



PRESS RELEASE

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Olly Oxen Introduces 2017 Line Sheets & CLC Licensing

Olly Oxen has released their 2017 Line Sheets and is pleased to announce their new partnership with the Collegiate Licensing Company effective immediately.

New products for 2017 include a Barrel Duffle Bag, Embossed Leather Key Fobs, a Garment Bag, and Dopp Kit. These new products have been designed with a modern take on traditional styling and are Made in USA. The Classic. Collegiate. American. styling, competitive prices points, and low minimums offer an exciting opportunity to introduce new product categories to keep customers coming back to a store.

With the ability for add licenses through CLC and Learfield Licensing Partners in a matter of days, Olly Oxen is now poised to continue growing further into the college bookstore market by working with each customer to create a custom collection of products to increase sales through new product categories and the targeting of Olly Oxen's core customer, Young Alumni (average annual salary of \$85,000).

Olly Oxen is a collegiate apparel & accessories brand based in Raleigh, NC. Founded in 2009 by Charlotte Guice to offer collegiate apparel & accessories that were more stylish than traditional offerings, Olly Oxen continues to design and manufacture in the USA. Joined by her brothers, Hunter and Cameron, the company has grown rapidly in recent years by offering new product categories to bookstores with their low minimums, attentive customer service, unique & custom designs, and short lead times. Visit www.ollyoxen.com for more information or contact cameron@ollyoxen.com.



OLLY OXEN

Classic. Collegiate. American





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ABOUT US

OUR STORY



Hailing from North Carolina by way of Louisiana, we're three siblings always in search of the best well-constructed, American-made products. We love to seize opportunities and challenge ourselves to come up with unique ideas, so, it's fitting that the idea for Olly Oxen started with a handmade skirt...

After looking (with no such luck) for something distinctive to wear to her interview at the College of Design at NC State University, Charlotte decided to design and sew a classic-looking, NC State-themed pleated skirt that was formal enough for the interview yet would allow her to showcase her creativity, personal style and Wolfpack pride.

With the successful interview behind her, Charlotte started wearing the skirt to NC State football games. She couldn't go to a game without Wolfpack fans chasing her down asking where they could buy the same skirt. Before too long she started getting requests to sew custom skirts, and with that, Olly Oxen was born.

While Charlotte was busy growing the business and envisioning design concepts, her older brothers, Hunter and Cameron, kept pleading with Charlotte to think about adding bow ties to the mix so they could also show off their school pride at games and in formal settings. After a quick sewing lesson, Hunter and Cameron began working alongside Charlotte, and Olly Oxen turned into a family business.

We continue to design and create apparel and accessories right where it all started, from our Raleigh, NC headquarters. Our products are classic and versatile so that you can wear them anytime and anywhere – interviewing for college, tailgating for homecoming, attending a friend's wedding, celebrating your son or daughter's graduation – there's always a time and a place for Olly Oxen.

Our style is Classic. Collegiate. American.


Charlotte, Hunter, and Cameron



SAMPLE LINE SHEETS

Bow Tie

Classic diamond point bow tie for every gentleman. Double-sided design can be worn with or without embroidery showing.

- 100% pima cotton
- Adjustable; Neck sizes 13"-19"
- **Made in North Carolina, USA**
- 12 Piece Minimum
- \$27.50 Wholesale Price Point
- \$55.00 Suggested Retail



Belt

Our belts let you dress up or down, and are perfect for tailgating.

- Adult: 30 to 44 (even) Children: 20, 24, 28
- Cotton ribbon & webbing
- Solid brass buckle
- **Made in Maine, USA**
- 12 Piece Minimum
- \$27.50 Wholesale Price Point
- \$55.00 Suggested Retail



Pocket Square

A great finish to any outfit... especially when you can show off one or two fabrics!

- 100% pima cotton
- 12 inches square
- **Made in North Carolina, USA**
- 12 Piece Minimum
- \$12.50 Wholesale Price Point
- \$25.00 Suggested Retail



Cummerbund

Our classic cummerbund is perfect for any formal occasion. Wear it with the pleats up to hold ticket stubs!

- 100% pima cotton
- Adjustable; Waist size 30"-44"
- **Made in North Carolina, USA**
- 6 Piece Minimum
- \$32.50 Wholesale Price Point
- \$65.00 Suggested Retail



Pashmina Scarf



Our classic pashmina-style scarf is soft, comfortable & can be worn many ways.

- 28"x40", plus four-inch fringe
- Acrylic Pashmina with embroidery
- **Embroidered in North Carolina, USA**
- 12 Piece Minimum
- \$17.50 Wholesale Price Point
- \$35.00 Suggested Retail



Stadium Skirt



Our skirts are just right... Easy to dress up or down for something formal or tailgating outside!

- Poly/Cotton twill & gingham lining
- Sizes: 0, 2, 4, 6, 8, 10, 12, 14
- **Made in North Carolina, USA**
- 12 Piece Minimum
- \$38.50 Wholesale Price Point
- \$86.50 Suggested Retail



Travel Kit

The average flight song is about 2 minutes. The ADA recommends you brush for 2 minutes. Coincidence? We think not. Our Travel Kit let's you travel in style while giving you the organization you sometimes need.

- Water-repellant duck canvas
- Solid brass zipper & hardware
- **Made in North Carolina, USA**
- 6 Piece Minimum
- \$37.50 Wholesale Price Point
- \$75.00 Suggested Retail



Weekender

Our Weekender Bag is perfect for wherever you're going. It's great for a long homecoming weekend back on campus, traveling for work when you need something durable and stylish, or filling with dirty laundry to take home (love you, mom).

- Water-repellant duck canvas
- Solid brass zipper & hardware
- **Made in North Carolina, USA**
- 6 Piece Minimum
- \$97.50 Wholesale Price Point
- \$195.00 Suggested Retail



Tote

Charlotte's purse was overflowing so we designed this tote for whatever you need to, well, tote around!

- Leather handles
- Water-repellant duck canvas
- Solid brass zipper & hardware
- **Made in North Carolina, USA**
- 6 Piece Minimum
- \$57.50 Wholesale Price Point
- \$115.00 Suggested Retail



Flask

Perfect for your favorite bourbon or other drink of choice

- 6 oz. stainless flask
- Embroidered cotton twill cover
- **Cover made in North Carolina, USA**
- 12 Piece Minimum
- \$17.50 Wholesale Price Point
- \$35.00 Suggested Retail



Barrel Duffel

A more compact bag for traveling or everyday use with a classic barrel shape.

- Leather handles
- Water-repellant duck canvas
- Solid brass zipper & hardware
- **Made in Maine, USA**
- 6 Piece Minimum
- \$67.50 Wholesale Price Point
- \$135.00 Suggested Retail



Garment Bag

Perfect for work travel or long weekend trips. Front panel offers room for storage and handles make for convenient carrying.

- Water-repellant duck canvas
- Solid brass zipper & hardware
- **Made in Maine, USA**
- 12 Piece Minimum
- \$77.50 Wholesale Price Point
- \$175.00 Suggested Retail



Dopp Kit

A wide opening top and a carrying handle on the back end make this the perfect travel companion.

- Water-repellant duck canvas
- Solid brass zipper & hardware
- **Made in Maine, USA**
- 6 Piece Minimum
- \$37.50 Wholesale Price Point
- \$75.00 Suggested Retail



Laundry Bag

Who says a laundry bag can't look great and be functional at the same time?! Easy to clean nylon exterior and an exterior pocket for holding cleaning supplies.

- Nylon exterior & cotton lining
- Drawstring top opening
- **Made in Maine, USA**
- 6 Piece Minimum
- \$37.50 Wholesale Price Point
- \$75.00 Suggested Retail



Pocket T-Shirt



Supima Cotton grown in the USA makes our unisex pocket tee THE softest and made to last. We dare you to find one softer and sturdier (seriously- email hunter@ollyoxen.com if you do).

- Short & Long-Sleeve Pocket Tee
- 100% Supima Cotton
- **Made in South Carolina, USA**
- 16 Piece Minimum
- \$15.00/\$20.00 Wholesale Price Point
- \$30.00/\$40.00 Suggested Retail



Hat & Visor



Classic cotton twill ball cap with unstructured, medium crown fit. Tour style visor with high crown and green underbill. Both have adjustable cloth straps in back.

- 6 Panel Hat & Tour Visor
- 100% Cotton Twill
- **Made Overseas**
- 24 Piece Minimum
- \$13.50 Wholesale Price Point
- \$25.00 Suggested Retail



Hair Twist

Our wired cotton scarf can be twisted and worn in your hair, tied in a bow, wrapped into a bracelet... or into a neckerchief!

- Flexible wire inside
- 100% Cotton
- **Made in North Carolina, USA**
- 12 Piece Minimum
- \$13.50 Wholesale Price Point
- \$25.00 Suggested Retail



Children's Onesies

The perfect, short-sleeve onesie for every little recruit with a quote on the back that will always bring a laugh.

- **Sizes:** NB, 6 mo, 12 mo, 18 mo
- 100% cotton with screenprinted design
- **Screen-printed in North Carolina, USA**
- 12 Piece Minimum
- \$11.50 Wholesale Price Point
- \$22.00 Suggested Retail



Boy's Bow Ties

With our pre-tied Boy's Bow Tie your little guy can dress up like dad or big brother!

- 100% pima cotton
- Pre-tied with an adjustable strap and hook closure
- Accommodates neck sizes 7.5"-13"
- **Made in North Carolina, USA**
- 12 Piece Minimum
- \$17.50 Wholesale Price Point
- \$35.00 Suggested Retail





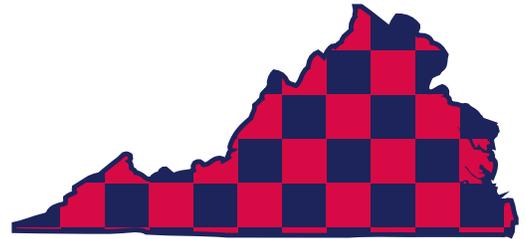
SAMPLE STYLE SHEET

Sample Style Sheet

All of our design work is done in-house. We love incorporating campus traditions and themes into our designs for a truly custom embellishment that will resonate even more with the consumer.



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