



**GILT**  
G R O U P E



# WHAT IS GILT?

*“GILT Groupe...the online shopping phenomenon...”*

**VOGUE**

# WHAT IS GILT?

## INVITATION-ONLY SHOPPING

GILT Groupe provides access, by invitation only, to **coveted women's, men's, beauty, children's and home luxury brands at insider prices.**

Each sale lasts 36 hours and features hand-selected styles from a single designer. From Dolce & Gabbana to John Varvatos to Frette to Bonpoint, we offer a selection of merchandise at a range of prices.

## ADVANCE PREVIEW

To introduce each brand, our **designer bios and editorial photos give you a preview** of upcoming sales and must-have pieces.

## BE THERE, BE EARLY

All sales take place only on **GILT.com** and our full collection of merchandise is always available at the start of the sale.



# GILT'S MODEL

## VIRAL MARKETING

Invitation-only model

Member rewards for referrals

## APPOINTMENT SHOPPING

Daily emails alert members when sales begin

Majority of sales occur within 2 hours

## CALL-TO-ACTION

Items added to cart have 10min time limit

Inventory sells fast: hesitate and you miss out

## ENGAGEMENT

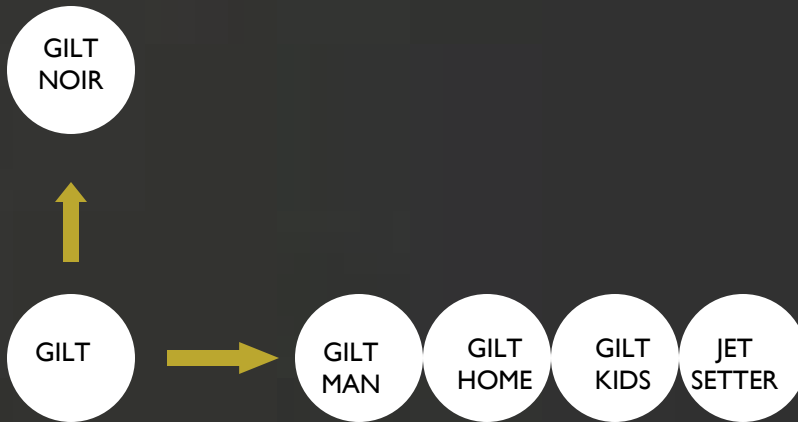
Most members visit sales more than once a month; many come every day

Members engage in competitive shopping and celebrate having “won” a coveted item



# GILT GROUPE AT A GLANCE

Core GILT Ultimate Luxury



Number of GILT Groupe members:  
**2M+**

Total number of brands sold to date:  
**700+**

Global employees (US and Japan):  
**nearly 400**

Fastest time to sell-out in a single sale:  
**1h 12mins**

Number of orders processed in a typical business week: **46,000**

Number of customers that we speak to directly every week: **9,000**

Average number of visits to GILT.com between 12pm – 1pm on a week day:  
**100,000**

# GILT GROUPE MERCHANDISE CATEGORIES

## GILT

Designer ready to wear  
Contemporary ready to wear  
Designer footwear & accessories  
Contemporary footwear & accessories  
Fine jewelry  
Costume jewelry  
Beauty  
Services

## GILT MAN

Designer ready to wear  
Contemporary ready accessories  
Contemporary footwear to wear  
Designer footwear & & accessories  
Sports gear  
Gadgets  
Grooming & Skincare  
Services

## GILT HOME

Home décor  
Dining & Tabletop  
Entertaining & Barware  
Bed & Bath  
Kitchen  
Gourmet  
Gifts  
Furniture

## GILT KIDS

Apparel  
Accessories  
Toys  
Furniture

## JETSETTER

Travel experiences



# GILT OFFERS A UNIQUE GROWTH OPPORTUNITY FOR BRAND PARTNERS

WE GIVE OUR BRAND PARTNERS ACCESS TO OUR GREATEST ASSET: OUR MEMBERS

Our brand partners can capture an **engaged audience of online shoppers** and turn an interaction on GILT.com into a **customer acquisition opportunity**

- Expand reach to new geographies, new age groups, and more

Our **flexible model** enables partners to **decide how they want to interact with members**:

- Broad reach events available to our entire membership base – maximum exposure
- Private events targeted to a pre-defined segment of our membership base – narrow exposure to help achieve specific brand objectives

# GILT UNDERSTANDS THE VALUE OF A BRAND

## DESIRABILITY

Our team has created a **luxurious online destination** that matches our **brand partners' market positioning**.

We are committed to **maintaining each designer's aesthetic** and **protecting their brand equity**.

We allow only the best creative inputs, for the best creative output:

- Top notch in-house creative team driving all creative elements
- Models from the best agencies in New York
- High fashion editorial photography
- Leading web design team

## DISCRETION

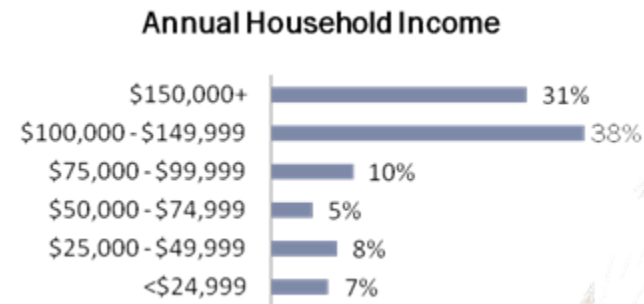
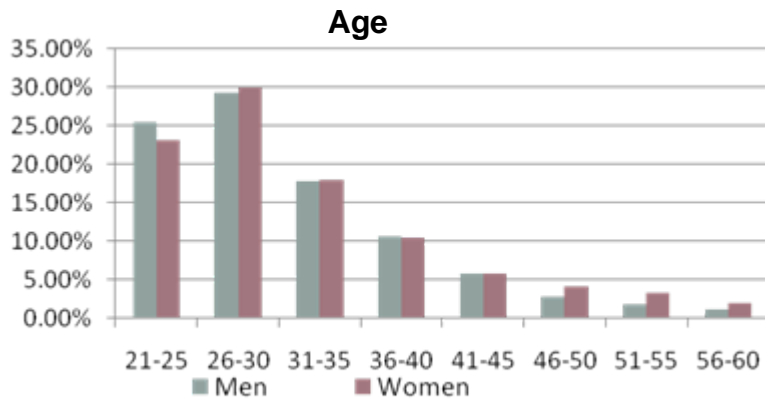
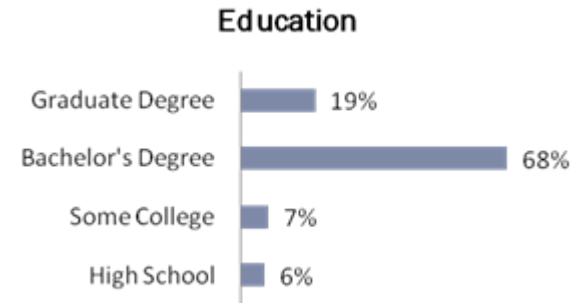
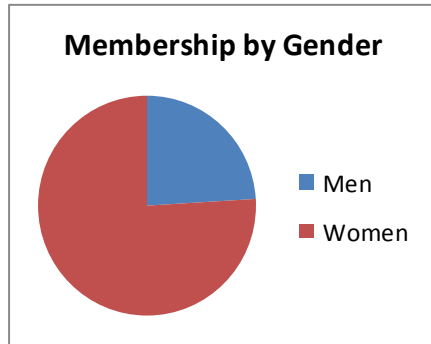
- Only members can access our sales



# WHO IS THE GILT GROUPE CUSTOMER?

## MORE THAN 2 MILLION MEMBERS

GILT customers are young, educated, fashion enthusiasts with the means to indulge their passion



# GILT SUNGLASSES BUSINESS IS GROWING

- Over 27K customers have purchased over 40K sunglasses
- 1/3 of sunglasses purchased were made from customers between 20-29 years of age
- 60% of those who have purchased sunglasses are women
- Gilt has existing relationships with 36 brands
  - Women: 27 brands
  - Men: 19 brands
- One brand has sold \$1M+ in Gilt retail in less than one year
- Average sunglass prices on Gilt.com range from \$40.00 - \$217.00

# PRODUCT PAGES PROVIDE IMPORTANT DETAILS

Welcome Nate (Sign Out) Account + Invite Friends Blog Help Feedback Notifications Cart (0)


SALES GIFTS **Noir** GILT FUSE JETSETTER

## Paul Smith and Mosley Tribes Sunglasses

SALE STARTS 4/7 NOON EST

[Click here for sale page](#) [EMAIL TO FRIEND](#)

### SYNDICATE PLASTIC SUNGLASSES



Size: N/A

Color: Espresso Brown Polar

**GILT PRICE \$68.00**

ORIGINAL PRICE \$160.00

Estimated Delivery Mon 3/22/10 to Wed 3/24/10

[Buy Now](#)

**SIZING**


**STYLE INFORMATION #SYNDICATE LRGE PLAS**  
Syndicate large Zyl Plastic rectangular wrap around sunglasses.  
\* Signature metal log inlay on temples.  
\* CR-39 polarized lenses.  
**BRAND:** Mosley Tribes

**COLOR:** Espresso Brown Polar  
**MATERIAL:** Zyl Plastic  
**FIT:** Single Lens Width: 65 mm, Distance Between Lenses: 17 mm, Temple Length: 115 mm.  
**ORIGIN:** Imported

**AUTHENTICITY GUARANTEED:**  
We guarantee that Gilt is authorized to sell this product. Every brand that we sell is the label it promises to be.

**RETURN POLICY:**  
This item is final sale and non-returnable.

**YOU WOULD ALSO LOVE:**

 **Gilt E-Gift Card**  
Our e-gift card is always in fashion. Signed, sealed, and delivered to your friend's inbox within 24 hours.

[Buy Now](#)

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RETURN POLICY SHIPPING & TAX TERMS OF SERVICE PRIVACY  
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# TOP SELLING BRANDS ON GILT


## Top Brands

Oliver Peoples

Mosley Tribes

Paul Smith

Robert Marc



SYNDICATE PLASTIC  
SUNGLASSES

**\$68 GILT MAN**  
\$180 RETAIL

[VIEW NOW](#)

# WHY DIGITAL SHOULD BE AN IMPORTANT PART OF YOUR BUSINESS

## **DATA**

Who are your customers

Where do they live

What products are driving sales

## **VIRAL**

The Internet is a phenomenal marketing channel

Social sites facilitate your customers to share with one another

## **ENGAGEMENT**

This medium promotes engagement unlike any other medium

Satisfying web site experiences make consumers want to come back day after day

**FOCUS ON WHAT YOU CAN DO ONLINE THAT  
YOU CAN'T DO OFFLINE**

QUESTIONS?

**Sign Up Today:**

**[www.giltman.com/vision](http://www.giltman.com/vision)**