



D	E	D	A	L	O
---	---	---	---	---	---

LIVING DESIGN

**BESPOKE HAIR ON  
HIDE LEATHER AREA  
RUGS & DÉCOR**

INVESTMENT PITCH



# INNOVATION IS KEY

Today, luxury cars, architecture and fashion are defined by technology and innovation, but luxury interior design has not held pace.

## Why has the industry not kept up?

- Steeped in tradition.
- Corporations haven't been able to harness speed, flexibility and innovation into the world of interiors.

## The DEDALO (Difference? Contrast? Distinction? Another word?)

We redefine the world of luxury interior design through innovation with leading techniques, superior materials and customizable design.

**DEDALO Living** launched in February 2016 as a cutting-edge, custom interiors goods & services company, disrupting the industry and demanding change.

D	E	D	A	L	O
---	---	---	---	---	---



# SPEAK OUR LANGUAGE

## L'Eccellenza del Settore

(Industry Excellence) Italian term for companies that are at the forefront of innovation in product, style and technique.

## Made In Italy in Italian

(Made In Italy) The artistry, craftsmanship and knowledge found in Italian-made products already has a (name? reputation? another word?).

## R & D in Italian

(Research & Development - R&D) In industries such as fashion and interiors, a company's competitive advantage is its ability to create and design styles faster, better, and with as much flexibility as possible.

## Luxury in Italian

(Luxury in Italian) Exclusive, one-of-a-kind, down to every detail,

## Premium in Italian

(Premium) High-end, yet accessible for upper middle class consumers and those who appreciate the finer things. All products are made in series with customization options.





## THE LUXURY EXPERIENCE HAS CHANGED DRAMATICALLY IN THE LAST 15 YEARS.

Fashion, travel, fine dining and lifestyle experiences are more accessible to the mass market than ever before.

Consumers of luxury goods and services demand value through high levels of innovation, exclusivity, and one-of-a-kind items and experiences.

Designers & Architects must consistently showcase a high level of creativity and provide clients access to unique pieces, that stand out.





## WHAT OTHERS LACK

Many luxury interiors manufacturers have limited ability to customize and innovate.

- Lack of cutting edge R&D knowledge
- Lack of access to new design technology
- ROI does not justify high cost of developing new products, techniques, and technology

Industry leaders can't create customizable products at cost-effective prices because of cumbersome (do you mean bulky or awkward? new word perhaps?) manufacturing and the need for substantial inventory.





## WHY MADE IN ITALY MATTERS

“The luxury goods market grew by double digits annually from 2009-2012, with a tenfold increase in online luxury sales from 2003-2013.”

- *Bain Company*

“Europe is the global leader in selling and exporting high-end products, with a world market share of 70%.

Currently, Italy is the largest exporter of luxury furniture and décor in Europe.”

- *From where?*

“The value of interior design sales is estimated at \$9.1Bn, with 29% of design firms hiring.”

- *ASID 2016 Industry Outlook*

The interior design industry revenues grew 4.5% annually in the United States from 2011-2016 .”

-*IBIS World*

## A LUXURY EXPERIENCE AT A PREMIUM PRICE POINT

Dedalo is able to offer designers access to Italian-made, customizable products & services at a competitive price point. We make customization cost effective, leading to innovation and happy clients.

- INNOVATION - Highly skilled R&D at the forefront of global trends, materials and techniques
- LUXURY BRANDING - We tell the story to create value and captivate clients' imaginations
- CUSTOMIZATION - Luxury-level customization capabilities at a premium price point
- INDUSTRIALIZED PRODUCTION - Customization and artisanal techniques maximize production efficiency and ROI



# THE DEDALO DIFFERENCE

Focusing on techniques, and not finished collections.

## Sales & Marketing

- Design custom interiors projects directly with clients
- No two projects are the same
- The art of luxury experience. Communications strategy and branding.

## Production Side

- Easy customization. Italian production facilities put custom projects into production in real time with no minimum order requirements.
- No long or costly development time frames.
- No raw materials or finished product inventories.
- No language or cultural barriers with manufacturers.





## WHO WE ARE



### ELISABETH COOK

#### Co-Founder & Colorado Native

Business development, product design, and 13 years of luxury goods experience in Italy.



### CARLO SORRENTI

#### Co-Founder & Italian Native

Luxury goods R&D/product innovation expert, 20 years experience for companies with \$1B+ revenue annually.



### KATE BAILEY

#### Head of Communications

Owner of Annabel Media, expert in interiors & design communications strategy and PR for 17 years.



# STAFF & FACILITIES

## INTERNAL STAFF, ITALY

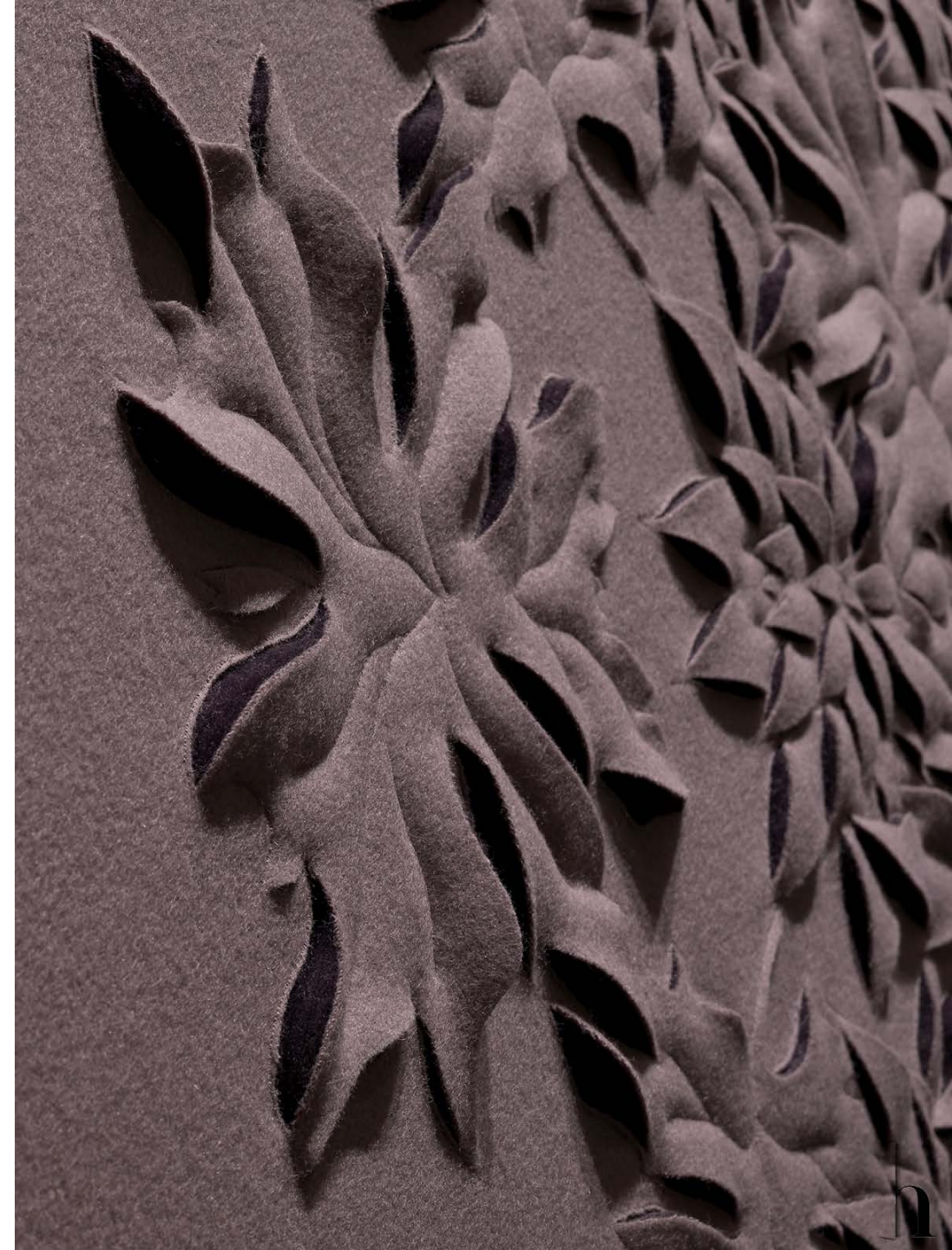
FRANCESCA LUCIANI

Assistant Designer & Production Manager

## SPECIALLY TRAINED CONSULTANTS & PRODUCTION FACTORIES FOR DEDALO'S PRODUCTS

- 2 Professional CAD drafters
- 3 Italian Factories

Machinery and production process for hair-on-hide rugs is exclusive and proprietary.





## PRODUCT SALES

**Dedalo Living designs and sells unique interiors projects on soft home goods.**

- Customizable soft goods. Hair-on-hide rugs and decor, upholstery fabrics and leather using innovative fashion and interiors techniques.
- Targeting the custom made residential and contract interiors market.
- Marketing and selling directly to luxury and premium interior designers and architects.
- Sales channels focusing on multi-brand showrooms and independent reps.



## **DEDALO LAB** Consulting and Production Management

Dedalo Lab consults with leather tanneries and production factories in Italy, as well as international fashion and interiors brands for product development.

Product design and prototyping, research and development, and production industrialization and management are some of the services the Lab offers.

Luxury fashion industry, home goods industry are the segment the Lab operates in. Fashion brands and manufacturers, home goods brands and manufacturers are the clientele we are targeting.

Direct sales through our existing Italian fashion industry contact base are sales channels with opportunity.





LIVING DESIGN

LAUNCHED ITS FIRST PRODUCT LINE IN COLORADO IN 2016.

HAND PIECED AREA RUGS IN HAIR-ON-HIDE LEATHER.



ONE-OF-A-KIND PIECES | 3 SIMPLE DESIGN STEPS

7-10 WEEK DELIVERY | PROPRIETARY PRODUCTION PROCESS



# APPLESKIN

**DESCRIPTION** Recyclable and eco sustainable leather substitute made of apples.

**SEGMENT** Residential and contract interiors, furniture manufacturing, and automotive.



# BIO PHOTOLUMINESCENCE

**DESCRIPTION** Textiles that GLOW and RECHARGE naturally.

**SEGMENT** Fashion, indoor and outdoor home goods, and yachting.





# HAND SCULPTED TEXTILES & LEATHER

**DESCRIPTION** 3D hand cut leather and textiles.

**SEGMENT** Luxury fashion, luxury residential,  
and contract interiors.



# 3D STITCHLESS TEXTILES & LEATHER

**DESCRIPTION** 2D and 3D thermally bonded textiles and leather.

**SEGMENT** Fashion, residential and contract interiors, yachting, and furniture manufacturing.





# ADVANCED DIGITAL PRINTING

**DESCRIPTION** New generation digital printing on leather and hair on hide.

**SEGMENT** Luxury fashion, luxury and premium residential, and contract interiors.



## IN CLOSING

Dedalo has proven market competitiveness in phase 1 and has the ability to make money by gaining rapid USA market share over the next 3 years. Success and profitability will come with Dedalo's sales expansion into California, New York and other key cities, and can be done with your support as an investor for Dedalo's phase 2 growth.

Please contact Elisabeth Cook or Kate Bailey to discuss this investment proposal further.

**Elisabeth Cook**  
**+1 (970) 744-6875 | [sales@dedaloliving.com](mailto:sales@dedaloliving.com)**

**KATE BAILEY**  
**+1 (303) 909-4933 | [kate@annabelmedia.com](mailto:kate@annabelmedia.com)**

**[www.dedaloliving.com](http://www.dedaloliving.com)**

