



# KAYSER-ROTH CORPORATION

*PASSION | INNOVATION | LEADERSHIP*

# KAYSER-ROTH CORPORATION

*A RICH HISTORY STEEPED IN STYLE AND KNOWN FOR NEW IDEAS AND INNOVATION*

**1902** Julius Kayser formed his company in Brooklyn to make legwear, gloves and lingerie

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**1958** Merged with Chester H. Roth Company and became Kayser-Roth, manufacturing a wide array of apparel and legwear products

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**1975** Acquired by Gulf+Western

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**1999** Acquired by Goldenpoint of Mantova, Italy

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Bought HUE in 2000, a \$20 million brand, now a \$200 million brand and #1 in women's legwear and leggings in department stores.

Created No nonsense pantyhose brand in 1970, today's leading and most diverse legwear brand in food, drug and mass.

Introduced Burlington Socks to Sam's Clubs in 1983, today #1 basic apparel item.

License partnership with Calvin Klein since 1985, the leader in designer hosiery in department stores.

Unprecedented capital investment has created the most modern and technologically advanced production facilities in the world.

Together, Kayser-Roth and Goldenpoint have become a premier force in the world legwear market.

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**HUE**<sup>®</sup>

Calvin Klein

No nonsense<sup>®</sup>

Burlington<sup>®</sup>

# KAYSER-ROTH FAST FACTS:



One of largest legwear companies in the U.S.

Men's, Women's and Kids socks. Women's tights, hosiery, leggings and sleepwear

Brand leadership in USA and many international markets

Corporate Headquarters in Greensboro, NC

Design Studio and showroom in New York City

Four state-of-the art legwear plants in US

The best technicians in the world

Service over 100,000 retail stores across America

Global sourcing

# OUR CULTURE



## CURIOSITY

We look at the world with a tilted head, constantly seeking better ways to do things.

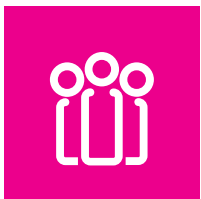
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## CREATIVITY

We start with 'smart' and allow it to have fun.

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## COLLABORATION

We believe in teamwork that fosters growth in people and ideas.



## QUALITY

We know that our success depends on products that exceed consumer expectations.

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## INTEGRITY

We demand the highest standards of ourselves and each other.

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## PASSION

We live and breathe it. Our passion is to be the best.



*OUR CAPABILITIES*

## DESIGN & MERCHANDISING

New York Design Studio and Greensboro-based team of 18 design and 9 merchandising teammates led by Vice President of Design and Vice President of Merchandising

Organized by brand with product segment specialists

Wide-ranging experience in legwear, apparel, accessories, intimates with backgrounds from: Victoria's Secret, Gold Toe, Theory, Open Ceremony, Liz Claiborne, Jose Natori and Banana Republic

Curious Minds, WHAT IF attitude, always challenging boundaries

Experts in color, print, textile and material trends, utilizing tools including; leading color services, WGSN, and extensive travel to shows and fashion forums.



# PRODUCT & RESEARCH DEVELOPMENT

Our R+D facility and our Innovation Center teams are located inside our Burlington Plant.

Just 30 minutes from NC corporate headquarters.

Team of 20 top technical experts with over 250 years of combined experience in product development.

R+D yarn and fabric teams work with outside suppliers in USA and abroad to identify, test and develop new and innovative materials, fabrics, yarns and technologies.

Our Greensboro based Technical Design team's mission is to ensure all of our products deliver superior fit and performance

Rigorous fit process and in-house wear panel

Inside test and outside Lab protocols

*PARTNERING WITH OUR R+D TEAMS IN NC AND ITALY,  
THIS GROUP HAS GENERATED SOME OF OUR*

# **BRIGHTEST PRODUCT IDEAS**

*INCLUDING:*

**First Control Top Hosiery**

**First Shaping Hosiery**

**First Quarter Top Sock**

**The Foot Tube**

**Shoe Solutions**

**Foot Jewelry**

**Seamless Innerwear with Cooling Technology**

**Cooling and Warming Legwear and Leggings**

**Wellness Products with unique Graduated Compression Technology**

**No Waistband Tights**

**Breathable and Spot-Cushioned Sport Socks**

**High Compression Wool Socks**

**Advanced Made-to-Move Shaping Leggings and Tights**





*OUR CAPABILITIES*

# MANUFACTURING & DISTRIBUTION

**Kayser-Roth owns four state of the art manufacturing facilities in the USA**

**Significant speed and quality advantages**

**Produce 156 million pairs of socks, tights and hosiery domestically each year**

**Vertically integrated – knitting through packaging with full dyeing capabilities**

**Produce 60% of nylon used in production in our Lumberton plant**

**Three owned distribution centers in the USA**

**Full EDI capability**

**OMNI = Channel Service**

**Powered by state-of-the-art WMS**





# OUR SUSTAINABILITY STORY

## *OUR GOAL IS SIMPLE:*

Reduce Our Carbon Footprint as much as possible AND keep finding and innovating new ways to do it

## *OUR APPROACH:*

A corporate sustainability team comprised of Operations Services, IT, HR led by a Senior Operations Engineer

Personnel specifically assigned in each facility. Capturing, maintaining and reporting information pertaining to our sustainability efforts and scorecard

## *SOME OF OUR ACCOMPLISHMENTS:*

We reuse or recycle 75% of our “waste” materials

High efficiency lighting systems

High efficiency buildings Water reclamation

Waste energy reduction and reclamation and automated building monitoring and control systems



# SOURCING

International contracts with 15 suppliers operating from 50 facilities in China, Korea, Taiwan and Poland

Unique capabilities include: jacquards, toe socks, pointelles, double feeds, selective cushioning, 3D designs, grippers and special printing

Source 18 million pairs of socks and 8 million pairs of leggings per year

# SALES & RETAIL PARTNERSHIP

A seasoned team of 24 account managers and 7 sales planners deliver best-in-class retail management and partnerships.

Retail analysis team supports account strategy and management activities with state-of-the-art point of sale system as well as syndicated intel including NPD and IRI services.

In-store merchandising team ensures in-store service and implementation in department stores

Dedicated e-commerce team focused on leveraging growth in this critical channel.



The logo for HUE features the word "HUE" in a black, serif font centered within a white rectangular box. This white box is flanked by two red rectangular boxes, one on the left and one on the right. The entire logo is set against a background of a vertical red stripe that runs through the center of the page, with a light pink gradient on either side.

**HUE.**

**A CASE STUDY IN HOW WE THINK**



# HUE

FUN. FRESH. FASHION.

# A FORCE IN FASHION

In 1978 two Parsons graduates dyed Chinese slippers in a rainbow of colors in their Soho apartment.

The slippers were featured in *Vogue* and sold at Henri Bendel's on Fifth Avenue. HUE was born.

Today HUE is a \$200 million brand and the fashion leader in legwear, leggings and sleepwear.





# THE #1 BRAND IN LEGWEAR AND LEGGINGS

50% market share

90% brand conversion rate to purchase

HUE is inspired by color

Women see HUE as a 'tool box' for self-expression and creativity

HUE transforms the ordinary into the extraordinary, with its own brand of style, energy and spirit





# DOMESTIC & INTERNATIONAL DISTRIBUTION

## *DOMESTIC RETAIL PARTNERS:*

Nordstrom, Bloomingdale's, Lord & Taylor, Dillards, Macy's, Bon Ton, Belk, Amazon, Stitch Fix and more

## *DISTRIBUTED INTERNATIONALLY:*

Canada, Mexico, Europe, New Zealand, Australia, China

## *INTERNATIONAL RETAIL PARTNERS:*

The Bay, El Corte Ingles, Palacio Del Hierro, Liverpool, David Jones, Farmers

## *WORLDWIDE:*

HUE.com

# RETAIL SHOPPING EXPERIENCE

## *HUE TRANSFORMS THE RETAIL SHOPPING EXPERIENCE*

Known for bold in-store visuals, high impact graphic elements, and engaging merchandising and fixturing

### *8 HUETIQUES INCLUDING*

The HUE leggings destination shop in Macy's Herald Square 150 HUE legwear and 50 HUE sleepwear soft shops



HUE<sup>®</sup>tiques



# INNOVATION IS IN OUR DNA

- 1978** *the brand launches with colorful Chinese slippers*
- 1979** *first to market with colored tights in an open package*
- 1999** *first maternity tights; first brand to use the denier system on package*
- 2003** *launched HUE sleepwear, loungewear and panties*
- 2004** *invented the foot tube*
- 2007** *first guest designer collaboration in legwear*  
*[Tracy Reese for HUE]*
- 2007** *invented the Furry Sock*

- 2008** *created Decorate Your Feet*
- 2009** *leader in establishing legging category*
- 2010** *first HUEtique in USA*
- 2013** *introduced seamless tights*
- 2015** *unveiled flagship millennial shop for Macy's Herald Square*
- 2016** *launched HUE Made to Move Shapers and HUE Men's Socks*
- 2017** *#CHOOSECOLOR campaign*



# PUBLIC RELATIONS AND SOCIAL MEDIA

## *HUE - THE ULTIMATE FASHION RESOURCE*

For top fashion publications, magazines, celebrity collaborators, influencers and bloggers  
200 million impressions each year

## *HUE - THE DESIGNER GO-TO BRAND FOR RUNWAY SHOWS*

Recent shows include: Derek Lam, Rebecca Taylor, Tory Burch, Victoria Beckham

## *STRONG, CAPTIVATING SOCIAL MEDIA*

25 million impressions each year

Facebook, Twitter, Instagram and Pinterest



CALLING ALL COLOR LOVERS  
#ChooseColor

## WHY KAYSER-ROTH

### *THE DIFFERENCE WE BRING TO KENDALL + KYLIE*

We are an independently owned branded leader in legwear and leggings - we think, act and invest long term.

We make value-added and trend-right fashion products of the highest quality. Our success depends on new ideas and we deliver more new ideas than anyone else in our industry.

We're large enough to be vertically integrated and to manufacture and source a wide range of products, but we're small enough to be nimble and entrepreneurial.

We're regarded by retailers, competitors and consumers as a proven leader in quality, fashion and design innovation.