

LANDAU

LONDON

NEW YORK

BEVERLY HILLS



Atlanta

Las Vegas

Boston

Short Hills

LANDAU

Troy

THE WORLD'S LARGEST CHAIN OF ELEGANT DESIGNER JEWELRY BOUTIQUES

Whether on Bond Street in London, Madison Avenue, Trump Tower or The Waldorf Astoria in New York City, Copley Place in Boston or The Forum Shops in Las Vegas, every Landau boutique is located in the most exclusive of shopping venues, and set amidst the world's finest retailers ~ Armani, Bulgari, Prada, Hermes, Tiffany and others.

Chicago

New York

Dallas

Miami

Houston

Los Angeles



LANDAU CUSTOMER DEMOGRAPHIC

Customer Profile:

Shopping Centers: 94% Self-Purchasing Women
Hotels: 61% Men, 39% Women
Casinos: 36% Men, 64% Women
Airports: 73% Men, 27% Women

Avg. Age:

34 to 58

Avg. Household Income:

175,000 +

Vehicles Most Recently Purchases:

SUV, Lexus, Mercedes

Magazine Subscriptions:

Town & Country, In-Style, Vanity Fair, People

Stores Most Frequented in last 12 Months:

Neiman Marcus
Saks Fifth Avenue
J. Crew
Target

Last Fine Jewelry Purchase:

Tiffany
Cartier
Bulgari
Local Jeweler



MISSION

From the day Landau opened its first boutique on exclusive Worth Avenue in Palm Beach, Florida, over 25 years ago, we have focused intently on providing impeccable service and a most fashionable setting in which to view the finest and most comprehensive collection of designer jewelry.

Landau creates an ambiance of style, sophistication and luxury, and couples it with unparalleled merchandising and exemplary customer service.

To this day, our buyers continually travel the world searching for the most exquisite designs.

The Landau customer demands this attention to detail, as they are among the most discerning and refined.



Somerset Collection

Houston Galleria

Short Hills

Copley Place

The Westchester

Boca Town Center

SHOPPING CENTERS

Landau boutiques occupy the most prominent and visible locations within this nation's most exclusive shopping centers, typically situated in center court corner locations.

Landau has unquestionably distinguished itself with the **finest portfolio** of shopping center real estate in the country, more so than any other retail chain.

Market studies have repeatedly shown that the Landau customer is among the most sophisticated, well - traveled and affluent. Contrary to the notion that those who buy designer jewelry do so because they cannot afford fine jewelry, Landau's customers own jewelry from the most renowned fine jewelers, but prefer to leave it in a vault, and enjoy the flexibility and freedom from concern which Landau jewelry affords them.

It is precisely because the Landau customer is among the most refined, that our boutiques are located alongside the world's most elegant designers.

The average sales for a Landau boutique in a shopping center exceed \$1,700 per sq. ft.

Phipps Plaza

Millenia

Century City

Dallas Galleria

Time Warner Center

Watertown Place

LANDAU



Landau



Waldorf Astoria

Ritz Carlton

The Venetian

Hilton

HOTEL & CASINO BOUTIQUES

J.W. Marriott

Landau operates boutiques in many fine hotels and casinos and has worked with most of the largest and most successful hoteliers.

In many properties, Landau has identified **non-income producing space** (ex: empty walls, seating, planters, etc.) and created a retail boutique case unit within that space. Most are of unusual configuration, including several which are only 2 feet in depth. By creating these retail areas, the properties gain several key benefits:

1. Develop **BOTTOM-LINE INCOME** from space which previously produced nothing.
2. Enhance the ambiance of the property.
3. Create an additional amenity for the patrons, and enhance the overall guest experience.
4. Landau provides the property with elegant \$50 gift certificates to our boutique to present to every guest at check-in, as a welcoming gift from the hotel.

Landau assumes the responsibility for all costs associated with the design, construction and installation of the units.

There is no expense borne by the property! We are thoroughly flexible with regard to the design of the unit so as to blend harmoniously with each property. In fact, many Landau retail cases utilize the same materials as used throughout the lobby so as to appear that the unit had always intended to be placed there.

The average sales for a Landau boutique in a hotel or casino exceed \$12,000 per sq. ft.

MGM

Trump

Caesar's Palace

Hyatt

Paris





JFK

O'Hare

DFW

AIRPORT STORES

Whether in kiosks as small as 60 square feet, or in-line stores ranging in size from 160 square feet to over 1,000 square feet, Landau boutiques perform exceptionally well in the airport environment.

The look, price point and small size of the Landau product lends itself perfectly to the traveling customer constrained by carry-on luggage and a relatively brief timeframe in which to make the purchase decision.

Unlike airport based retailers, local jewelers and franchisees, Landau is a wholly owned national chain with stores in shopping centers and hotels throughout the country. As such, Landau provides the airport customer the reassurance of purchasing in an airport while maintaining the ability to return the item to a store near their home in the event of any issue or desire to exchange a gift. In this way, the airport customer benefits from Landau's unparalleled Lifetime Guarantee as does every other Landau customer.

The average sales for a Landau boutique in an airport exceed \$6,000 per sq. ft.

Houston

Newark

Logan

Philadelphia

Landau

EXHIBIT





DIAMONDESS™

AVAILABLE EXCLUSIVELY AT LANDAU BOUTIQUES

THE JEWELRY

Landau boutiques offer **the** finest collection of designer jewelry to be found anywhere in the world.

Each piece is crafted to exacting detail to **appear and wear** precisely as it would if it were fine jewelry. Craftsmen forge the casting, hand set **every** stone and polish the metal precisely as they do fine jewelry. There is absolutely **no way** the naked eye can distinguish a Landau peice from its fine jewelry counterpart. . . **except the price!**

It is because of this insistence upon exacting detail and relentless attention to quality that every Landau piece carries an unparalleled **LIFETIME GUARANTEE!**

Because the Landau customer is among the most sophisticated, well-traveled and affluent and owns jewelry from the world's most renowned designers of fine jewelry, they insist upon this quality and attention to detail. Our customers purchase Landau pieces not in lieu of their fine jewelry, but **in addition to** it. Often they wear their fine jewelry with Landau pieces.

Landau pieces offer our clients the flexibility of fashion and freedom from concern:

No needless trips to the vault

Carefree travel

No insurance payments

Going Green! No "blood" or "conflict" diamonds or strip mining for gems

Most importantly, if they tire of the look, they have not made a huge investment in the jewelry.

Jewelry is an accessory, not an investment. Like a handbag, pair of shoes, belt or scarf, jewelry is a fashion accessory which should provide its wearer maximum flexibility.

Now, Landau adds an entirely new twist on retailing and accessorizing jewelry with our **INCREDIBLE JEWELRY EXCHANGE.**

For a small fee, a customer may trade in their old Landau piece for an entirely new and different piece!

This has revolutionized the designer jewelry business in providing our customers incomparable fashion freedom!



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