

**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**



**HONEYDEW**



# Family Brands

Dr. Seuss



MINECRAFT



Peeps



HERSHEY  
THE HERSHEY COMPANY



PAC-MAN™





# 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**

SGI 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 ★ *macy's* JCPenney BEALLS *Boscov's* Dillard's VON MAUR

## OFF-PRICE

*T.J. maxx*  ROSS DRESS FOR LESS  Marshalls ★ *macy's* backstage  bealls OUTLET. NORDSTROM rack

## SPECIALTY

DSW DESIGNER SHOE WAREHOUSE® SHOE CARNIVAL SHOE SHOW FAMOUS footwear™ SHOE sensation      
 FINISH LINE  SHOE DEPT. ENCORE     ORVA   
   TRADEHOME HIBBETT SCHEELS

## E-COMMERCE

amazon.com Walmart.com QVC Zappos 

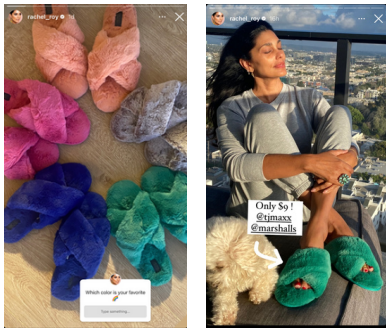
## VALUE

 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

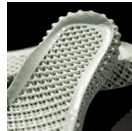
4D · SHOETECH



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)

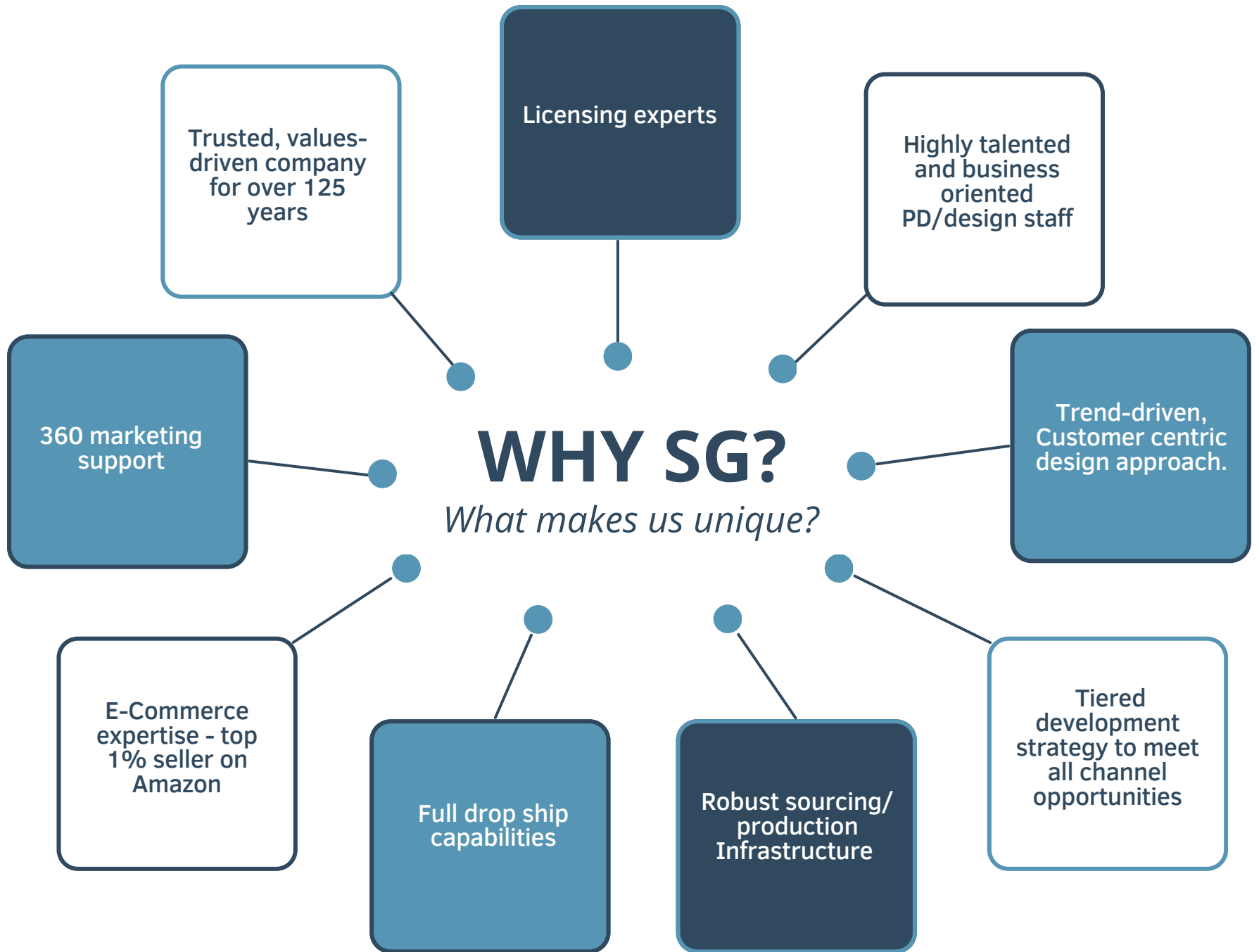
Amazon-FBA  
Amazon-FBM  
Walmart-WFS  
Walmart-FBM  
Ebay  
Target  
Kohl's  
Macy's

## 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



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