

 **STUDLEES**TM

A fusion of jewelry and hair accessories,

Studlees Charm Lockers are

poised to disrupt the fashion industry.



Studlees Charm Lockers

- New jewelry adapters that secure earrings, pendants, and other charms to hair and fabric
- Easy-to-use components that work together or separately to showcase multiple sets or a single charm
- Reusable and makes existing jewelry collections multifunctional
- Items can be branded and sold with new jewelry to make them transformable
- Elevates a jewelry collection above the shoulders for video calls or selfies

On your clothes...



STUDLEES™



Patent Pending

Or in your hair...

...wear your jewelry anywhere!



The Anchor



The Float



The Drop



The Key



The Strand

Innovations Program Manager

Throughout her career, Dylan has worked with all levels of management to produce world-class technology solutions using cutting-edge technologies. A senior manager with a history of driving results out of chaos and leading by example, Dylan has won awards and honors for her work in the IT industry.

- Over 25 years of experience managing customer-centric requirements and innovative development teams to deliver digital commerce and business-critical applications.
- Led multiple cross-functional teams with hundreds of stakeholders with budgets of over \$20 million annually
- Focus has been on innovative experiences and strategic foundational implementations
- Employers and client list includes small businesses, Fortune 500 companies, government agencies, non-profits, and entrepreneurships.



Inventor/Owner

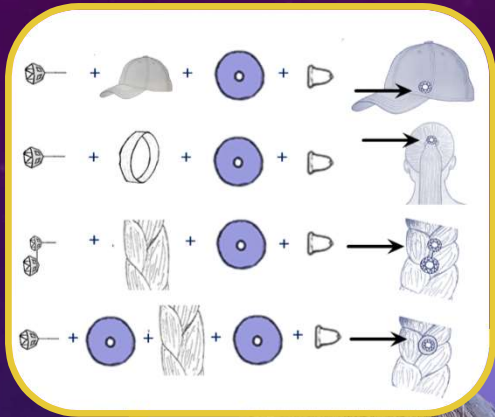


Dylan Rodrigues

STUDLEES™

- Works with all types of earrings
- Dual use as platform and anchor
- Can be imprinted with logo for branding opportunities

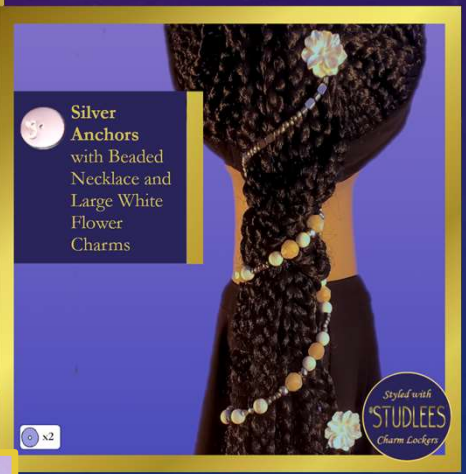
The Anchor – Ways to Wear



Silver Anchors with White Fabric Roses and Clear Crystal Charms



Silver Anchors and Golden Anchors with Duotone Butterfly Stud Charms



Silver Anchors with Beaded Necklace and Large White Flower Charms



Silver Anchors with Heart Drop Charms



The Key – Ways to Wear

Step 1



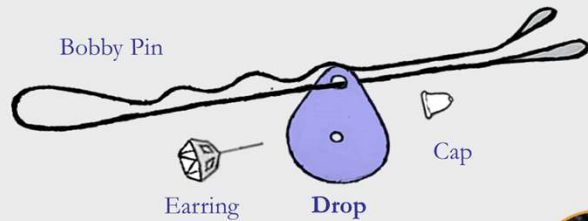
Step 2



- An Adapter for Pendants, Charms and Beads
- Connects with other Charm Lockers
- Use with Pandora® Charms and European Beads

Pendants and Charms

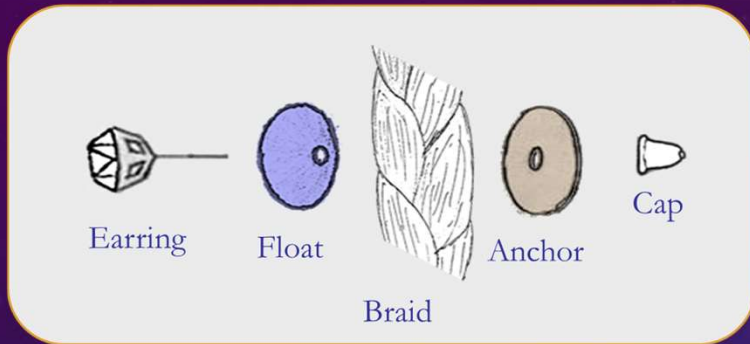
The Drop – Ways to Wear



- Combined Anchor and Float Adapter for Hair Accessories
- Connects with other Charm Lockers
- Many finishes and several sizes



The Float – Ways to Wear

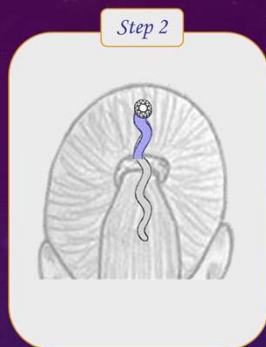
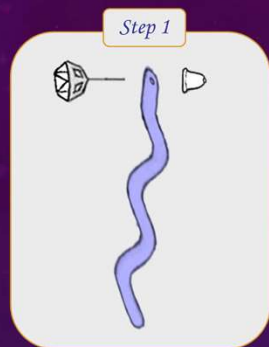


- Lifts Charms Away from Hair and Fabric
- Connects with other Charm Lockers
- Enhances Smaller Charms



Use with Studlees Charm Lockers

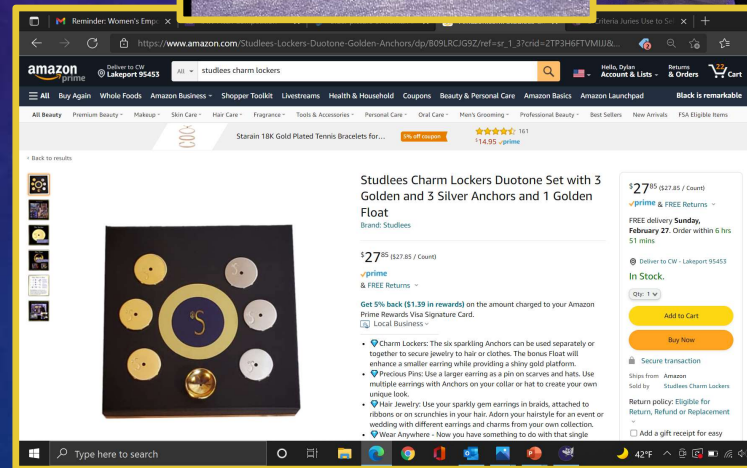
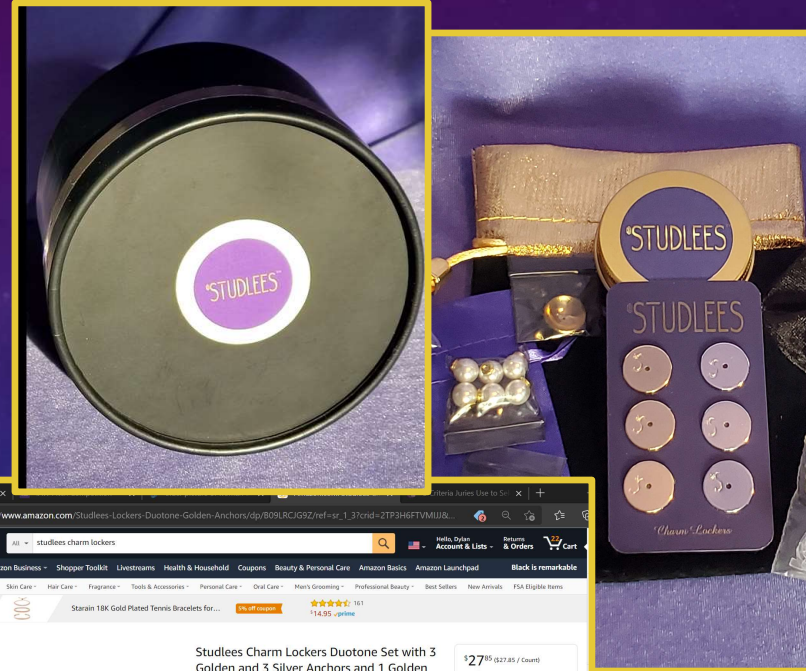
The Strand – Ways to Wear



- Anchors charms in bound hair
- Connects with other Charm Lockers
- Sizes to support different hair types

- Patent Pending
- Trademarks Pending
- Initial Branding and Packaging
- Available on Amazon Prime
- Website Up and Google Ready
- Samples and Products are Packaged
- Soft Launch – No Marketing/Press

Current State



STUDLEES™

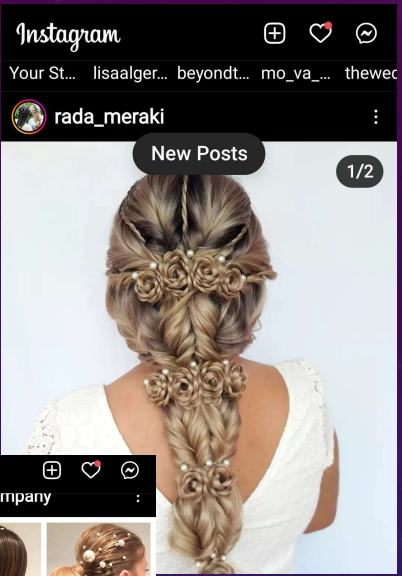
What's Next - Funding

- Marketing and PR Campaign
- Licensing Offers and Agreements
- Manufacturing Optimization
- Sponsorships and Partnerships



STUDLEES™

Social Media



Hair Jewelry Media

Television

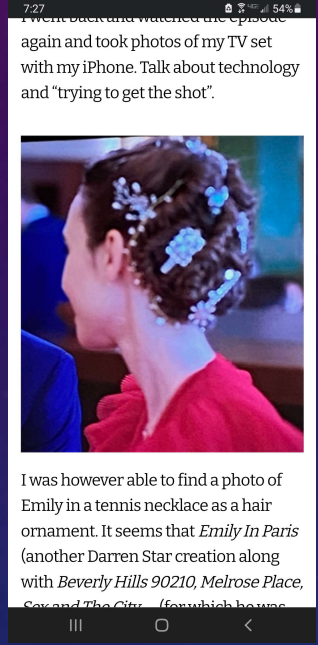
Mainstream Media

New York Times "Gems Aren't Just for Your Fingers" – 1/24/22

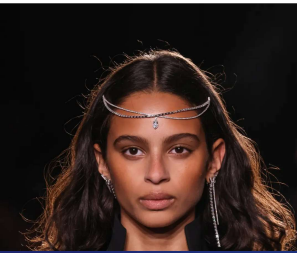
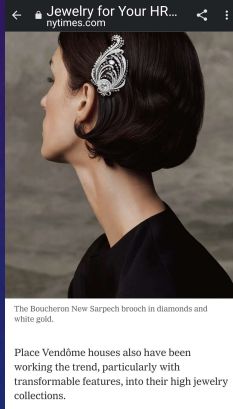


Hélène Poulit-Duquesne, Boucheron's chief executive, said the house's increasing number of precious hair gems are part of a systematic push to design more multifunctional pieces. "Multi-wear is part of our patrimony," she said. "As a client, I would prefer to have pieces that can be worn in three different ways, not only one."

Boucheron's creative director, Claire Choisne, noted that transformable jewels have always existed. But at Boucheron, "we've tried to push the idea — to add a bit of fun," she said, referring to the Art Deco-themed collection introduced in January 2021 that featured the Ruban Diamants jewel that could be worn as a belt, choker or hair band and the bow-tie style Noeud piece that tripled as a brooch, ring or hair clip.



I was however able to find a photo of Emily in a tennis necklace as a hair ornament. It seems that *Emily In Paris* (another Darren Star creation along with *Beverly Hills 90210*, *Melrose Place*, *Sex and the City*, *Fourchies*...) has...



For example, Beppe D'Elia, who has worked with many major fashion houses in his three-decade career and styled celebrities

Red carpet fashion attention — the clothes! So it shows hair jewelry seen last fall at the Met Gala (like Rihanna's bejeweled Stephen Jones skullcap) and the British Fashion Awards (with Poppy Delevingne in star-shaped Swarovski hair pins) has revived interest in the look.

The celebrity stylist Elizabeth Saltzman, who was behind Ms Delevingne's adornment at the awards, said jewelry in your hair is like "the cherry on top," a touch that can be magnificent as well as transformative. And, "It's an easy way to change your look without having to change your clothes," she said. "It's makeup for the hair."

While most hair jewels are inexpensive costume pieces, several luxury labels, from niche brands to the Place Vendôme houses in Paris, have been adding their distinctive offerings to the style.

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"As a client, I would prefer to have pieces that can be worn three different ways, not only one." Hélène Poulit-Duquesne, Boucheron's chief executive

Thank you for your consideration.

 **STUDLEES**TM

Studlees.com

Services@studlees.com

(510) 378-9543

