

Acquisition Opportunity

Women's Apparel Brand

Sag Harbor®

SAGHARBOR
THE CLOTHES I WEAR™

OVERVIEW

Hilco Streambank has been retained by Kellwood Company as its exclusive agent to market and sell the intellectual property and related assets associated with the Sag Harbor® apparel brand.

BACKGROUND

Sag Harbor® is a well-known women's apparel brand, founded in 1975 and acquired by the Kellwood Company in 1986. Evocative of the New York Hamptons lifestyle, the Sag Harbor® label is well known for its classic sweaters and distinctive separates lines.

Sag Harbor® apparel is marketed as a weekday to weekend line, directed towards women looking for modern, yet classic, versatile, fresh, and affordable clothing. This offering presents a unique opportunity to acquire a well-established women's apparel wholesale brand, aimed at the 45+ demographic, that has customer awareness and a strong presence in the e-commerce and brick and mortar retail channels.

The Sag Harbor® executive office and merchandising teams are located in New York City. The Sag Harbor® portfolio of products includes lifestyle sportswear, suits, sweaters and sleepwear in misses, petites and woman's sizes. Stores or online platforms where the brand is currently sold include Boscov's, Blair, GWK, Haband, Sears, Stage Stores, Schweser's, Hamrick's, Ross Stores, Amazon, and Kohl's. The Sag Harbor® brand is also licensed in additional categories.

Historical aggregate sales under the Sag Harbor® label total in the billions of dollars. Net wholesale sales for the fiscal years 2012 and 2013 were \$35 million and \$28 million respectively. Net YTD sales for FY 2014 are \$26.3 million (FY not yet closed).



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OPPORTUNITY

The Sag Harbor® brand has a strong history and a demonstrated widespread recognition among consumers and retailers. Potential buyers can leverage this legacy and awareness in multiple channels including the opportunity to expand the reach of the brand through multi-category licensing.

ASSETS FOR SALE

- **Sag Harbor®** and related trademarks
- Designs (technical specifications and designs)
- Domain Names, including: **sag-harbor.com**, **sag-harbor.net**, **sagharborfashion.com**, **shopsag-harbor.com**, and **sagharborapparel.net**.



SALE PROCESS

Hilco Streambank is currently soliciting interest in the above assets. An online data room has been prepared that contains additional diligence materials that are available for review. For access to these materials a confidentiality agreement will be required.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.