



BON-TON

Legacy Department Stores and Ecommerce Brands Acquisition Opportunity



Hilco Streambank is soliciting offers for the brand names, social media assets and domain names associated with the leading department stores and ecommerce websites operated by The Bon-Ton, including The Bon-Ton, Carson's, Younger's, Herberger's, Elder-Beerman, Boston Store and Bergner's. Prior to The Bon-Ton's 2018 bankruptcy, the brands boasted an omnichannel offering, operating approximately 256 department stores in the Northeast, Midwest and Upper Great Plains and the www.BonTon.com ecommerce website. In 2019, BonTon.com and the other ecommerce sites associated with each of the nameplates were re-launched with an emphasis on products in the home furnishings, apparel, footwear and accessories categories.

Offers Due September 17, 2020

A Storied Brand Heritage

Each of The Bon-Ton's department store nameplates enjoys a unique and rich history. The oldest nameplate – Carson's – was founded before the Civil War and the newest – Herberger's – before 1930. Founded in 1898, when Max Grumbacher and his father, Samuel, opened S. Grumbacher & Son, a one-room millinery and dry goods store in York, Pennsylvania, The Bon-Ton became one of the largest regional department store operators in the United States, offering private brand fashion apparel and accessories for women, men and children, as well as cosmetics, fine jewelry and home furnishings. The Bon-Ton is known as being the best hometown department store for the family, for the home and for the generations.



\$2.5B

sales in 2017

Available Assets

Trademarks for The Bon-Ton's Nameplates



Trademarks for Beloved Private Label Brands

PRIVATE LABEL BRAND	CATEGORY OVERVIEW	2017 NET SALES
STUDIO WORKS	Clothing, costume jewelry, shoes	\$84.0M
LivingQuarters	Housewares, tableware, table linens and bed linens, potpourri, table and door decorations, Christmas tree ornaments, retail department store services	\$80.9M
Relativity	Rainwear, handbags, sunglasses, shoes	\$49.0M
	Clothing	\$33.1M
BRECKENRIDGE	Clothing	\$11.7M
	Clothing, Sunglasses	\$5.3M

Social Media Assets



797K likes



13K followers

Domain Names and Ecommerce Platform

BonTon.com and domain names associated with each of the nameplates, among others. The ecommerce platform can also be transferred to a buyer.

5.0M Opt-In Email Addresses with Transaction Data



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Please contact Hilco Streambank to obtain an NDA and to learn more about the process.

The information set forth here is qualified in its entirety by the underlying documents, which are available in a data room, and the terms of an asset purchase agreement, which will be provided to interested parties.

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