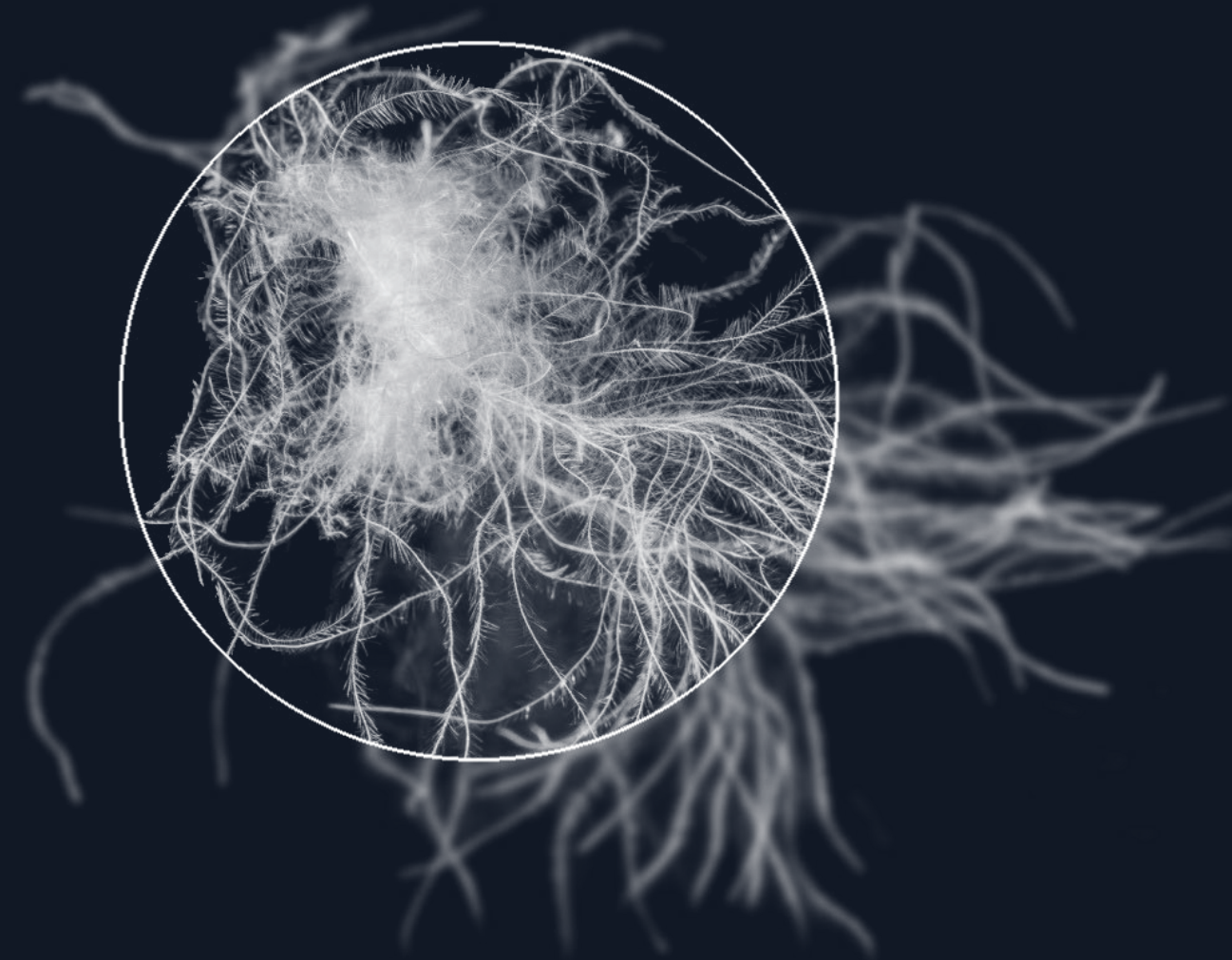




iMIRROR RETAIL CONCEPT



EXPERIENCE THE FUTURE OF DOWN.

ALLIED
FEATHER & DOWN



EXPERIENCE THE FUTURE OF DOWN

Using ALLIED's unparalleled traceability, we have combined the efforts of some of the most innovative retail technology companies to produce a new level of consumer engagement around one of the world's most misunderstood insulations.

Combining social media content, brand initiatives and traceability, we are able to provide an engaging, interactive and educational experience that not only brings value to those products that feature ALLIED down, but to our partners' brand equity who feature down products in their collections.

Introducing the ALLIED Optix iMirror.

ALLIED

FEATHER & DOWN

SEE THE FUTURE OF DOWN

TOUCH PRODUCT TO SCANNER ON RIGHT AND EXPERIENCE THE FUTURE OF DOWN · TOUCH PRODUCT TO

5 - MONCLER
Craig
Green



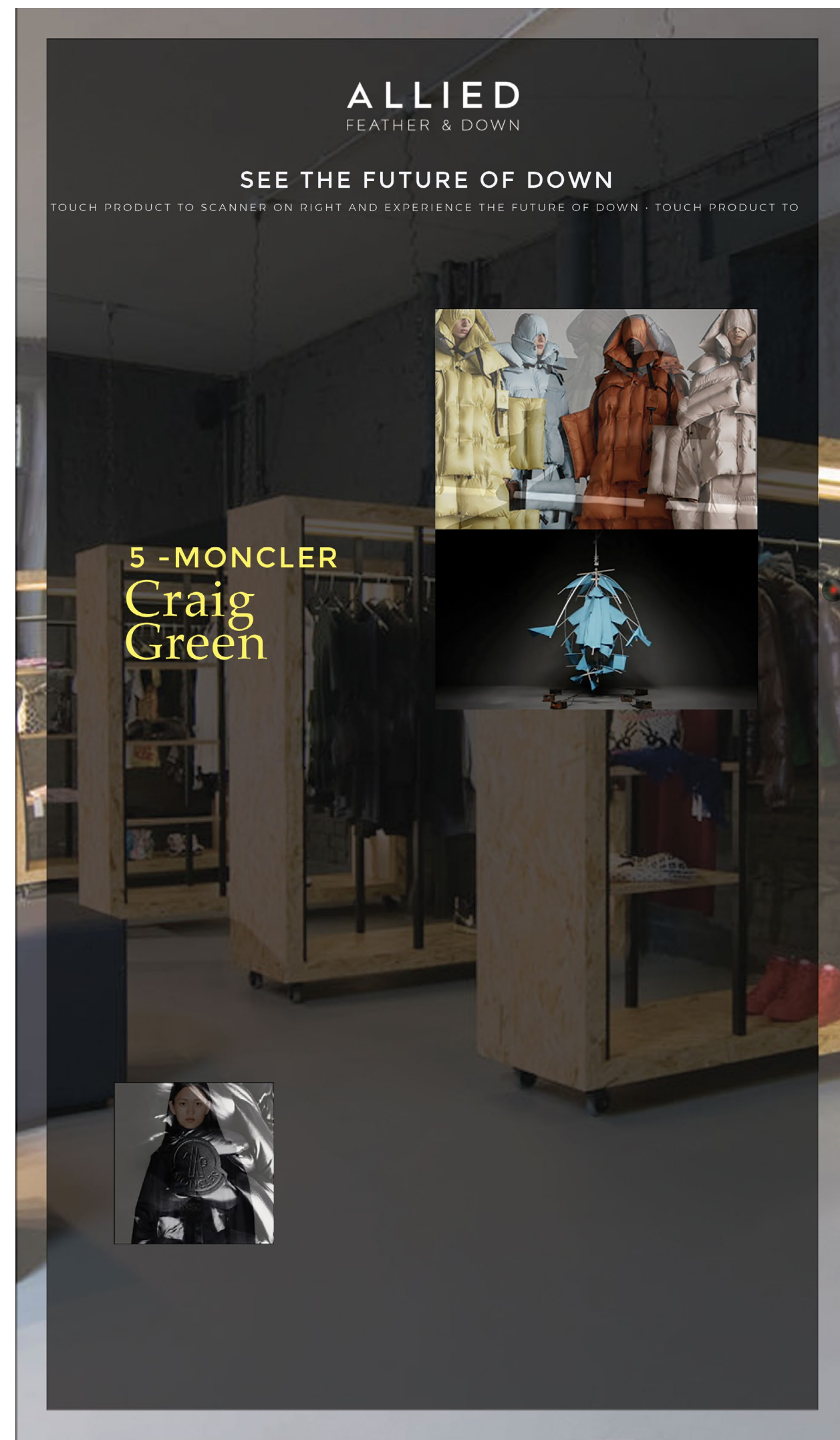


ALLIED

FEATHER & DOWN

SEE THE FUTURE OF DOWN

AFFIRMATIVE. Your down has been read.



HOMEPAGE BRAND EXPERIENCE

The Optix mirror has the ability to create a unique brand experience even before the first product is put on. Different combinations of the branded and unbranded content can be pre-loaded or pulled in real time.

SOCIAL MEDIA FEED

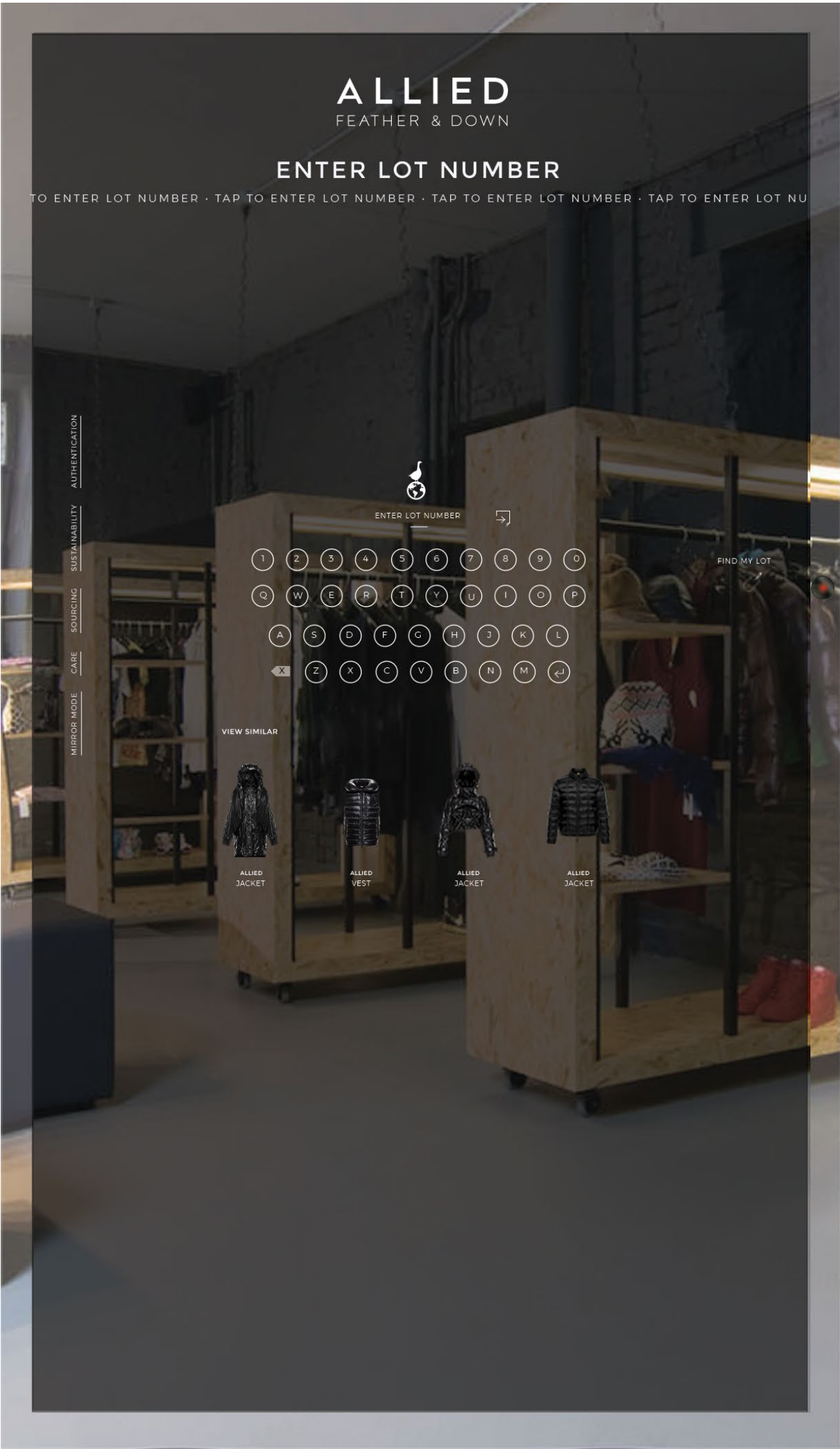
BRANDED VIDEO CONTENT

PRODUCT IDENTIFICATION (WITH RFID)

FEATURED PRODUCTS OR COLLECTIONS

ADDITIONAL PRODUCT RECOMMENDATIONS

The homepage can be activated when someone approaches or left running. Level of brand and product engagement can be determined by brand and technology partners involved.



LOT No. ENTRY FOR IN-DEPTH REVIEW

Successful scan will trigger a verification video based on the taggant read. Following the video, user will be directed to screen where they can enter the lot number found on the product for more in-depth information on the material.

LOT NUMBER ENTRY FOR ACCESS TO ALLIED TRACKMYDOWN DATABASE

ADDITIONAL PRODUCT RECOMMENDATIONS BASED ON TAGGANT READ

This page is rendered unnecessary if RFID is able to be incorporated. With RFID, the exact lot number can be written into the RFID chip and directed straight to the lot page.



DOWN LOT REVIEW

Upon successful lot entry, users will find all the relevant information about the down used in that exact product. Each element can be reviewed in further detail by touching on that part of the mirror.

VERIFIED FINAL FILL POWER

SOURCING REGION

SOURCING REGION

CLEANLINESS / QUALITY

CERTIFICATION FOR ANIMAL WELFARE AND SUSTAINABILITY

CARE INFORMATION

ADDITIONAL PRODUCT RECOMMENDATIONS

Additional product recommendations can be based on any one of the data points here or on the initial taggant read. If RFID is incorporated, the additional recommendations section can reference the product in front of the mirror.





PRODUCT RECOMMENDATIONS

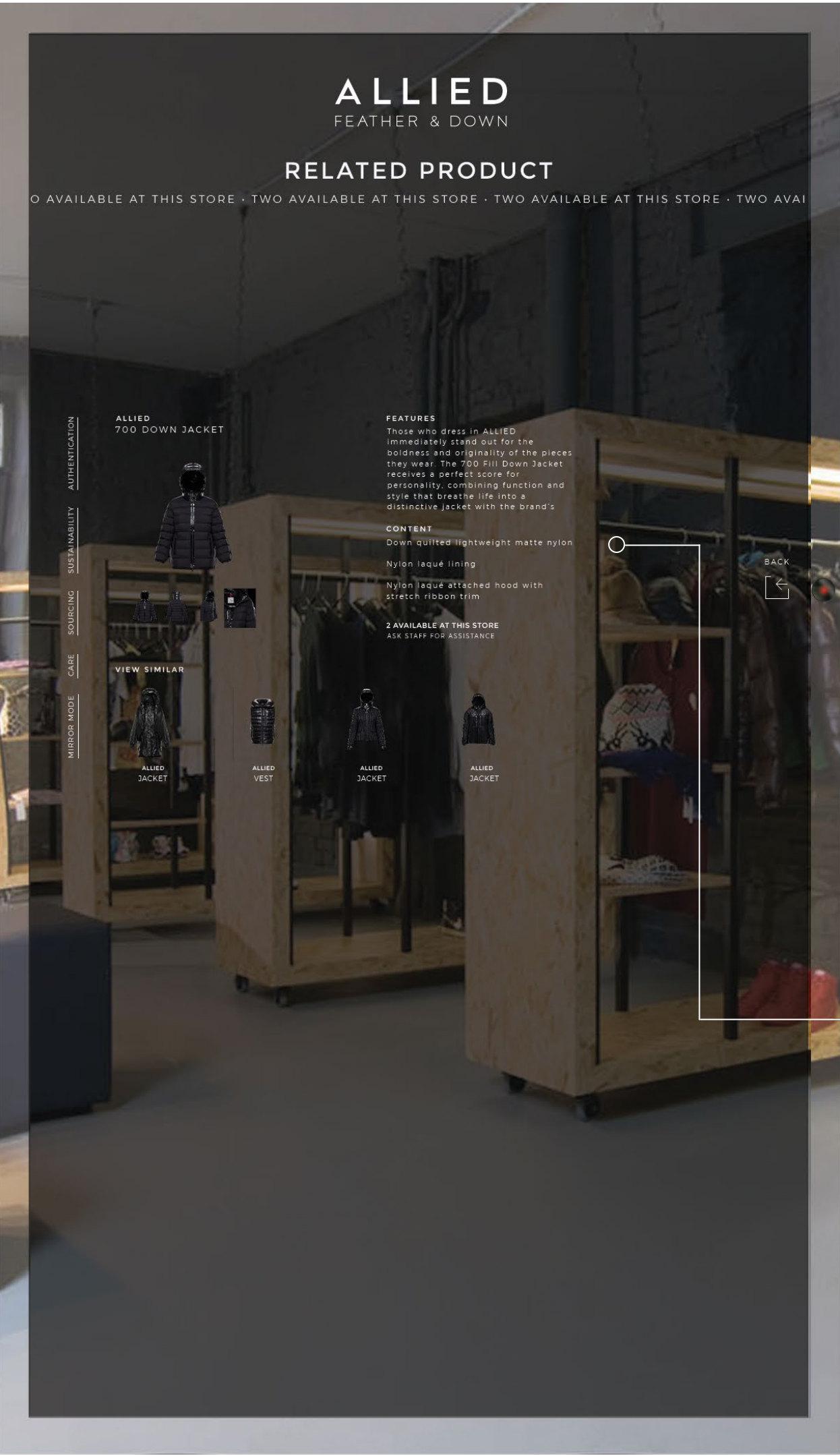
Included throughout, mirror can draw additional product recommendations based on current season and inventory.

PRODUCT RECOMMENDATIONS CAN BE BASED ON ANY PARAMETERS:

SIMILAR QUALITY / FILL POWER

SIMILAR PRODUCT LINES / SAME TAGGANTS READ

With the incorporation of RFID, the product being viewed could suggest accompanying accessories and products related. It would also know the size being tried on and potentially tie in to showroom inventory for alternate sizes and call a showroom representative with a different size if needed.



PRODUCT INFORMATION / PURCHASE FROM MIRROR

The Optix mirror can tie into current inventory management systems and not only recommend products, but have products be purchased directly from the mirror.

LEARN MORE ABOUT EVERY DETAIL OF THE PRODUCT BEING WORN IN FRONT OF THE MIRROR

EXPLORE OTHER COLORWAYS AND SIZE OPTIONS AVAILABLE

ORDER DIRECTLY FROM MIRROR EXPANDING IN-STORE INVENTORY TO INCLUDE E-COMMERCE





INFORMATIVE NAVIGATION / AUTHENTICATION

A present navigation bar on the left allows the user to learn more overview / brand information.

ALLOWS FOR USERS TO POTENTIALLY AUTHENTICATE PRODUCTS FROM THE INSIDE OUT

BRAND STORY - FEATURING THE IMPORTANCE OF DOWN

WHY AUTHENTICATION IS IMPORTANT

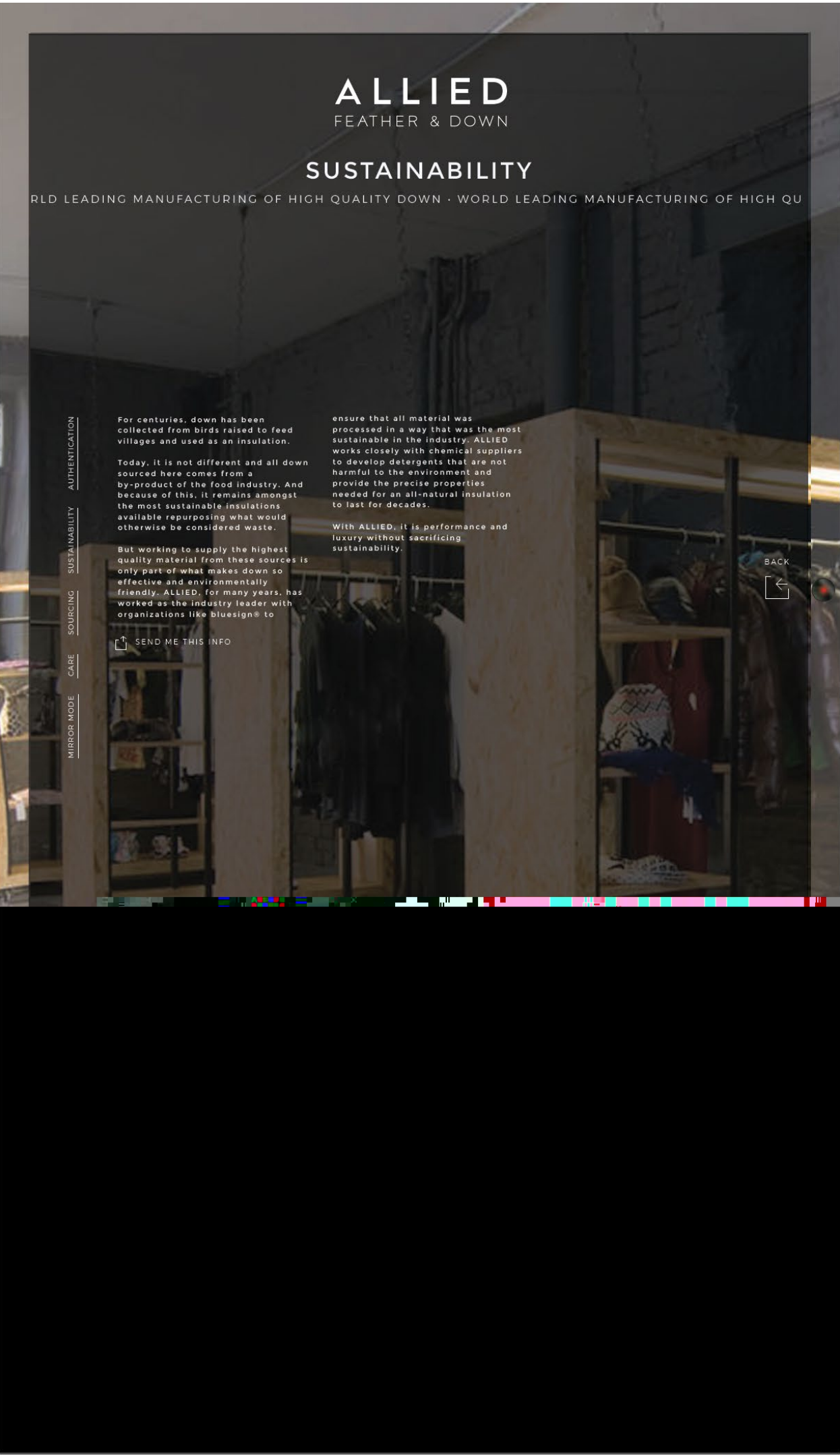


INFORMATIVE NAVIGATION / SOURCING

A present navigation bar on the left allows the user to learn more overview / brand information.

OVERVIEW OF RESPONSIBLE SOURCING INITIATIVES

INFORMATION ON APPROPRIATE SOURCING CERTIFICATES USED BY BRAND



INFORMATIVE NAVIGATION / SUSTAINABILITY

A present navigation bar on the left allows the user to learn more overview / brand information.

IMPORTANCE OF PROCESSING

GENERAL INFORMATION ON THE OVERALL SUSTAINABLE NATURE OF DOWN

INFORMATION ON ALLIED'S SUSTAINABLE PROCESSING METHODS



INFORMATIVE NAVIGATION / CARE

A present navigation bar on the left allows the user to learn more overview / brand information.

OVERVIEW ON BEST WAY TO CARE FOR DOWN PRODUCTS

LINK TO PURCHASE ALLIED DOWN WASH

For additional questions and to set up a webinar to discuss further possibilities, please contact:

Matthew Betcher, Creative and Marketing Director
ALLIED Feather & Down

matthewbetcher@alliedfeather.net
323.581.5677 x290

All media inquiries can be sent to Scott Kaier at scott@formidable-media.com

ALLIED
FEATHER & DOWN