

EIS Approved

Moncrief of London seeks £1m of growth investment

LUXURY BRAND

GROWTH

LONDON, UK

EXPERIENCED MANAGEMENT TEAM



Moncrief of London www.moncrieflondon.com

Seeking £1million of Growth funding

This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depends on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

Moncrief is a British luxury brand of hand-made leather travel cases and accessories, which are characterised by an exceptional level of craftsmanship.

With a clear focus on the sophisticated global High Net Worth traveller, Moncrief leather goods combine age-old artisan skills and the finest materials to create a timeless collection that is directly relevant to its target consumer. Moncrief's clearly defined niche will allow the brand to capitalise on the growing demand in the global market for both British heritage brands and for leather goods.

Moncrief has chosen to enter the sector of highest quality hand-made leather goods for travel, which the brand sees as a uniquely under-populated sector and where it can make a tangible difference. All items in the range can be 'carried-on'.

Within a clear timeframe Moncrief intends to extend its product offer into the wider field of handbags, small leather goods and other travel-related accessories so as to broaden its appeal and grow top line sales.

The collection has been stocked in Harrods since July 2012 and this exposure has been very encouraging with some colour ranges selling out in the first few months. In addition, Net-a-Porter launched Moncrief on its site in early November and a number of lines sold out within the first week. Moncrief has also featured in many high profile magazines and periodicals.

"Moncrief's mission is to become the world's most desired super luxury brand"

Moncrief is looking to raise £1m, for the following purpose:

1. Strengthening management team. Individuals have been identified for key roles
2. Developing and launching of extended product range
3. Marketing and PR to support brand awareness
4. On-going development of Moncrief web site and marketing to drive direct sales
5. Inventory availability to capitalise on success in Harrods and Net-a-Porter

The expectation is that the exit will be within 5 years by way of a trade sale.

Moncrief is founder-funded and has completed 1st round fundraising. The two founders combine an extensive knowledge of the Luxury brand market and an AIM market veteran with successful exit experience.



The value of investments can go down as well as up, so you could get back less than you invested.

For more information, please contact:

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