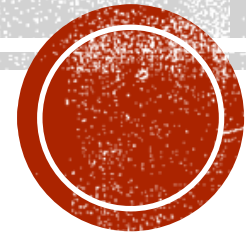




**ROOKIE** USA

**KIDS FAVOURITE BRAND FROM HEAD TO TOE**



# ROOKIE USA

GET-00AACA2570R127



To be the best and most respected kids company in the world!







# HADDAD BRANDS - STORY



- Founded in 1948 by four Haddad brothers as an importing company.
- Haddad Brands is a privately held family business with over 60 years' experience in apparel and accessories.
- Haddad Brands created a retail concept in 2011 known as Rookie USA.
- Rookie USA is a kids only, multi-brand, premium retail destination. It is a retail experience focused on ages 4-16 years old with an emphasis on apparel, accessories and footwear.
- Rookie USA offers consumers a collection of iconic brands and a complete head-to-toe kid's experience.





# GLOBAL DISTRIBUTION OF ROOKIE

Present In 39 Countries



# ROOKIE USA - INDIA

- ROOKIE USA was introduced in India by RJ Corp Ltd.
- Rj Corp Ltd has the Exclusive Rights/Master Franchisee” for “ROOKIE USA” in India.
- 1<sup>st</sup> ROOKIE USA store was opened on 23rd Mar 19 at Mall Of India – Noida.
- Currently we have 6 EBOs in Noida/Delhi/Kolkata/Mumbai/Chandigarh.
- ROOKIE USA (India) online shop “<https://rookieindia.com/>”.
- ROOKIE USA merchandise are also available on Myntra/Amazon/Flipkart/Tata Cliq.







# 1<sup>ST</sup> STORE - MALL OF INDIA - NOIDA



# ROOKIE USA



The Best Kids Brands under One Roof







# NIKE

- Nike is the world's leading innovator in athletic footwear, apparel, equipment and accessories. The mission is to bring inspiration and innovation to every athlete in the world. If You Have A Body, You Are An Athlete. Childhood is a time when we see our potential, not limitations. This is exactly the attitude of Nike: openness to new ideas, child-like curiosity and continued growth. Young consumers know what they want. Nike encourages them to be true to who they are and supports them in discovering new things every day.







# JORDAN

- Jordan is a premium brand of apparel and accessories inspired by the dynamic legacy, vision and direct involvement of Michael Jordan. The Jordan brand made its debut in 1997 and has grown into a complete collection of premium athletic performance and lifestyle products. If you are doing what you love, then you focus on that, and day after day you do it better and better – because nothing else matters. Just like Michael Jordan. When nobody believed that he would win the championship cup, he got three in a row. Children are good at being persistent. They just need support: and they get it from Air Jordan.







# LEVI'S

- Levi Strauss & Co. has been innovating since 1873 – that year we created and patented the world's first blue jeans. And while that patent has long since expired, our commitment to innovation continues. Our company has never fared better, and we continue to move forward. We want to have the greatest impact on others, and the least possible impact on the environment. To ensure the lives of children around the world are truly carefree. Because Levi's® apparel is best enjoyed in a happy world.







# CONVERSE

- Converse believes that unleashing the creative spirit will change the world. The Converse customer is fun, irreverent and energetic. They are extremely social and confident, rejecting trend while embracing individuality. Our look is a casual lifestyle with a noticeable edge. Born in basketball and raised on rock and roll is not only a statement, but a mind-set. The Converse apparel customer appreciates the brand, building it from toe to head. Our assortment reflects the attributes and fashion elements from the footwear to enhance a coordinated look.







# HURLEY

- The essence of Hurley is based on our love of the ocean and its constant change. With deep roots in beach culture, we value inclusion, innovation and empowering the youth. Music and art are the common threads that bring us together. We are passionate about freedom of expression and place a premium on smiles. Children understand the meaning of freedom. Their potential has no limits, because they do not focus on limitations. We want to ensure they will reach their potential, always keeping in mind that every problem solved leads to new opportunities. Welcome to our world.





THANKS

