



designer POP-UP MARKET PROPOSAL
PRESENTED NOVEMBER 2015

designer COLLECTIVE

TIMELESS, MEANINGFUL LUXURY

Our mission of is to provide designers, artisans and independent brands exposure and a platform to tell their story. Every purchase is an opportunity to raise funds for girls' education and the Aparecio Foundation student programs. The shop curates unique and timeless handcrafted luxury goods for men and women and partners with some of the industries top leaders and stylists to present a distinctive shopping experience.

Using the “store within a store” concept Monger Reserve by Hasana will create mini in-store shops with curated goods from each featured designer. Every in-store shop will highlight both local and international designers.

our HERITAGE

GUILTLESS LUXURY FOR THE CHARITABLE LIFE

Our approach to corporate social responsibility is clear. Hasana, Inc. began in 2009, out of a desire to create a unique platform for socially responsible luxury. It was this passion for women's economic opportunities coupled with the idea of harnessing the appeal of luxury goods to raise funds for educational initiatives designed to promote women's economic and mentorship opportunities that launched the Hasana, Inc. brand.

100% of the net proceeds from sales benefit the Apareció Foundation (Parent Corporation) and girl's education. The Hasana, Inc. brand is synonymous with fine craftsmanship, a unique product mix and is relatable with an element of wit and playful sophistication.

SEEDING THE FUTURE

Monger Reserve is not just a place to shop, socialize and support designers, artisans and independent brands —it's a platform designed to support the next generation of fashion designers in Chicago.

Handpicked designers will provide supplemental programming, mentoring and educational seminars to Apareció student scholars. The student incubator program fosters promising fashion talent while allowing designers to earn tax credits.

the LOCATION(S)

THE EPICENTER

Proposed Location #1. Nestled in the heart of Logan Square, one of the nation's hottest neighborhoods, Monger Reserve by Hasana is adjacent to an abundance of restaurants, trendy shops and cafes. The historic bow truss building is easily accessible by public transportation, and close to the popular 606 Park.

“Logan Square has many attractive features, including wide park-like boulevards, a unique mix of housing types, public transportation, bike and walking paths, progressive local shops and a really cool vibe. The convenience of two Logan Square blue line stops makes it a destination for those wanting to get more for their money” — Greg Whelan, Redfin Agent.

“Logan Square is the next red hot fashion spot” — Catherine Dunton and Holly Grannan, Felt Boutique, Co-founders (Paul Biasco. DNAinfo.com, 2015).

“The city is making some additional investments in the neighborhood to improve transit, bike infrastructure, and provide economic development along Milwaukee Avenue” (Chicagonow.com, 2015).

“Young, hip and gritty Logan Square has shopping to match, from funky record stores to high-end boutiques” (Laura Baginski. TimeOut Chicago. 2014).

Shopping: Wolfbait & B-Girls Boutique, Fleur, Katherine Anne Confections, Tusk, Fat Tiger Workshop
Bars, Restaurants & Cafes: Scofflaw, Owen & Engine, Luna Cafe, Parson's Chicken, Bang, Bang, Pie & Biscuits, Longman & Eagle, Gaslight Coffee Roasters.

CLYBOURN CORRIDOR

Proposed Location #2. Clybourn Avenue is one of the main thoroughfares through the Lincoln Park neighborhood and is surrounded by 24,000 residents within a half-mile radius. The Clybourn retail corridor is one of the top three most-preferred retail destinations in Chicago and is located within six blocks of DePaul University.

“It’s probably the hottest pocket in the city. I think (retailers) are trying to get in because people are seeing that as the place to be. (Tenants) all feed off each other. They’re trying to get in now so they’re not completely shut out of that neighborhood. Whatever they need to pay, they’ll pay it.” — Chris Irwin, Jameson Commercial Real (Ryan Ori, Crain’s Chicago Business, 2012).

“We’re thrilled with all the retail that’s been coming in. The more people and the more traffic in the area, the better it is for us. I see it becoming a Michigan Avenue North” — Ed Warm, Joe’s Bar co-owner (Ryan Ori, Crain’s Chicago Business, 2012).

“Many national retailers, including Apple, Target and REI, already have stores in the Clybourn Corridor, but a lot more want to get in” — J. Michael Drew., Principal at Structured (Alby Gallun, Crain’s Chicago Business, 2015).

Shopping: Apple, Target, Mariano’s Fresh Market, Dick’s Sporting Goods and ArcLight Cinemas, Whole Foods Market, J. Crew, Express, Forever 21, West Elm, REI. *Restaurants & Cafes:* Native Foods Cafe, Burger Bar Chicago Lincoln Park, Balena, Dawali Mediterranean Kitchen, Alinea, Cafe Ba-Ba-Reeba!, Boka

the INFLUENCERS

LOGAN SQUARE DEMOGRAPHICS

Female 49.7%
Male 50.3%

Average Age: 31.26
College Grad 31.6%
Post-college Grad 17.1%

Married/Partnered 36%
Single 49.8%

Source: Point2homes.com

CLYBOURN CORRIDOR DEMOGRAPHICS

Female 53.5%
Male 46.5%

Average Age: 35.45
College Grad 42.2%
Post-college Grad 34.7%

Married/Partnered 35.5%
Single 49.4%

Source: Point2homes.com

AFFLUENCE

Household Income \$76,196

SHOPPING HABITS

The shopping habits for this neighborhood is above the national average.

AFFLUENCE

Household Income \$140,400

SHOPPING HABITS

The shopping habits for this neighborhood is above the national average.



program INCENTIVES

FULL-SERVICE CUSTOM PUBLISHING

- Print and digital ad design services, including: custom advertorial design, photography, custom publication design, production, and distribution services
- Print and digital high impact content and creation
- Photography for special events

DIGITAL ADVERTISING

- Online advertising on FELIXMAG.CO and through custom-designed microsites and videos
- Digital editions with interactive links and enhanced advertising options
- Dedicated emails deployed to our curated subscriber list
- Social media campaigns reaching our dedicated Facebook, Twitter, and Instagram pages

EVENTS & PROMOTION

- Event Creation - exclusively tailored events for highly targeted local influencers
- Signature events presented throughout the year designed to generate sales, build brand awareness and create strategic alliances among leading upscale brands
- Event sponsorships that leverage our high-profile local and national partnerships

PROMOTIONS & ADVERTORIALS

- Complimentary event specific banner ads on FELIXMAG.CO
- Event specific social networking on Facebook Fan Page & Twitter
- Digital exposure through our online editions
- Editorial Calendar consideration
- Restaurant promotional material distributed on site at Felix Magazine events
- Post-event photo posts on FELIXMAG.CO & Facebook Fan Page
- Restaurant event invitation distributed to personal networks at Felix Magazine

CONTENT VERTICALS

- Exclusive Video Content
- Dining Content: Featured Recipes
- Cooking Content: Chef's Recipes, What to Eat Now, Culinary School
- Food Shopping Content: Gift Guides, Farmer's Market
- Cocktail Content: Featured Cocktails, Cocktail Recipes
- Wine Content: Featured Wine, Wine 101
- Event Content: Editorial Event Coverage

curated LOVE

We offer an opportunity to engage with affluent, savvy and influential spenders that share their experiences with friends and other discriminating consumers.

- Access to trendsetters and an affluent demographic
- Attract new customers and turn them into repeat customers
- Generate sales and incremental revenue
- Drive awareness and build buzz around your product, service or restaurant
- Align your brand with a charitable cause

We showcase our partners on social media and our website with compelling editorial, video and imagery that capture the best of your brand.

EXCLUSIVE HEADLINE FEATURES:

- Extensive marketing and logo inclusion
- Public relations
- Editorial plans
- Celebrity gifting
- Exclusive video content
- Viral activities on our dedicated social media platforms (Facebook, Twitter, and Instagram)

To learn more about advertising and partnership opportunities, please contact:

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