



**WORLD
FASHION
BRANDS &
MERCHANDISING®**

www.wfbrand.com



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Welcome to World Fashion Brands & Merchandising Group®! SPECIAL INVITATION TO PARTNERSHIP

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WORLD FASHION CLUB® PROJECT

Dear Valued Prospective Partner:

We have a high honor to introduce you World Fashion Organization® (hereinafter WFO®) (please visit www.wfoi.org as its main site), the world's largest, international and not-for-profit fashion entity serving all World Fashion Associations around the world and their activities under the motto of "World Fashion All©" & "Trade on Fashion©". WFO is representing the world fashion industry as the most globally recognized organization in close cooperation with the world-renowned brands out of its member countries and outstanding fashion leaders from all parts of the world (Please meet WFO's global leaders and executives at www.wfoi.org/wfboard).

As you're well aware, WFO® has, because of its long-time-peace serving contributions, together with International Trade Organization® (ITO®), been officially nominated for Nobel Peace Prize, collectively and jointly for consecutive years of 2011, 2012, 2013, 2014 and 2015.

Under the auspices of World Fashion Organization®, World Fashion Brands & Merchandising Group® (www.wfbrand.com) plays a grand and sole licensor of any and all trade and service marks of World Fashion Organization® brands, at the same time, being a global manager for those facilities to such extent as the exclusively authorized supplier, planner and merchandiser. World Fashion Brands & Merchandising Group®'s brand portfolios range from World Fashion Club®, World Fashion Galleria®, World Fashion Hotel®, World Fashion Residence®, World Fashion City® up to World Fashion Pageant®, World Fashion Olympiad® and many more alongside the most capable executives (please meet our Executives in Section *Executives Management Team* at www.wfbrand.com).

Having more than half a century of our own hands-on experience and expertise in renowned World Trade Center development around the globe, WFO® and World Fashion Brands & Merchandising Group® have, in cooperation with partnering organizations, eventually developed the most advanced model of business and fashion clubs called **World Fashion Club® (For more details, please visit <http://club.wfoi.org> for which we would like to propose the prospective partnership).**

A visit to World Fashion Club® should be transformative; The World Fashion Club® is to provide an ideal venue for fashion and business in which people gather, shop, meet, dine, attend fashion events and socialize in its fashionable setting. For this, the wealth of membership privileges will include a selection of private dining and meeting rooms, executive board rooms, access to the World

World Fashion Organization® (WFO®) is the world's largest, not-for profit and apolitical fashion entity serving all the World Fashion City® and World Fashion Association® around the world and their activities under the motto of "World Fashion All©"

WORLD FASHION BRANDS & MERCHANDISING®

Fashion Club's state-of-the-art conference facilities, membership ID card offering reciprocal benefits in all World Fashion Clubs® around the globe and many more.

World Fashion Club is designed for local-based closeness to the local people at the same time being best suited for the international market, taking full advantage of extensive WFO's global network. For more information, enclosed please find Catalogue for World Fashion Club®, a prototype which is designed for each club.

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Major international locations for World Fashion Club® Project in plan are— capital and metropolitan cities in the U.S.A, China, Singapore, Vietnam, Malaysia, Indonesia, India, Pakistan, Thailand, Japan, Korea, Ukraine, Greece, Germany, Netherlands, Switzerland, Spain, England, Norway, Sweden, Austria, Italy, Ireland, France, Hong Kong, Turkey, Russia, Australia, the United Arab Emirates, Kenya, Nigeria, South Africa, Brazil, Chile, Mexico, Canada and many more worldwide.

This is to say that we vigorously continue selecting the prospective partners around the globe for World Fashion Club® network, who are leading businessmen group with highest reputation and broad experience and expertise in international trade and who are interested in making their business far and away stronger and diverse, increasing cross-border opportunities & network as well as acquiring global recognition in partnering with us.

It should be noted that when setting World Fashion Club® in any country, the focus is to be made on the capital and metropolitan cities of the respective country on the basis that one World Fashion Club® is to be set up within the boundary up to 1,000,000 persons, according to the United Nation's International Survey. And correspondingly additional Exclusive Licenses for World Fashion Club® are to be issued for each incremental 1,000,000 persons.

The terms and conditions for World Fashion Club® are set forth in Exclusive License Agreement for World Fashion Club® and Marks License Agreement as shown at <http://club.wfoi.org/exclusive.html> and <http://club.wfoi.org/ip.html>.

As for the existing premises already constructed as a standing-alone building in private ownership or lease or any land plot planned for construction of new building for future World Fashion Club®, they also can be licensed when those are fit for World Fashion Club® concept.

All premises for World Fashion Club® will be developed or remodeled using the latest technologies and design concept and be filled with exclusive top brands derived from WFO's leading fashion events around the globe in the name of World Fashion Collection®.

When setting up World Fashion Club® in partnership with World Fashion Brands & Merchandising Group®, you will enjoy a lot of privileges, benefits and advantages, as followings, to say a few:

- 1. You will acquire the highest global recognition through development and operation of advanced model of fashion and business club, which is well-equipped with the state-of-the-art technologies and a variety of World Fashion Brands & Merchandising Group®'s Affinity Services. It includes but is not limited to the trade-on-fashion financing platform, World Fashion TV, World Fashion Tourism, World Fashion University, World Fashion Pageants and many others;*
- 2. Easy and direct access to the suppliers of top brands selected from the leading world fashion events around the globe without middleman. World Fashion Club® will be the final designation and enjoy a direct link between WFO's renowned designers and the domestic &*

global consumers, which will drastically affect cost-effectiveness and profit increase from sales;

3. *Not anonymous suppliers. World Fashion Club® is to have a fleet of the very best designers on her/his own name under WFO® umbrella and master brands, i.e. World Fashion Collection®. They will be duly sanctioned by World Fashion Brands & Merchandising Group® as specialized designers for each World Fashion Club, differentiating themselves as “Couturier”;*
4. *Only original and genuine products are on sale from World Fashion Club®, resulting in the full elimination of counterfeit products and quality control;*
5. *Promoting the local and emerging designers through marketing their products at respective World Fashion Club® as well as channeling their products to the World Fashion Club® global network, as duly certified by World Fashion Brands & Merchandising Group®;*
6. *Gathering city/region’s business elites in World Fashion Club® and hosting the international events in World Fashion Club® being attended by world-renowned showbiz celebrities (Please meet the WFO’s celebrities such as the First Ladies at <http://www.wfoi.org/regent>);*
7. *First Option Privileges for participation in World Fashion Organization®’s flag ship global projects such as World Fashion Galleria®, World Fashion Hotel®, World Fashion City®, World Fashion Bank® and others.*

And for many other benefits and privileges for World Fashion Club®, please see World Fashion Club® Brochure and Company Profile of World Fashion Brands & Merchandising Group®.

Depending on the property or land plot you may hold for the future World Fashion Club® and your own needs for World Fashion Club® development, we preliminarily assess your application to qualify for partnership in World Fashion Club® Project. Following positive preliminarily assessment, and thereafter the fulfillment of the basic requirements set forth in the abovementioned Agreements on World Fashion Club®, World Fashion Club® will begin in due process, accordingly.

At the time when World Fashion Club® license(s) are issued as basic requirement for the start, World Fashion Brands & Merchandising Group® may also provide you with a variety of development and management options upto the **turnkey-project**, to say, setting up a World Fashion Club® for you from the scratch, e.g. construction, interior design, management system and many other professional services necessary for the full operation by you, in cooperation with the globally top-ranked strategic alliances.

In addition, if you need to attract **financial resources** into your World Fashion Club® Project, we can also help you in this issue using our financial network of international investors for additional consideration (For our own financial cooperation in *trade on fashion*, please visit <http://capital/hrd.net>, which is the **banking & financial service division of HRD International Group**, the world’s most renowned company group in the international trade).

As a qualified licensee of World Fashion Club®(s), WFO’s flagship global projects are also widely open to you;

1. World Fashion City®

WFO®'s patented, trademarked and copyrighted World Fashion City® model represents global cities that will lead the world to the future:

Strengthen nations and increase global competitiveness by focusing on bringing together global companies and organizations along with their network;

Foster and develop international trade, finance and fashion that are appropriate for the growth of these cities; and

Complete the global city by simultaneously matching the commercial development with development of premium residential, education, medical, culture and other services

(Please visit www.wfoi.org/wfdm).

As part of the well-established and promising World Fashion City® projects over the world, the partner for World Fashion Club® will take essentially full advantage of its vested rights on World Fashion City® as integral and mandatory component of World Fashion City® for now and future.

2. World Fashion Bank® (IO/TBD) (www.worldfashionbank.com)

World Fashion Bank® (IO/TBD) is designed to be the world's first and utmost financial institution specialized in *trade on fashion*. Hence, one of its primary missions is to facilitate the fashion industry through World Fashion Club® network around the world.

In conclusion, World Fashion Brands & Merchandising Group® cordially invites you to World Fashion Club® Project. For you as our most valued partner, World Fashion Club® can be implemented as a standing-alone project or as an integral part under the roof of World Fashion City® in which you can be the leading force for now and future.

Please feel free to directly contact our global offices in major cities (www.wfo.tel) or/and send us your enquiries regarding World Fashion Club® at info@wfoi.org.

Look forward to our close, productive cooperation.

Very truly yours,

World Fashion Organization®

World Fashion Brands & Merchandising Group®