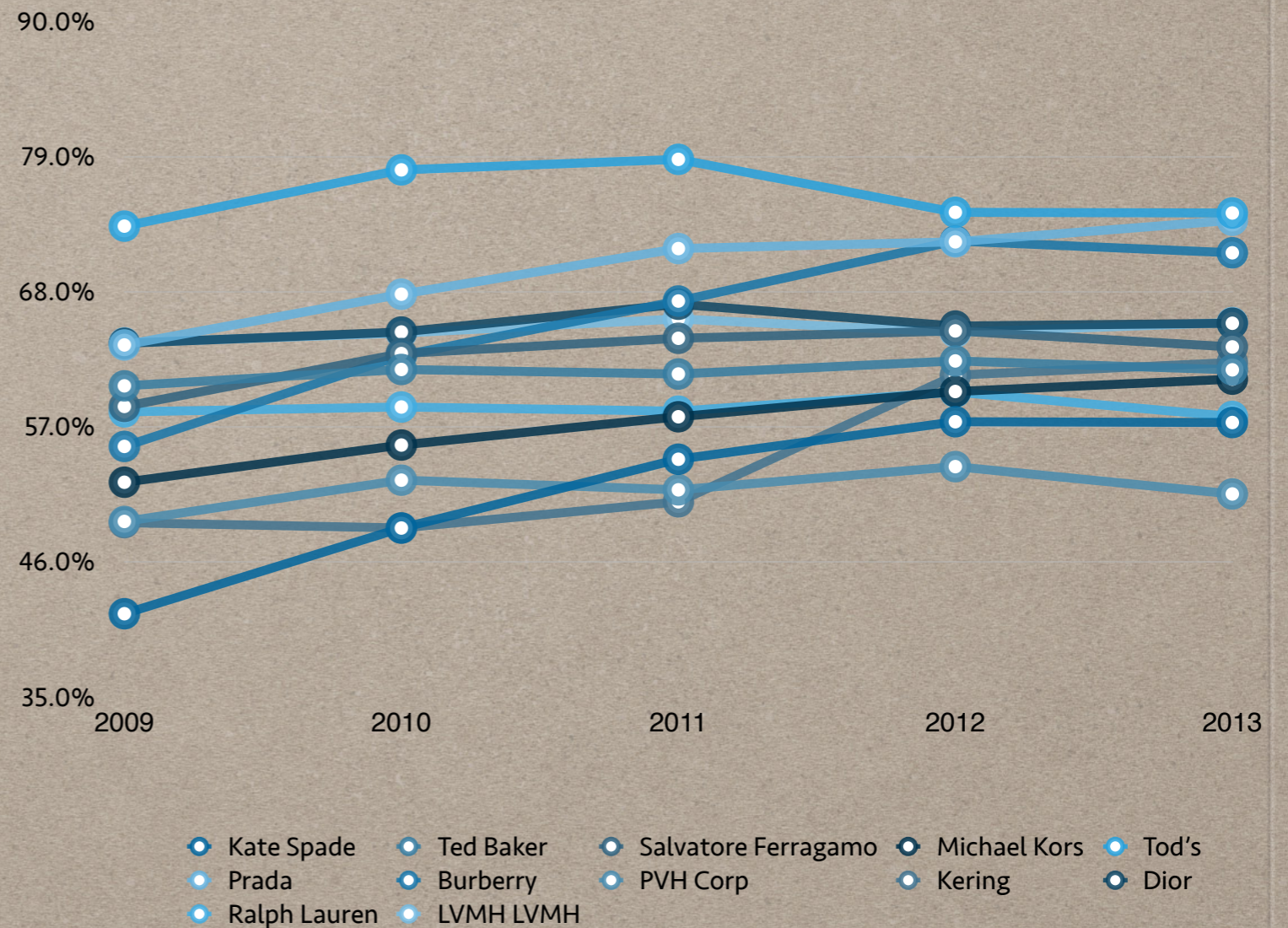


# PRICING

- luxury pricing: given the high gross margins for luxury brands pricing will be high.
- cost to manufacture shoes at roughly €102 per pair
- targeting 40% gross margin
- retail shoes pricing in the €450 range
- duffle bag pricing in the €1,250 range

Gross Margins For Various Luxury Brands



Source: Annual Reports 2009-2013