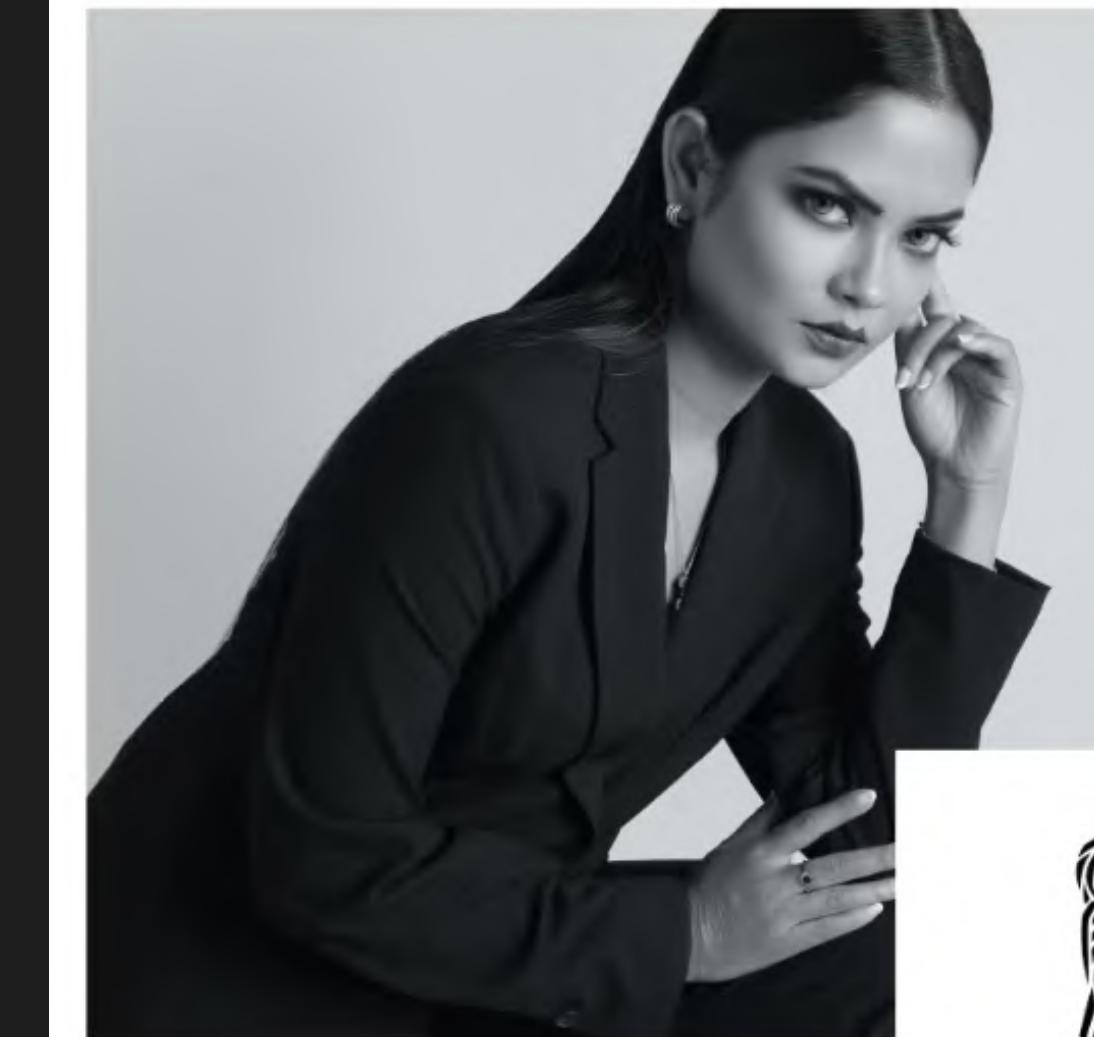




# Investor Deck

A NEW CATEGORY OF  
LUXURY – ELEGANT  
INDO-WESTERN  
FASHION POSITIONED  
TO SERVE A RAPIDLY  
GROWING,  
UNDERSERVED  
MARKET.



# THE PROBLEM: Fragmented. Underserved. Misaligned.

## Lack of Representation

Premium fashion rarely reflects South Asian cultural identity in a refined, contemporary way, leaving millions of global consumers underserved.

## Limited Innovation in Premiumwear

Most mid-to-luxury brands repeat Western silhouettes without meaningful design evolution, creating saturation and sameness in the market.

## Poor Fit Between Heritage & Modernity

Traditional ethnicwear is often too formal, while Westernwear lacks cultural depth, forcing consumers to compromise instead of connecting with both sides.



# THE SOLUTION: Modern. Distinctive. Culturally Rich

## Cultural Fusion

Modern tailoring blended with subtle Indian artistry.

## Premium Craft

High-quality materials, detail and construction.

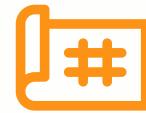
## Versatile Design

Everyday wear with meaningful cultural influence.

## What SonuHenry® Delivers

- Premium Indo-Western fashion with a clear design signature
- High-quality collections rooted in craftsmanship and subtle heritage
- A multi-channel model: e-commerce, selective wholesale, future flagship
- Strong emotional resonance with global consumers seeking identity and modernity
- A scalable product line capable of building long-term brand equity

# THE SONUHENRY® SOLUTION IN ACTION



## Design & Craft Process

Limited-run Indo-Western collections developed with premium fabric partners and digital sampling to reduce waste.



## Direct-to-Consumer Launch

E-commerce-led model gives instant global reach and high margins, with controlled drops driving demand.



## Strategic Wholesale Partners

Selective stockists and JOOR/Faire-style platforms provide credibility, faster adoption and scalable distribution.



## Data-Driven Growth

Analytics on customer preferences guide future collections, reducing overproduction and increasing repeat sales.



TRUE LUXURY IS NOT  
ABOUT LABELS - IT'S  
ABOUT BELONGING.



# THE TIME IS NOW

Premium buyers are actively seeking cultural expression in fashion, yet the Indo-Western luxury segment remains unclaimed. With demand rising and no clear leader, timing is critical.

**1.84m**

Size of UK Indian ethnic-group population  
(England & Wales, Census 2021) — key target demographic

**2.4%**

Projected annual growth of luxury goods  
(2025-27) — indicates urgency for differentiation

**£15.3bn**

Projected growth of UK luxury goods market  
in the UK by 2033

**100% Opportunity**

Cultural Depth - Premium Fusion - Untapped Market

# THE OPPORTUNITY



**\$1.5TN**

**£6.9BN**

**\$9.37**

**GLOBAL PERSONAL  
LUXURY FASHION MARKET  
2-4% CAGR (2025-2027)**

**UK LUXURY FASHION  
(PREMIUM APPAREL)  
9.9% CAGR (2025-2030)**

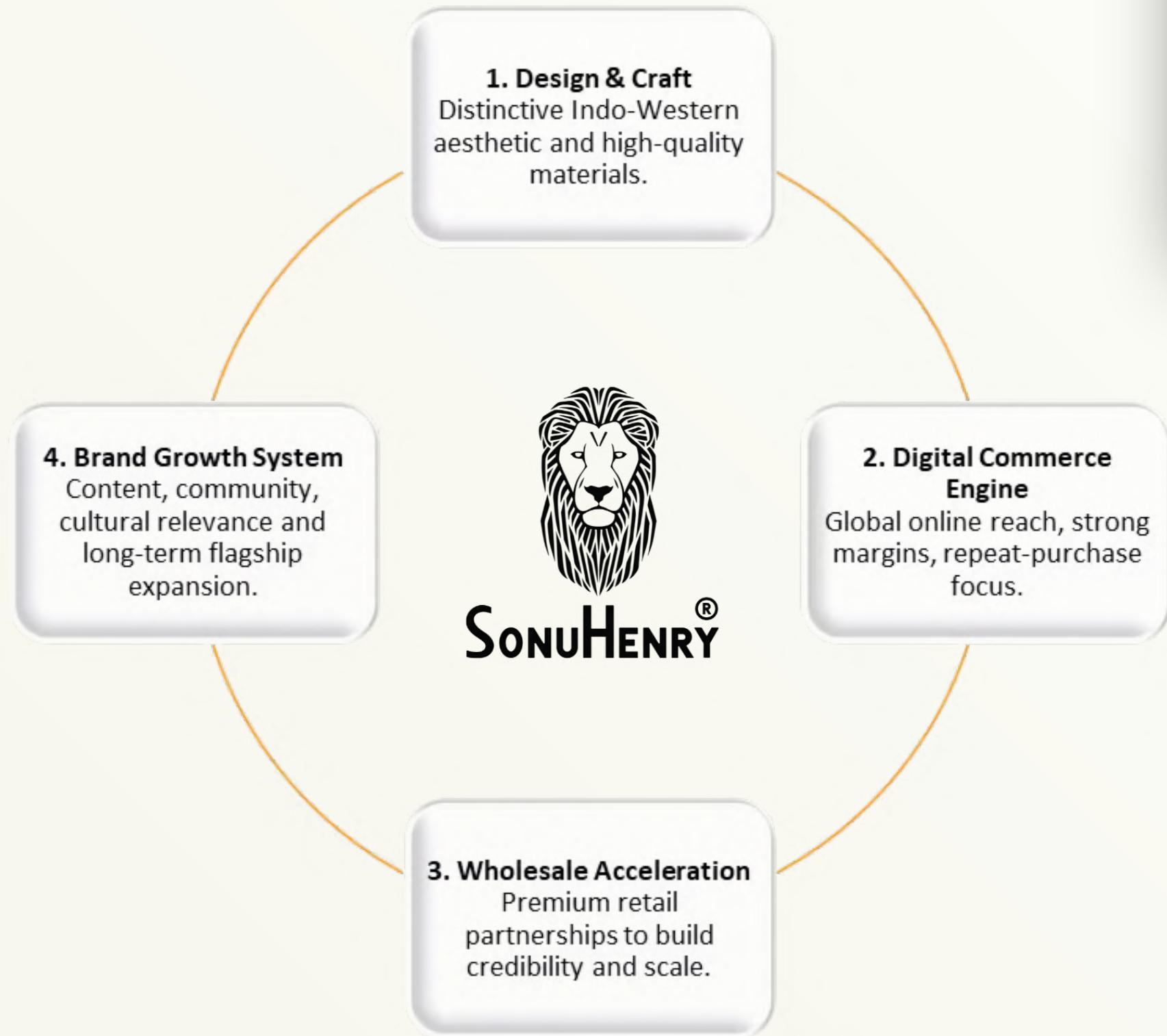
**INDIA LUXURY FASHION  
MARKET  
5% CAGR (2025-2033)**

**OUR GOAL IS TO CAPTURE 0.43% OF THE  
TOTAL UK MARKET BY YEAR 5**

**£30 MILLION**

## BENCHMARKING – GLOBAL SCOPE

# BUSINESS MODEL



E-commerce delivers high-margin sales, while JOOR and Faire provide scalable wholesale channels, brand credibility, and rapid market adoption.



# STRATEGIC WHOLESALE CHANNELS - BUILT FOR SCALE

JOOR

NuORDER

FAIRE

The leading B2B luxury fashion wholesale platform

- Used by Dior, Paul Smith & Stella McCartney
- Digital showroom + buyer management
- Strong reputation in premium & designer categories

Data-led platform for scaling wholesale operations

- Used by brands like Tommy Hilfiger & Michael Kors
- Manages inventory, samples & pre-order cycles
- Supports multi-region sales and retail expansion

Fastest-growing wholesale platform for global boutiques

- Access to 700,000+ retailers worldwide
- Zero upfront cost — commission-based
- Ideal for testing new markets and small-batch runs

# MARKET ENTRY

## 1. Digital-First Launch

E-commerce-led debut – low overheads, high-margin sales, global reach from day one.

## 2. Strategic Wholesale Access

JOOR, Faire & NuORDER open doors to vetted buyers, boutiques and stockists internationally.

## 3. Credibility Through Influence

Targeted partnerships with stylists and cultural tastemakers to build early brand authority.



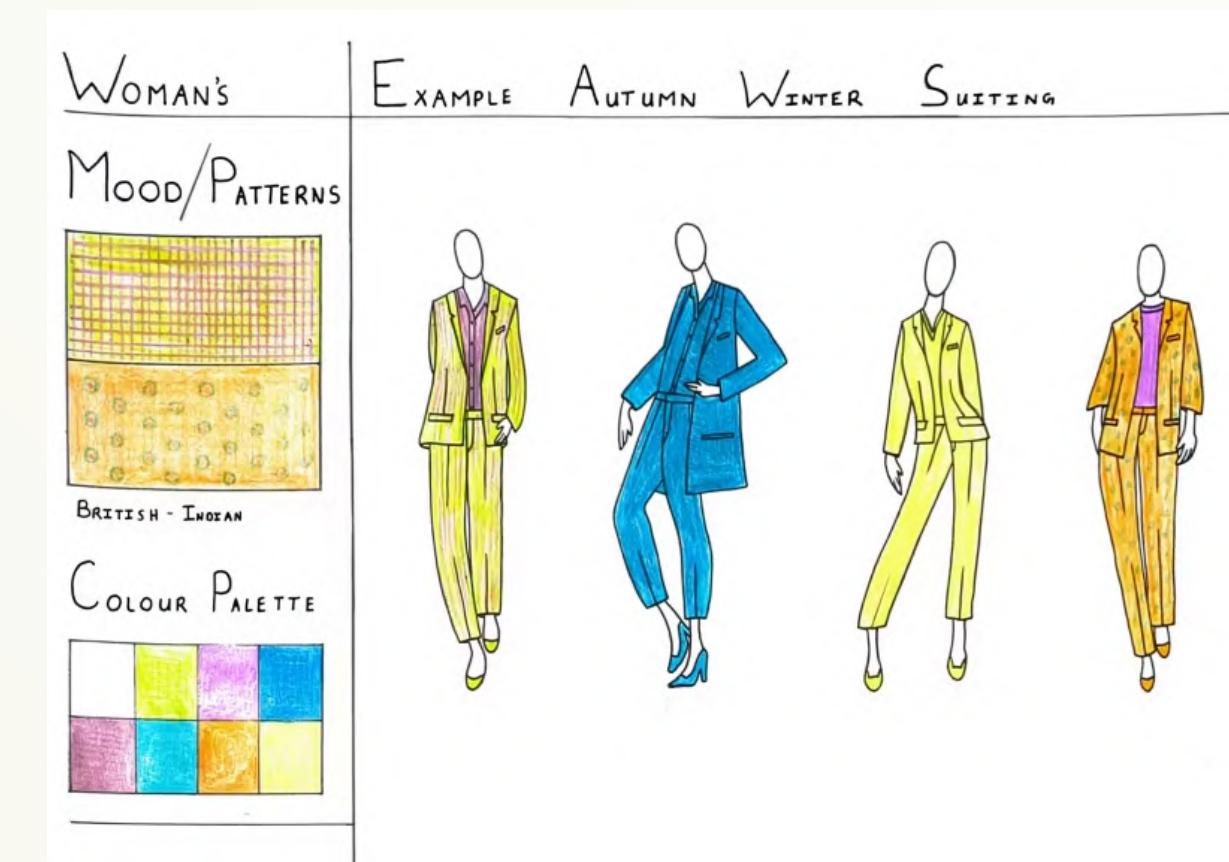
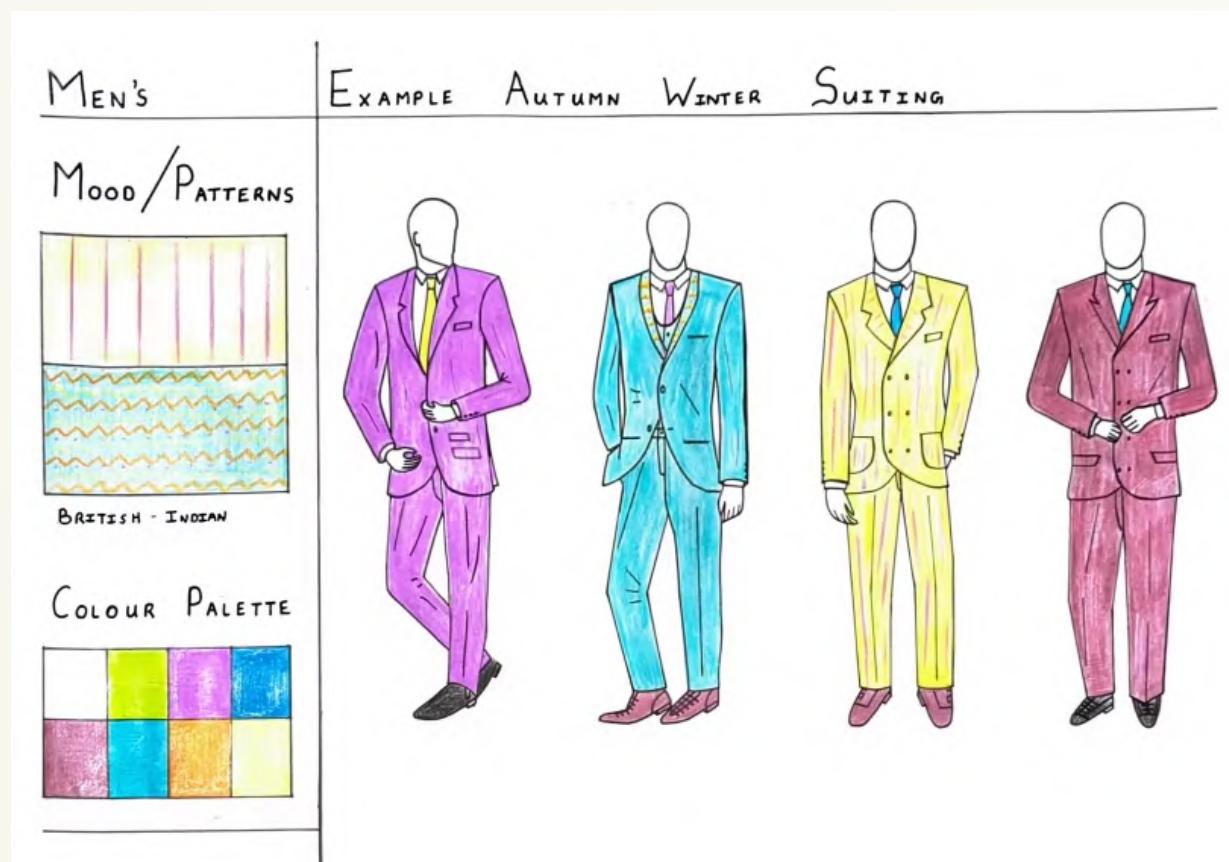
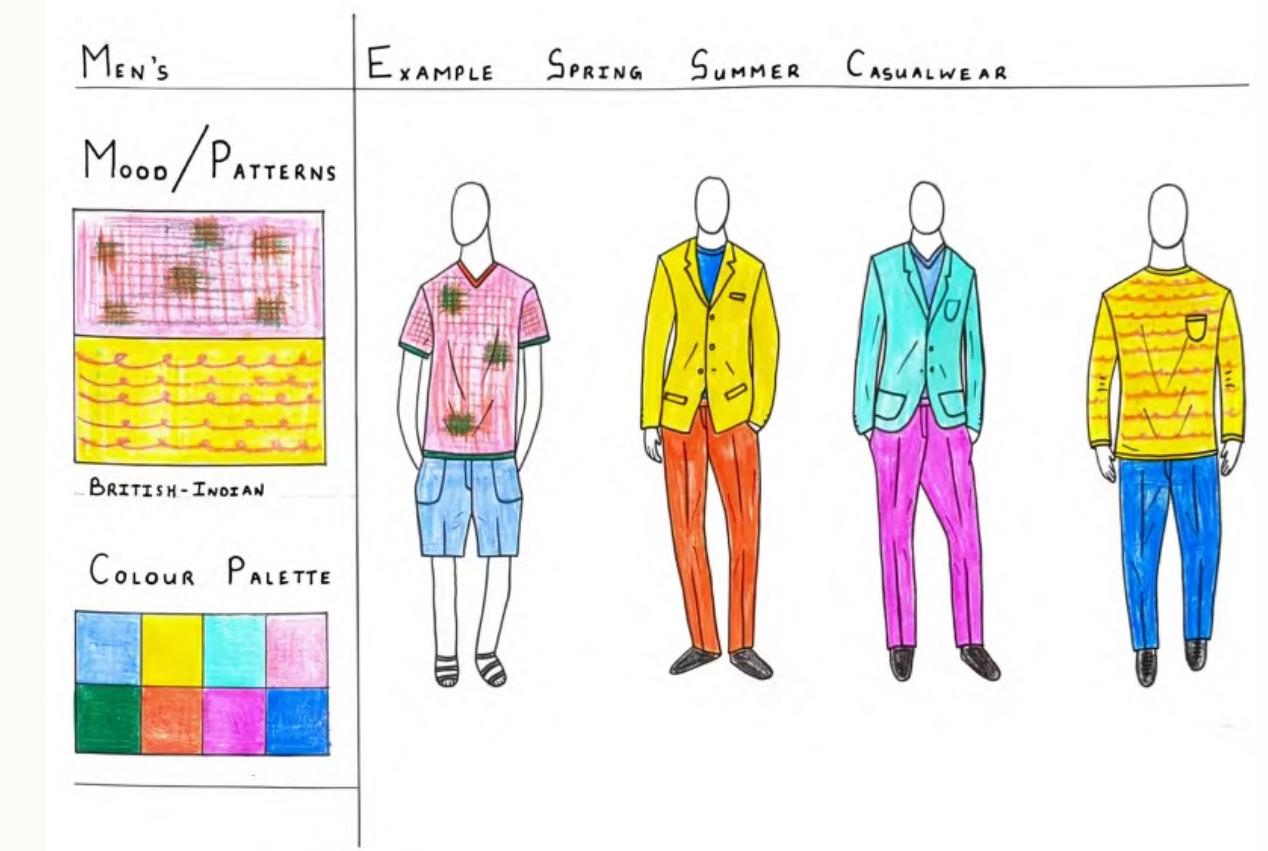
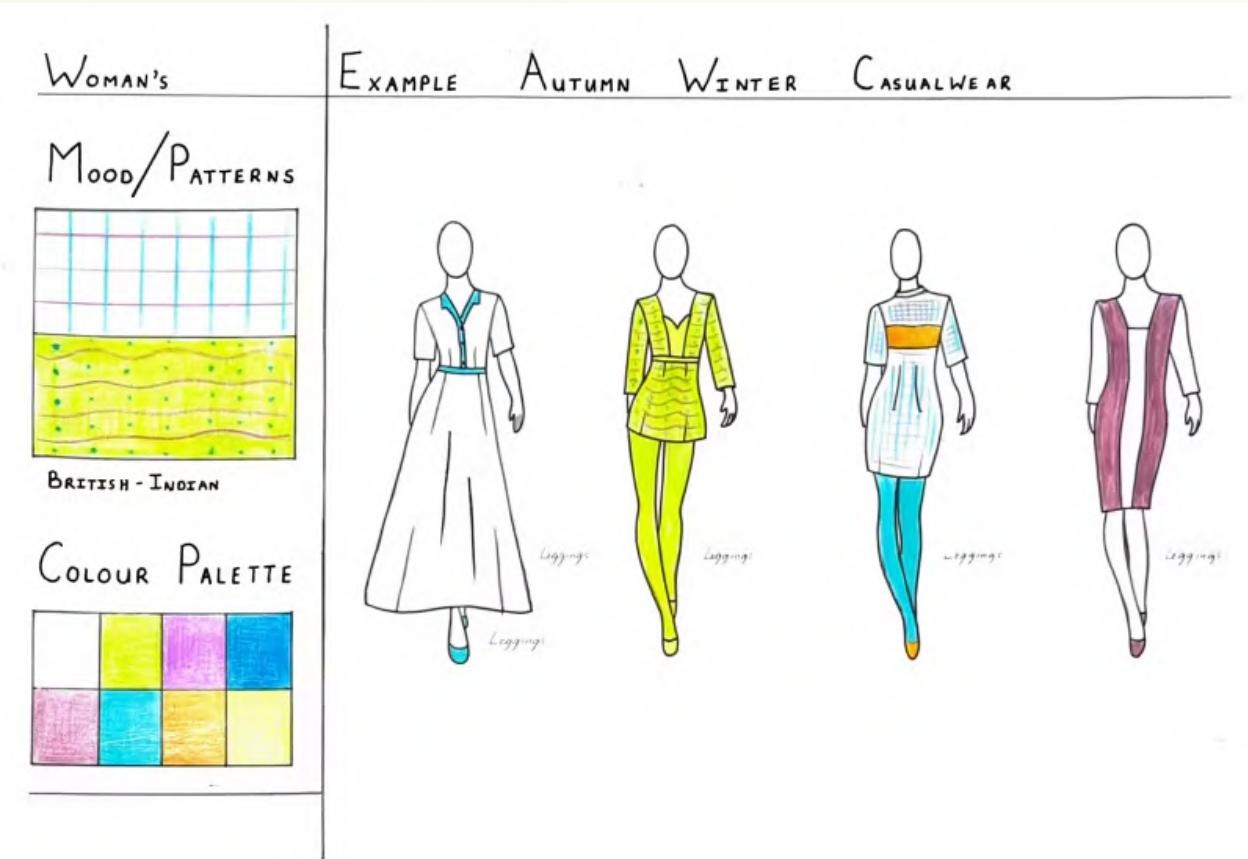
“SONU” MEANING GOLDEN.

“HENRY” MEANING HOUSE  
RULER.

THE BRAND STANDS FOR BOTH  
— SUBTLE, ELEGANT  
CULTURAL IDENTITY.



# SHAPING THE FUTURE



# SWOT ANALYSIS

Our SWOT confirms Sonu Henry's strength as a design-led brand with a clear commercial route to market.

We combine refined Indo-Western aesthetics, controlled production methods and scalable sales channels, giving us both differentiation and discipline.

Opportunities stem from an underserved luxury segment, while risks are mitigated through phased market entry, digital-first operations and specialist partners.

This analysis supports a confident, well-managed path to launch and long-term brand value.

## Strengths

- Distinctive Indo-Western aesthetic offering clear differentiation in the premium fashion market.
- Strong design direction with early collections demonstrating consistency and scalability.
- Multi-channel model enabling global reach through e-commerce and selective wholesale.
- Founder-led creative vision supported by premium positioning and long-term brand ambition.

## Weaknesses

- New brand without established market presence or retail footprint.
- High initial staffing and product development costs create early financial pressure.
- Limited operational history and reliance on assumptions for scaling.
- Need to build supply-chain resilience and deepen manufacturing partnerships.

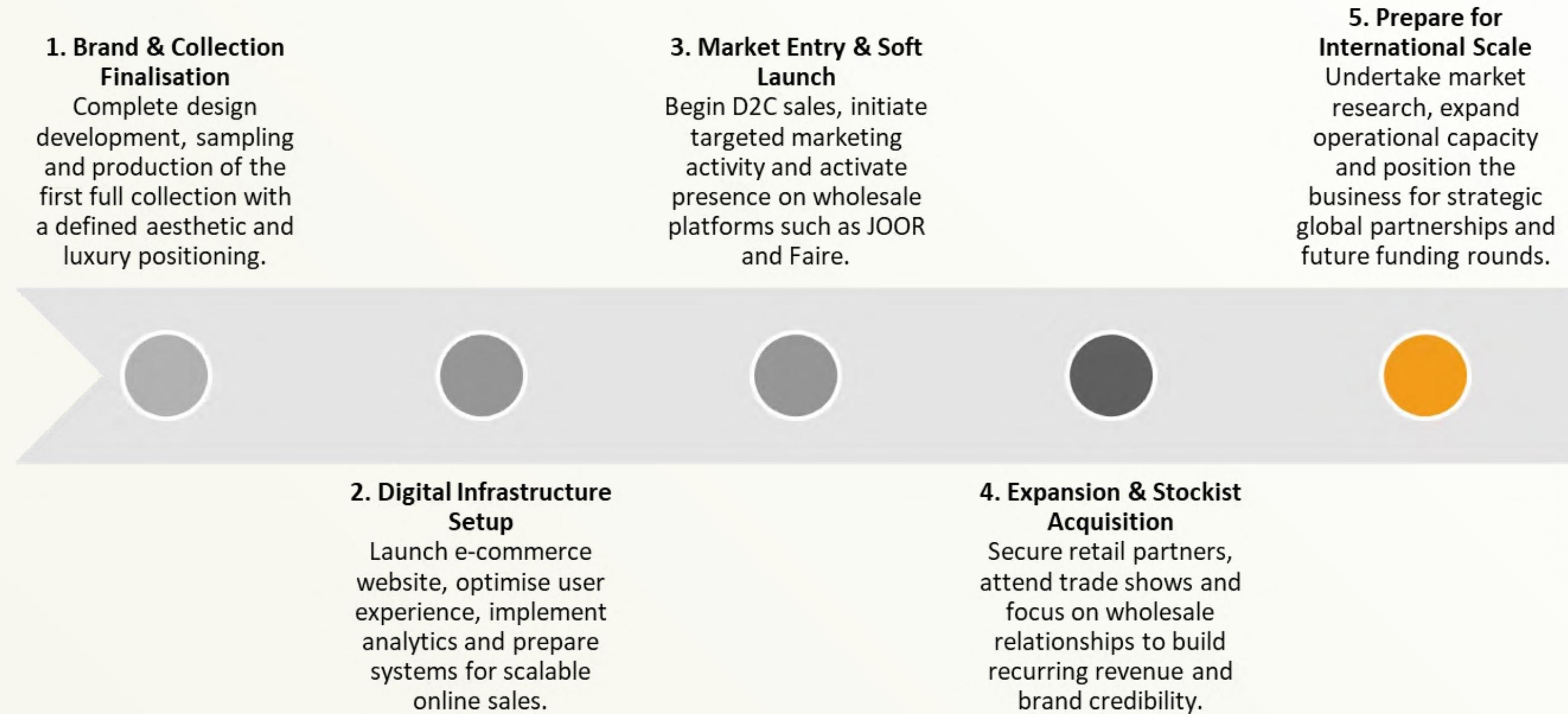
## Opportunities

- Underserved demand for modern, culturally expressive premium fashion globally.
- Expansion into accessories, footwear, leather goods and fragrances strengthens brand ecosystem.
- Growing online luxury consumption supports rapid international reach.
- Wholesale partnerships can accelerate credibility and unlock larger revenue channels.

## Threats

- Competition from established premium and luxury houses with stronger resources.
- Economic uncertainty may affect discretionary spending among us investment in marketing and brand relevance.
- Supply-chain disruptions could impact quality, timelines and margins.
- Fast-moving digital trends require continuous investment in marketing and brand relevance.

# ROAD MAP



# WHY US?

Distinctive  
Aesthetic

Underserved Market

Proven Collections

Scalable Model

Disciplined  
Operations

Founder-Led Vision



# THE FOUNDER



I am SonuHenry, the founder of the SonuHenry luxury fashion brand. Fashion has been a part of my life since childhood. My father worked as a machinist of men's and women's jackets, and I would often accompany him to understand the fashion environment. This early exposure ignited a passion that has grown into a lifelong mission: to create the next big global luxury lifestyle brand.

I am a fashion design graduate from the University of the Arts London (London College of Fashion). Over the years, I've gained experience in fashion retail and developed a creative, business-minded approach to branding and design.

Currently, I balance part-time work while self-funding my brand development. My long-term focus is building SonuHenry through strategic licensing partnerships with reputable business organisations, creating a model that generates residual income and builds lasting brand equity. I live in Hackney, London - one of the city's most creative and diverse boroughs - which continues to inspire me daily.

THE NEXT BIG  
LUXURY LIFESTYLE  
FASHION BRAND

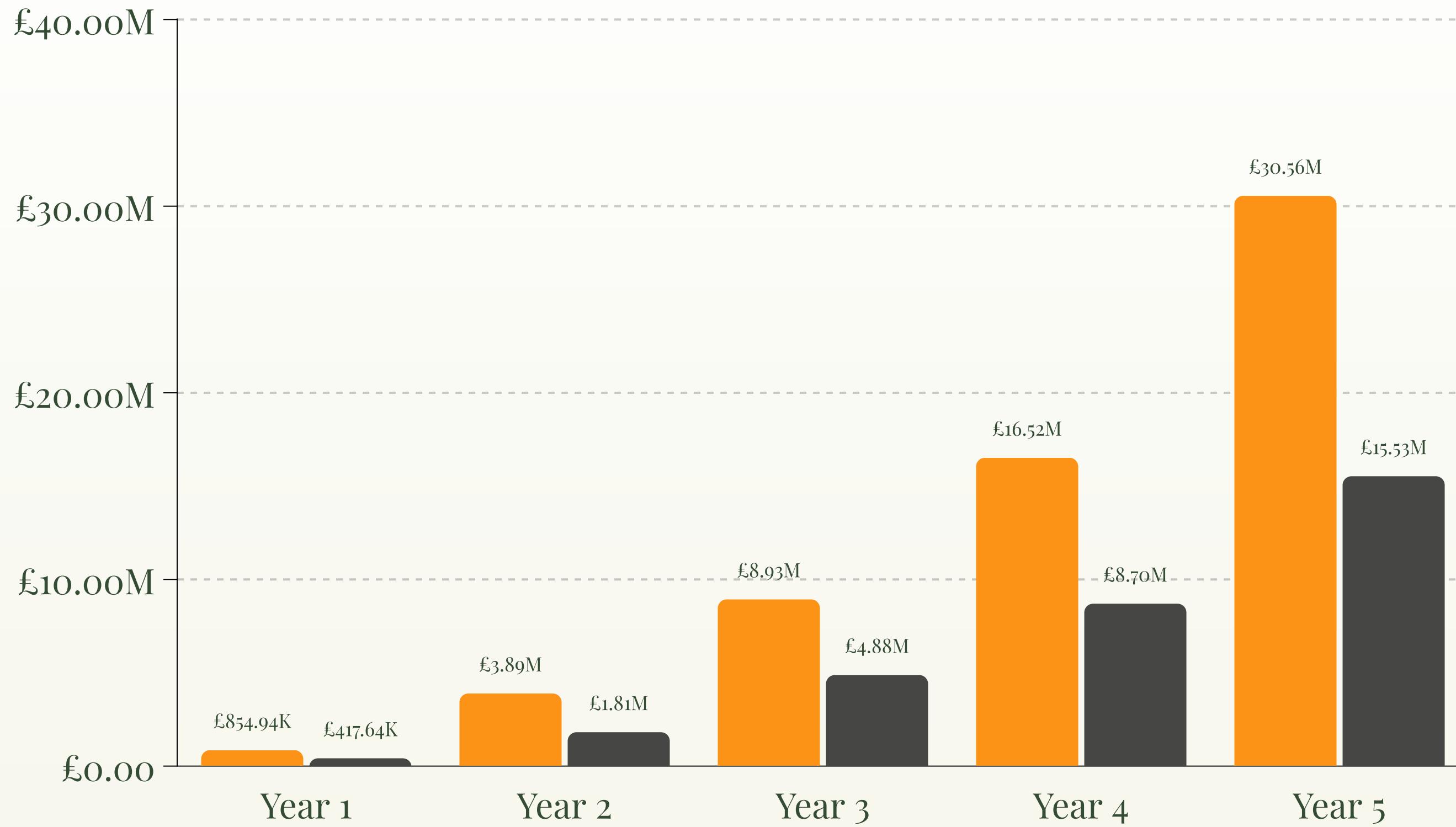


# COMPETITORS

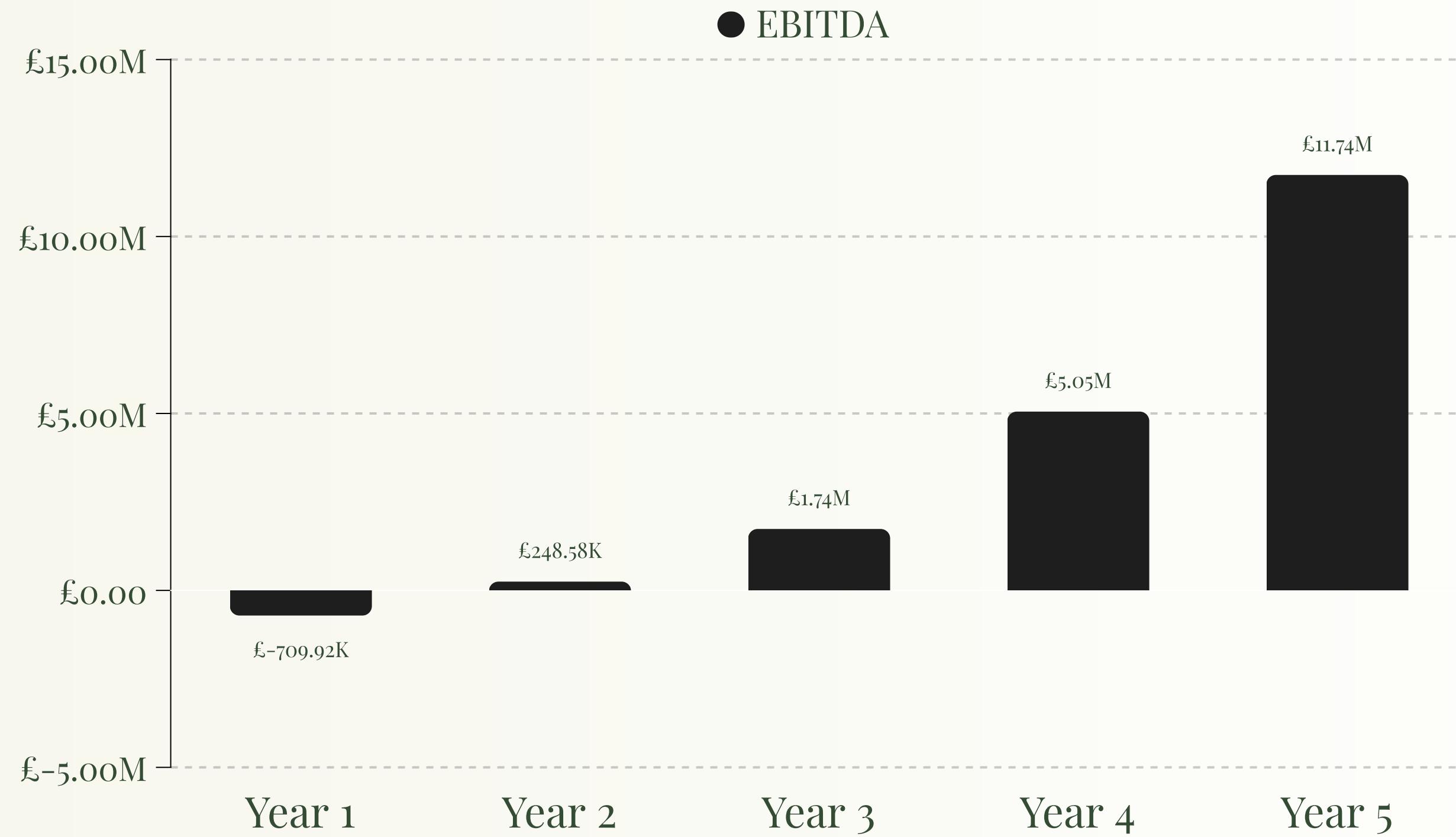
BRAND	WESTERN TAILORING	CULTURAL INFLUENCE	EVERYDAY WEARABILITY	PREMIUM/LUXURY POSITIONING	FUSION AS CORE IDENTITY
RALPH LAUREN	✓ STRONG	✗ NONE	✓ YES	✓ LUXURY	✗ NO
Paul Smith	✓ STRONG	✗ NONE	✓ YES	✓ PREMIUM/LUXURY	✗ NO
SABYASACHI	✓ STRONG	✗ NONE	✓ YES	✓ PREMIUM/LUXURY	✗ NO
HUGO BOSS	✗ LIMITED	✓ HIGH	✗ OCCASION LED	✓ LUXURY/ COUTURE	✗ NO
RAHUL MISHRA	✗ LIMITED	✓ HIGH	✗ ARTISAN LED	✓ LUXURY/ COUTURE	✗ NO
SONUHENRY	✓ STRONG	✓ MEDIUM	✓ EVERYDAY LUXURY	✓ LUXURY POSITIONING	✓ YES

# FINANCIALS

● Revenues ● Direct Costs



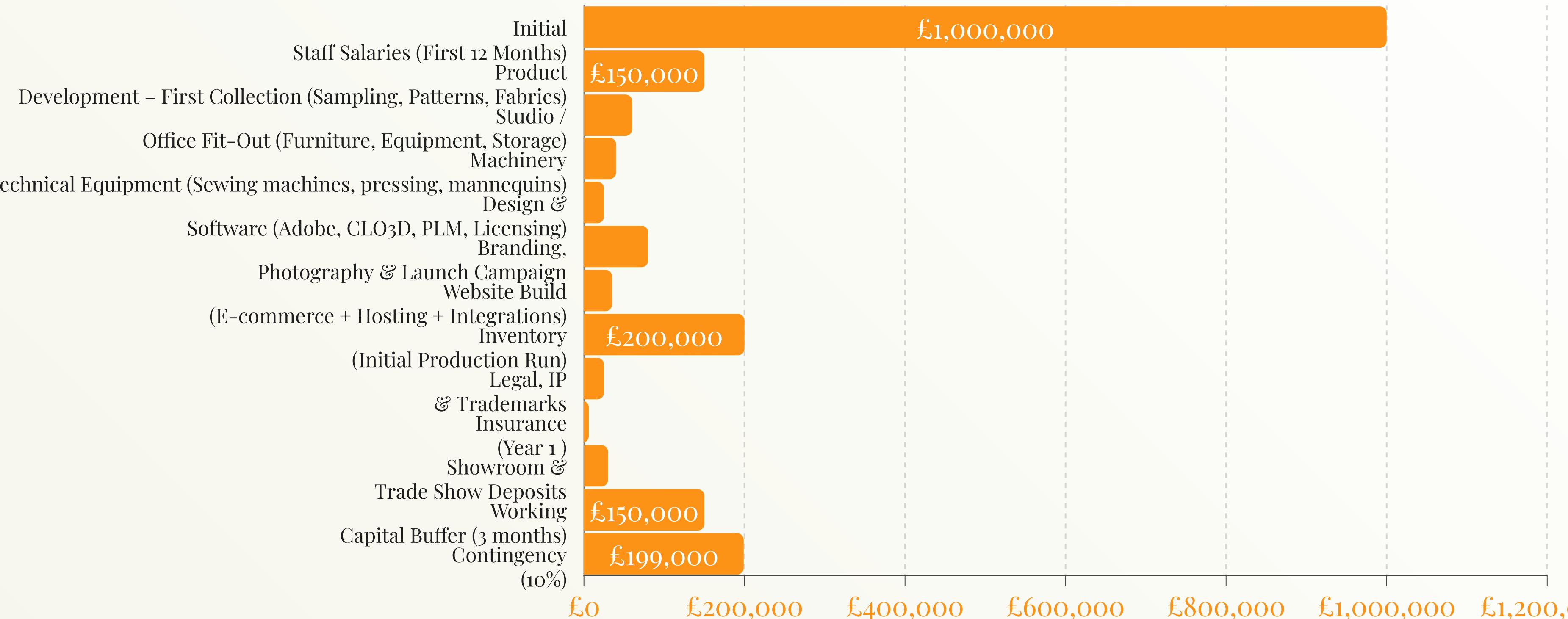
# FINANCIALS



# INVESTMENT

We are seeking £2 million in investment

to fund collection development, key hires, studio setup, e-commerce build and early marketing.  
This capital will establish a functional luxury fashion house and drive scalable market entry.





SonuHENRY®