



**Lingerieplanet.com** is focused on becoming the leading online source of intimate apparel in the world.

**Mission Statement:**

**Lingerieplanet.com is focused on becoming the leading online source of intimate apparel in the world.**

Thanks to direct relationships with designers and manufacturers worldwide, Lingerieplanet.com offers a never ending selection of products at the best possible value to our customers.

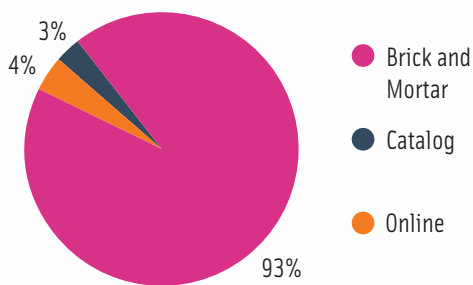
**Market:**

The domestic women's intimate apparel industry stood at \$13.7 billion in 2010. Combined with a \$4.7 billion men's market, the undergarment industry accounted for over \$18 billion in 2010 sales.

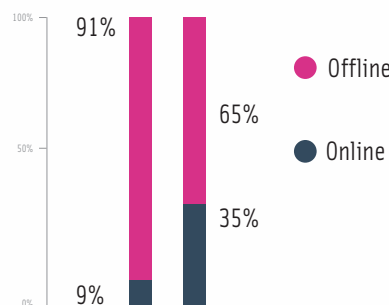
**Opportunity:**

Despite the massive size of the intimate apparel industry, very little innovation has occurred around the retail sale of these items. Today, only 3% of women's intimate apparel is sold online but estimates for 2018 suggest that online sales of retail apparel could account for as much as 35% of all sales.

**2010 Women's Intimate Apparel Sales by Channel**



**Apparel Sales by Channel 2010 - 2018**



**Customers:**

Our customer is the sophisticated contemporary woman of any age who have a strong sense of personal style and who demand the best products delivered with world-class customer care at a great value.

**Our team:**

Lingerieplanet.com was started by two entrepreneurs with extensive experience building high growth, profitable ventures. Their passion for building great businesses has created an energy and enthusiasm that is infused throughout the staff who knows they are part of a special team.

**Key Success Factors:**

In nearly every retail sector there has been born a pure play online company that has been disruptive to that market. Amazon originally did it for books; Netflix did originally for movie rentals. More recently, Zappos has taken the shoe industry by storm while Backcountry has built an impressive business catering to outdoor enthusiasts... Lingerieplanet.com will be the disruptive force in the women's intimate apparel market and will accomplish this very simply by maintaining an obsessive focus on delivering the value to our customers and will leverage the latest trends in social media and mobile commerce to innovate in an industry that has done very little to innovate for and inspire its customers.

**Company Profile:**



[www.lingerieplanet.com](http://www.lingerieplanet.com)

**Company:**

Delaware S Corporation  
Founded July, 2010

**Industry:**

Intimate apparel e-tailer

**Founders:**

**CEO, Mark Cullinane** - Harvard Business School, Bain Consulting, Digital Media Executive

**CTO, Eric Melin** - Serial Entrepreneur, SEO Expert, Technologist

**Staff & Contractors:**

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**Financing:**

Seed funding via founders

**Seeking:**

Interns - Remote/work at home opportunities  
Advisors - Equity compensation available  
Angel investors - Future investment rounds may include outside investors

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