

## Company Profile

- 1996 Shanghai ICICLE Fashion Co., Ltd. established.
- 1997 ICICLE brand created with a commitment to environmentally friendly fashion.
- 2000 ICICLE factory opened.
- 2009 ICICLE Brand Management Company founded, leading both the ICICLE Women's brand and the ECO BABE infant brand.
- 2011 ICICLE HOMME Men's wear brand development.

ICICLE Brand Management Company is staffed with more than 600 professional employees and an experienced management team. In creating a high-quality business chain, ICICLE has continuously established strategic partnerships with top international suppliers. By forming strong alliances with world renowned brands in the technical field ICICLE remains at the forefront of the fashion industry.

## Brand Description

Since ICICLE was established in 1997, it has directed its efforts in promoting eco-friendly trend concepts and actively seeking raw materials (such as cotton, linen, hemp, silk, and wool as its main fibers), as well as using natural dyes. Even the smallest details are considered, from the fabric, lining, and interlining to closures and accessories. ICICLE not only designs to ensure outstanding quality but also insists on affording our client's well-being with comfortable, natural products.

## ICICLE Brand Concept

Comfortable, Sustainable, Professional.

## ICICLE Consumer Demographic

ICICLE's target market is young professional women between the ages of 25-35 years old. The brand caters to well educated, middle to upper income bracket consumers with strong professional careers and the corresponding household consumption rate. They possess good taste, enjoy leisure & hobbies, and are in pursuit of a high quality of life.

## ICICLE Product Features

The characteristics of our products embody a niche market for comfort and intelligence. ICICLE garments are designed for easy care, convenient for travel, and inspire unlimited combinations for any occasion. The garments feature colors found in nature and use eco-friendly technology in its production.

After 13 years of brand development, ICICLE has matured into seven complete product lines.

Elegant Business Line – formal style suits with rich fabrics, suitable for both the office atmosphere and more formal occasions.

Business Travel Line - Materials and design are more relaxed and comfortable with easy care fabrics. The color palette is mainly neutral. This collection meets business needs during travel and casual office occasions.

Eco Line - Uses our highest percentages of environmentally-friendly materials, and represents the core spirit of ICICLE. Effective for promotions in creating awareness of eco-fashion possibilities and sell well.

Young Line – In keeping with ICICLE's vibrant essence, this line embraces bright color and captures the 25-30 year-old spirit of capable, young, fresh career seekers.

Basic Line – This simple, all-purpose line provides a variety of colors to choose from for wardrobe necessities. These essentially classic garments possess high quality and are very cost effective.

ECO BABE – For the busy working mother looking for the purest baby clothes for her own baby or as a gift for a newborn. This line uses 100% natural organic materials for baby's maximum comfort and safety. In store stock and gift box wrapping allows for one-stop-shopping convenience.

ICICLE HOMME – Offers men a selection of garments satisfying the high quality needs of professional atmospheres, and is suitable for formal as well as casual occasions.

Each product line meets preferences of the corresponding consumer group, and are widely praised by customers for rich product selection and practical function.

## ICICLE Objectives

- Achieve senior level, ready-to-wear clothing brand status in China
- Lead the eco-fashion wear market
- Gain premium brand recognition on the business wear platform

## Comfortable and eco-friendly, this is the ICICLE !

## Back to nature, for our future

Chinese philosophy believes nature creates life, and in life, all is one. Nature gives back what we give to it. Nature is what makes us feel complete.

Sometimes, we feel disconnected and lost. We search for a way back to nature in order to simply slow down, before we speed up again. Reconnecting with nature allows us to find harmony in our mind, body, and soul. Preserving nature in our hearts keeps our spirit alive. What was once broken becomes whole again.

Understanding the importance of feeling connected with the environment and finding a sense of peace in this modern world is what motivates us at Icicle. We strive to help find a way back to serenity, back to nature.