



RETAIL STORE BANNERS AND PRIVATE LABEL BRANDS

Hilco Streambank is seeking offers for the retail store banners, private label brands, associated domain names, and social media assets, utilized by Peebles®, Goody's®, Gordmans® and Palais Royal® department stores (the "Assets"). The Assets were acquired over a 90-year period and owned by Stage Stores, Inc. ("Stage Stores") until 2020, at which point Stage Stores sold them to Bealls Inc. as part of a bankruptcy sale.














INDICATIONS OF INTEREST DUE DECEMBER 2, 2021

SIGNIFICANT PENETRATION AND BRAND AWARENESS THROUGHOUT THE MID ATLANTIC, MIDWEST, SOUTHEASTERN AND NORTHEASTERN STATES

Collectively, the retail banners covered a large swath of the Central and Eastern United States with high awareness among Midwestern, Southern and Mid Atlantic families. The department stores were predominantly located in small towns and rural communities, while the off-price stores were predominantly located in mid-sized, non-rural Midwest markets.

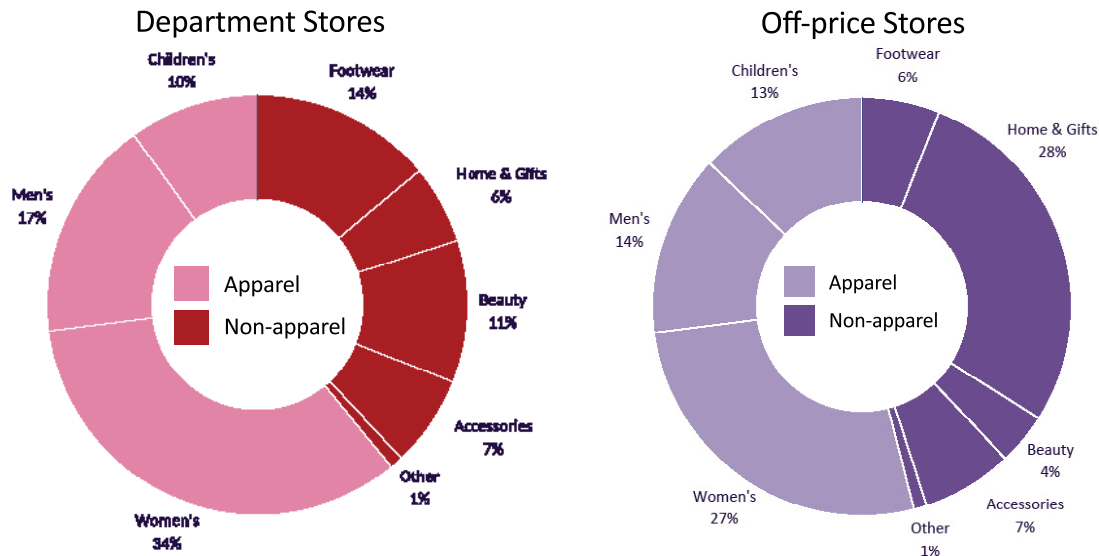
HISTORICALLY BRINGING BIG BRANDS TO SMALL AND MID-SIZED TOWNS

Peebles, Goody's, and Palais Royal were well-known for offering customers trend-right, moderately priced, name-brand and private label apparel, accessories, cosmetics, footwear, and home goods for the entire family. Gordmans was an off-price retailer, offering a varied assortment of top trends, brand-name apparel, and stylish home décor at value prices, creating a treasure-hunt environment for thrift-seeking customers. Promotions at Gordmans were driven by calendar events such as holidays, back-to-school, graduations, and birthdays. Peebles, Goody's and Palais Royal offered a deeper, more curated product assortment, driving sales using high-low pricing promotions and value coupons.

-   Founded in the 1920s
-  Appx 40 stores as of early 2019
-   Stores primarily located in Southeastern and Midwestern states
-  Appx 198 stores as of early 2019
-   Off-price banner
-  Stores primarily located in mid-sized, non-rural Midwestern markets
-  Appx 289 stores as of early 2020
-   Stores historically located in the Mid Atlantic, Northeastern, Midwestern and Southern states
-  Appx 172 stores as of early 2019

THE BANNERS OFFERED AN ATTRACTIVE MERCHANDISING MIX THAT RESONATED WITH THE CUSTOMER*

The department stores offered name-branded products as well as beloved private label brands including including Ivy Crew and Rebecca Malone. Approximately 83% of sales in department stores consisted of national brands, with approximately 17% of sales consisting of private label branded merchandise. Home décor offerings were on the rise, with sales in that category increasing by 25% between 2017 and 2018.



AVAILABLE ASSETS



® MORE THAN 25 REGISTERED TRADEMARKS INCLUDING:

- Gordmans
- Goody's and Goody's Family Clothing
- Peebles
- Palais Royal
- Ivy Crew (men's clothing)
- Rebecca Malone (women's clothing)
- Valerie Stevens (women's clothing)
- Signature Studio (clothing)

🌐 **70+ DOMAIN NAMES INCLUDING** gordmans.com, peebles.com, goodysonline.com and palaisroyal.com

👥 **SOCIAL MEDIA ASSETS FOR GORDMANS, GOODY'S, PEEBLES, AND PALAIS ROYAL**

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