

**WELCOME TO THE NEW ERA OF  
ISAORA®**



# The Revival of ISAORA: Embracing the Urban Adventure

Established in 2009 in the heart of New York City, ISAORA quickly became a pioneer at the intersection of premium performance and progressive style. Yet, as life's journey twists unexpectedly, ISAORA was impermanently far from the view.

Now, ISAORA is renewed, transformed, and evolved while preserving the brand's DNA.

ISAORA acknowledges the uniqueness and embrace the flaws rather than the perfection imposed by conventions, embracing the best version with love.

With a confident and innovative attitude, ISAORA continuously enhances its vision, creating a holistic perspective by listening to its instincts and deepening its insights. Its inspiring and empathetic approach, while spreading a sense of unity like a beacon, enables it to maintain its authority, enhancing its strategic approach and communication methods.

As we embark on this exciting new chapter, our mission remains unwavering: to redefine the boundaries between function and style in modern apparel. Our vision is clear, our values are strong, and our commitment to excellence is unwavering.

**Welcome to the new era of ISAORA.**



# VISION, VALUES, VELOCITY

- **Visionary Performance Apparel**

We envision a world where performance apparel transcends traditional boundaries, where every piece is meticulously engineered to excel in any environment.

- **Pioneering Innovation**

Our vision is to push the boundaries of apparel design by integrating cutting-edge engineering and the most advanced materials available on the market, resulting in products that set new standards for performance and functionality.

- **Empowering the Individual**

At ISAORA, our vision extends beyond mere clothing; we aim to empower individuals to break free from societal norms and forge their own paths. Our apparel is designed for the modern man who dares to challenge conventions, making his own rules as he explores the world.



# VISION, VALUES, VELOCITY

- **Cultivating a Community of Adventurers**

Our vision is to cultivate a community of like-minded individuals who share a passion for exploration, technology, art, and adventure. ISAORA isn't just a brand; it's a lifestyle embraced by those who seek excitement, challenge, and self-expression.

- **Global Impact, Personal Connection**

We envision a brand that makes a global impact while maintaining a personal connection with each wearer. Our apparel is designed to resonate with individuals on a personal level, reflecting their values, aspirations, and lifestyles.

- **Uncompromising Excellence**

Our vision is to maintain the highest standards across all aspects, ensuring our apparel empowers individuals to triumph in any endeavor.



**LEADER** TRAVELLER **FREE** **INDIVIDUAL** EXCITED BRAVE UNITY-MINDED  
TECHNOPHILE LOVER **PASSIONATE** CREATIVE **PURPOSEFUL** HONEST ARTIST  
FREE SPIRITED **AUTHENTIC** INVENTOR **HUMBLE** DIVINE CARNAL **AFFECTIONAL**  
**ADVENTUROUS** INNOVATIVE **AESTHICAL** FREE-THINKER **KIND URBAN**

TECH

Bobby Murphy  
Mark Zuckerberg  
Joshua Kushner  
Elon Musk

ART & DESIGN

Refik Anadol  
Antonio Aricò  
Ma Yansong  
Brian Donnelly

MUSICIAN & ACTOR

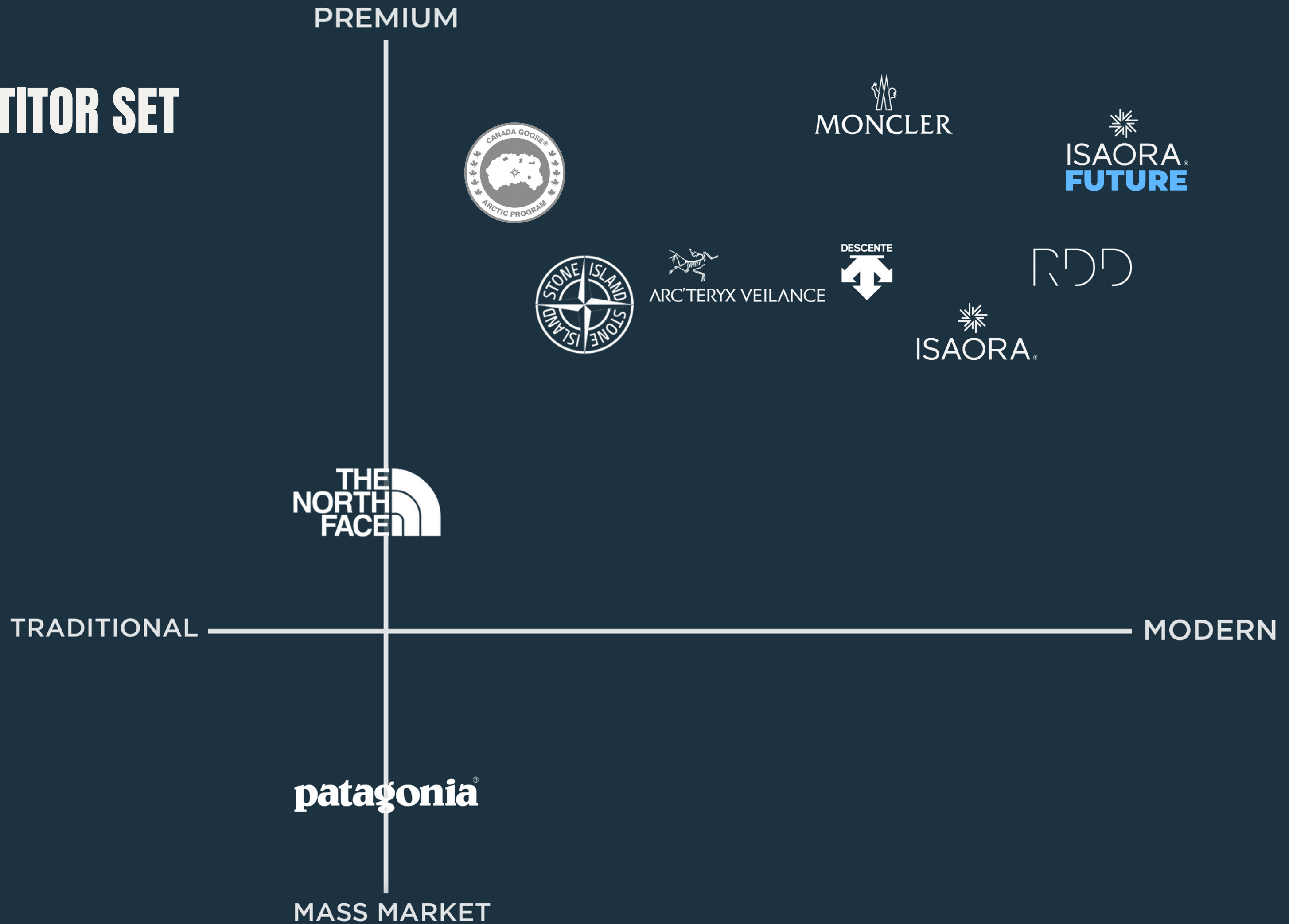
Jakub Józef Orliński  
Timothée Chalamet  
Pharrell Williams  
Branford Marsalis

SPORTS

Alexander Zverev  
Tom Brady  
Esapekka Lappi  
Wilfredo León



# COMPETITOR SET



# SUSTAINABLE GROWTH

## PRODUCT

- 12 - 15 core styles/per season / 4 seasons
- Seasonal limited edition capsule collections for regular newness
- 18 month product development calendar

## PRICING & SALES STRATEGY

- Increase prices
- Increase margins to 70% +
- Insure entry level and high end product for each category
- Replace multi-week sales model with off-calendar flash sales model

## RETAIL

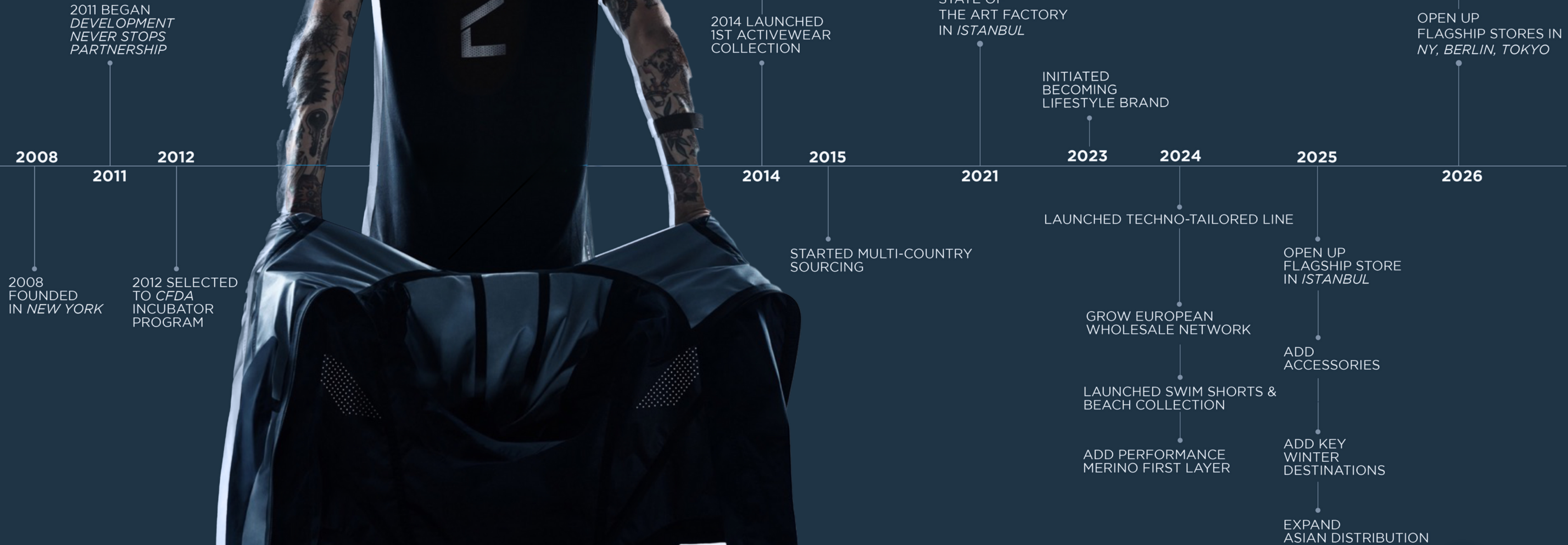
- Grow wholesale network
- Open fall 2025 Pop-Up with plans for stand alone locations in 2025 and 2025
- Open SS24 Factory Outlet

## MARKETING & COMMUNICATION

- Establish clear narratives around core products through function, material, construction and innovation
- Craft articles and content for a stronger share of voice amongst industry leaders and outerwear enthusiastscommunity, tastemakers
- Partner with strong influencers to promote brand
- Test various digital marketing solutions through content, copy and targeting
- Constant flow of content instead of seasonal ad campaigns



# TIMELINE





# PRODUCT ASSORTMENT

## NEXT STEPS 2025

1

SS25

PRODUCT

1. Review existing collection and inventory
2. Select 12 - 15 styles based on new collections and categories structure
2. Produce existing styles in new colors - celebrity seeding and content newness
3. Restyle and reshoot on Model PDP

2

CONTENT

4. Shoot product still lifes
6. Mini campaign

3

MARKETING

7. Influencer Seeding
8. Ongoing original content around ISAORA as a premiere Outerwear brand

4

AW25

1. Review existing collection and establish a 12 - 15 style across Outer layer, Mid Layer, Base Layer
2. Establish a cohesive look and feel across, materials, details, finishes and on product branding
3. Create 2 - 4 core jackets with main stream potential [systems?]



# FAIRS IN 2024

## WE ATTENDED

- Pitti Immagine Uomo - JAN
- SEEK Berlin - JAN
- TRANOÏ: Men - JAN
- Athens Fashion Trade Show - JAN
- Project Las Vegas / MAGIC - FEB
- Collection Première Moscow - FEB
- JUMBLE Tokyo - MAR

## WE WILL ATTEND

- Pitti Immagine Uomo - JUNE
- TRANOÏ: Men - JUNE
- SEEK Berlin - JULY
- REVOLVER CIFF - AUG
- Project Las Vegas / MAGIC - AUG
- Collection Première Moscow - AUG
- JUMBLE Tokyo - AUG
- Athens Fashion Trade Show - SEP



# MEDIA MEMOIRS AND TOMORROW'S HEADLINES

- Esquire
- GQ
- Vogue
- Elle
- Hypebeast.com
- Highsnobiety.com
- Who What Wear
- Based Istanbul No.43
- SOBER No.2
- Magnet Quarterly
- GQ Hype
- L'officiel
- JDEED Magazine
- The Art Newspaper
- Business of Fashion
- Harper's Bazaar
- InStyle
- Wallpaper
- Janti Magazine
- PORTER
- Visual Pleasure Magazine
- Marie Claire
- i-D
- New York Times Fashion
- W Magazine
- Coveteur
- Numéro
- MODEM



**Thank you.**

