

DESIGN & BRAND MESSAGE

TARGET MARKET: 25-45 +YEAR OLDS
DEMO: SINGLE, YOUNG PROFESSIONALS, FIRST HOME, COUPLES, FAMILIES,
INSPIRATIONAL TO SOCIAL MEDIA & BLOGGERS INTERESTED IN DESIGN.

- Inspire her to update her home with elevated style that's easy, comfortable and livable. Creating a relaxed elegance in the home.
- Design and Develop products appropriate for year-round display and that can live in-home for a substantial period of time.
- Solve her design issues with practical solutions and key trend right items she'll be seeking.

LIVABLE

Easy pieces that are timeless yet on trend that effortlessly complement her decor. Livable doesn't mean basic or plain; but rather exceptional items that help pull a space together adding character while making a stylish statement.

NATURAL & GLOBAL

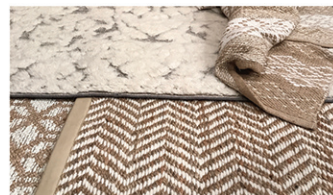
Patterns and materials that are rooted in ethnic and tribal concepts that have been simplified and modified to create a new look. Organic lines, hand painted or drawn elements mixed with neutral colors, elevate the designs to have a clean, but modern touch with Global influences.

ARCHITECTURAL & MODERN

Clean lines, geometric forms and globally inspired details, that bring soft mid-century influences to some pieces.

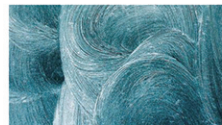
LUX TOUCHES

Mixed metals and metallics with an emphasis on rose gold & brass. Metallic colors will show up muted, hammered, brushed and shiny. Silver will also be important with copper accents.



BALI BEACH COLLECTION

Nikki's Bali Beach Collection with Zingz and Thingz is inspired by her travels to the far east. This collection explores the natural beauty seen in the regions of Indonesia from the volcanic mountains, iconic rice paddies, to the twists and curves of their white sandy beaches and coral reefs. The collection is filled with layers of texture, while effortless and relaxed. The Bali Beach Collection has a light and airy zen feel, using inky shades of blue mixed with sustainable touches. There is an organic softness to this decor that has a fresh approach to coastal decor.





NIKKI CHU - DESIGN EXPERT

Nikki Chu's fashion and global fused style offers sophisticated designs that represent the best of today's trends in easy, livable, "go-to" items that effortlessly layer into anyone's home. The celebrity designer has built and developed her own home brand; which offers an assortment of fashion bedding, basic bedding, pillows, rugs, throws, paint, wall art, decorative accents and luggage.

Her multi-brand empire continues to grow, and is firmly rooted in interiors, art and textiles. Nikki Chu Home understands design, function and trend with a MISSION is to create "an affordable luxury brand" that combines fashion and lifestyle all in one.

As a highly regarded interior designer and known trendsetter, Chu has collaborated with several top names such as, Toyota, Pepsi, NFL, Home Depot, XBOX and DISNEY have all used her genius for special projects, limited edition product design and cross-branding opportunities. For over 15 years, Nikki Chu has stood out in the world of interiors and fashion home accessories with her own line of home décor.

Seeking the 'Nikki Chu' aesthetic, Access Hollywood sought after the acclaimed home designer for a post-election special featuring Chu's design ideas for Sasha and Malia Obama's bedrooms. Since then, she has been considered as a lifestyle and design expert for several TV networks; such as VH1, HGTV, E! Entertainment, OWN Network, Oxygen, Lifetime and now starring in her own makeover show called, "Unboxed" on the Aspire Network. During her career, Chu has been awarded several honors for her outstanding accomplishments in her respective field. She was nominated for Best Product Designer for the 25th Annual Arts Awards and recognized for Best Home Textile via Villa Home Collections, Won Top 20 AfricanAmerican Designers and also, won best of show for her new home line at the textile trade show in Atlanta.



Any strategic partnership will be able to take advantage of Nikki Chu's Interior + Product Design and Television background. She has created youtube videos, TV spots, and social media content on trends to watch, how to decorate, and update any living space with trusted expert advice. Nikki's relatability also provides a deeper connection with her growing millennial audience. Her content captures the attention of the growing young female audience interested in practical solutions, fresh ideas and aspiring to have a designer home to post on social media. Using an "Expert in Design" will offer an advantage to any marketing or PR related campaign or partnership, which will enhance online traffic and sales.

ONLINE IDEAS:

- Online Contests: Win a free room makeover by Nikki Chu
- Retweet/RePost Campaign: Win Product From Nikki Chu Home
- Online video and content: "How to decorate & tips"
- Create a sweepstakes from TV show/Talk Show to online
- Seasonal Make Over Topics: Spring cleaning, moving in together, newly weds
- Summer Entertaining: Looking to spruce it up for the Holiday