



THE
BEAR
HOUSE



ABOUT THE BEAR HOUSE

An everyday omnichannel
aspirational fashion brand, built
around creating an elevated core
that transcends seasonal trends with
minimalist European-inspired
styles, focusing on a seamless blend
of sophistication and comfort

RISE
STARS

No 1

Hypermart chain store
in Asia Pacific

No 1

in the Brand channel

* According to the surveying data source





OUR BRAND ETHOS

01

From where a leaf sprouts, creating an elevated core, here is where that identity takes its form and grows. Handwritten, personal details.

02

Our mission is to be an all-encompassing global fashion apparel brand, why not let the most challenging part be reality.

03

Driven by the beauty of the form, the story above is a juxtaposition of minimalist and maximalist approach.

04

The brand takes its core authenticity as manifest elements of design in individual garments, keeping the lines clean, unobscured, and utilitarian.

FOCUSING ON THE URBAN AND SEMI-URBAN MILLENNIALS



DEMOGRAPHIC

18-35 year old urban Indian Male



LOCATION

Mumbai, Tier 1 & Tier 2 Cities



PROFESSION

Working Professionals, Budding Individuals, College Students



INCOME

Income over Rs.10 L per annum or above



Angadwadekar Siddhant

Senior Software Engineer at a leading technology company | Mumbai, India | 2018

I am an urban, educated, and ambitious individual who is looking for a challenging job opportunity in the field of software development. I have a strong background in computer science and have completed my undergraduate and postgraduate studies from a reputed institution. I am currently working as a Senior Software Engineer at a leading technology company, where I have gained valuable experience in developing and maintaining large-scale web applications. I am looking for a new challenge and growth opportunities in a dynamic and innovative environment.

Skills: Java, Python, JavaScript, React, Node.js, AWS, Docker, Kubernetes, DevOps, Agile, Team Leadership, Problem Solving, Communication, and a strong passion for learning and growth.



JOURNEY SO FAR



AND OUR UNIQUE POSITIONING



- **Pre-Defined Fashion Core – Elevated Core**
- Launched 200+ stores just month
- **Define Your Brand** at every price point and style, and which type
- **Focus on Everyting Fashion** – Open-Style Fashion
- **Launched on seamless and organic** pricing strategy, demonstrated that efficiency goes for the long-term.

How the brand's strategy is defined by its core values and its mission statement, which is to create a sustainable and profitable business while maintaining a strong commitment to the environment and social responsibility.



OFFERING **FASHION SOLUTIONS** FOR THE 9 TO 9 MEN'S WARDROBE



The Beer Store offers 10 plus categories with 1000's of items to complete 9 to 9 men's wardrobe.

THROUGH OUR OMNICHANNEL PLAY



140K

94

4.8

40

9.57 M

11 Amazon App Downloads

171 Amazon 5 Star

171 App Downloads

WITH STRONG TRACTION



Company Wise Revenue Split



Channel Wise Revenue Split



100% Revenue Split (100%) 100% Revenue Split (100%) 100% Revenue Split (100%)

WITH A LARGE AND GROWING MARKET



Online vs Offline Retail sales in India



• Increase in
urbanization &
middle families

• Increase in Per Capita
Consumption Spending from 100 K to 500 K

• Increase in awareness
panorawide in India

• Influence of
international brands

OFFLINE EXPANSION STRATEGY



Expansion Strategy & Impact



Building



Building



Building



Building



Building



Building



STORE FACADE



CURRENT OPERATIONAL STORES: DIABATVA CITY HALL, BENGALURU



BANJARA HILLS ROAD NO. 1, HYDERABAD

STORE FACADE

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THE BEAR HOUSE





Executed by a team of professionals...



Senior Management Team



Marsh Swartz | Co-Founder & CEO

- Founded **Maximize8 Sports**, the multi-sport training center for youth athletes in the West Coast.
- Founded **Swartz Sports & Training** from 2008 to 2014, which had 2000 employees providing 50 sports training camps per season.
- President for **Wings, Zero Latency, CA**.



Tarek Swartz | Co-Founder

- Graduated with a degree in **Mass Media & C. College**.
- Mastered in **Public Relations & Journalism**.
- Founder of **Maximize8 Sports & Training**.
- Has worked for various major US companies managing planning & consulting at **Clearwater**.

Target Sports / Client Base



Sports / Training Base



Other Sports / Client Base



Other Sports / Client Base



110

Employees



40

Countries



34

Sports & Training



8

Leagues



4

World Cups

Powered by Strong Executive Team

