

## Offshore Solutions

- Access to a complete lineup of offshore products
- Small minimums and quick turnaround
- Direct relationships in China offers high quality and value
- Blend offshore opportunities with major brands for optimum price/performance ratio
- Bridge the gap between generic styles and premium co-branded items through creativity and close partnerships



## Offshore Solutions Case Study

### Challenge: Tag Heuer

Tag Heuer wanted to deliver a high quality hat as part of their customer loyalty program. Budget constraints limited them to a generic offering. Tiger Woods Nike hats opening price point was \$18 retail.

### Solution:

- Developed a custom hat with Nike apparel team.
- Direct shipped the product from China to Tag Heuer warehouse.
- Sourcing and embroidery savings passed along to the customer.
- Tag Heuer had significant design input.
- Sourced an \$18 retail hat for \$5.
- Co-branding and customer demographic goals were achieved.
- Win-win solution for both Nike and Tag Heuer.



## Off Shore Solutions

### **Buick**

Exclusive Nike Tiger Woods golf bag

### **Grey Goose**

Callaway Golf Bag

### **Omega**

Taylor-Made Putter

### **St. Jude's**

Custom Nike Polo

### **Hummer**

8K Hummer Hats, landed in a quick 3 week turn around

### **Cadillac**

Cadillac Wine Totes

