



BRAND OVERVIEW: COOL STYLE GIRL, LLC

Why Cool Style Girl?

As today's girls transition from adolescence into "tween-hood," their thoughts and activities are focused on **Friends & Fashion**. It's an exciting time of transition during which friends and fashion preferences can change at the blink of an eye. It's also a time during which tweens are trying to balance their authentic self with a sense of belonging, while their moms are looking for new ways to relate to their daughters' changing styles and preserve a strong mother-daughter bond.

About the Cool Style Girl Brand

Cool Style Girl is a fashion forward, age appropriate clothing brand that's all about today's tween girls, ages 8 to 12. Through two T-shirt collections, Cool Style Girl represents the values that are missing in much of 21st century fashion and using fashion as a bridge to strengthen bonds between mothers and their tween daughters.

We're a brand with a message for today's girls: "You rock! You're cool! And, you're not alone! Your values are not lame...there is a place for the standards that are important to you, and it's here:

- Appreciating your **inner beauty**;
- Fighting for your **self-respect** (and for the respect of others);
- Believing in the virtue of **honesty**; and
- Committing to the value of **loyalty**...in everything you do."

About Today's Cool Style Girls

Girls of the 21st century are extremely unique...unlike tweens and teenagers in any other era.

- **They know all about technology at very early ages**—mastering cell phones, DVD players and even remote control programming by the age of eight.
- **They're confident and opinionated**—today's girls know what they like, go after what they want and share their opinions and ideas with confidence.
- And, from eating disorders and cyber bullying to STDs and "sexting," **they're dealing with far greater and far more intense challenges** than their mothers and grandmothers ever imagined.

More than anything, girls of today value their individuality. Tall or short, blonde or brunette, sporty or trendy, the 21st century girl is naturally comfortable in her own skin—but **every day she struggles** to remain confident in that individuality and stay true to the values she holds dear. **Every day she wakes up to a world that says** beauty is indeed skin-deep, self-respect is for sale, honesty is optional and loyalty is fleeting.

Cool Style Girl provides the fashion, community and friendships that give today's girls permission to see themselves as beautiful; to respect themselves and demand respect from others; to be true to themselves; and to be loyal to others.

