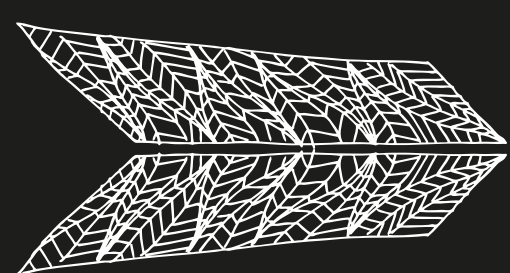


**BOHO  
HUNTER**  
SPARK



**BOHO HUNTER**

OUR  
STORY



# OUR STORY

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Launched officially in February of 2015, Boho Hunter was the first retail store in market with an exclusive Latin American Concept. It has become a Platform for launching Latin American talent in the US & abroad.

The Boho Hunter Brand has earned a following for its specific curated collection of Latin Brands & is a shopping destination for women looking for sophisticated and unique pieces that represent the best of the region.

**BOHO  
HUNTER  
BY NUMBERS**

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# BOHO HUNTER

BY NUMBERS

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## LOCATIONS: 5

Miami, Florida

- Wynwood (flagship)
- South Miami
- Esplanade Mall Aventura (Opening October 2022)

International

- Caracas, Venezuela (Corner inside Multi-Brand store, ISKIA)
- Online Shop ([bohohunter.com](http://bohohunter.com))



## BRANDS: +80

(ACROSS 8 COUNTRIES)

Many brands that started selling at Boho Hunter, have gone on to expand to sell in other premier retailers such as: Moda Operandi, NET-A-PORTER, Saks Fifth Avenue, Fashionkind among others.

### These brands include:

- Maygel Coronel / @maygelcoronelofficial / Cartagena, Colombia
- No Pise La Grama / @nopiselgrama / Caracas, Venezuela
- Juan de Dios / @juandedios / Bogota, Colombia

# BOHO HUNTER

BY NUMBERS

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## REACH:

**+124K** Organic Instagram Followers (40% US Based & Over 70% between the ages of 25 to 44)

**+12K** Email Subscribers Worldwide

**+50K** Monthly Website Visitors (82% US Based)

**+8** Yearly Pop Ups in Mexico City, Los Angeles, Dallas, Houston, among others.



## PRESS FEATURES:

- Vogue Magazine
- InStyle Magazine
- Goop
- Conde Nast Traveller Magazine
- New York Post
- American Airlines Magazine
- New Times Readers' Choice Award for Best Womenswear Boutique in Miami
- Selected among the most successful small business by Entrepreneur Magazine

Condé Nast  
**Traveler**

**goop**

InStyle

**NEWYORKPOST**

**VOGUE**

**THE  
WHY**

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# THE WHY

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“The only constant in commerce is change.”

– The future of Commerce by SHOPIFY

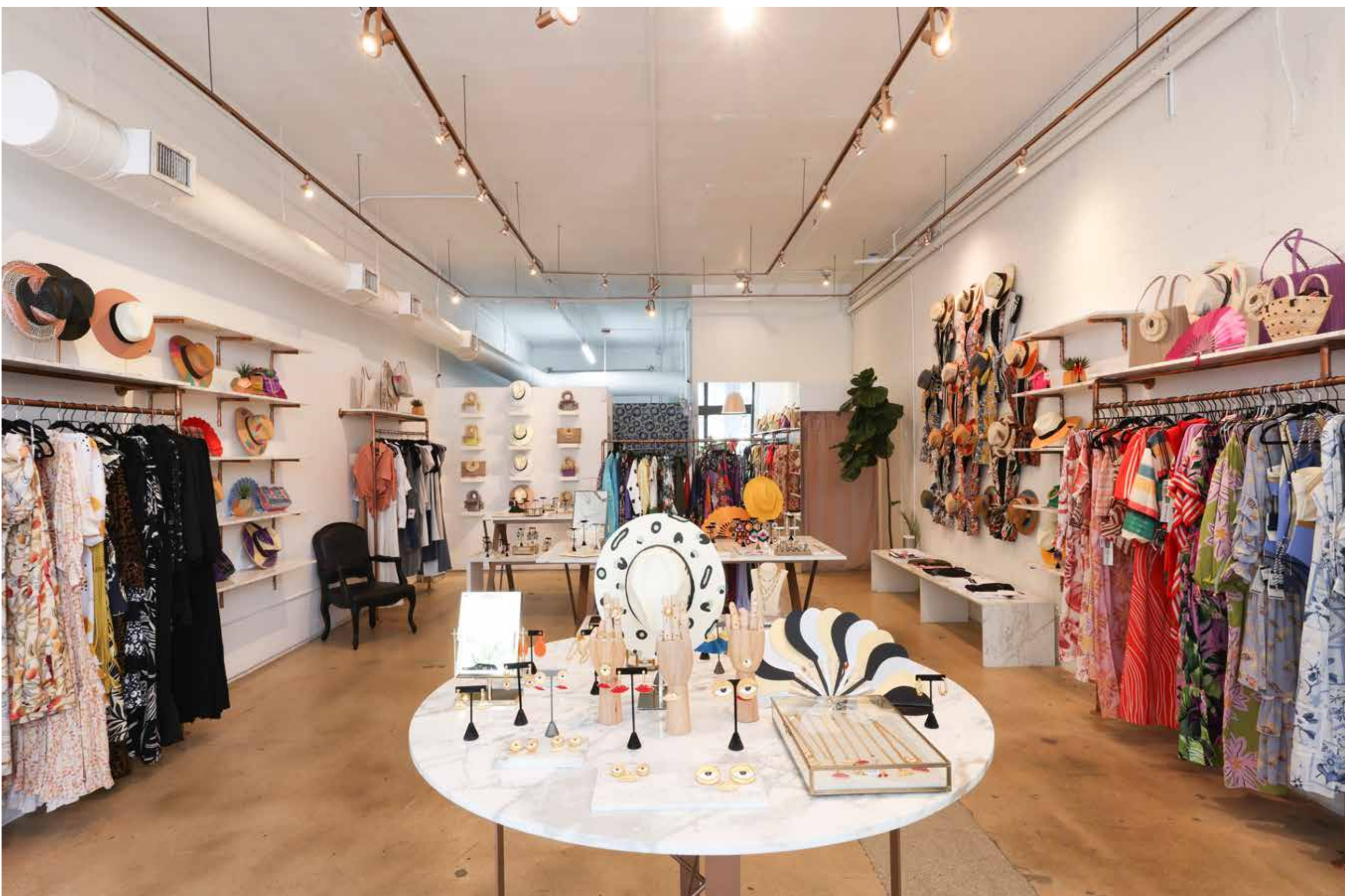
Businesses have dealt with more change in the last two years than in the previous two decades.

Today, commerce is omnichannel. Successful brands understand that digital and physical stores are both needed to give the customer the shopping experience that they want.

In the world of E-Commerce, the rules of the digital customer acquisition game have also changed. Paid Digital Advertising has become extremely competitive and expensive.

Emerging DTC brands need to pivot the way they introduce themselves to new markets.

**Meet Boho Hunter Spark.**





**THE  
WHAT**

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# THE WHAT

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## **BOHO HUNTER SPARK:**

A new & more cost-efficient way of acquiring customers, marketing & gaining brand recognition.

Since the beginning, our mission at Boho Hunter has been to support the promotion and growth of Latin American Talent in the US. Spark was conceived to continue this mission by creating a marketing and sales platform or launch pad based on years of experience gained from working with emerging brands and understanding their needs and challenges.



“Boho Hunter Spark is a one stop marketing and selling solution for Latin American fashion brands that are ready to expand globally without breaking the bank.”

# THE WHAT

## BASIC vs. PREMIUM

	BASIC	PREMIUM
Duration	3 months	3 months
Cost	5,000	8,500
Channels	Online	Online, Stores and Pop Ups
Launch Event (In Flagship)	No	Yes
Content	Styled Product Shoot	Styled Product & Editorial Shoots
POS Material	Cobranded Postcard	Exclusive Brand Postcard
Exclusive Newsletters (Mailings)	1	2
Cobranded Newsletters (Mailings)	2	4
Homepage Featured Banner	2 weeks	4 weeks
Exclusive IG Posts	6	12
Cobranded IG Posts	12	18



# THE WHAT

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## BOHO HUNTER SPARK IS FOUNDED ON 3 KEY TAKEAWAYS:

**1** **Money is a Factor:** Production and shipping costs are higher than ever! These costs limit the budget that can be assigned to marketing and promotion. Content Creation, Advertising and Customer Acquisition are expensive, yet key to brand expansion and growth. In addition, Cash Flow is always a deterrent. Few emerging brands have access to outside capital or angel investors that permit them to finance the lengthy process of creating an organic following or database or to spend thousands of dollars on month-to-month basis on paid media.

**The Spark Solution:** Sell, Get Paid, while Launching and promoting your brand directly to a niche, high earning US based clientele through Boho Hunter's Instagram, Webpage, Stores & Pop Ups.

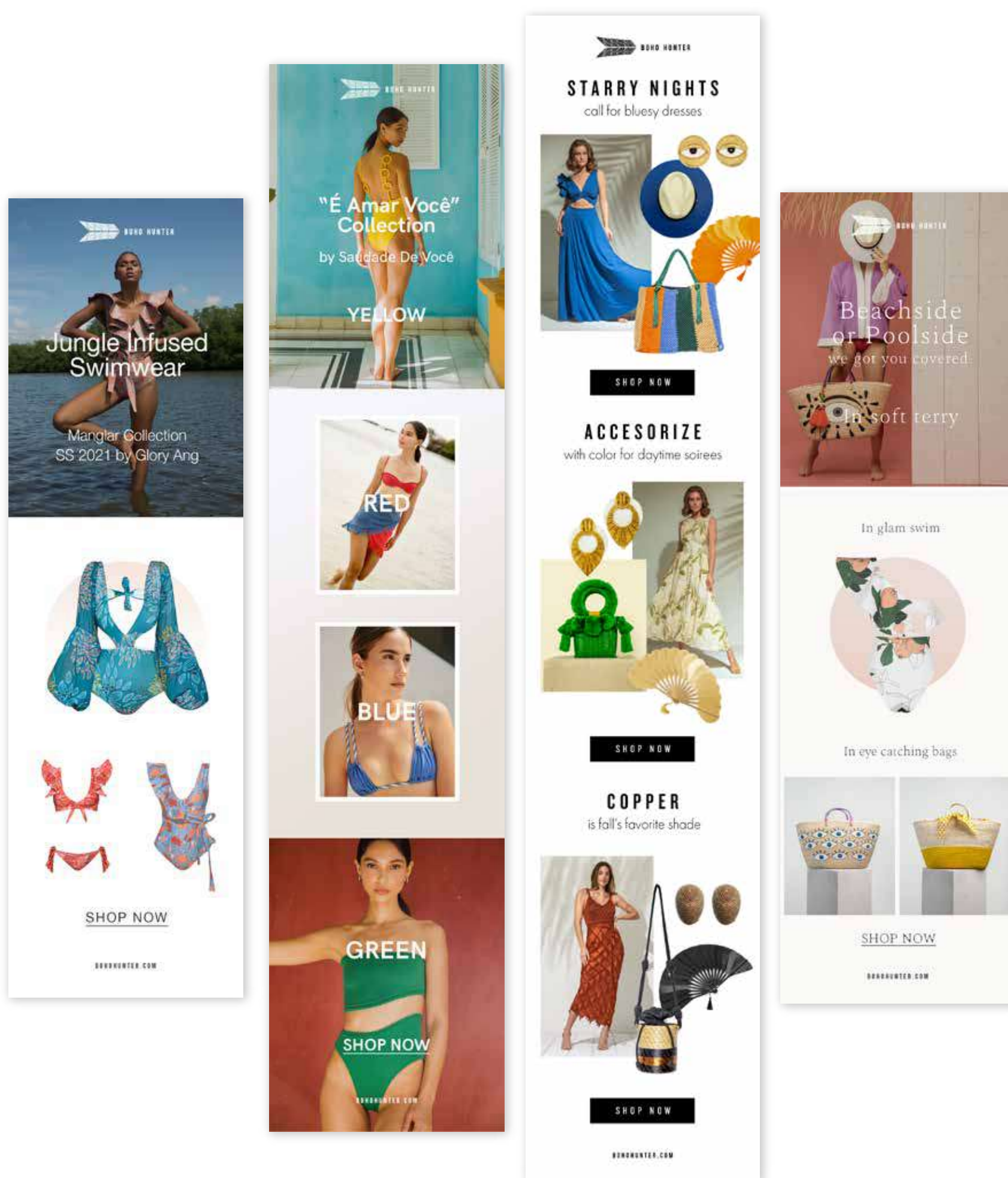


# THE WHAT

# 2

**Accountability is Important:** As third-party cookies are phased out; Digital Advertising has become costly and increasingly difficult. Every month, brands spend thousands through Facebook (Instagram) to run advertising campaigns only to get negative returns on their investment and are still left wondering if their Ads are reaching the right people?

**The Spark Solution:** Promote your brand directly to your targeted audience via Boho Hunter's Email Campaigns, Gain Followers with direct tags to your IG account & Acquire Customers through web and in store sales.



# 3

**Content is King:** The name of the Social Media game is New & Consistent Content. Creating innovative, editorial content across diverse formats such as Reels, Gifs, Video and Photo requires a skilled team, access to venues and of course capital.

**The Spark Solution:** Boho Hunter works with the most talented photographers, videographers, designers, and stylists in the business. Brands will receive exclusive and unique content to include and diversify their web and social media content.

THE  
WHO

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# THE WHO

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Emerging Latin American Fashion brands that are ready to expand globally.

## **BRAND REQUIREMENTS:**

- ☑ Offers a unique concept or product. Copiers or imitations will not be accepted.
- ☑ Design and / or product production is from or based in Latin America.
- ☑ Specializes in women's apparel including resort wear, evening wear, swim, accessories, and jewelry (excludes lingerie and sleep wear brands).
- ☑ Stable and steady production capacity.
- ☑ Holds an operational website and Instagram account.
- ☑ Can provide a complete collection line sheet with product name, description, photo, wholesale price and suggested retail price.
- ☑ Receives final approval from Boho Hunter Buying Team. Brands will be evaluated to ensure that they meet all quality standards, pricing requirements and fit of concept. Please be prepared to submit product samples.



THE  
HOW

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# THE HOW

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## **BOHO HUNTER SPARK PACKAGES:**

### **SPARK BASIC:**

Our BASIC package is for brands that are only interested in selling and being promoted through our digital channels. It does not include presence in our brick-and-mortar stores and Pop Ups.

**Brands must be able to provide product ON CONSIGNMENT to be sold on our digital channels for a period of 3 months.**

### **Spark BASIC Deliverables (3-month commitment)**

- ☑ All products will be uploaded on Boho Hunter website with product photo (provided by brand) and descriptions. Brand will be included in corresponding collections and in Boho Brand Roster
- ☑ One Brand Newsletter, featuring the brand's latest collection
- ☑ Two Co-Branded Newsletters
- ☑ Featured on Home Page with an Exclusive Banner for 2 weeks
- ☑ Featured on Home Page in Featured Collections Banners for 2 weeks
- ☑ 6 (2 a month) Posts / Stories dedicated to the exclusively to brand
- ☑ 12 (4 a month) Co-Branded Posts / Stories
- ☑ Brand information (logo, IG) included in Monthly Featured Brand
- ☑ Postcard included in all Boho Hunter Online Orders
- ☑ Digital Folder with all Brand Content. All assets will be taken by a professional photographer / videographer and Stylist. It will be left to Boho Hunter's discretion if photos will be Editorial (with model) or Product based (without model)
- ☑ Monthly Sales Report of all Brand Online Sales to be deposited within in the first 5 days of the following month.

**TOTAL INVESTMENT: \$5,000 (for 3-month period) To be paid in full upon signing.**

### **SPARK PREMIUM:**

Our PREMIUM package is for brands that interested in selling and being promoted through all our digital channels; digital, brick-and-mortar stores and Pop Ups.

**Brands must be able to provide product ON CONSIGNMENT to be sold for a period of 3 months.**

### **Spark BASIC Deliverables (3-month commitment)**

#### **Digital Strategy:**

- ☑ All products will be uploaded on Boho Hunter website with product photo (provided by brand) and descriptions. Brand will be included in corresponding collections and in Boho Brand Roster
- ☑ Two Brand Newsletter, featuring the brand's latest collection

# THE HOW

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- ☑ Four Co-Branded Newsletters
- ☑ Featured on Home Page with an Exclusive Banner for 4 weeks
- ☑ Featured on Home Page in Featured Collections Banners for 6 weeks
- ☑ 12 (4 a month) Posts / Stories dedicated to the exclusively to brand
- ☑ 18 (6 a month) Co-Branded Posts / Stories
- ☑ Exclusive Postcard with Brand information (logo, IG) included in all Boho Hunter Online Orders
- ☑ Digital Folder with all Brand Content. All assets will be taken by a professional photographer / videographer and Stylist. Photos / Videos will include both Editorial (with model) or Product based (without model).
- ☑ Monthly Sales Report of all Brand Online Sales to be deposited within in the first 5 days of the following month.

## **Brick & Mortar Strategy:**

- ☑ One, 2 hour In Store Brand Launch Event in Flagship location (Wynwood). Event will include Invitation Design, Guest list, catering, and photography.
- ☑ Exclusive Brand Window Display in Flagship location (Wynwood) for 2 weeks.
- ☑ Exclusive Brand Rack with collection for 4 weeks.
- ☑ Product placement in both Wynwood and South Miami locations.
- ☑ Exclusive Postcard with Brand information (logo, IG) included in all
- ☑ Boho Hunter Store Orders
- ☑ Presence in all Pop locations planned for the trimester. Pop Up locations will be left to Boho Hunter's discretion.

**TOTAL INVESTMENT: \$8,500 (for 3-month period) 50% to be paid in full upon signing and 50% at the end of the 3-month contract.**

## **IS BOHO HUNTER SPARK RIGHT FOR YOUR BRAND?**

**IF THE ANSWER, IS: YES. APPLY NOW, SPACES ARE LIMITED.**

**PLEASE EMAIL US AT [SPARK@BOHOHUNTER.COM](mailto:SPARK@BOHOHUNTER.COM) TO RECEIVE YOUR APPLICATION.**

**We are excited for you to become part of the Boho Hunter Fam and can't wait to SPARK your brand!**