

The On-Demand Man: How Combatant Gentlemen Uses Data

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COMBATANT GENTLEMEN

#shoporgDX

Tapping into consumer mindsets with data



COMBATANT GENTLEMEN

EST. 2012



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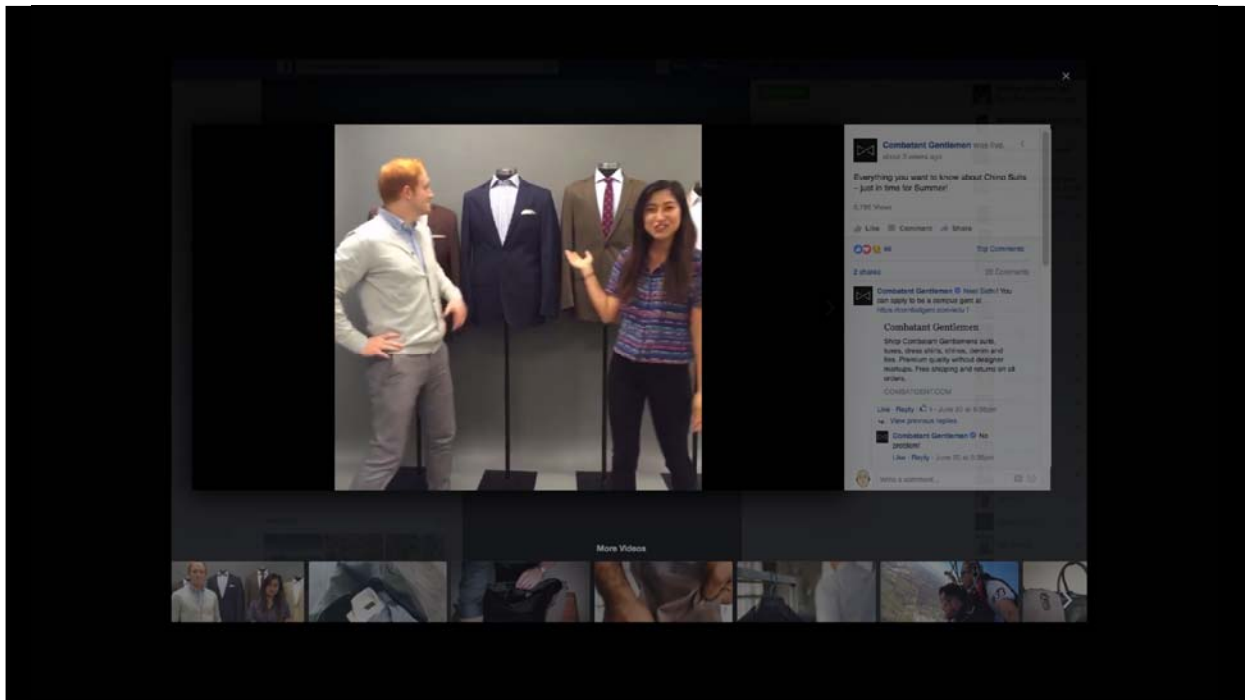


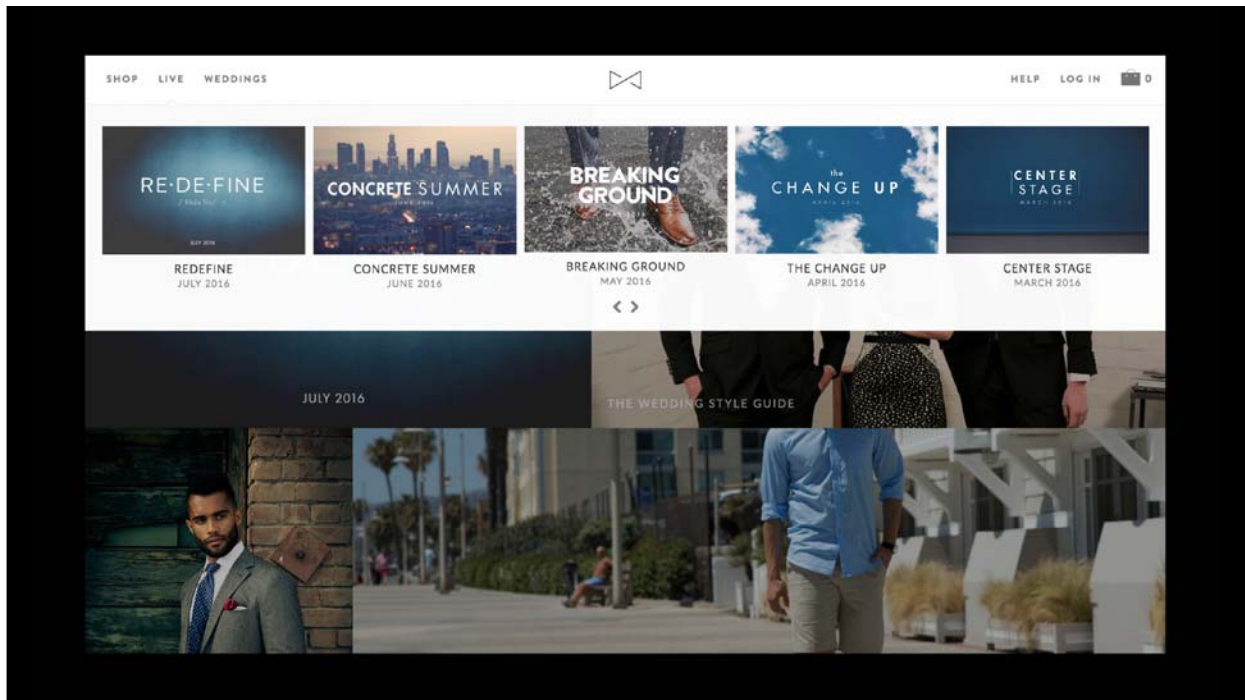
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Revenue

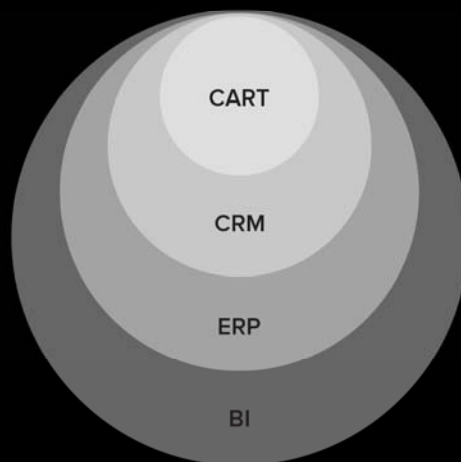




Taking cues from our customers



Tower digitizes and connects supply & demand
so all parts of your business speak the same language



Tower manages the entire product development lifecycle



And accelerates production to real-time



Appeasing millenials in today's dynamic retail environment

Who is the Combat Gent?

DEMOGRAPHIC

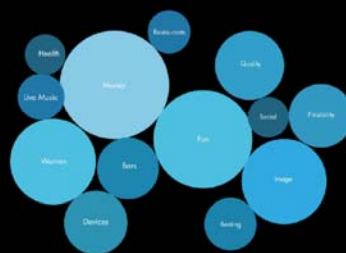
18 - 35

Professional

Metropolitan

Record Debt

INTERESTS



SHOPPING

Shopping 2x A Month

10%

38%

Brand Loyalty Based on Experience

39%

54%

■ Non-Millennial ■ Millennial

An experience beyond the register

Building authentic connections

UNHMD.COM



SOCIAL



Reaching over 500k Millennials

EVENTS



Craft Beer Tasting

BLIND BARBER



Made to Measure

WEDDINGTON WAY

Trunk Show

WAVE

Pop In

The Groom's Suite

Coordinate your entire wedding party with just a few clicks



1 SELECT YOUR STYLES
AND INVITE THE GENTS

4 PLACE YOUR ORDERS
AT LEAST 4 MONTHS OUT

3 RECEIVE YOUR LOOKS
1 MONTH BEFORE THE BIG DAY

2 KICK BACK
AND WORK ON YOUR VOWS

THANK YOU

combatgent.com