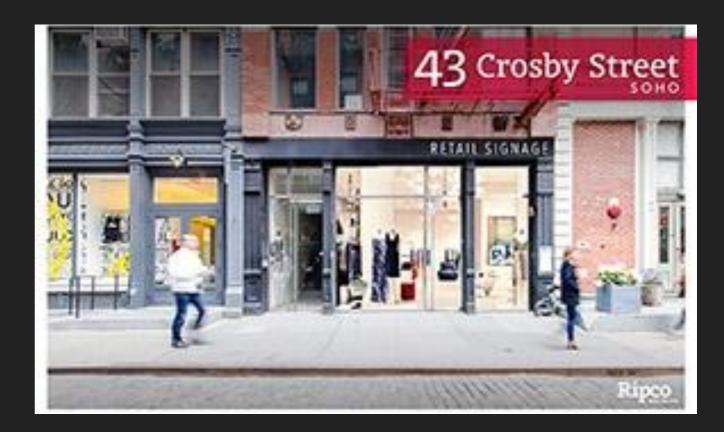
ALEXYS H. TATYIANA F. ARMIEL C. RACHAEL M. PASCIA S. DAVINA S.

ZIGGIES SANDROX

GROUP MEMBERS

- Square Footage:
 - Store A
 - Ground Floor: 2,250 SF
 - Lower Level: 1,000 SF



http://www.ripcony.com/sites/default/files/43 %20Crosby%20Street_Soho_Marketing%20 Package_2015.10.27.pdf

- Interior decor:
- Fixtures:
 - Cubbies, Seesaws, Monkey Bars, ladders, swings
- Sales volume:

- Inventory levels:
- Consumer profile:
 - Average age of purchaser:
 - Parents ages 25 +
 - purchasing for children ages 2 y/o to 10 y/o
 - wearing sizes 2T to 14
 - Family Income:
 - Upper Lower class/ Lower Middle class

\$30,000-\$80,000

purchase in dollars:

Fashion attitude Lifestyle:

DEMOGRAPHIC PROFILE

- Location: Soho, NYC
- Total Population: 51,240
- Female Population: 25,738
- Median Age: 36 years old

CONSUMER PROFILE

DEVELOPE A BUYING