

**WEST EAST**  
**LIFESTYLES**

*A life you will love™*

# Brand Pillars

## Wellness + Beauty

Your core foundation.

Beauty and wellness come from the inside out. Our Wellness Specialists are here to help you build a Wellness Roadmap, whether you're ready for a lifestyle overhaul or taking the first steps on your journey.

## Fashion + Style

Your personal brand.

Curate your personal brand, one wardrobe piece at a time. Our WEL Ambassadors will work with you and your lifestyle to customize a look for every occasion.

## Design + Build

Your dream home.

From building plans to curating the perfect interior details, WEL has you covered every step of the way as you make your home a place you love.

# Explore Your Brand

Our founder has micro curated brands based on travels to 30+ countries and her west east lifestyle in Del Mar, California and Naples, Florida

## How it Works

- 1** You explore the five WEL business models and select the best one for your brand.
- 2** WEL assigns a lead ambassador to be your in-store advocate and trainer for your brand.
- 3** WEL collaborates with your team on digital marketing and social media.
- 4** Your WEL ambassador will collaborate with you on in-store and around town events.
- 5** WEL introduces your brand to our exclusive WEL Circle members.

350

Fifth Avenue South



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# 350 Fifth Avenue South: Clean Look, Modern Aesthetic

- The WEL showroom is nearly 5,000 square feet.
- WEL Ambassadors greet clients at the door and check them in with our AI assistant Charlie™.
- Pellegrino, Pinot Grigio, Prosecco and more are offered in our Italian kitchen by Minotti called the 'Hub' just like at home.
- Clients leisurely experience the space, featuring your brand alongside other global brands.
- Stylists are pre-assigned to WEL Circle clients to micro curate your own style and exceed service expectations.
- Clients experience our furniture brands in store and via Charlie plus we always have home accessories to take home.
- WEL organized day or overnight trips to experience wellness and beauty and explore fashion and home design.

# Partner with West East Lifestyles

## Partnerships

### WEL X

Collaborations in-store with wellness and beauty brands.

### Shopist

Traditional retail wholesale.

### Pop Ups

Space will be allocated for legendary and brand-new designers so they can explore Naples and the Fifth Avenue market.

### Trunk Shows

Iconic brands from NY, LA, Miami, Milan, Paris and more can reserve space on a one time or annual basis.

### Residency

Brands that decide Naples is a must-have market can invest in ownership of a space.

# WEL Circle

Our exclusive membership program, where clients annually join the West East Lifestyles inner circle.

- Annual membership.
- Client selected ambassador - stylist - designer team upon joining.
- Special access to Charlie™ to book pick ups and drop offs in the WEL Porsche.
- First look at line sheets to pre-order one to two seasons ahead.
- Exclusive in store shopping events when WEL receives new seasonal drops.
- In home or in-store shopping events for members and their friends and family.
- Circle membership calendar with in-store and local events curated by WEL.
- WEL organized day or overnight trips to experience wellness and beauty firsthand and to explore fashion and home design.

# The Naples Market

Upscale retail in Naples, FL is an established and growing market centered on prestigious Fifth Avenue South.

- Naples boasts a growing population with wide-ranging age groups, skewing younger over time.
- One of the main attractions is Millionaires Row and Port Royal ranks #5 on the most expensive neighborhood list.<sup>1</sup>
- ^ Average income \$699,300.<sup>2</sup>
- Strong luxury market with Ferragamo, Gucci, Hermès and Louis Vuitton.



<sup>12</sup> Source: Moneywise



# About West East Lifestyles

West East Lifestyles is a wellness, fashion, and design experience powered by technology. Our founder, Cindy Patterson, is a corporate leader and unicorn company builder. The single aim of our business is to build clients a life they will love. We are kind, love to have fun, and obsessed with helping others.

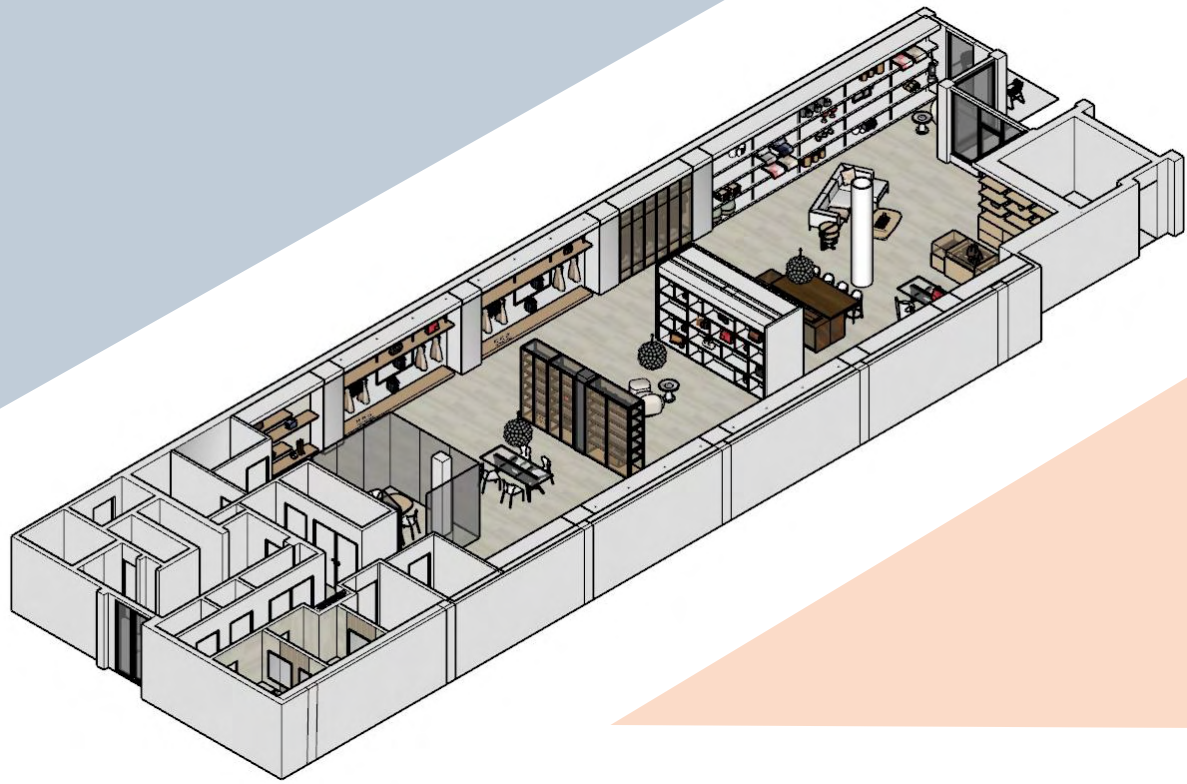
Our team of fashion, wellness, design and technology experts are dedicated to creating an immersive, highly-curated experience that connects hand selected brands to new clients.

- WEL is a local partner to expand distribution to Fifth Avenue in Naples, Florida.
- WEL is the bridge to LA, Miami, NY, Milan, Paris and more.
- Leverage our endless aisle and the benefits of Shopify Plus coupled with AI technology.

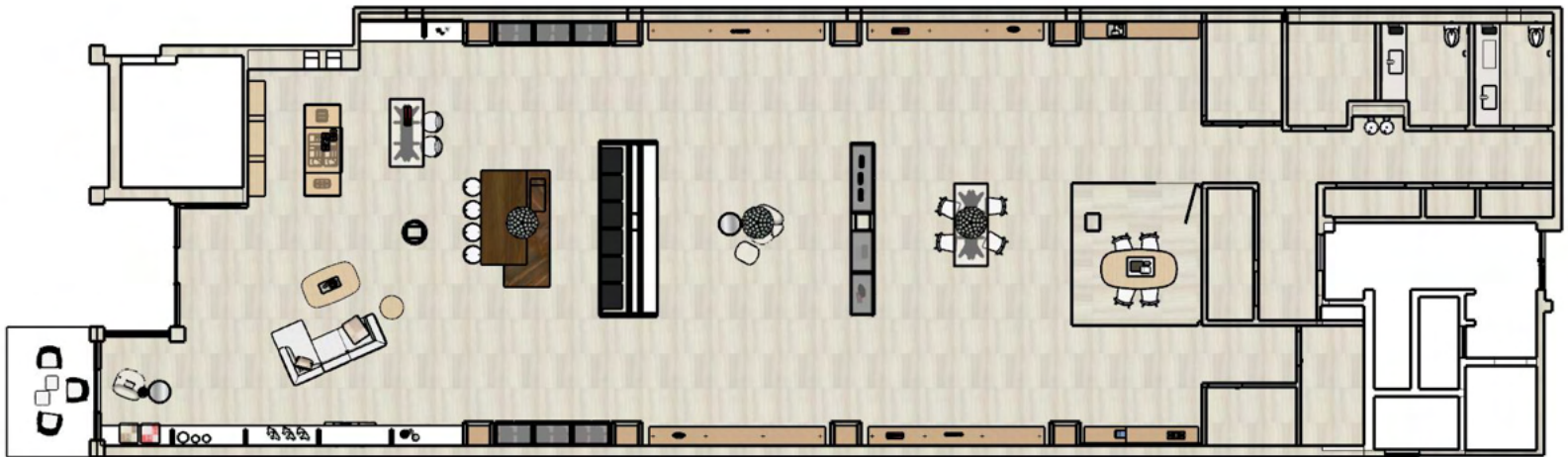
**CINDY PATTERSON**  
FOUNDER + CEO  
West East Lifestyles

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# Store Layout





# Fifth Avenue Vibe —————



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# Interior Renderings Naples, Florida Retail



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