

# ROMANTIC DEPOT



**REAL ESTATE BOOKLET**



# OUR STORES

*Romantic Depot is categorized as retail lingerie store.*

The first Romantic Depot Store opened in West Nyack, NY in August 2000. Since then the stores have adapted a mainstream approach due to the advent of the internet & the societal changes that have become popularized by Sex in the City & the recent Fifty Shades of Grey series of books & movies.

In 2020, the Romantic Depot chain of stores was awarded the best retail chain of stores in the United States by AVN.com. This is the first time a homegrown-based New York area chain with 10 or more stores has been awarded the coveted trophy as the top retail chain in America.

Since the Covid pandemic hit, Romantic Depot & its megastore in the Bronx, a 10,000 square facility was recognized as an essential business by the NYS Department of Health, similar to a drug store. This is due to the essential health & wellness products the brand stocks. Sales at our brick & mortar stores have increased dramatically from pre-pandemic to post-pandemic levels & the industry outlook is a growth of 6% to 8% per year over the next 6 years, from 2022-2028.

## ROMANTIC DEPOT LOCATIONS

There are several Romantic Depot branded locations throughout the NYC tri-state area. We have locations in Manhattan, Bronx, Queens, as well as West Nyack in Rockland County, Elmsford & Yonkers in Westchester County, & Paramus, Hackensack & Lodi in New Jersey.

# 95%

of Romantic Depot employees are women

# 80%

of our shoppers at our stores consists of women, friends and couples



## OUR STORES *(cont.)*

In the front of the store, the shelves are filled with men's and women's apparel, shoes, games, bachelorette gifts, upscale couples board games, massage oils and romantic gifts. The health and wellness products are located in the back area of the store similar to CVS, Walgreens, Target, Rite Aid, Amazon and several other Fortune 500 companies. These retailers now sell health and wellness products which include adult toys, and other family planning and wellness products.

The Romantic Depot brand is strictly zoned as retail lingerie stores. Romantic Depot does not sell any type of pornography or any type of sexually explicit viewing material.



# UNIQUE CUSTOMER SERVICE

*Our main focus is educating the consumer on the proper and healthy way to use our products*

Our main focus is educating the consumer on the proper and healthy way to use our products. Romantic Depot has adopted a mainstream approach to make it comfortable for couples, singles and friends to shop in a well-lit comfortable atmosphere. The customer service is the main focus in educating the consumer on the proper, healthy way to use its products, which consist of thousands of items. The company provides health and wellness seminars to universities such as SUNY Purchase and has worked with different student groups at Columbia College, educating them on how to properly use condoms.

The stores utilize high-end furnishings and has implemented upscale demonstration stations to interact and better educate its customers with any product they seek to buy before purchasing, making it an educational and enjoyable shopping experience.



# POPULAR CULTURE

*Endorsements by popular entertainers help us maintain relevancy*

In 2016, the Romantic Depot brand rose to fame by signing Cardi B, one of the most famous celebrities in the world, to her first endorsement deal. This endorsement deal was signed while Cardi was not a celebrity.

These ads which played for 2 years on major Cable TV networks and large NYC radio stations, helped Cardi's name recognition. These ads started to play 12 months prior to the release of Bodak Yellow, her first top song which hit the Billboard Top 100 and reached the #1 spot. Billboard took note and then the Romantic Depot commercial was recognized as one of the most famous cable TV commercials in the history of NYC.

Romantic Depot is featured on Cardi B's Wikipedia page as the only entry for her career history in 2016.



CREATE  
HEALTH &  
WELLBEING

## MAINSTREAM APPROACH

*Our main focus is educating the consumer on the proper and healthy way to use our products*

Romantic Depot has adopted a mainstream approach to make it comfortable for couples, singles and friends to shop in a well-lit comfortable atmosphere. The customer service is the main focus in educating the consumer on the proper, healthy way to use its products, which consist of thousands of items. Our employees are trained thoroughly through classes and workshops on products it sells.

Romantic Depot markets and advertises heavily during all day-parts on cable tv stations and networks stationed due to the store adopting a mainstream approach in marketing its non-adult apparel heavily on CNN, Fox News, ESPN, Yes Network, Univision and other major networks.

Romantic Depot has been cleared to advertise on local affiliate TV stations such as WPIX, WNBC, WWOR, WABC & WCBS.



## MAINSTREAM APPROACH (cont.)

*Our main focus is educating the consumer on the proper and healthy way to use our products*

What differentiates Romantic Depot from other lingerie stores in NY, is that our stores provide Free gifts to all its customers regardless of whether they purchase or not by spinning its Wheel of Romance, similar to the wheel of fortune at checkout. This builds brand loyalty and customer retention.

The stores stock high end apparel lines including French lingerie and brands such as Shirley of Hollywood, Andrew Christian, Coquette, Rene Rofe, Leg Avenue, Frederick's of Hollywood, Dream Girl USA, Pleaser Shoes and Wellness products from LELO, Jimmy Jane, We-Vibe, Xgen, and other high-end luxury product lines.



# Make-A-Wish®

## CHARITIES AND CAUSES

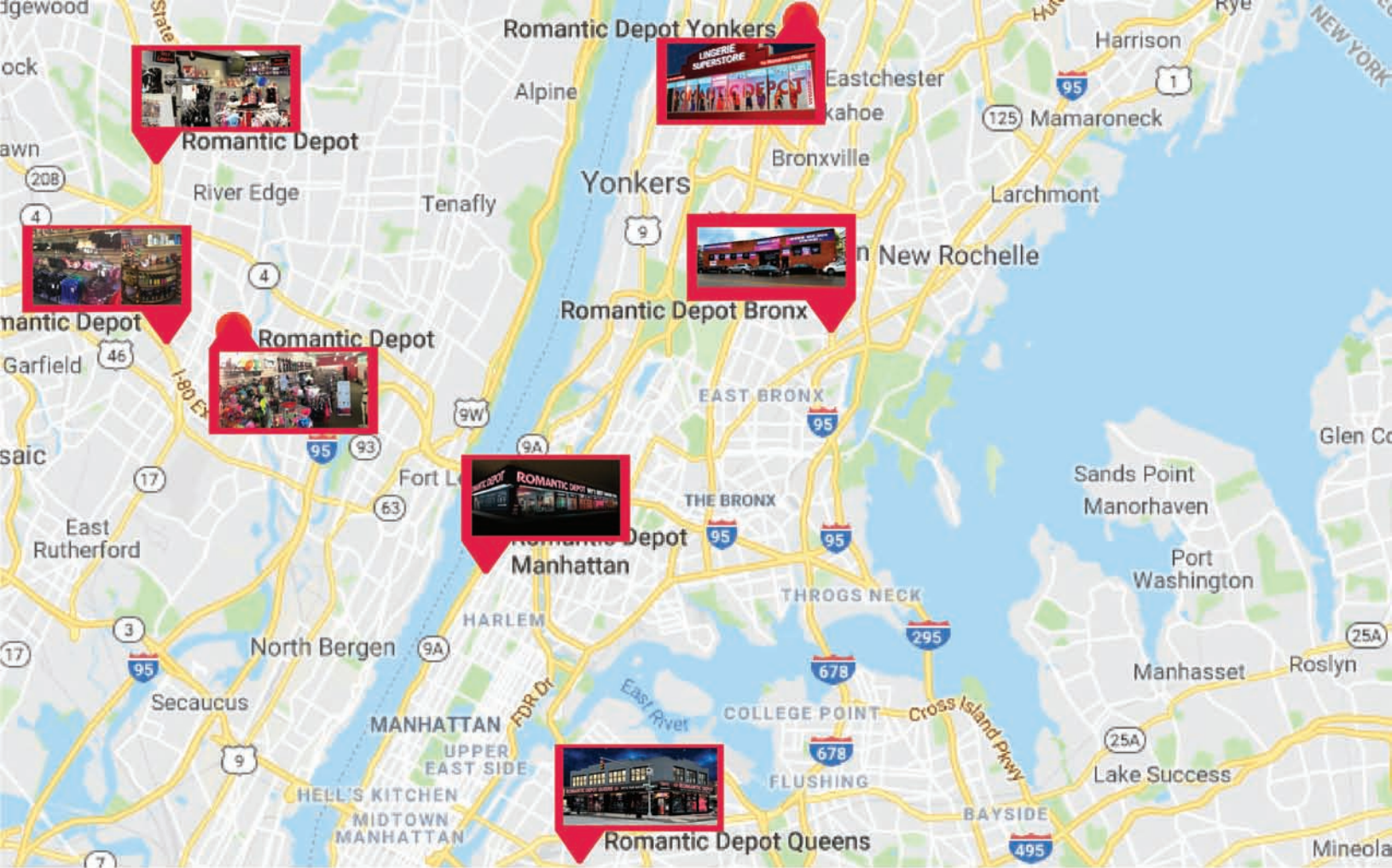
*The Romantic Depot brand distributes over 10,000 gifts per month*

Romantic Depot takes great pride in its generosity in being able to provide free gift and special offers to its customers on a daily basis. The brand distributes over 10,000 free gifts per month.

Romantic Depot New York stores and its CEO and Managing member Glen Buzzetti are proud sponsors of many profit and nonprofit organizations such as Make A Wish Foundation, LGBTQ Victory Fund, National Center for Transgender Equality, NAACP, UJA NY (The Jewish Federations of North America), Sex Expo New York, Harlem Pride and the Hispanic Heritage Foundation.







# THE FUTURE

*The brand plans on expanding its operations nationally in every major market in the USA*

Due to consumer demand and the company's growth, the brand plans on expanding its operations nationally in every major market in the USA in 2022. These markets include Los Angeles, Miami, Chicago, Dallas, Denver, San Francisco, Las Vegas and Atlanta.



The logo for Romantic Depot is rendered in a vibrant pink, bubbly, 3D-style font. The word "ROMANTIC" is positioned above "DEPOT". The letter 'R' in "ROMANTIC" is stylized with a long, thin tail that loops around the letter 'D' in "DEPOT". A small male symbol (♂) is placed above the 'O' in "ROMANTIC", and a small female symbol (♀) is placed below the 'O' in "DEPOT". To the left of the 'D' in "DEPOT", there is a graphic of a pair of lips with a glossy, pink, textured finish.

# ROMANTIC DEPOT

Founded August 2000  
Headquarters - New York, NY  
Trademark Owner & Founder Glen Buzzetti  
[www.RomanticDepot.com](http://www.RomanticDepot.com)