

IT STARTED WITH AN IDEA

Charlie Chanaratsopon grew up around jewelry. Lots of jewelry. The family business centered around the production and distribution of sterling silver and hand-crafted collections through an assortment of retail channels and a catalog. With an upbringing immersed in commerce and gorgeous creations, Charlie always had the idea that he would one day want to create a retail establishment that catered to women who loved baubles.

ONE DAY, OCTOBER 2004

That “one day” found Charlie in October 2004. Parlaying his Columbia graduate business school office hours into business consulting sessions and his personal line of credit into funding, Charlie was able to manifest his retail vision into a reality when a tenant from one of his commercial developments backed out of their lease. And as it just so happened, the retail space in question was one floor below the family business in Houston, Texas.



CHARMING CHARLIE MAKES ITS DEBUT



The Charming Charlie concept was unique to the market, especially amid a sea of struggling apparel-based retailers. Charlie and a small core team incubated the women's accessory concept. Methodically, they tested different product mixes, visual merchandising schemes and even fixtures. Charlie also found it key to listen to the consumer through customer surveys and by analyzing sales trends.

The end result of intense hard work, trial and error, and methodical testing was a winning hybrid concept. Upscale-feeling accessory boutique experience, value-oriented price points (\$4.97-\$49.97), a broad selection of accessories to suit any personal consumer aesthetic, and a merchandising scheme based on color instead of category. So, if a shopper was looking to accessorize a red outfit, she could very easily find all of her accessory options in red.

Charming Charlie was now positioned to be a consumer success and a complement to other retailers. A universal fit in most shopping centers and malls, it was time to expand the chain across the country. Charming Charlie started their growth across Texas in 2006 and started their expansion into other states in 2008.



A BRILLIANT CONCEPT

An idea transformed into a brilliant concept. With over 111 stores in over 26 states, Charming Charlie has been well-received by women of all ages and has received recognition and accolades in business and real estate circles.

Ernst & Young Entrepreneur of the Year[®] Award

Winner, Charlie Chanaratsopon, the Ernst & Young Entrepreneur of the Year[®] award
in the Gulf Coast region in the wholesale & retail category

“Hot Retailer” 2010 Award

Winner, Charming Charlie “Hot Retailer 2010”
International Council of Shopping Centers

2010 Inc. 500 List

Charming Charlie Ranked No.656 on
the 2010 Inc. Magazine Top 5,000

American Marketing Association Houston

Marketer of the Year in the Retail Category 2010





"I just discovered this fabulous store!! It really is overwhelming - I love that it is arranged by color. The prices are so reasonable and if you love accessories, you will LOVE this store."








"My first time to Charming Charlie here in Little Rock -who's been keeping this secret from me for the last few months since they opened up?! My new fave place for accessories!"



A photograph of a jewelry store interior. In the foreground, two women are looking at jewelry on a circular display table. The woman on the left is wearing a patterned top and a grey bag, while the woman on the right is wearing a striped top and glasses. The table is filled with various jewelry items, including necklaces, bracelets, and earrings. In the background, there are more jewelry displays and a large, ornate chandelier hanging from the ceiling. A black text box with white text is overlaid on the right side of the image.

"Just went to the store in Lee's Summit, MO. One word...
AMAZING! I thought that
I had died and went to heaven.
As my mom put it, it was a religious experience. :)"

OUR APPEAL

Our selection and price points create accessibility and desirability among a broad cross section of the female population. We offer accessories to suit any style and we are one of few specialty retailers where a mother, daughter and grandmother regularly shop together.

OUR CUSTOMER AT A GLANCE

- We target women between the ages of 22 and 54, but appeal to females from 7 to 70
- As of July 2009, 119 million women between the ages of 10 and 69, 76% of the total U.S. female population
- We appeal to customers across a broad range of income levels and ethnic backgrounds
 - ~90% with annual income >\$35,000



"Went to a Store in Deptford Mall in New Jersey and lost it, I thought My Daughter would pass out, she stopped breathing for a minute.....LOL."





THE ANTICIPATION

"Just discovered Charlie at the Florida Mall.....
where have you been all my life????
Absolutely brilliant concept. This is my
new favorite store. I wore my new
jewelry
today and everyone raved about it!
You MUST open in Northwest Florida.
I am a raving fan!!!"

"I am beyond excited you all are opening in Paducah, Ky
this month. I will be there on opening day!!"

"Alexandria Louisiana really could use
a store. I could spend so much more
if I didn't have to wait til I can make
trips to Baton Rouge or Lafayette."

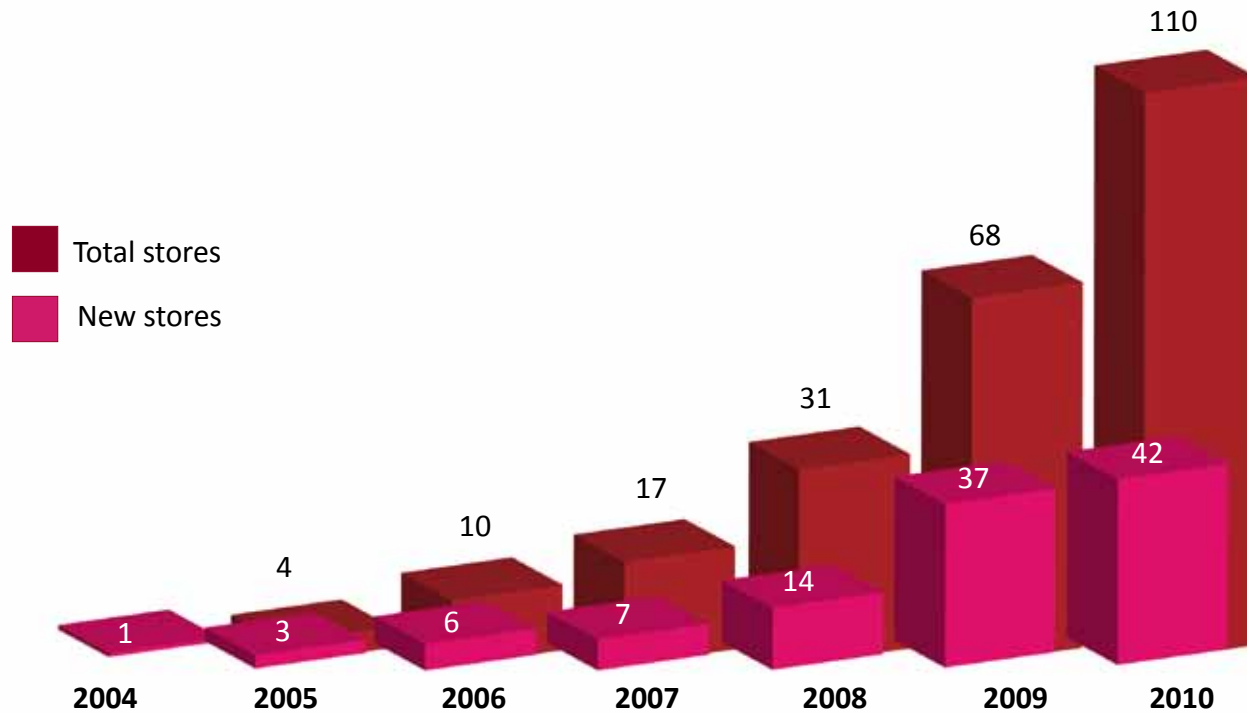
"Can't wait til you open in Savannah..!"

"I NEED A STORE IN INDIANAPOLIS PLEASE!!!!!!!!
PLEASE!!!! PLEASE!!!! PLEASE!!!! I LOVE THIS STORE!
MY FAVORITE IN THE WHOLE ENTIRE WORLD!!!"



OUR GROWTH

Charming Charlie has doubled in number of stores almost every year since inception.







"I took two of my girlfriends to CC's. They now call me "pusher man". Charming Charlie is my favorite addiction. Time stops and money is no object! Buy all three! Buy all three! YEAH!"



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