



PROJECT WARM

LEGACY WOMENS' WEAR BRAND

Liv Brands is raising \$150,000 to acquire at 2.5x 2023 EBITDA a market-leading Women's wear brand based on Long Island, NY with a 45-year track record of growth. Prioritizing fit and quality as key differentiators in the market.



Sources and Uses

Sources		Uses	
Equity	\$150,000	Acquisition	\$1,500,000
Seller financing	\$600,000	Inventory	\$550,000
Debt SBA	\$850,000	Working Capital	\$500,000
Line of credit	\$1,050,000	Closing Costs	\$100,000
Total Sources	\$2,650,000	Total Uses	\$2,650,000

INVESTMENT TARGETS: 5-Year Base Case
31% net IRR
4.4x MOIC



Opportunities

The business is scalable by **Market Expansion**(Add online Direct to Consumer store, QVC sales channel, own store distribution), **Product Innovation** (expand into other categories), **Customer Engagement** (Tap older demographic influencers, print catalog marketing, Online advertising)



Key Risks/Bets

- Inventory, liquidating off season items
- Boutiques as primary distribution struggling
- Aging customer base and need to refresh to stay current



Investor terms offered

- \$1.5mm Purchase Price
- 2.5x 2023 EBITDA
- \$600k Seller Note
- \$900k SBA



Deal Timeline

- Diligence/QoE - Underway
- Soft Commitments - June 1
- PSA Signing - June 30th
- Target Funding - July 17=15th



Business Overview

- Long established high-end apparel for women, boomers.
- Customer loyalty, no key-man risk, no client concentration.
- Excellent staff in place for all aspects of business operations
- Customers are 'Sticky.'



Buyer Background

Tamar Daniel boasts 15 years of expertise in design, branding, merchandising, and PR, having made significant contributions to Anthropologie, Topshop, and collaborations with Bloomingdales, Nordstrom, Net-a-Porter, and celebrity stylists. Recognized by Oprah Magazine, Fast Company, and Vogue, Tamar's strengths lie in strategic thinking, brand positioning, and experiential marketing.



Location: Long Island, NY
E.V: \$1,500,000



Revenue: \$3,200,000



Gross margins: Over 45%



Established: 1978



EBITDA: \$600,000

