

**SG**Companies



# 125+ Years of the SG Story

*Product First · Relationship Builders · Storytellers*

**OUR VALUES** are quite simply  
a matter of **HEART.**

**H E A R T**

Honor

Excellence

Accountability

Responsiveness

Teamwork

# Fashion/Lifestyle Brands



**IZOD**



**BCBG**



**JOE BOXER**



**RACHEL**  
RACHEL ROY



**Salt Life**

LAUNCHING SS25

**HONEYDEW**



# Family Brands

PEANUTS



MINECRAFT



Dr. Seuss



123  
SESAME STREET



HERSHEY  
THE HERSHEY COMPANY



Peeps



PAC-MAN™



STAR WARS  
THE MANDALORIAN



LOL SURPRISE!  
RAINBOW HIGH



PAW PATROL





# Private Label Manufacturing & Owned Brands

SG Footwear

**RUGGED SHARK**



**DAKOTA**  
— Fleece —  
QUALITY COMFORT



**FEETMOJI**

Walmart

TIME AND TRU.

nobo  
no boundaries™

**JOYSPUN**

[g]  
GEORGE



HOLIDAY TIME

SG Apparel Group



**ASCEND**

**meijer**

FALLS CREEK.

**SHOE SHOW**  
INCORPORATED

# Key Retail Partners

## MASS MARKET/GROCERY

Walmart   TARGET *Fred Meyer* *meijer*   

## DEPARTMENT STORES

**KOHL'S** NORDSTROM  *JCPenney* BEALLS *Boscov's* Dillard's

## OFF-PRICE

*T.J. maxx*  *Burlington* Marshalls  *bealls* OUTLET. NORDSTROM *rack*

## SPECIALTY

**DSW** DESIGNER SHOE WAREHOUSE® **SHOE CARNIVAL** **SHOE SHOW** INCORPORATED **FAMOUS** footwear™   

## E-COMMERCE

 **Walmart.com** **QVC** **Zappos** .com

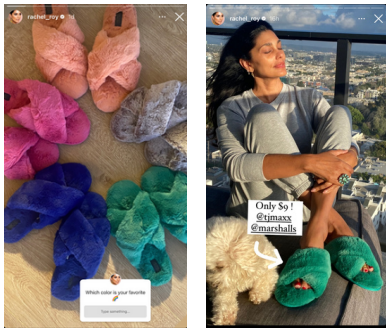
## VALUE

**FAMILY DOLLAR** my family, my family dollar. **DOLLAR GENERAL**

# Marketing

Dedicated content development and marketing support

## SOCIAL MEDIA



## DIGITAL ADVERTISING



## PR



## TRADE ADVERTISING



## CONTENT DEVELOPMENT



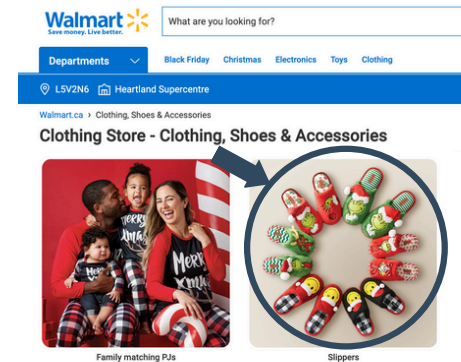
## TRADE SHOWS



## SEO



## RETAIL ADVERTISING





# SG's Sustainability Commitment

REPREVE

BLOOM

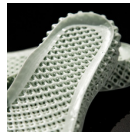
4D · SHOETECH



ProjectGigaton™

How2Recycle\*

WGSN



3D DESIGN AND  
PRINTING  
INNOVATION



DIRECT SHIPPING  
SOLUTIONS AND  
CONSOLIDATION



EDUCATE OUR  
RETAIL AND  
LICENSED  
PARTERS



PRE-ASSORTED  
PRODUCT  
OFFERINGS



PACKAGING  
CALLOUTS AND  
SUSTAINABLE  
MESSAGING

POST CONSUMER  
RECYCLED PACKAGING  
AND MATERIALS

Retail Facing &  
Cardboard Packaging:

- 100% FSC certified
- 70% PCR
- 30% Responsibly Sourced

Plastic Packaging:

- 2025 Goal: Reduce our plastic packaging further by 25%



# Leading ECOMM Experts

## Marketplaces (3P)

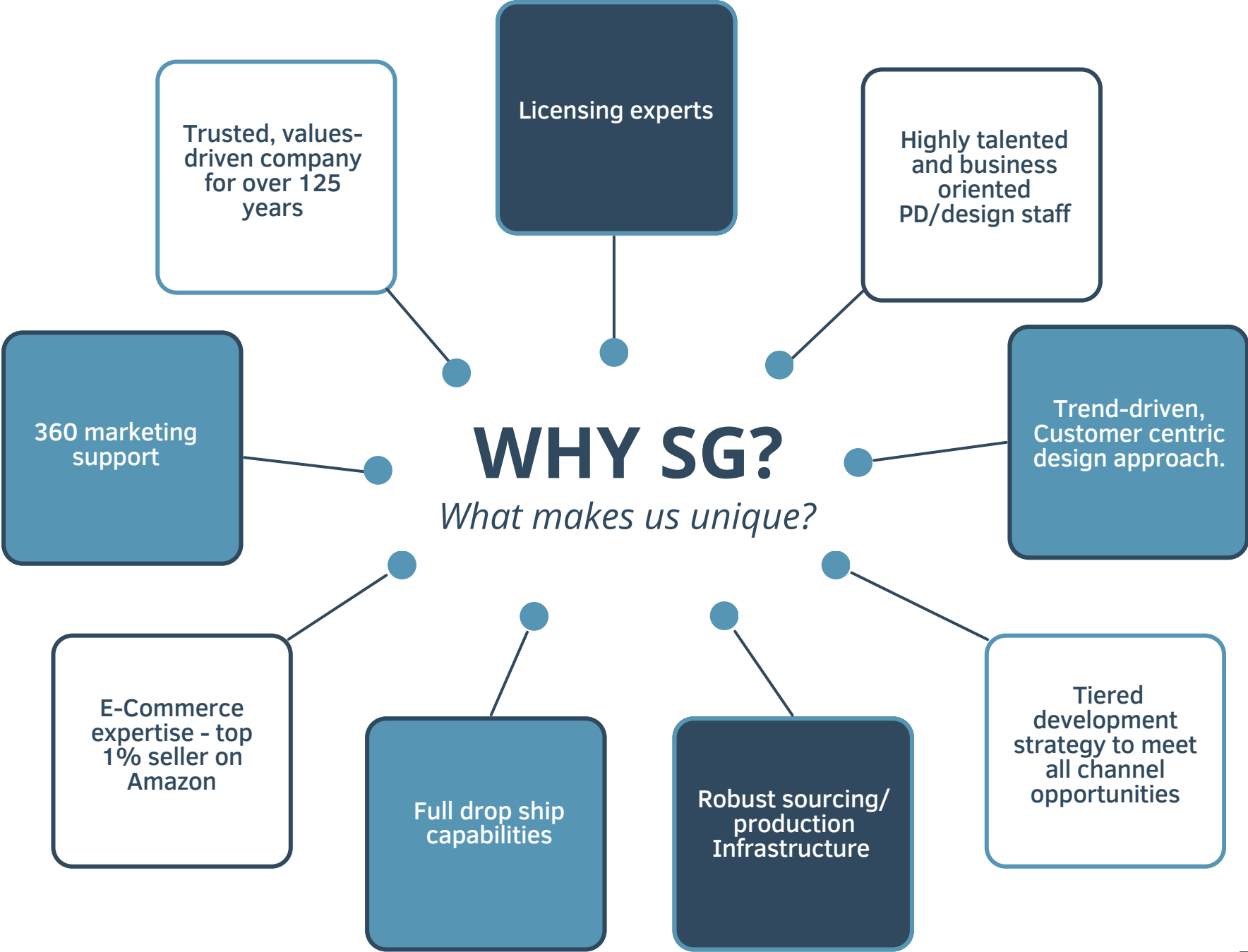
Amazon-FBA  
Amazon-FBM  
Walmart-WFS  
Walmart-FBM  
Ebay  
Target  
Kohl's  
Macy's

## Drop-Ship (1P/VTC)

Amazon-1P FBM  
QVC  
Walmart-DSV  
Target  
Kohl's  
Macy's  
Nordstrom  
Nordstrom Rack  
Journeys  
Shoe Carnival  
Bass Pro Shops

## Retailers (1P)

Amazon.com  
Walmart.com  
Target.com  
Kohls.com  
Macy's.com



# SGCompanies

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