



The 65 MCMLXV Story

Media Kit

About Me

My name is Juan E. Romero and I bring more than thirty years of fashion design and product development experience to my role as Owner of 65 MCMLXV. The formation of this New York City-based men's and women's sportswear lifestyle collection is the culmination of my apparel design career. I have worked for several large sportswear companies where I diligently honed my skills in fashion design, technical design and graphic design. I have merchandised and designed a wide variety of product categories for all tiers of distribution from mass to better department store.

In my current role as Creative Director at 65 MCMLXV, I am responsible for managing the entire Design and Merchandising process from conception to final production.

My extensive technical knowledge of fit, garment construction and styling coupled with my singular design aesthetic gives me a unique insight into what makes clothes both fashionable and wearable. I have a discerning eye for what is currently in style and have a knack for identifying future trends and how to effectively interpret them correctly for a variety of customers. I also appreciate the small details and how they affect the larger picture of culture and lifestyle for an ever-changing consumer.



I graduated Pratt Institute with a B.F.A. in Fashion Design. I am also an enthusiastic 4.0 tennis player and an avid traveler.

Vision & Mission

Who is the 65 MCMLXV customer?

- Someone who loves fashion and is looking for a way to express their unique personality through the clothes they wear.
- They are fun-loving and appreciate a witty double entendre or a tongue-in-cheek reference.
- Most of all they have a positive outlook on life and don't take themselves, or the world, too seriously!

Our mission is to help men and women express their individual style through fashion that is fun, positive and affirming even if they're not fashionistas.



Origins

What does the 65 MCMLXV logo represent?

MCMLXV is 1965 spelled out in Roman letters. This is the year that I was born. The 65 MCMLXV crest is a merging of several icons. The wings represent the wings of the Andean Condor on the left, and the wings of the American Eagle on the right. The yellow, blue and red colors on the left symbolize the colors of the flag of Ecuador, the country of my birth. The red, white and blue colors on the right symbolize the colors of the United States of America, of which I am a proud citizen. The symbol at the bottom of the shield is the Pisces symbol, my Zodiac sign.



Origins

The logo is an indelible mark, a tattoo, of sorts, that represents my immigrant background and Hispanic American heritage. It is this sensibility that informs my design aesthetic and I plan on incorporating this concept to make my future designs even more inclusive. In the future, I envision customizing the logo to include the national colors of countries from around the world to highlight other American immigrant experiences.



65 MCMLXV World Logos Evolution



Products

What products do we offer?

- Currently the line includes men's and women's graphic t-shirts as well as our men's jean, chino pant, chino short, vintage logo tee, fleece hoody and fleece sweat pant.
- We have added iPhone cases, men's & women's graphic tops, caps & beanies, dresses, skirts and leggings for women to increase the product assortment and plan to offer more styles in the future as demand grows.



Products

- The product is manufactured and imported from several different strategic international partners.
- We have expanded to include DTG (direct to garment) drop-shipping vendors from the United States including PrintAura and Printful.

STYLE IN GRAPHIC DETAIL



Distribution Channels

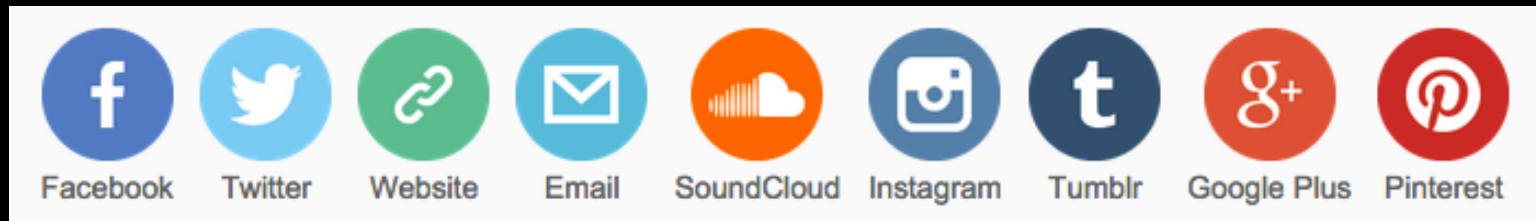
How will 65 MCMLXV reach its' target market? 65 MCMLXV will use the following channels of distribution to grow its' market penetration:

- **Affiliate Marketing-** 65 MCMLXV has partnered with shareasale.com to grow its' affiliate base and generate exposure and sales through affiliates around the world.
- **Pay Per Click Marketing-** 65 MCMLXV currently creates marketing campaigns on Google AdWords to drive traffic and generate sales on it's website.



Distribution Channels

- Social Media Marketing- 65 MCMLXV has established a presence on several social media platforms to generate exposure and create an engaged social community.
- Email Marketing- 65 MCMLXV uses Mad Mimi to create monthly email newsletters to communicate with existing and potential customers about upcoming sales, promotions and special events.



facebook for business

Mad Mimi

Distribution Channels

- Content Marketing- 65 MCMLXV posts regularly on our blog about fashion tips and trends at www.mcmlxv65.com in order to generate thought leadership and engagement with its' community.
- Online Marketplaces- 65 MCMLXV has several shops on third-party online marketplaces. Retail partners like amazon, eBay, and Etsy will increase its online sales & distribution.
- Future Channels of Distribution- 65 MCMLXV will explore wholesale avenues including selling to specialty stores and boutiques as well as participating in trade shows, trunk shows and pop-up shops.



Social Media

We're social! Connect with 65 MCMLXV on our social media pages:

- Blog: <http://www.mcmlxv65.com>
- Twitter: <http://twitter.com/65MCMLXV>
- Facebook: <http://www.facebook.com/65mcmlxv.JR>
- LinkedIn: <http://www.linkedin.com/company/northstar-designs-llc>
- Pinterest: <http://www.pinterest.com/65mcmlxv>
- SoundCloud: <http://www.soundcloud.com/65mcmlxv>
- Tumblr: www.65mcmlxv.tumblr.com
- YouTube: <http://www.youtube.com/user/northsar>
- Yelp*: <http://www.yelp.com/biz/65-mcmlxv-new-york-2>
- Instagram: <http://www.instagram.com/northstardesllc>

