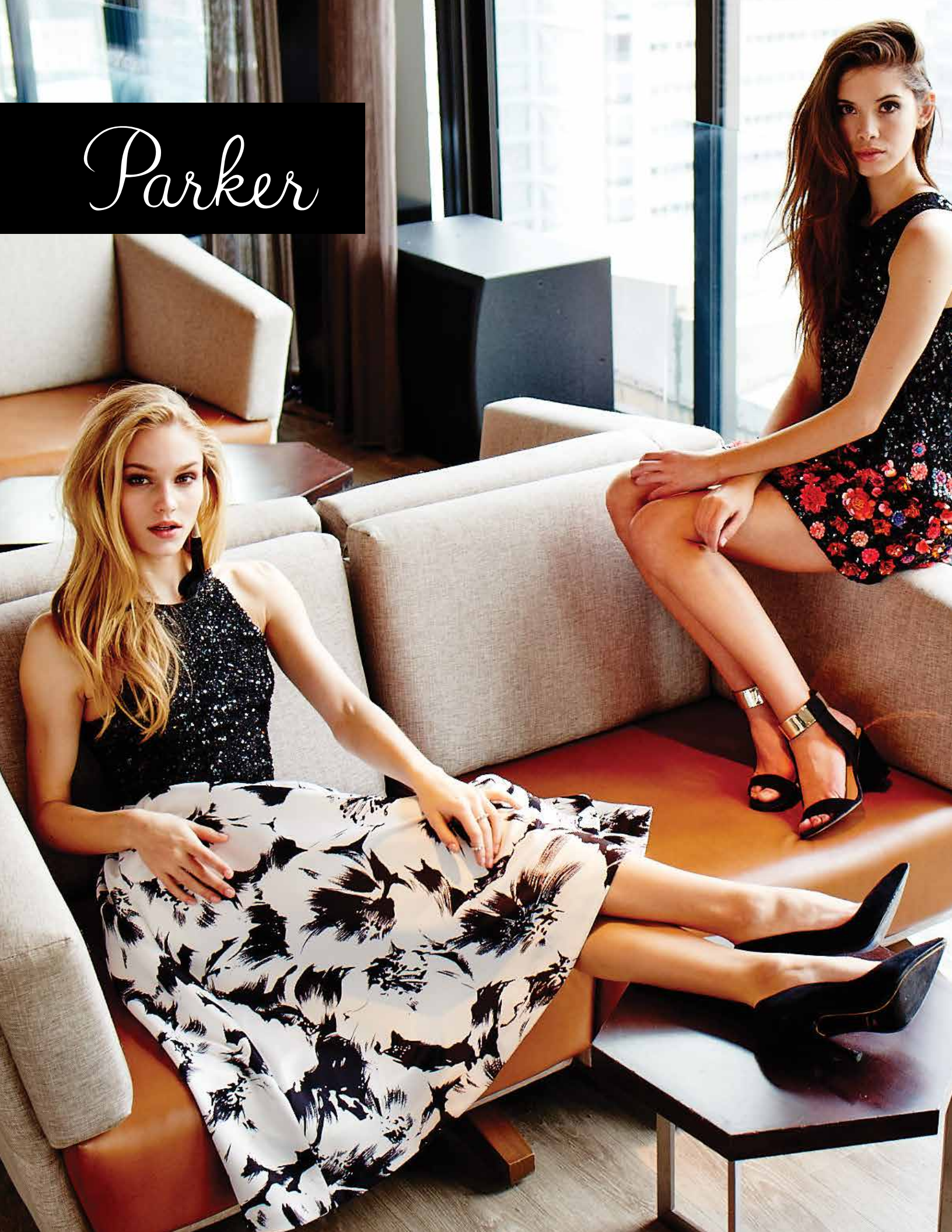


Parker





**PARKER**

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## BRAND OVERVIEW

*Founded in New York City, Parker was created for the city girl in all of us. Designed for a woman who loves fashion, Parker creates chic silhouettes with superior fabrications and the perfect fit.*

Each Parker piece is designed with superior fabric, vibrant colors, patterns and textures that are alive with energy. Quality and design set Parker apart with a specific interpretation of what a top, dress, sweater or pants should be. What began as the "go to" brand for her date night top has evolved into being her brand destination for year round, day-to-night dressing.





## THE PARKER GIRL

*The Parker Girl is...*

- In her mid 20's to mid 30's
- **Living a city lifestyle** – she is energized by her environment and the possibilities that city life brings
- **Smart and thoughtful** – she seeks quality and knows that with Parker she will always get superior style, fabric and fit
- **Confident** – she believes in herself
- **Sexy** – she has a natural vibrancy about her
- **Independent** – she is strong and has a point of view
- **Selective in all her decisions** – the clothes she wears, what she reads, where she goes out
- **An influencer in her community** – she uses social media and is connected to her group of friends and social circle through multiple mediums



# POSITIONING



## THE PARKER COLLECTION

*Fun and flirty. Superior fabric. Vibrant Colors.*

The Parker Collection is comprised of five seasonal collections with deliveries every month. Always fun and flirty - alive with vibrancy and patterns — no matter the season. Each delivery is created with an intuitive sense of the contemporary market trends and the DNA of the Parker Girl. Starting with the always popular date-night-top, to dresses, maxis, rompers and knits...each category is designed with her in mind.

### CLASS:

Silk and Novelty Dresses  
 Beaded Dresses  
 Silk Tops  
 Woven Tops  
 Knit Tops  
 Pants  
 Skirts  
 Jackets

### PRICE RANGE:

\$255-\$530  
 \$355-\$575  
 \$200-\$255  
 \$200  
 \$200-\$265  
 \$200-\$245  
 \$200-\$375  
 \$290-\$595





## THE PARKER BLACK COLLECTION

*Glamorous. Sexy. Feminine. Classic. Effortlessly Chic.*

Parker Black was designed for the woman who wants to add sophisticated glamour to her evening. Inspired by old Hollywood and its modern-day celebrity style, the 2014 launch collection evolved the well known Parker cocktail dress to gowns and party dresses — with the craftsmanship, quality and value the Parker Girl expects.

Since its launch, the Parker Black collection has had far reaching appeal. It is worn for bridal parties and important social and charity events, as well as being the focus of prom events. Parker Black speaks to Parker customers as well as those searching for a special evening dress.

### CLASS:

Beaded Dresses  
Silk Dresses  
Skirts  
Tops  
Knits

### PRICE RANGE

\$400-\$695  
\$510-\$595  
\$255-\$685  
\$155-\$400  
\$465





## OUTREACH & COMMUNICATIONS



### MEDIA RELATIONS

Editors and bloggers are invited to the Parker showroom for seasonal previews. Regular monthly outreach with seasonal suggestions and targeted pitches are delivered to long lead, mid lead and short lead/on line media. Interviews with Founders are offered.



### SOCIAL MEDIA

The Parker voice and image is channeled through social media outlets throughout the day. Parker Girl ambassadors share looks and comments offering style tips and visuals. Behind the scenes moments from design, the NY showroom and the Parker Girl's lifestyle.



### ONLINE AND E-COMMERCE ACTIVITY

Regular direct communication with the Parker customer offering inside information and special promotions.



### WHOLESALE ACTIVITIES

Connect in-store and on line with the consumer through store specialists, retail coordinators and target marketing.



### INFLUENCER OUTREACH

Identify and connect with Parker Girls who are influencers in a variety of mediums. Celebrity, blogger, editor, high profile on the move young women.



### IMAGE EVOLUTION

Cultivate brand campaign and look book imagery throughout the year to use in-store and on line for marketing and media. Tell the Parker Girl story visually for each delivery.



## KEY BLOGGER SUPPORT

Realizing that fashion bloggers have a direct correlation to a brand's success as reflected in both sales and public relations, Parker forges on-going relationships with many well-known and top-tier girls in the blogosphere. Monthly Parker blogger sampling is targeted to include select online influencers. Bloggers are invited to the Parker showroom during fashion weeks and press previews to browse, Instagram, and interact with the current collection.

### SOME OF PARKER'S MOST INFLUENTIAL BLOGGERS INCLUDE:

Shea Marie of [www.peaceloveshea.com](http://www.peaceloveshea.com)

Aimee of [www.songofstyle.com](http://www.songofstyle.com)

Kim of [www.eatsleepwear.com](http://www.eatsleepwear.com)

Helena of [www.brooklynblonde.com](http://www.brooklynblonde.com)

Christine of [www.mystylepill.com](http://www.mystylepill.com)

Liz of [www.lateafternoon.com](http://www.lateafternoon.com)

Rumi of [www.fashiontoast.com](http://www.fashiontoast.com)

Jamie of [www.annstreetstudio.com](http://www.annstreetstudio.com)  
(formerly *From Me-To You*)

Sydne of [www.sydnestyle.com](http://www.sydnestyle.com)

Jacey of [www.damselindior.com](http://www.damselindior.com)

Arielle of [www.somethingnavy.com](http://www.somethingnavy.com)



## CELEBRITIES IN PARKER

Since launching in 2008, Parker has been a favorite with celebrities. They come to Parker for easy sundresses, statement beaded pieces, printed tops, pants and jackets for everyday wear. Now, they come to Parker for evening wear with Parker Black.

### SOME CELEBRITY FANS AND THOSE WHO HAVE BEEN SPOTTED WEARING PARKER INCLUDE:

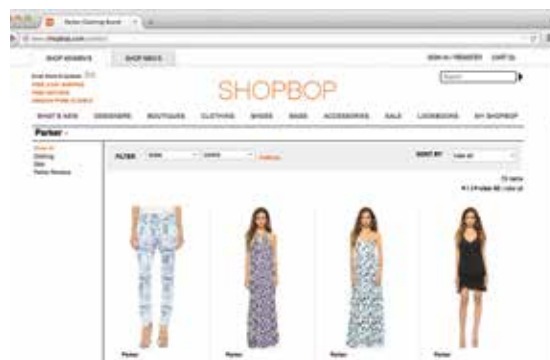
- |                       |                   |                    |
|-----------------------|-------------------|--------------------|
| Minnie Driver         | Anha O'Reilly     | Paula Patton       |
| Rihanna               | Kendall Jenner    | Ashley Tisdale     |
| Kate Mara             | Kylie Jenner      | Christina Aguilera |
| Emmanuelle Chriqui    | Kristin Cavallari | Beyonce Knowles    |
| Michelle Trachtenberg | Lo Bosworth       | Ali Larter         |
| Kate Beckinsale       | Tina Fey          | Kelly Ripa         |
| Kim Kardashian        | Vanessa Minillo   | Kristin Chenoweth  |
| Khloe Kardashian      | Hayden Panettiere | Paris Hilton       |
| Khourtney Kardashian  | Megan Fox         | Kyle Richards      |
| Olivia Palermo        | Sharon Osbourne   | Lea Michele        |
| Lucy Hale             | Kelly Osbourne    | Chanel Iman        |
| Bella Thorne          | Selma Blair       |                    |
| Emily Kinney          | Selena Gomez      |                    |
| Julianne Hough        | Miley Cyrus       |                    |





## WHERE WE SELL

Parker partners with top department stores, specialty boutiques and carefully selected e-commerce sites globally. With these guidelines, Parker is in hundreds of doors in the US and markets in Europe, the Middle East and Canada.



## WHOLESALE

### WHOLESALE PARTNERS

---

*Criteria for consideration of partnership include:*

- Space and location
- In-store signage (logo)
- Consumer collateral and outreach
- Co-op advertising
- In-store events
- Online boutique
- Email consumer outreach

### ONLINE PARTNERS

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*Criteria for consideration of partnership include:*

- Site positioning and layout
- Consumer outreach and connection
- Email marketing
- Note: any marketing of promotional events including Parker requires advance permission from the Brand

**Saks Fifth Avenue** Lorem ipsum dolor sit amet consectetur adipiscing elit

DESIGNERS WOMEN'S APPAREL SHOES & HANDBAGS MEN SALE

# RISE & SHINE

[SHOP PARKER](#)

**EDITION** This week's scoop on fashion's who, what & why. [READ IT NOW](#)

DESIGNERS WOMEN'S APPAREL SHOES HANDBAGS JEWELRY & ACCESSORIES BEAUTY MEN KIDS HOME SALE

SAKS BY TEXT Sign up for sales, trends & more on your phone. [Sign Up](#)

SHOP BY DESIGNER: Parker

SHOP BY CATEGORY: Shop All, Full Looks, Dresses, Evening Gown, Cocktail, Prom, Day, Maxi, Mini, Separates, Fit & Flare, Prints, Mother of the Bride, Bridesmaid, Tops, Pants, Shorts & Jumpsuits

Refine By: Size: All, Color: All, Price: All

Sort By: Featured, Newest, Best Sellers, Top Rated, Price: Low to High, Category, Sale First

85 Items | View 60 View All | 1 of 2 | < 1 2 >

DESIGNERS | WHAT'S NEW

**bloomingdales** FREE SHIPPING on orders of \$150 & FREE RETURNS

WOMEN SHOES HANDBAGS JEWELRY & ACCESSORIES BEAUTY MEN KIDS HOME GIFTS THE REGISTRY SALE

## DRESS OBSESS

# DEEP V NECKLINES

[SHOP NOW](#)

SEEN ALL OVER THE SPRING RUNWAYS, THIS TREND BRINGS JUST THE RIGHT KIND OF DRAMA TO GORGEOUS PRINTS, LBDS AND GODDESS STYLES.

PARKER

DESIGNERS APPAREL SHOES HANDBAGS ACCESSORIES SALE

**CUSP**

## SILVERLININGS

[SHOP PARTY TOPS](#)

**PARKER** Look on the bright side in a shimmering top that gives jeans, pants, and skirts something to celebrate

LET'S GET SOCIAL! [Facebook](#) [Twitter](#) [Pinterest](#)

# HOW WE LOOK

## Visual Merchandising

Parker in-store design direction is provided for all sizes of space and in keeping with wholesale partner's specifications.

### Criteria include:

- Design and layout of space (based on size of pad)
- Logo direction
- Fixture and hanger specifications
- In-store visual direction and provisions



SIGNAGE & VISUALS

## E-COMMERCE

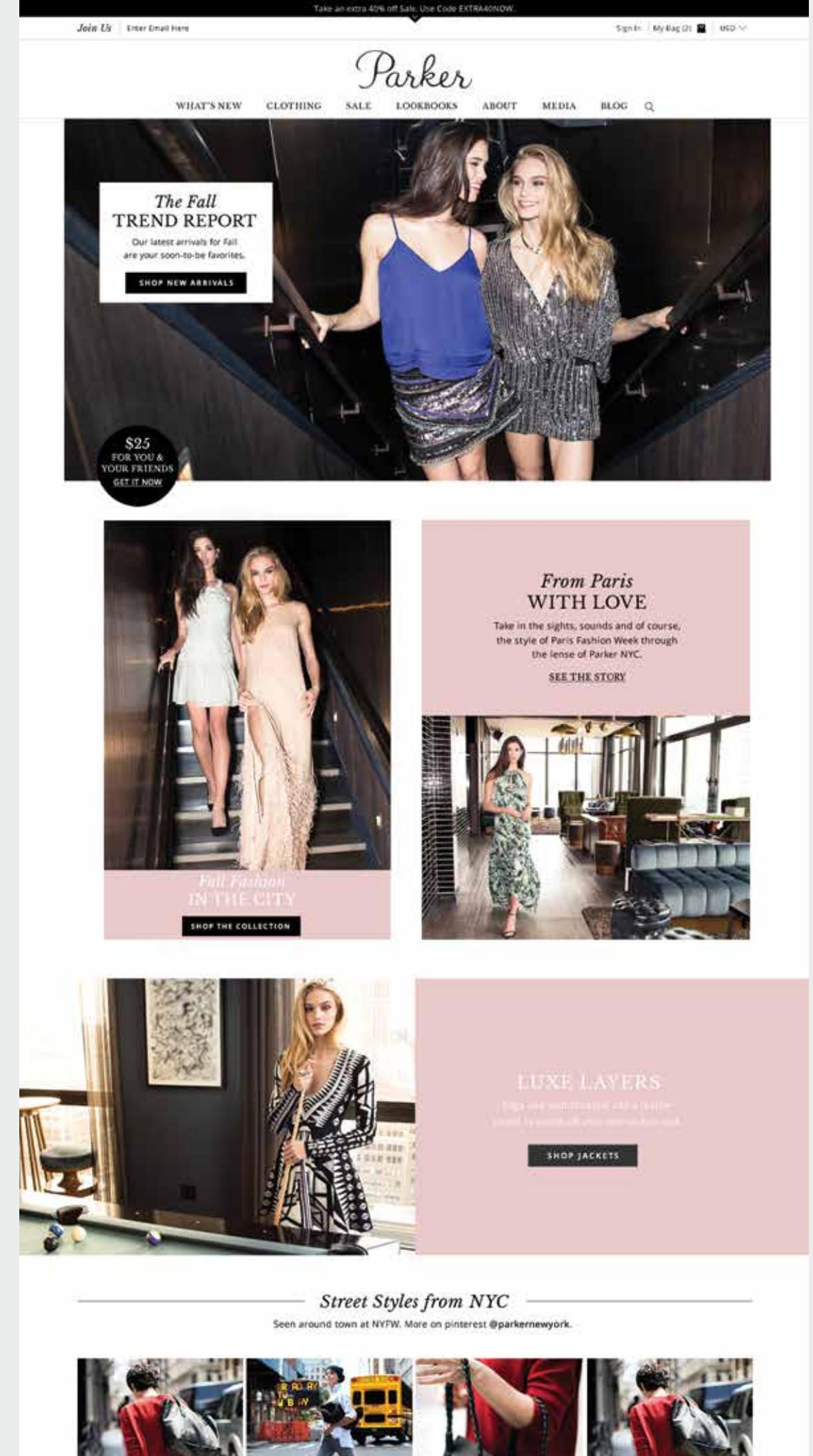
### Our Site / Marketing

#### PARKERNY.COM

The Parker e-commerce store is a comprehensive Parker brand experience. Offering “of the moment” looks curated by Parker Girls, monthly and seasonal look books and a wide variety of garment details give the Parker customer a feel and inspiration for what she is choosing.

Content is updated regularly with extensive shoots and branded editorial, and can be accessed through social media outlets.

Twice-weekly email blasts with Parker lifestyle imagery are sent directly to the Parker customer sharing information and shopping direction.





*Parker*

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