



AMERICA'S LEADING BRIDAL ATELIER
Since 2001

WINNIE COUTURE
Beverly Hills



Each Winnie Couture atelier is designed to deliver the ultimate, immersive Winnie experience.

As a Winnie Couture franchisee, you will have exclusive access to Winnie's luscious, romantic, and most sought-after gowns, along with the world renowned Winnie brand that brides, Hollywood celebrities and fashionistas have come to love.

With a stellar reputation for offering the ultimate immersive bridal shopping experience, Winnie Couture is the leader in the multi-billion dollar wedding industry.

Dressing brides since 2001, the Winnie Couture brand has become available in over 150 fine retail stores, as well as direct through our flagship salons in Beverly Hills, Chicago, Houston, Dallas, Atlanta, Charlotte and Hong Kong.

THE WINNIE EXPERIENCE

The Winnie Couture atelier is designed to deliver the most memorable Winnie experience. From the grand chandeliers to the intimate fitting spaces, our lavish salon is every bride's fantasy shopping paradise. Our brides visit the flagship with a high set of expectations. To deliver on those expectations and more, our professional stylists provide expert knowledge on our extravagant styles in an atmosphere enhanced by a genuine commitment to understanding customer service.



WINNIE COUTURE - Highly Profitable Franchise Facts:

- * Be a part of the \$250 billion a year bridal industry!
- * A step ahead of the game having a couture brand name that is globally known in both the bridal fashion and retail world
- * Semi-absent owner model with relatively low entry cost
- * Each gown is made-to-order. You only stock samples, no costly bulk inventory!
- * The envious "NO REFUND/EXCHANGE" business culture
- * Becoming a franchisee with Winnie Couture gains you instant access to "trade secrets" and the proven "know-how" to run this successful business model.
- * The Winnie Couture salons and gowns appear regularly on the pages of the world's top magazines including Brides, The Knot, InStyle, People, US Weekly, World Bride, Modern Luxury, Martha Stewart, Glamour, etc...
- * Winnie Couture has great connection with Hollywood TV producers, our salons and gowns have been featured on the hottest TV shows: including ABC's "The Bachelorette", FOX network's "Glee", NBC's "Miss Universe", The CW's "Shedding for the Weddings", Oprah Winfrey Network's "Don't Tell the Bride", VH1's "Basketball Wives", E!'s "Bridalplasty", TLC's "Something Borrowed, Something New", and WEtv's "My Fair Wedding".



Hollywood Hottest Celebrities are wearing Winnie!

AS SEEN ON - Kelly Clarkson, Jennifer Aniston, Giuliana Rancic, Lea Michele, Helen Hunt, Ali Fedotowsky, Jen Lilley and many more...



Owning a Winnie Couture Bridal Atelier is now a dream come true!

Turn Key Operation

Winnie Couture's franchise owners will receive assistance in site selection, lease negotiation, build-out plans, ordering furniture / fixtures and opening inventory.

Proven Successful World-class Training System and Ongoing Support

Our corporate headquarters is very hands on with our franchises. We have an intimate relationship to ensure success. In addition to initial training and pre-opening assistance we also provide ongoing direct training and support to our franchise owners. We focus on how to lead and train your team, from scheduling, efficiency of the work flow, sales strategy, to proven procedures that are effective and regulate the business organization. We also promote team building activities to create a strong and cohesive team. Before seeing brides, each of your stylists will go through the intensive training sessions and must pass all training tests to reach the expected Winnie standard.

Comprehensive Marketing and Advertising Programs

Winnie Couture's sales and marketing methods are constantly being evaluated for the results and returns on investment. Our experienced marketing team will help you generate buzz in your community. We organized grand opening PR programs that build excitement in the market before and after your salon opens. With innovative plans, programs and promotions using custom-designed marketing pieces, you will have the tools and resources to drive brides to your salon.

Winnie's Proven Advertising and Marketing Campaign includes the Following:

- Phenomenal presence on all social media platforms
- 100K+ Instagram followers
- An interactive website to connect with brides and define our brand value
- Traffic-driven, top-of-the-line email campaigns
- Editorial and advertising campaigns on National TV, magazines and online media
- In-store promotions and events
- National and local search engine optimization and directory listings
- National and local trade shows with all-marketing materials, displays and brochures



Winnie Couture Design House in Beverly Hills, CA

- Our design team is the trend leader in the bridal industry, working year-round forecasting the hottest bridal fashion and continuously creates the most sought-after pieces.
- Our pattern and tailor specialists are experts in the field and allow Winnie Couture to offer many custom change options for brides to create their dream look.
- Every Winnie Couture gown is hand crafted from the most extravagant fabrics. From luxurious silk, European lace, intricate tulle netting, lavish chiffon to rich satin, each Winnie Couture style is specially designed and tailored to accentuate the women's figures.
- Swarovski crystal beading, pearls, and lace appliques are delicately hand sewn onto every gown.
- Winnie Couture offers the **MOST PROFITABLE** wedding gowns! We design and hand craft every Winnie Couture gown that goes to the salon, so there is no dealer or wholesaler, you only need to pay the manufacture cost.



Winnie Couture is the most unique and highly-profitable franchise opportunity in the industry.

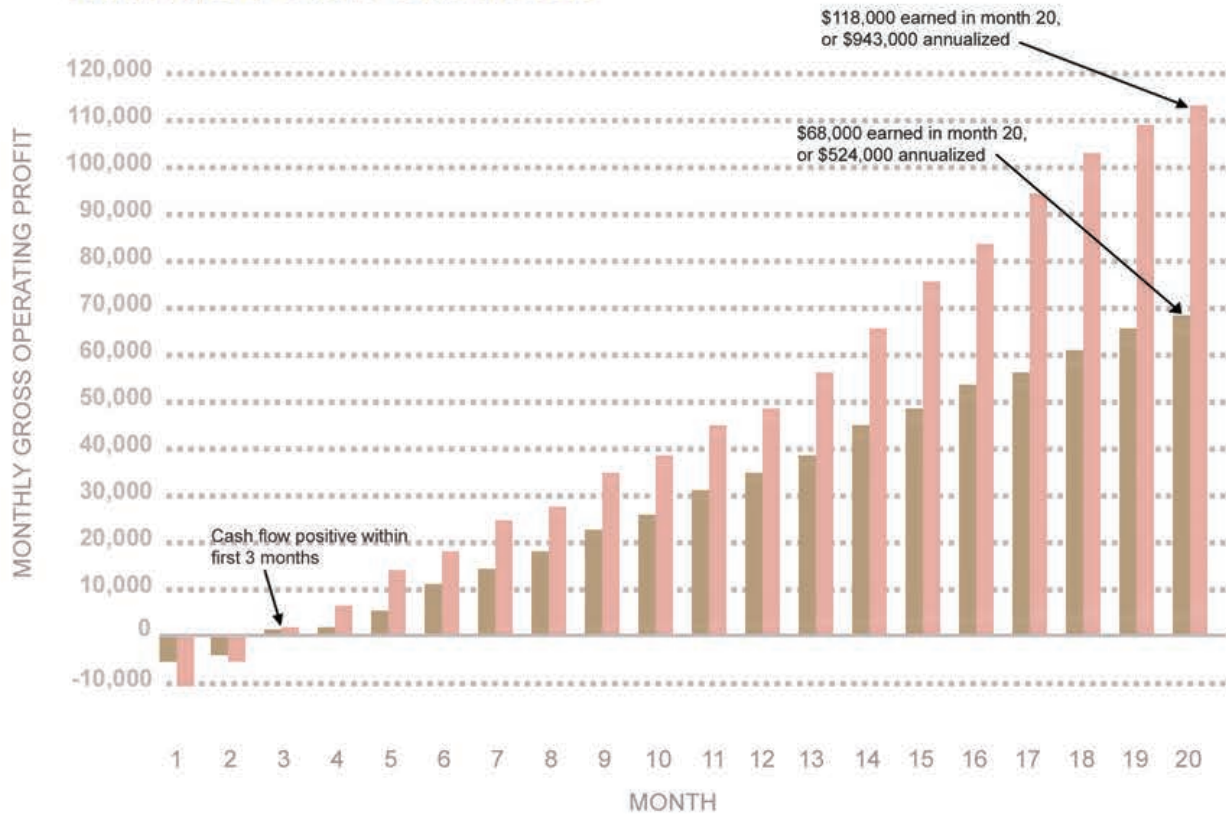
ESTIMATED INITIAL INVESTMENT

Type of Expenditure	Amount (for approx. 1,500 to 2,500 sq ft retail space)
Initial Franchise Fee	\$45,000
Lease Deposit	\$4,000 to \$10,000
Signage, Construction and Build-out	\$65,000 to \$120,000
Custom Décor Package (Furnitures, fixtures, etc.)	\$20,500 to \$50,000
Opening Inventory	\$62,000 to \$104,000
Computer System and Supplies	\$3,800 to \$6,500
Grand Opening Advertising	\$4,000 to \$8,000
Bridal Show	\$3,000
Insurance	\$2,500 to \$4,500
Professional Fees (Third party accountants, attorneys, etc.)	\$3,000 to \$5,000
Initial Training	\$3,000 to \$6,500
Additional Funds (3 months)	\$5,000 to \$15,000
Total	\$220,800 to \$374,500

Initial Costs are listed in more detail in the Winnie Couture Franchise Disclosure Document, which will be given to prospective franchisees upon reservation of a territory.

The above table of indicative costs and estimates are subject to change without notice. Actual costs will only be determined when a specific location is identified. The size of the retail space and the location will all affect costs.

FRANCHISE CASH FLOW MODEL



Index:

- monthly gross operating profit of approx. 1,500 sq ft retail space
- monthly gross operating profit of approx. 2,500 sq ft retail space

Disclaimer: This cash flow projection is a resource only and is not intended to be a projection or prediction of your financial earnings. This tool does not take your personal circumstances into account. The earning and expenses of your business may vary depending on a range of circumstances, such as location. This cash flow tool is not intended to be your sole source of information when making a financial decision and it is not intended to be financial advice. You should consider whether you should get advice from a professional accountant, business or financial advisor in relation to the financial viability of your proposed business.



#weLOVEourBRIDES

#IDoinWinnie

#winnieBRIDE

#SHEsaidYES



Our relationships and connections with our brides are our #1 asset.

From the very first interaction to the final fitting, brides rave about the special Winnie experience received with their beloved stylist at our salon.

Thank you for your interest in Winnie Couture!

We look forward to speaking with you and sharing how we've become the #1 bridal brand year after year. Winnie Couture is growing fast, and we're always looking for energetic people with outgoing personalities who appreciate our styles and the celebrity brand image. Take a look at the criteria below to see if you are the right candidate to become the next Winnie Couture franchisee and own the most sought-after bridal atelier of your dream.

- * Have a genuine passion for bridal and the Winnie Couture brand
- * The right amount of capital income to invest
- * Good standing credit and background check
- * Ability to build relationships with customers and solve problems efficiently
- * Dedication and ability to quickly develop strong product knowledge of the bridal industry and trends
- * Be a team player with a strong work ethic
- * Positive leadership within a team environment
- * Be excited to be a part of every bride's once in a lifetime shopping experience!

One of the key reasons behind our success is we maintain the highest standards of operational excellence. It is therefore essential that our franchisees agree to the philosophy of working with the framework of the Winnie Couture system.

NEXT STEPS

We'd love to hear from you!

Please visit our website at www.tnbizbrokers.com or email kristenb@tnbizbrokers.com or lina@tnbizbrokers.com

Our selection process includes:

Phone Interview → Due Diligence Checks → Video Interview → Winnie Couture Site Visit → Review Board → Formal Approval



WINNIE COUTURE Beverly Hills

Dallas . Atlanta . Beverly Hills . Charlotte . Houston . Chicago . Hong Kong

Tennessee Business Brokers Solutions Authorized Representative of Winnie Couture