



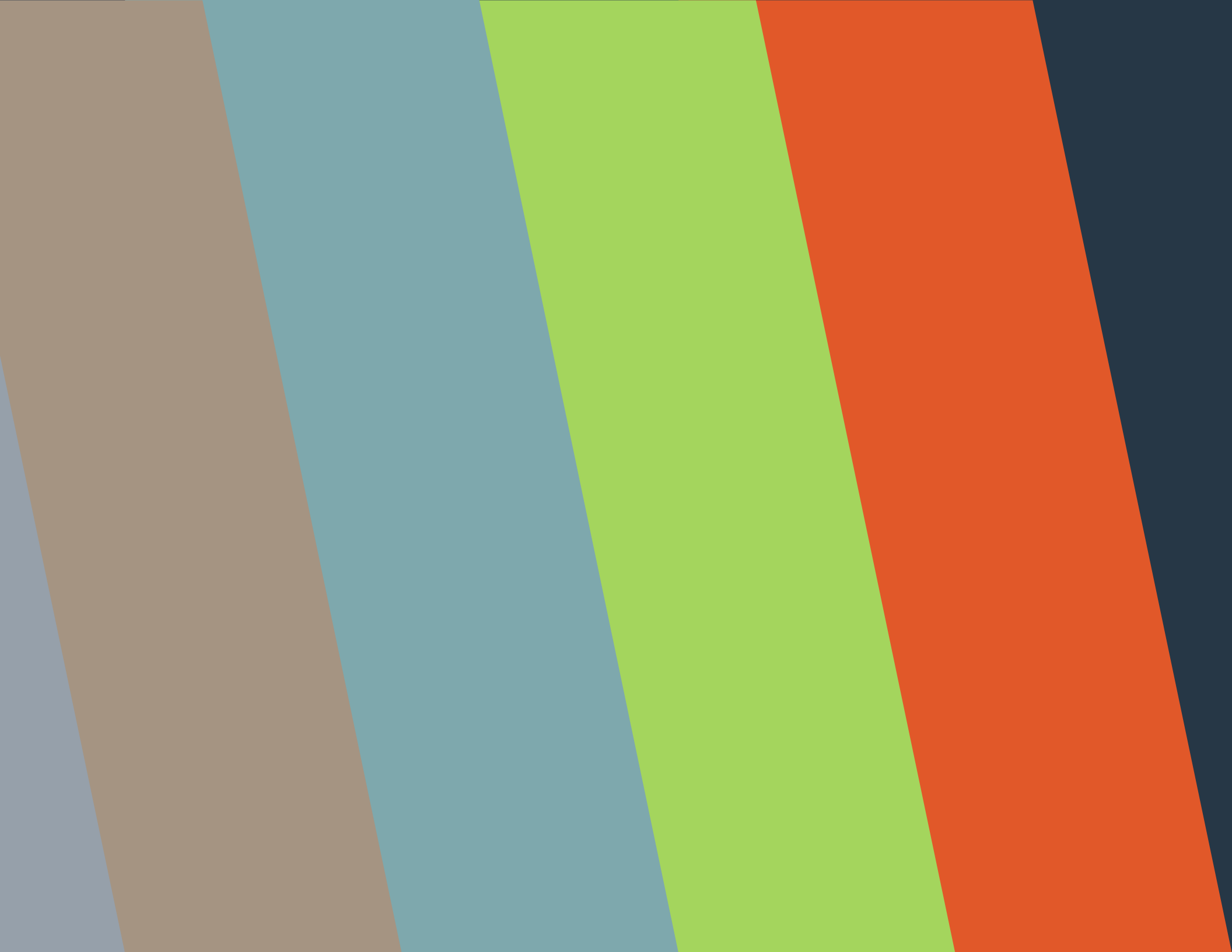
VCNY
HOME

COMPANY PROFILE



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INTRODUCTION

WHAT IS VCNY HOME?

VCNY Home is an innovative design oriented importer of high quality home textile products, specializing in the following categories:





VCNY

H O M E

VCNY

CLASSIC

VCNY

MODERN

VCNY

TEEN

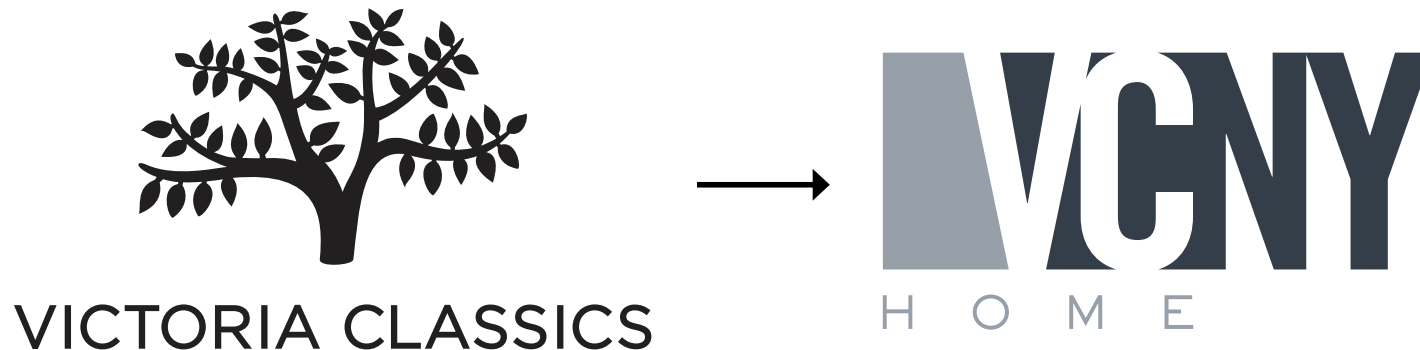
VCNY

KIDS

VCNY – BRAND OVERVIEW

Victoria Classics has always worked to provide high quality home textiles for less. Now, we've redefined ourselves to become even better...introducing VCNY Home.

As VCNY Home, we are the creative catalyst for homemakers to achieve the style they deserve. We satisfy their style aspiration and inspire them with new ideas that are easy to incorporate into every aspect of their home.



VCNY is the brand made for those that strive for fashionable Home décor that serves to be both appealing and functional. No matter what your style, we work to make your home a celebrated escape with high quality textiles at affordable prices.

VCNY. Welcome Home.

VCNY – SUB-BRANDS

CLASSIC

Bring elegance and class into your home with VCNY Classic. Trends come and go. VCNY Classic understands the need for timeless palettes and traditional patterns that provide a mix of old-world glam and new-school chic.



VCNY
CLASSIC



MODERN

Add style and sophistication to any room with VCNY Modern. Combine geometrics, refined patterns, and minimal pops of color to create a polished look in an unconventional way.



VCNY
MODERN



VCNY – SUB-BRANDS CONT.



VCNY
T E E N

VCNY TEEN

It's not easy being a teenager – VCNY Teen gets it. That's why we offer a variety of trends – chic, edgy, bohemian, fresh...you name it. Do what you want – it's your room!



VCNY
K I D S

VCNY KIDS

VCNY Kids welcomes imagination – in fact, we encourage it! Mix and match pastels and/or bright hues with playful patterns to achieve a cute yet casual look for your child.

COMPANY HISTORY

When Joe and Toby Cohen emigrated from war-torn Syria in 1981, they never thought that nearly 25 years later they would own a business considered one of the top 10 textile companies in the country. But that's exactly what happened. Young, hungry and eager to find normalcy and purpose, the Cohen brothers created a modest life for themselves by working at a home retail bedding and bath store in the Flatbush section of Brooklyn, NY. The young men climbed the ranks and within five years they mastered just about every area of the business and decided to create a home textile business like no other.

With a lot of faith, perseverance, out-of-the-box ideas and a commitment to excellence, they eventually purchased the business from their boss and quickly expanded it into to a six-store operation.

International travels to Spain, France, Portugal and Italy gave the Cohen brothers a competitive edge for their stores, as customers grew to appreciate the range of unique merchandise they carried at reasonable prices. In 1987, the company officially became an import business and began selling to small independent retailers and large



COMPANY HISTORY CONT.



retail shops across the country in major cities, including New York, Chicago and Boston.

Their mission to offer fresh designs at value continued to flourish, and by the mid-90s, private-label manufacturing became a larger driving force for the business. They opened a plant in Edison, NJ, and quickly grew into a multimillion-dollar company. In 2000 they created Victoria Classics (now VCNY, which means Victoria Classics New York), offering customers the same value and innovative designs they had come to appreciate over the years, but now with a fresher, independent twist.



VCNY's wholesale operation is one of the leading importers of high-quality home textiles for bedding, bath and home accessories in the United States. Importing from various countries to accommodate value, cost and trends has served as key components to the company's success, allowing the brand to continuously reach new heights and deliver innovative designs that customers embrace with their hearts.

CATEGORIES

BEDDING

Bedding – our most popular category. As the focal point of a room, – after all, it is called the bedroom – bedding ensembles can easily establish the style and/or atmosphere of a room. From single comforters, to 22-piece bed sets, VCNY has got you covered!



WINDOW

VCNY offers a variety of window treatments. Available in a wide range of colors, patterns, fabrics, constructions, and lengths, we have a solution for every room and every style in your home. At VCNY, style and function go hand in hand.



CATEGORIES CONT.



BATH

The bathroom is probably one of the easiest and most flexible rooms in the house to decorate – have fun with it! We offer individual items, as well as, coordinating sets in a wide range of colors, patterns, and materials. We provide the basics, (i.e. liners and hooks) as well as the décor, (i.e. shower curtains, bath rugs, hand towels) and much more!

TABLE

For many, a table functions as a focal point of the room. We offer a variety of table linens (i.e. tablecloths, table runners, napkins, and placemats) that not only dress the table itself, but that also complement the room as a whole.



ACCESSORIES & MORE

VCNY has expanded into new product categories. The new categories include:

- Decorative Pillows
- Throws
- Bedspreads
- Utility (white goods/innovation products)
- Table Linens
- Area Rugs
- Pouffs

COMPANY ORGANIZATION

What really makes us great is our talented and hardworking staff. Our management and company structure is the key factor in major growth of the company that allows VCNY Home to stand out and continue to be one of the top ten home textile distributors in America.

SALES/E-COMMERCE

Our extensive involvement in the overseas design and textile market place as well as our superior manufacturing capabilities enables *VCNY Home* to meet all of our customer's pricing, quality and product needs. The sales team are those who begin and sustain a relationship with retailers and personal clients. Our motivated team ensures that clients are satisfied with our products and that needs are being met. Our newest venture in e-commerce has allowed us to expand our client base as well as broaden our existing relationships. In our efforts to be an integral part of the entire home decorating process, we've also taken customer service into consideration so that we're available to the consumer before their purchase for styling tips and product questions and even afterwards so that the consumer can share their inquiries with direct, timely responses.



COMPANY ORGANIZATION CONT.



SOURCING

We have expanded our global capabilities. Our sourcing team locates the highest quality products at the best possible pricing, while ensuring that the most reliable service is being provided to our retail partners and end users. Our experience team works hard to make sure that we continuously supply premium products at affordable pricing. Having central offices and joint venture manufacturing facilities in China allow us to have the proper resources to continually produce beautiful products in our categories, and even expand into new ones.



LOGISTICS

In order to be accessible to a wide range of consumers, we maintain 9 distribution centers across the country. State of the art facilities and inventory control allow us to make sure your product gets to you on time, in the way that you want it.

COMPANY ORGANIZATION CONT.

MERCHANDISING

Our top priority has always been to service our customers by bringing together great products in smart and innovative ways that make people's homes more beautiful and their lives easier. Our merchandising staff work tirelessly to stay current on all industry trends; always having their eyes on the horizon for the next breakthrough product, style, and configuration.

DESIGN

We travel the world searching for the newest trends, fabrications, techniques to provide our retail customers and consumers with cutting-edge fashions. Our design team is loaded with talent, passion and drive to create beautiful and intricate designs to fit all styles and tastes. Our diverse group of designers consist of different backgrounds and influences that go into the trends, patterns and designs of our products. Our state of the art studio and trained, experienced designers work together to bring thousands of new designs each year.



COMPANY ORGANIZATION CONT.



PRODUCT DEVELOPMENT

With the teamwork across multiple departments, our product development is a mix of stylish trends, staying up to date with innovative techniques to continuously produce quality products.

PHOTOGRAPHY

Our studios produce state-of-the-art customized high quality photos so that the customer can see the most of our product in one shot. With the latest digital equipment, we deliver superior quality images for our products online and throughout our packaging in store.



PACKAGING/PACKAGING DESIGN

Our packaging design team takes into every detail into consideration to make the most appealing and eye catching packaging for your product. Not only should our products be beautiful for your home, but they should be encased in the best packaging that is just as attractive.



LICENSED BRANDS



In addition to our parent brand, VCNY Home, we've collaborated with various partners to bring exclusive brand collections into your home.

THOMAS PAUL

Seedling by Thomas Paul reflects the basic ideas and principles of the Thomas Paul brand. Seedling by Thomas Paul stars bold, graphic, and colorful designs at affordable price points. The Thomas Paul hallmark of mixing vintage inspiration with lively, modern prints will be incorporated throughout this collection to create the fresh, yet spunky looks for your home.

seedling
by thomaspaul

JANE SEYMOUR

The epitome timeless beauty and effortless class – VCNY Home brings you Jane Seymour Designs. Drawing inspiration from her paintings and successful career as an actress, the embellished designs allow your home to echo the same signature qualities of beauty, glamour and sophistication as Jane Seymour.

JANE SEYMOUR DESIGNS

LICENSED BRANDS CONT.

LAURA ASHLEY

LAURA ASHLEY

The Laura Ashley brand is the quintessential English lifestyle brand meant for the sophisticated customer who knows the perfect blend between timeless and contemporary. A unique mix of traditional and modern is embodied into every design without forsaking quality and originality.



CARIBBEAN JOE

Allow your home to be one continuous vacation with Caribbean Joe. Ideal for the ones who appreciate the retired lifestyle, Caribbean Joe offers timeless island-inspired designs meant for happy living.



CLAIREBELLA

The Claire bella features bold, graphic patterns in fresh colors. This collection was meant for the stylish home that doesn't settle for just ordinary. Each design stands out making a striking statement that delivers personality and style.





At VCNY Home, we have always strived for greatness, but we would not have been as successful without the help of our retail partners...

OUR RETAILERS

BED BATH &
BEYOND

★ macy's

NORDSTROM

jcpenny

TARGET

sears

KOHL'S

Sam's
CLUB

X
EXCHANGE
ARMY & AIR FORCE EXCHANGE SERVICE

LOWE'S

QVC

BIG
LOTS!

overstock.com

Walmart



T.J. maxx®



meijer®



FINGERHUT®
Now You Can™

SHOPKO
my life. my style. my store.

Dr. Leonard's
AMERICA'S LEADING ONLINE HEALTHCARE CATALOG

Stein Mart

ROSS
DRESS FOR LESS



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