La Forme Jeans

FITS LIKE A LEGGING, BUILT LIKE A JEAN
THE ART OF MOVEMENT
La Forme’ Jeans

Fits like a legging built like a Jean

La Forme Jeans
The Shape

BEHIND YOUR STYLE, THERE'S OUR TECHNOLOGY
La Forme Jeans which means “the shape” in the French language is 3 years in the making from concept, design, development and ultimately sales.

We created the La Forme Jean line to be the best fitting, most comfortable and flattering knit denim product in the market today.

Each knit pant jean legging has a second skin bottom which is made to fit and form with scoop technique technologies to shape breath move with the body.

Women able to work/dance/travel/run with a fabric that breathes like a yoga pant.

All jean construction makes up this unique garment with real jeans snaps and zippers contouring the jean into a 4-part waistband.

All jeans have double needle stitching with stretch washable thread and one of a kind wash so the color never fades.
La Forme has invested $1,050,000 into the launch of the company and seeking an investment for an additional $1,000,000 to:

- Build and create an online tech platform to sell wholesale and retail pants similar to Fashion Nova’s platform [https://www.fashionnova.com](https://www.fashionnova.com)
- Building out the wholesale business, trade shows and sales staff
- Social Media advertising via Facebook/Instagram influencers
- Building brand partnerships with hotel/restaurant/lifestyle groups through events and pop up shops to promote the brand worldwide

- Producing new jean inventory and styling for 2021
- Collaborate with artists/entertainers to build the brand
- Working capital for day to day operations
Current Inventory and Expenses to Date

La Forme Currently Inventory

- 100,000 units @ $10 per garment = $1,000,000 in current inventory already paid for and in stock
- $24/unit average wholesale price = $2,400,000 wholesale potential
- Shipped to date is $200,000 = $140,000 chain/dept stores/online including Fashion Nova and Potpourri Group + $60,000 in Small stores that pay immediate by Credit Card on square app

Expenses to date

- Travel $5,000
- Trade Shows $25,000
- Commissions to Agents $4,500
- Warehouse Facility $6,500
- Insurance $1500
- Legal $5000
- Trademark Registration/Patent $2500 initially
Use of Funds

- $400K: New Product
- $200K: Salaries
- $150K: Trade Shows Worldwide
- $100K: Marketing Bloggers Facebook and IG Advertising
- $75K: NY and LA Offices
- $50K: Travel
- $25K: Legal Services for Copyright and Trademark
Current Sales to Date

- Potporri (www.pymamidcollection.com)
  $12,000
- Smaller stores on Square app
  $76,191.46
- Fashion Nova (www.fashionnova.com)
  $12,000
- Department stores and retail chain stores
  $96,500

Total to date
$196,691.46
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<th>Units</th>
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<th>Total Cost of Goods</th>
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Rik Guido – CEO of La Forme

With over 30 years of experience worldwide in apparel as a former VP of Guess Jeans, Sasson Jeans and Maurice Sasson “Kikit” from managing apparel brands to design, sales and merchandising. Rik moved on to owning, designing, manufacturing and managing Los Angeles based & “Made in LA” apparel brands, R•I•X, Ivory, Noblita & aristocratico:to be, Noble Jeans, Verde Organic Los Angeles and also owning & building Noblita retail stores in South Beach Miami and Downtown Los Angeles. R•I•X retail stores launched at the Beverly Center in West Hollywood and West/East/South Hampton NY, Soho NYC, and Aspen. He created and partnered with Google/Facebook & executive Shannon Snow for www.shannon-snow.com online only dresses for the “girl/boss/tech” market. In addition, he created Yourtechstyle which is a jacket/dress concept & the new BodyTek “myassets” revolutionary new bottoms/jeans/pants utilizing "Scoop Technology" for the new apparel brand “La Forme.” Having over 5000 active accounts worldwide and responsible for well over a $1 billion dollars in sales in wholesale & retail stores.

Murray Braha – COO of La Forme

30+ years of experience in the business creating a sourcing/production division for the private label lines of National Stores Inc. which were at the time (2003-2015) the lowest priced chain store in the country. Achieving production at the target price points was a very challenging aspect of this position which Murray excelled at and was responsible for $150M in retail sales annually. He spent years traveling to many third world countries to source and develop relationships with factory owners, manufacturers, and agents to increase volume, market share and sales each season.

Jay Reddy – CTO of La Forme

Jay has been a proven tech leader at Digital Realty, Cyxtera, CS Technology and Reliance working with Fortune 500 clients to guide them on their multi-million dollar technology transformation initiatives. Notable clients include Goldman Sachs, Newell Brands, COTY, Lockheed Martin, BNY Mellon, Credit Suisse etc. Prior to working in the tech sector, Jay has held a Secret Clearance position with the Department of Defense in their radar systems division and was CEO at a Real Estate Development Firm to develop hotels and residential buildings in New York City.
Style #201-KD

Mid Rise
Slimming Contour Waist
Skinny Jean
With Scoop Fit Technology

XS - S - M - L - XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring

La Forme' 2020

Light Blue
Medium Blue
Dark Blue
Charcoal
Vintage Black

Thank you for purchasing a pair of La Forme' Jeans. We hope they're the most flattering, comfortable and versatile jeans you've ever worn.

Our premium knitted denim fabric is the most technologically advanced multi-functional denim available today.

From the SUPER STRETCH SUPER SOFT crafted fabric that offers exceptional fit and comfort to the strategic placement of each and every seam, it was designed to lift you up & scoop you in. Slimming you every time you put them on.

La Forme' Jeans are made from an innovative blend of materials that allow them to breathe, stretch and move with you. They are also enzyme washed for a unique finish and feel. We suggest you wash your jeans inside out and cold water on gentle cycle with similar colors. Lay flat to dry.
La Forme' 2020

Style #201-J

2" Slimming Waist
Mid Rise
Bermuda Short
With Scoop Fit Technology

XS - S - M - L - XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring

Thank you for purchasing a pair of La Forme' jeans. We hope they’re the most flattering comfortable and versatile jeans you’ve ever worn.

Our premium knit denim fabric is the most technically advanced multi-functional denim available today.

From the SUPER STRETCH SUPER SOFT crafted fabric that offers exceptional fit and comfort to the strategic placement of each and every seam it was designed to lift you up & scooping you in, slimming you every time you put them on.

La Forme' Each pair of jeans goes through an extensive garment dye and wash process making each pair unique in color and finish.

We suggest you wash your jeans inside out in cold water on gentle cycle with similar colors. Low heat or lay flat to dry.

Light Blue 201 - J - LBlu
Medium Blue 201 - J - MBlu
Dark Blue 201 - J - DKBlu
Charcoal 201 - J - Char
Vintage Black 201 - J - Blk
Style #201-JJ

2" Slimming Waist
Mid Rise
Pull On Jegging
With Scoop Fit Technology

XS - S - M - L - XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring

La Forme' 2020

Light Blue
Medium Blue
Dark Blue
Charcoal
Vintage Black

Thank you for purchasing a pair of La Forme' jeans.
We hope they're the most flattering comfortable and versatile pants you've ever worn.

Our premium knit denim fabric is the most technically advanced multi-functional denim available today.

From the SUPER STRETCH SUPER SOFT washed fabric that offers exceptional fit and comfort to the strategic placement of each and every seam. It was designed to

LIFT YOU UP & SCOOPE YOU IN

a Slimming you everytime you put these on.

La Forme'

Each pair of jeans goes through an extensive garment dye and wash process making each pair unique in color and fade.

We suggest you wash your jeans inside out in cold water on gentle cycle with similar colors. Air dry or lay flat to dry.
Style #202-KD

3" Slimming Contour Waist
Skinny Zip Front Jean
With Scoop Fit Technology

XS - S - M - L - XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring
Style #203-KD
Mid Rise
Slimming Contour Waist
Skinny Cargo Jean
With Scoop Fit Technology

XS - S - M - L - XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Soft
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring

La Forme' 2020

Light Blue
Medium Blue
Dark Blue
Charcoal
Vintage Black

Thank you for purchasing a pair of La Forme' jeans.
We hope they're the most flattering comfortable and versatile jeans you've ever worn.
Our premium knit denim fabrics to the most technologically advanced multi-functional denim available today.

From the SUPER STRETCH SUPER SOFT comfort fabric that offers exceptional fit and comfort to the strategic placement of each and every seam. It was designed to LIFT YOU UP & SCOOP YOU IN slimming you every time you put them on.

We suggest you wash your jeans inside out in cold water on gentle cycle with similar colors. Line heat or lay flat to dry.
La Forme' 2020

2" Slimming Waist
High Rise
Skinny Jean
With Back Pockets

XS - S - M - L - XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring

Thank you for purchasing a pair of La Forme’ jeans.

Our premium knit denim fabric is the most technically advanced multi-functional denim available today.

From the SUPER STRETCH SUPER SOFT crafted fabric that offers exceptional fit and comfort to the strategic placement of each and every seam it was designed to

LET YOU LIFT UP & SCOOP YOU IN
Contouring you every time you put them on.

La Forme’
Each pair of jeans goes through an extensive garment dye and wash process making each pair

garment dye and wash. We suggest you wash your jeans, inside out in
cold water on gentle cycle with similar colors.

Low heat or lay flat to dry.

Revolutionary
Scoop Fit

Light Blue
Medium Blue
Dark Blue
Charcoal
Vintage Black

204 - KD - LBlu
204 - KD - MBlu
204 - KD - DBlu
204 - KD - Char
204 - KD - Blk
Style #205-J

2" Slimming Contour Waist
High Rise
Moto Jegging

XS- S- M- L- XL
2 - 3 - 3 - 2 - 2
12 piece pre pack
24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

Breathable
Technologically Advanced
Micro Ribbed Knit Denim

Garment Dyed
Enzyme Washed
Strategically Stitched

Slimming
Wrinkle Free
Contouring

La Forme' 2020

Light Blue
Medium Blue
Dark Blue
Charcoal
Vintage Black

Thank you for purchasing a pair of La Forme’ jeans.
We hope they’re the most flattering comfortable
and versatile jeans you’ve ever worn.

Our premium knitted denim fabric is the most
technologically advanced multi-functional denim
available today.

From the SUPER STRETCH SUPER SOFT comfort fabric
that offers exceptional fit and comfort to the strategic
placement of each and every seam it was designed to
LIFT YOU UP & SCOOP YOU IN

Slimming your every time you put them on.
La Forme' 2020

- Mid Rise
- Pull On Jogger
- Real 5 Pockets
- XS - S - M - L - XL
- 2 - 3 - 3 - 2 - 2
- 12 piece pre pack
- 24 pc case pack

84% Combed Cotton
16% New Softer
Super Stretch Spandex 360

- Breathable
- Technologically Advanced
- Micro Ribbed Knit Denim

- Garment Dyed
- Enzyme Washed
- Strategically Stitched

- Slimming
- Wrinkle Free
- Contouring

Style #206

Light Blue
Medium Blue
Dark Blue
Charcoal
Vintage Black

206 - LBlu
206 - MBlu
206 - DKBlu
206 - Char
206 - Blk

Thank you for purchasing a pair of La Forme' jeans. We hope they're the most flattering, comfortable and versatile pair you've ever worn.

Our premium knitted denim fabric is the most technologically advanced multi-functional denim available today.

From the SUPER STRETCH SUPER SOFT crushed fabric that offers exceptional fit and comfort to the strategic placement of each and every seam, it was designed to

LIFT YOU UP & SCOOPE YOU IN

Shaping you everywhere you put your feet.
La Forme Jeans

THANK YOU