



COMPANY PROFILES

GLORIA VANDERBILT

“I’ve always believed that one woman’s success can only help another woman’s success.”



Born in 1924 into the prominent Vanderbilt family, Gloria Laura Vanderbilt became an actress, artist, designer, author and socialite. She inherited a four million dollar trust fund upon her father’s death in 1925 and has since multiplied her fortune. After studying art at the

Art Student’s League in New York City, she produced artwork that became licensed by Hallmark. She then licensed her name to be used on fashion lines, including jeans and perfume. Her designer label flourished and is now owned by the Jones Apparel Group and sold in stores including Kohl’s and Sears. She had two sons, the younger of whom, Anderson Cooper, is a reporter and news anchor for CNN.

JONES APPAREL GROUP

The Jones Apparel Group, Inc.
250 Rittenhouse Circle
Bristol, Pennsylvania 19007

Phone: (215) 785-4000
Fax: (215) 785-1228
Website: www.jny.com

President and CEO: Peter Boneparth. His pay in 2005 was \$4.5 M

The **Jones Apparel Group** is a Fortune 500 company that owns and manages a wide variety of brands including *Gloria Vanderbilt, I.e.i., Anne Klein* and *Bando-lino Blu*. The company recently bought Barney’s for \$400 million. Revenues for 2004 totaled \$4.65 billion – roughly the same as the entire annual economic output (GDP) of Cambodia. According to Jones Apparel’s SEC filing for 2005, their advertising costs were \$ 80.6 million in the fiscal year 2005. Currently, the company is looking to sell and has retained Goldman Sachs to explore options. According to Jones Apparel Group’s website, “We primarily contract for the manufacture of our products through a worldwide network of quality manufacturers.” However, the company also became known for its involvement with sweatshops in the Northern Marianas Islands. In March 2000, Jones Apparel settled with workers, who had filed a class action lawsuit against Jones along with a number of other apparel companies for severe human and worker rights abuses and violation of U.S. labor law in the U.S. territory of Saipan.

KOHL'S CORPORATION

N 56 W 17000 Ridgewood Drive
Menomonee Falls, WI 53051

Phone: (262) 703-7000

Fax: (262) 703-7115

Web Site: <http://www.kohls.com>

CEO: Mr. R. Lawrence Montgomery, pay in 2005 was \$ 1.64M

Kohl's Corporation was founded in 1962 and operates 731 department stores in 41 states in the U.S. Kohl's sells apparel, footwear, accessories, and home products and was ranked the sixth largest general merchandiser in America according by Forbes magazine. Kohl's, with annual revenue of \$13.4 billion in 2005, is considered one of the best performing companies in its industry. Kohl's advertising costs for the fiscal year 2005 were \$594 million.

L.L. BEAN

Casco Street
Freeport, Maine 04033

Phone: (207) 865-4761

Website: www.llbean.com

CEO: Chris McCormick

Chairman: Leon A. Gorman

L.L. Bean, a privately owned company whose chairmanship has remained in the family since its founding in 1912, is a household name in sports and outdoor gear with annual revenue over \$1.4 billion. The company has been a leader in the catalogue retail industry, receiving over 14 million calls in 2004. L.L. Bean has also fostered its image as a supporter of conservation and environmental philanthropy, and it proud of its leadership in the manufacturing industry ***"with regard to product quality, ergonomics and health and safety programs."*** The company has been praised by the Occupational Safety and Health Administration for *"facility safety including strong employee involvement and managements' ergonomic focus."* According to Advertising Age magazine, L. L. Bean spent \$27.4 million on advertising in 2004.



MOSSIMO GIANNELLI



Massimo Giannulli was born June 4, 1963 and in 1987 founded Mossimo, Inc., a designer, licensor and distributor of men's, women's and children's apparel, footwear, and fashion accessories such as watches, hats, jewelry, belts, and handbags. Mossimo is married to actress Lori

Loughlin, best known for her role as Becky on the hit show "Full House." The Mossimo brand was originally sold in surf shops and later in higher end retailers including Nordstrom. For a time in the late 1980s, the Mossimo brand was considered the next hot name in fashion. The Mossimo brand suffered financial troubles in the 1990s due to tough competition from brands like Tommy Hilfger and The Gap. But since signing of a three-year exclusive licensing agreement with Target in 2000, worth an estimated \$1 billion, the brand has made a major turnaround. Mossimo licenses its name and designs, and Target handles all manufacturing, distribution and marketing. In addition to apparel and footwear, its offerings include towels and sheets; kitchen, bedroom, and bath soft good products and accessories; sunglasses, sport glasses, and optical frames, swimsuits and fitness active wear. In April 2006, the Iconix Brand Group Inc. acquired Mossimo, Inc for \$119 million. Mossimo Giannulli personally owned about 65% of the company's stock and made an estimated \$77 million in the transaction.



NEW YORK LAUNDRY

Owned by Martin Stuart Ltd.

1400 Broadway
New York, NY 10018-5300

Phone: (917) 510-9600

CEO: Stuart Disick

Martin Stuart Limited was founded in 1989 by long-time apparel industry executive Stuart Disick. The company now does business under the name NYL Brands Holdings since it was acquired by the private equity firm, Eureka Capital Growth on February 3, 2006. The company is a New York-based designer, seller and distributor of popularly-priced activewear sold through national department stores and other high-volume distribution channels. NYL's flagship brand, **N.Y.L. / New York Laundry** is currently sold in close to 5,000 retail stores throughout the U.S. including **Kohl's** and **Sears**.

THE SEARS HOLDINGS CORPORATION (K MART AND SEARS)

The Sears Holdings Corporation
333 Beverly Road
Hoffman Estates, IL 60179

Phone: (847) 286-2500
Website: www.searshc.com

CEO: Aylwin B. Lewis, pay in 2005 \$1.51 M
Senior Vice President, Supply Chain and Operations: W.
Bruce Johnson

In 2005 Kmart and Sears merged to create the Sears Holdings Corporation, making it the third largest retail corporation in the United States following Wal-Mart and Home Depot. The company has annual revenues of about \$55 billion – five times the entire economic output (GDP) of Jordan. Sears Holdings Corp. has 2,300 full-line and 1,100 specialty retail stores in the US. The corporation has exclusive distribution rights over a number of famous labels, including Land’s End, Athletech, Canyon River Blues, Thalia Sodi and Route 66, as well as being the sole American distributor of Joe Boxer. According to the company’s website, the Sears Holding Corporation **“values honesty, integrity and adherence to the highest ethical standards”** and believes in **“team-work, integrity, accountability, coaching for execution, positive energy and recognition through results.”** According to their SEC filing for 2005, Sears Holdings spent about \$2 billion in advertising in 2005.

TARGET

Target
1000 Nicollet Mall
Minneapolis, MN 55403

Phone: (612) 304-6173
Fax: (612) 696-5226
Website: www.targetcorp.com
CEO: Bob Ulrich, pay in 2005 was \$6.57 M

The Target Corporation is sixth largest retailer in the United States with an annual income of over \$52.6 billion. According to the company website, 96 percent of people *“recognize the bullseye, even nudging out the apple and the swoosh.”* While Wal-Mart poses the main competition, *Target tends to appeal to a younger and more affluent audience. Target has exclusive deals with a number of famous designers, including Isaac Mizrahi and Mossimo. According to its website, the Target Corporation prides itself its commitment to corporate responsibility, especially when it comes to its supply chain. “Currently, to sell any domestic private-label goods to Target Corporation, a vendor must meet the requirements of Target Corporation’s ‘Approved for Purchase’ program, which includes a training session, qualification process by sourcing experts and meeting stringent requirements – including labor compliance.”* Target currently has over forty compliance staff, including over 20 staff and auditors outside the US. The “sourcing expert” Target uses is the Associated Merchandising Corp (AMC), a Target subsidiary. According to Target’s 2004 SEC filing, the company’s advertising costs were \$888 million in fiscal 2004.



THALÍA SODI



Born Ariadna Thalía Sodi Miranda, in 1971 in Mexico City, Thalía is a famous Mexican actress and singer. She has recorded numerous platinum selling albums as well as starred in many “telenovelas” (TV novels) that have made her a household name in the Latin world. Thalía is married to music executive Tommy Mattola and resides in New York

City. In 2003, she launched her own clothing line under the name Thalía Sodi Collection. Sold exclusively at Kmart, the line has been highly successful. Sold initially at 300 stores, Thalía Sodi Collection women’s and girls clothing can now be purchased at some 1,500 Kmart stores.

WAL-MART

Wal-Mart Stores, Inc.
702 SW 8th Street
Bentonville, Arkansas 72716

Phone: (479) 273-4000
Fax: (479) 273-4329
Website: www.walmartstores.com
CEO: Lee Scott, pay in 2005 was \$5.37M

Wal-Mart is the largest retailer and the second largest company in the world with an income of \$288 billion – that’s larger than the entire yearly economic output (gross domestic product) of 149 of the world’s countries, including Norway, South Africa and Saudi Arabia. Sales from Wal-Mart’s U.S. stores, alone is almost four times greater than the GDP of Bangladesh and 19 times greater than that of Jordan. Wal-Mart currently contracts to factories in tens of countries around the world and operates stores in countries, including China, Mexico, Germany and South Korea. The company was founded by Sam Walton, who believed in Wal-Mart’s ability to change the world. ***“We’re all working together, that’s the secret,”*** he once said, ***“we’ll give the world an opportunity to see what it’s like to save and have a better lifestyle, a better life for all. We’re proud of what we’ve accomplished; we’ve just begun.”*** The CEO of Wal-Mart, Lee Scott, was paid \$5.37 million for 2005, including bonuses. Wal-Mart Chairman S. Robson Walton, Sam Walton’s eldest son, has a net worth of \$18.3 billion and was ranked by *Forbes* as the world’s tenth richest person in 2005. The next four richest people on the list are also Walton family members. According to SEC filings Wal-Mart’s 2005, advertising costs were \$1.4 billion.