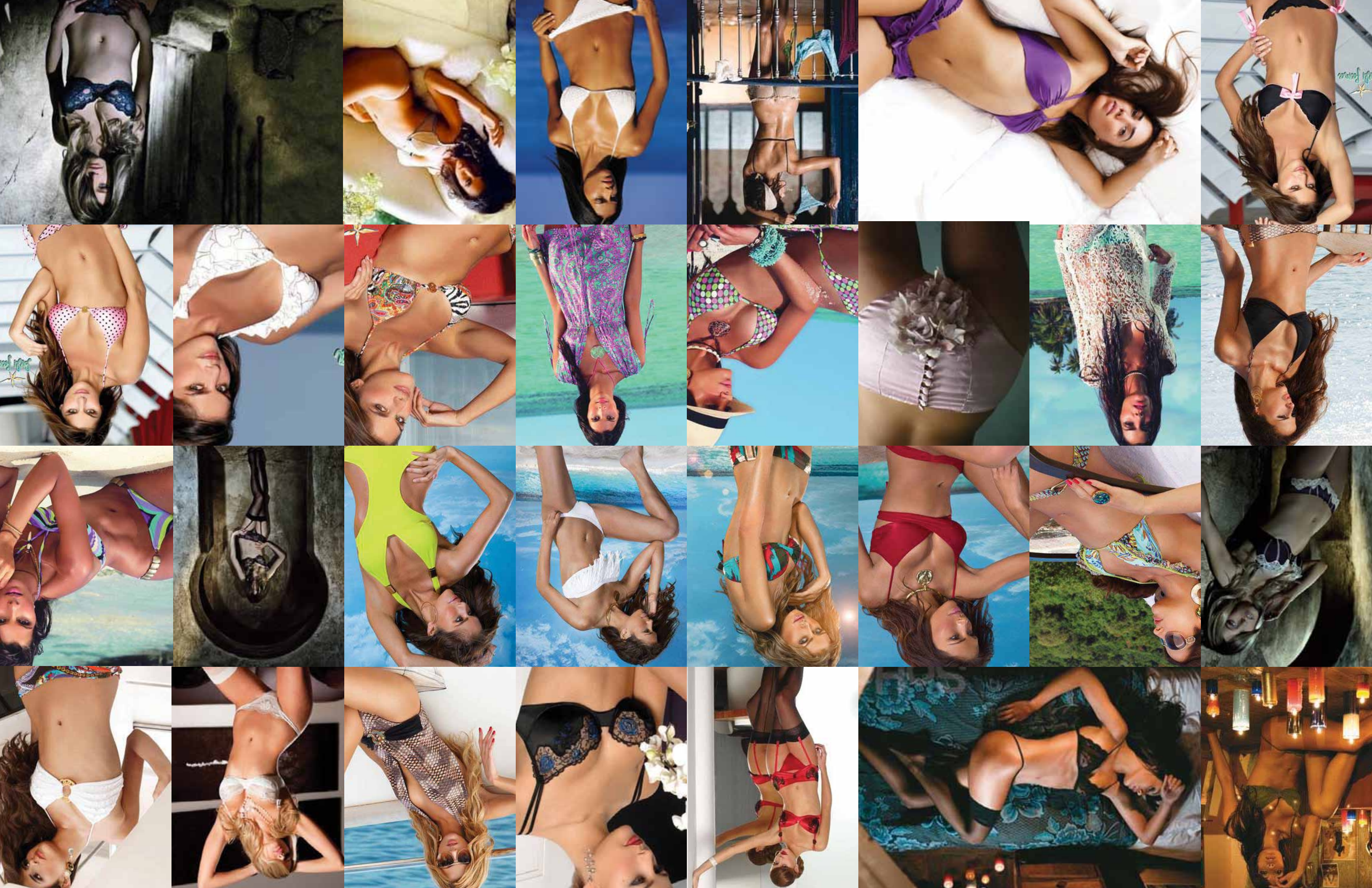
BOOTY PARLOR
NOUGAT LONDON
TOCCA
GINGER & SMART

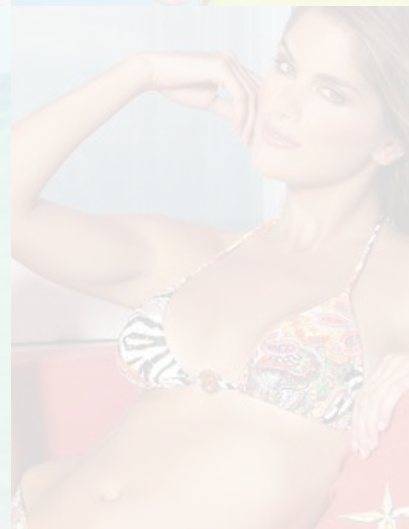
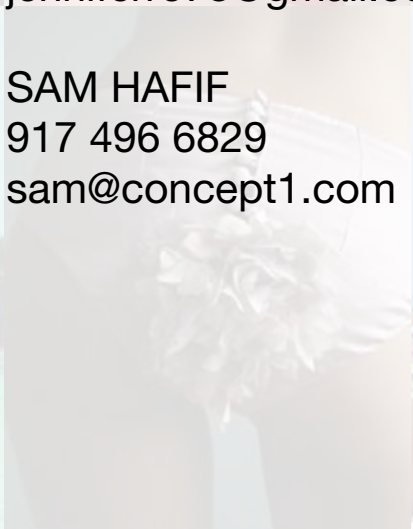
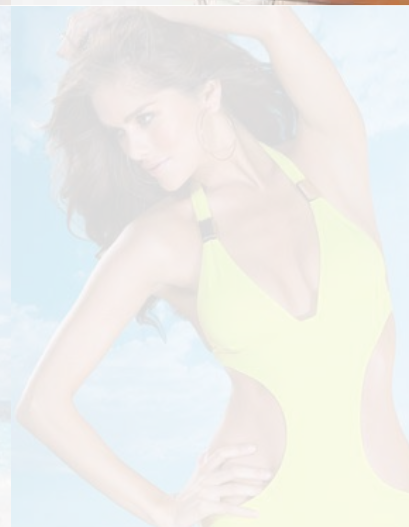
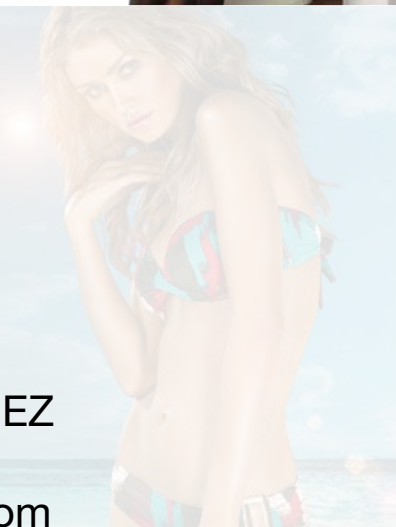
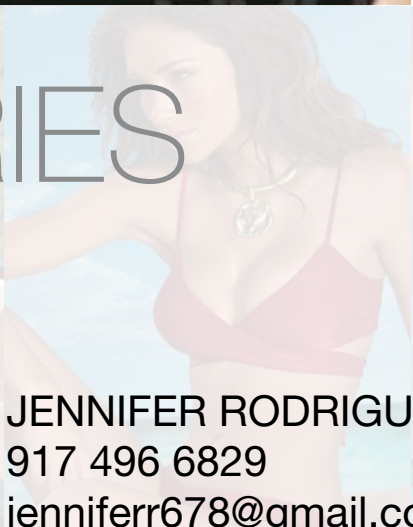




FINANCIAL

Income	April	May	June	July	August	September	October	November	December	January	February	March	Total
Sales	\$42,000.00	\$60,000.00	\$50,000.00	\$50,000.00	\$40,000.00	\$60,000.00	\$60,000.00	\$80,000.00	\$150,000.00	\$40,000.00	\$50,000.00	\$35,000.00	\$717,000.00
COG	\$18,900.00	\$27,000.00	\$22,500.00	\$22,500.00	\$18,000.00	\$27,000.00	\$27,000.00	\$36,000.00	\$67,500.00	\$18,000.00	\$22,500.00	\$15,750.00	\$322,650.00
GP	\$23,100.00	\$33,000.00	\$27,500.00	\$27,500.00	\$22,000.00	\$33,000.00	\$33,000.00	\$44,000.00	\$82,500.00	\$22,000.00	\$27,500.00	\$19,250.00	\$394,350.00
GP %	55%	5%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%	55%
Expenses													
Payroll	\$8,500.00	\$9,500.00	\$9,000.00	\$8,000.00	\$8,500.00	\$9,500.00	\$9,500.00	\$10,500.00	\$10,500.00	\$8,500.00	\$8,500.00	\$9,000.00	\$109,500.00
Rent	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$120,000.00
Marketing	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$800.00	\$120,000.00
Phone/Utility	\$900.00	\$900.00	\$1,300.00	\$1,300.00	\$1,300.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$900.00	\$12,000.00
T&E				\$3,000.00						\$8,000.00		\$11,000.00	
Insurance	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$18,000.00
Misc	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$12,000.00
Total	\$22,700.00	\$23,700.00	\$23,600.00	\$25,600.00	\$23,100.00	\$23,700.00	\$23,700.00	\$24,700.00	\$24,700.00	\$30,700.00	\$22,700.00	\$23,200.00	\$402,500.00
Net income pretax	\$400.00	\$9,300.00	\$3,900.00	\$1,900.00	-\$1,100.00	\$9,300.00	\$9,300.00	\$19,300.00	\$57,800.00	-\$8,700.00	\$4,800.00	-\$3,950.00	\$102,250.00





INQUIRIES

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