



PETITE

*sophisticate*TM

*beauty comes in all sizes*TM

beauty comes in all sizes™

PETITE

sophisticate™

35%
of woman are
defined as petite
or under
5' 4"



230
million
E-Commerce
buyers
in 2021



72%
of all online
purchases are
bought by
woman



Saul Skurow of Cincinnati, Ohio had been in the fashion business all his life. He recognized that petite woman had a real problem finding properly fitting clothing off the rack. His solution was Petite Sophisticate. Founded in 1950, Petite Sophisticate became part of the American chain of retail stores owned by Casual Corner. They featured professional looking clothing tailored for the petite woman. The shops were light, airy and merchandised for the sophisticated shopper. At it's peak there were over 525 stores nationwide.

Today, online shopping has taken over in-person boutique shopping. In 2021, there were 230 million digital buyers, of which 72% are woman. 35% of these woman are defined as petite or under 5 foot 4.

That makes 58 million online shoppers in search of sophisticated petite clothing.

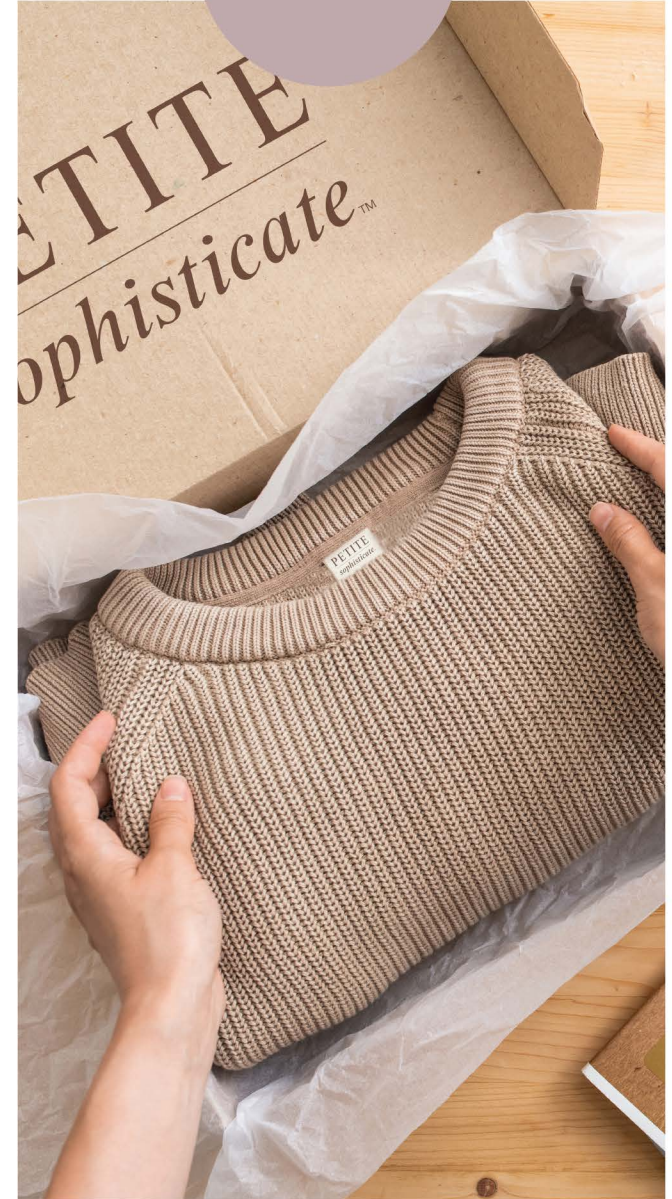
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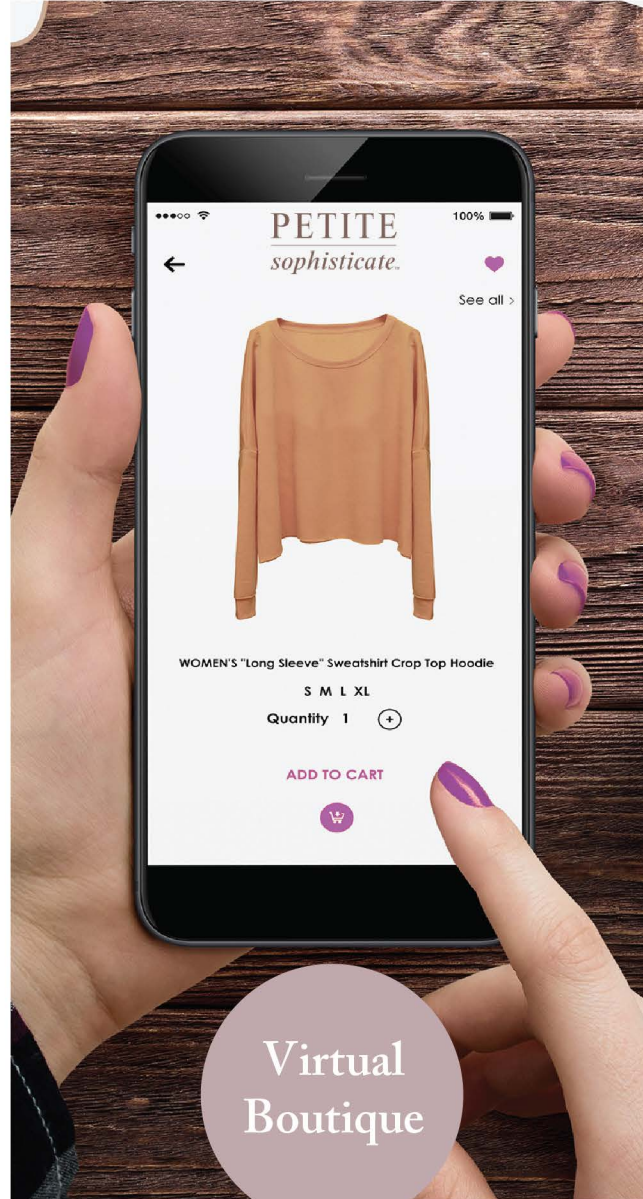
Live
Stylists



Curated
Wardrobes



Virtual
Boutique



Virtual
Boutique

PETITE *sophisticate*[™]



Unique E-Commerce site allows visitors to virtually shop inside a boutique, walk around, select items and purchase with a click



Leather Tote \$59.99



Live
Stylists

PETITE

sophisticate[™]

Set up an appointment with an online stylist who will virtually shop with you online, recommend sizes and styles then put it right in your cart to be purchased



Curated
Wardrobes

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Curated wardrobes that fit your size and style will arrive to your home. Subscription format similar to Stitch Fix and Prime Wardrobe, but proportioned for petites

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