

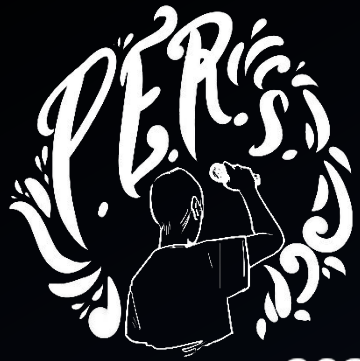
P.E.R.s Merchandise

EXISTS TO BREAK STEREOTYPES!



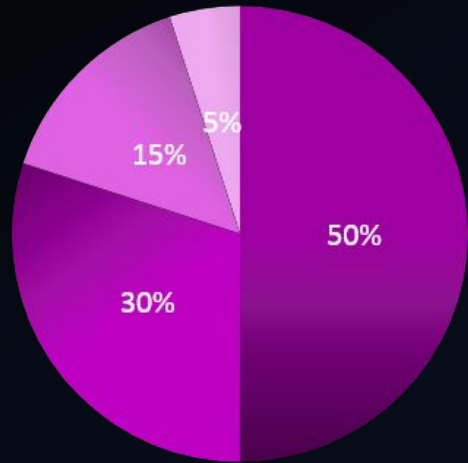
Who are we?

Our company was founded in 2024 by the successful singer Dmitry Persianov (known as P.E.R.s in music industry). After his song “FAT SOUND” that brought him fame and a wide audience, he decided to create his own clothing brand. A team of the best designers from all over the world was assembled. We tried to focus on a young audience. After years of productive work, the first collection was presented to the public on the concert in “Luzhniki” stadium. The first collection was met with success and sold in the first hour in the amount of 100,000 pieces. Today our brand is the most popular brand in the world. We are successfully going ahead overtaking our competitors and are not going to stop.



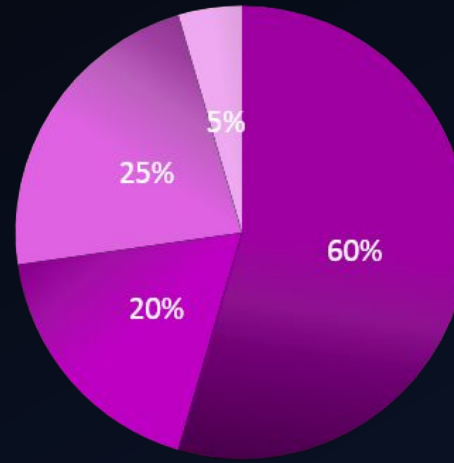
Age breakdown

2024



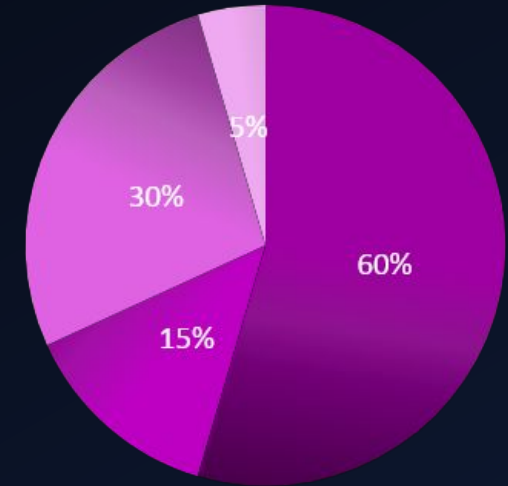
■ 15-25 ■ 25-40 ■ 40-60 ■ 60+

2029



■ 15-25 ■ 25-40 ■ 40-60 ■ 60+

2034



■ 15-25 ■ 25-40 ■ 40-60 ■ 60+

Recent market research

Question	Agree	Disagree	Don't know
P.E.R.s Merchandise is over-rated	5%	90%	5%
P.E.R.s Merchandise is for my generation	66%	14%	20%
In P.E.R.s Merchandise I feel luxurious	84%	6%	10%
P.E.R.s Merchandise is the best clothing brand today	40%	20%	40%

New collaboration with “GOLF Wang”

After Tyler, The Creator was seen wearing "P.E.R.s" hat, we immediately offered Tyler our cooperation. We worked well together and that's how we created this T-Shirt.

P.E.R.s x GOLF Collaboration SS19

Soon in our [online store](#)!



We are everywhere!

Sounds creepy, but it's true)
Our brand is one of the most popular brands in the world.

A lot of popular singers and hip-hop MC's love and use our clothes.

It's time for you to join them.



First part

Everyone who will buy our masterpiece will get a special gift. Two autographs of the great MC's of the hip-hop scene. P.E.R.s and Tyler, The Creator will personally sign your T-Shirt!



Second part

Everyone who will buy our new T-Shirt gets a chance to win VIP Ticket to “Big Wild Show 2019”.

On this show you can meet P.E.R.s, Kanye West, BBT and other stars of modernity.

Hurry up!

Tickets are limited!



Third part

We are going to launch commercials on TV, YouTube channels and magazines with suitable themes.



Where you can buy our new T-Shirt?

Only in our official [internet store](#).

Materials are best of the best and of course prestige of brands raise the price higher.

Only for 16,000 RUB or 250 USD you can buy this T-Shirt and become the coolest person on your street!

We wish you good shopping!

