

YOU KNOW I'LL BE
Moments



SISTER STYLE

CIMORELLI



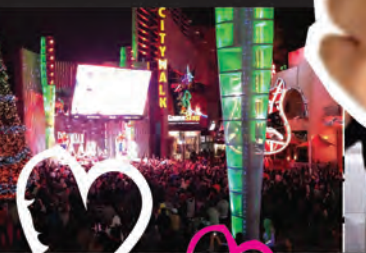
FAN-DA-MONIUM



CIMORELLI

YouTube Sensation, Cimerelli lights the industry on fire with their Signature Style and Sizzling Sound.

6 Sisters
500K followers on Twitter
536K followers on Instagram
1,589,727 Facebook Fans
113M views on YouTube
2.5M subscribers on ATV
#6 on Itunes...ahead of Gaga and Adele
250K views in **36** hours- Subway Ad
AND 1 HOT NEW SHOW

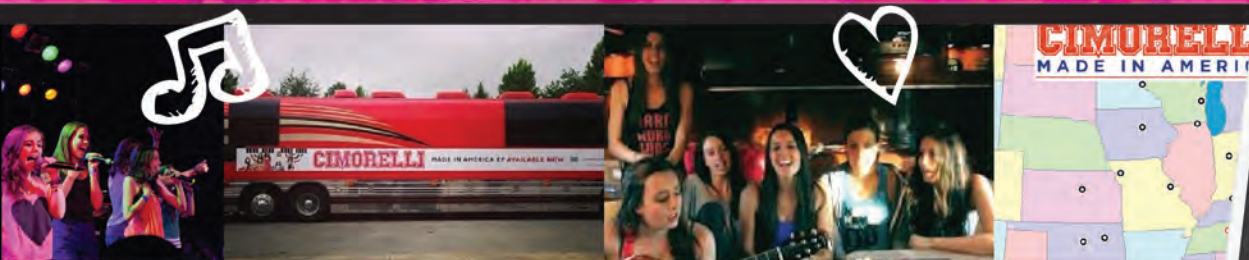


THE SHOW ALL TOGETHER NOW...

Experience what makes Cimerelli the biggest band to come out of social media

Go behind the scenes with 6 sisters as they change the way we connect with music, media and memory-making.

THE TOUR



THE FANS



THE LOOK



THE LIVES



THE PROGRAM

Known for their style as much as their singing, the Cimerelli sisters expertly mix the latest looks to match the moments that matter...

THE LOOK

With their fashionista flair, they've captured the hearts of millions of CIM-fans—emulating that Cimerelli chic. And whether they're backstage or under the lights, expression interweaves with everything they do.

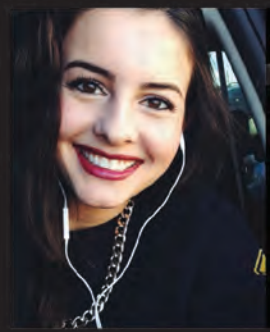
THE LINE

Sister Style by Cimerelli takes its cues from the crazy, cool, pop-star world---with sizzling capsules perfect for every destination and occasion.

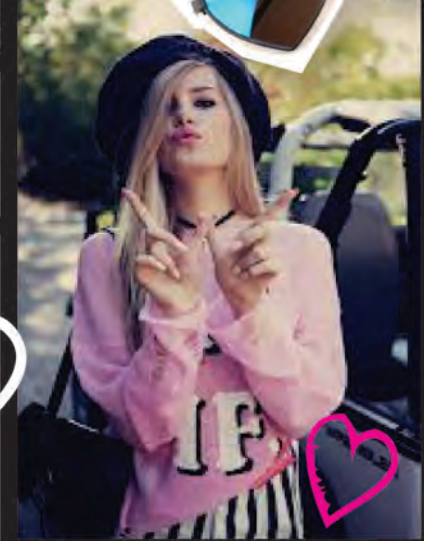
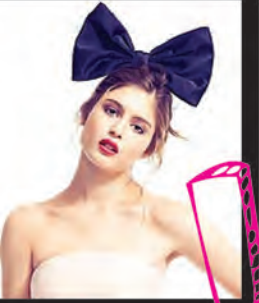
THE CONNECTION

Sister Style defines the way girls dress, today—all with a touch of drama and destiny...and the reminder to dream big.

SISTER STYLE
CIMORELLI
DREAM BIG!!!



ROCKSTER POP



VARSAITY GIRL

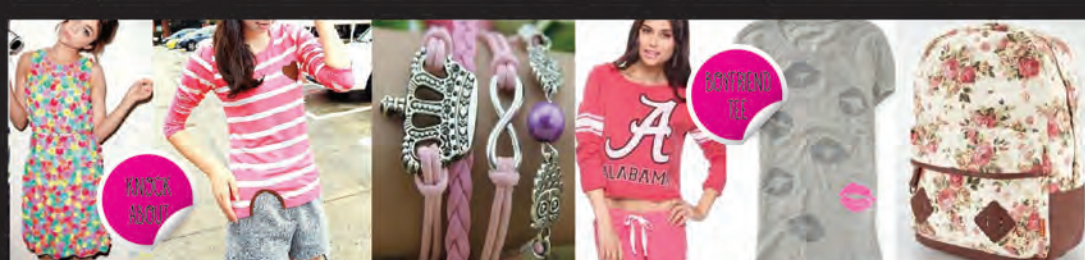


let it rock



HOT IT WORKS

SISTER STYLE—by Cimerelli-- evolves at every turn, as the girls take on the lives of pop stars. Inspired by location, we create capsule collections that tap into the crazy world of these talented trend-setters. Well timed with the season—fans find great looks that fit perfectly into real life.



BENEFITS

THE 5
E'S

With a powerful take on fashion, Sister Style by Cimerelli-delivers a integrated brand like none other.

This retail match up:

ENGAGES --Generation C fans at retail, offering a unique, integrated product concept

ENERGIZES —the retail space by creating stickiness and frequency both in-store and online

ENSURES —first to market, cross market access to content (music, behind the scenes, product promotion)

ELEVATES —the entire retail experience by tying to the new model of star-making

EMPOWERS—consumers providing direct access to talent through dynamic multi-platform marketing

