

# CARIBBEAN JOE

ISLAND SUPPLY CO.

*A Brand that Reflects Relaxation and Comfort*



## *Brand Mission*

Caribbean Joe is more than a brand – it's a state of mind. It's an American vision of comfort, ease and relaxation and our timeless easy-to-wear products reflect this warm and genuinely relaxed lifestyle. Caribbean Joe's equity lies in its intoxicating colors, one-of-a-kind prints, innovative fabrications and unique embellishments. It's a brand that represents the best side in all of us – our shared values of family, time together, fun, generosity and our dynamic optimism. At Caribbean Joe, vacation is a state of mind.

## *Customer Definition*

Caribbean Joe consumers are casual, relatable, genuine, relaxed and optimistic. They are men and women who are 35+ years old and want to be recognized for who they are, not what they wear. They value comfort, durable construction, good quality, modern silhouettes and a sense of ease. They've outgrown experimentation and trends. They choose clothes that are flattering, but unfussy as they don't want to be constrained in their clothes, or in their lives. Caribbean Joe has over 20 Licensees offering 22 product categories in over 8,000 locations in the U.S. and Canada. For 2011, the brand will focus on international expansion in Mexico, Central and South America, U.K., and India.



## *Available Licensing Opportunities*

Apparel, Beach Accessories & Towels, Belts, Footwear, Handbags, Headwear, Home Décor, Intimates, Jewelry, Women's & Men's Loungewear, Storage, Sunglasses, Swimwear, & Watches to name a few.

## *Join Hands with a Powerhouse Brand!*

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