



**WORLD
FASHION
BRANDS &
MERCHANDISING®**

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Summary of Business Structure: World Fashion Club®

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Re: Business Structure of World Fashion Club® World Fashion Brands & Merchandising Group, Inc.

December, 2014

WORLD FASHION CLUB®

We believe in the transformational Power of Fashion©.

World Fashion Club®'s contemporary, fresh fashion-oriented development style is to encourage customers and visitors, domestic and international, to take advantage of the local experiences. World Fashion Club is to provide an ideal networking forum, venue and platform complemented by its fashionable setting, an awe-inspiring vista and the state-of-the art technology both online and offline.

In summary, World Fashion Brands & Merchandising Group (“WFBM Group”) is structured for World Fashion Club as following:

1. Premium Global Status:

World Fashion Brands & Merchandising Group (“WFBM Group”) is under direct auspices of WFO, which is known as the world's largest fashion organization, as the majority share holder for all its members.

2. Comprehensive Licensing System:

WFBM Group shall be a grand licensor of any and all trade and service marks of WFO brands, and each licensee shall enjoy full status of independent owner and operator at licensee’s own discretion while WFBM Group, not a franchiser but a master licensor, avoids the status of "Joint Employer". WFBM Group’s brand portfolios range from World Fashion Club, World Fashion Hotel, World Fashion Galleria, World Fashion Residence, World Fashion City up to Miss World Fashion Pageant, World Fashion Olympiad and many more. (Refer to "Index of World Fashion Brands")

3. Worldwide Membership on Reciprocity:

WFBM Group is to build up the Worldwide World Fashion Club Membership based on WFO's Global Network, then, as part of this service, a worldwide membership card is to be issued for all members on reciprocity.

For even broader network, scope of business, and boundary of regions for its members, it is also to build a special cooperation with other top-quality clubs in specific region or/and interest.

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®”

4. World Fashion Affinity Services:

WFBM Group is to provide World Fashion facility with a variety of state-of-the art Affinity Services, including but not limited to the fashion-on-trade financing platform, World Fashion TV, World Fashion Tourism, World Fashion University and many others. (Refer to “Index of World Fashion Affinity Services”).

5. Selective Managed Operation:

Separate from the primary and general licensing system, WFBM Group may enter into the additional management agreement with the selective licensee, being a global manager for those facilities to such extent as the exclusively authorized supplier, planner, developer and merchandiser.

6. Global brand-building management:

World Fashion Brands & Merchandising Group may, when deemed appropriate and separate from the primary and general licensing, hold a significant portion of selective World Fashion facilities in the form of a joint-venture, vested right or/and stock-swapping in order to solidify the global brand-building management.

7. Turnkey-project full service:

In case of full financial guarantee, WFBM Group may provide the licensee with the turnkey-project full service in setting up a World Fashion facility from the scratch, e.g. Building/Interior design, construction, management system and many other professional services necessary for the operation by the licensee itself, in direct cooperation with the globally top-ranked strategic alliances (Refer to terms and conditions of World Fashion Development & Management Group).

8. Local Venue for Global Events:

World Fashion Brands & Merchandising Group’s facilities are to provide with the global venues for the fashion events such as “Miss World Fashion Pageant” and “World Fashion Olympiad”, alongside the regular fashion events such as on-going fashion weeks, fashion shows and fashion exhibition. WFBM Group’s facilities are also to be the local and regional centers for the Fashion Education, Seminar, continuing education and newly-recruited fashioners/models’ training school, i.e. part of certificate and degree programs of World Fashion University.

9. No Middle Man:

WFBM Group cuts out the Middleman.

Much of same or identical fashion items may be available from some other sites, both online and offline, around. What makes WFBM Group significant is that the World Fashion Club in each designated area is selling it directly to consumers —no middleman required.

What WFBM Group’s business model represents is far more interesting: World Fashion Club is the final and direct link between the local member designers and the domestic and global consumers through WFBM Group’s network.

10. Globally Sanctioned Provider: Not anonymous

Still in ordinary market places, there is something out-of-body about the whole thing—dealing directly with a company or designer in other area, so long just an anonymous supplier.

In contrast, World Fashion Club is to have a fleet of the very best designers on her/his own name under WFO umbrella brands, who will be duly sanctioned by World Fashion Organization as specialized designers for each World Fashion Club as differentiated “Couture”.

11. Local Club for Local People:

World Fashion Club is designed for Local-based Closeness to the Local people. For instance, World Fashion Club's closeness to local designers as suppliers enables it to keep inventory relatively low, taking only the most popular products onto its books. WFBM Group can get many of its less-popular products from local suppliers in a short time.

12. International Market:

World Fashion Club is best suited for the international market taking full advantage of WFO's global network.

More retailers will have to recognize that if they stay only within their country boundaries, other merchants will compete from outside their country boundaries.

Especially for the international market, WFBM Group is increasingly capable of merchandizing the member's fashion goods, using the excellent suite of the Web, modern freight transport and many other facilitators embedded upon WFO's the state-of-the-art patented technology.

Especially, WFO affinity services help member designers penetrate the thickets of customs, fraud and language that still exist in the international market.

13. Centralized Supplementary Assistance System:

The real change in world markets is how technology is connecting local designer directly to consumers. WFBM Group is trying to use data to predict product trends and channel it back to the supply chain.

For example, WFBM Group also is to employ customer representatives in each of main languages. So it may use local staff members of World Fashion Club from all over the world.

14. World Fashion Bank (IO/TBD):

WFBM Group is to cooperate with World Fashion Bank (IO/TBD) for financing, which is due to open in 2015-16 and specialized in Small & Medium Sized-Fashion oriented-company-financing. In this context, the qualified World Fashion Club may function as the World Fashion Bank's on-site branch and/or customer contact point in the future which will be a major trend of banking industry.

15. Trade on Fashion infrastructure:

WFBM Group is well-capitalized for the Trade on Fashion infrastructure: for example, holding the preferred and common stocks of the world-renowned global supply chain platform as one of the major investors and strategic partners alongside GE Capital, GE Information Service, Mitsui, Mitsubishi, Softbank and Warberg Pincus.

16. Facility on Fashion with amenities:

The World Fashion Club is to provide an ideal venue for fashion in which people gather, dine, meet, shop and socialize in its fashionable setting. For this, the wealth of special privileges offered to its members will include a selection of private dining and meeting rooms, executive board rooms, ball rooms and access to the World Fashion Club's state-of-the-art conference facilities.

and many more distinctive merits of the World Fashion Brands & Merchandising Group for the global success of World Fashion Club.....

A visit to World Fashion Club® should be transformative.