

2016 MEDIA KIT

www.BespokeNotBroke.com

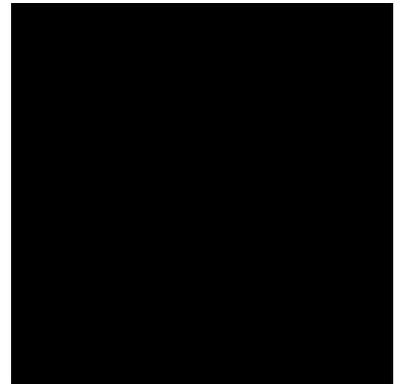
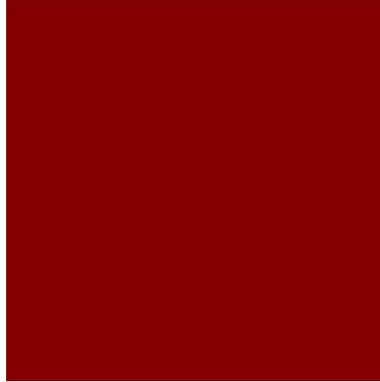
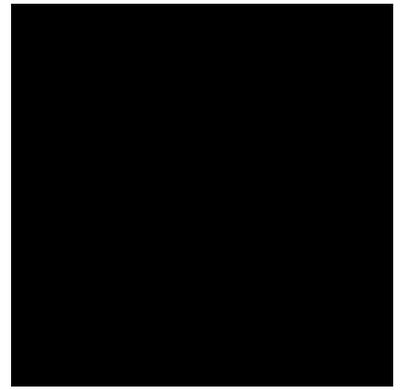
"As iron sharpens iron, so one man sharpens another."

About Us

We truly thank God for locating our company in an area where *Forbes Magazine* consistently ranks as “the most affluent county in the Nation”—Loudoun County, Virginia. As a result of this enormous blessing to set-up shop in an area where the median annual household income is \$115,574; it didn't take us long to realize that the gently worn—and sometimes brand new with the tags--men's designer labels that typically appear in consignment shops--in most other parts of the Nation--can be regularly found at many of the estate sales and thrift stores located in the suburbs of the Nation's Capital.

That's how Bespoke Not Broke was born!

We are a rather unique men's boutique that specializes in vintage and upscale resale gently worn clothing and accessories. Although many of our custom and unique items were formerly in the possession of the professional athletes, doctors, lawyers, lobbyists, Senators, Congressmen, and C-level business executives in the Washington D.C. area; we travel from coast-to-coast regularly scouring many of the Nation's estate sales, consignment, thrift, and vintage stores in search of that elusive piece that was meant just for you!



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Chief Style Officer - Biography

James Hackley just may be the most blessed individual you'll ever meet. Despite a highly successful sales & marketing career that has spanned the last three decades, his true "calling" is touching the lives of others and inspiring them to want to change for the better. As a result of a major epiphany, James was able to lose an amazing 50 lbs of fat in just 4 months and has sculpted his 49 yr-old body into the best shape ever. As a result, he could no longer fit the clothing of his old self and vowed never to spend another \$150 on a designer French-cuff shirt.

That's how Bespoke Not Broke was born!

In order to build a new wardrobe for his new self, James became a regular at some of the local thrift stores and estate sales, and after the one-millionth question as to where he acquired his stylish ensembles, he knew that this was the unique business opportunity he had always prayed for!

Mr. Hackley received a Bachelor of Science degree in Physics from Longwood College and a Master of Science degree in Civil Engineering from the University of Virginia. He's an author of the best-selling book "Body, Mind, & Spirit: The Awakening", an inspirational speaker, philanthropist, chaplain of a local chapter of Omega Psi Phi Fraternity and an active member of his local church. He is the proud founder and CEO of Omega Consulting Enterprises, LLC and currently lives in Sterling, Va. with his beautiful wife Angela and their daughter Landon. He enjoys exercising, running, meditation, reading and simply being used by God to sharpen the image of our men and youth.



Connect with James:

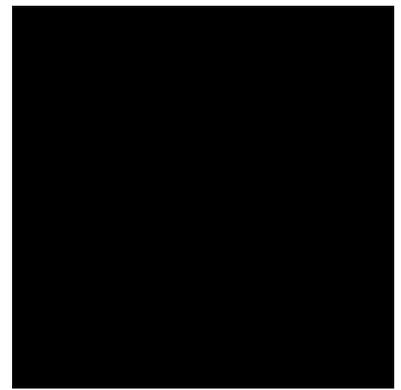


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Demographics

Our daily metronome is "As iron sharpens iron, so one man sharpens another." Therefore, since our inception we've been sharpening the image of men, young men—and even some ladies. Bespoke Not Broke has appeared on various radio stations, TV outlets, magazines, blogs, and a host of other platforms that target men on the move!

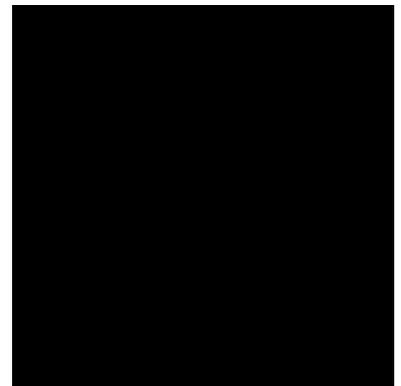


AUDIENCE:

- 82% Male
- 74% Ages 35-55
- Worldwide reach, 21+ Countries serviced by our global shipping program

SOCIAL MEDIA FOOTPRINT:

- 45K+ Facebook Fans
- Growing Instagram and Twitter followings

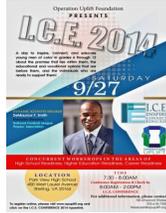


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Giving Back

Our Chief Style Officer, James Hackley, has always believed in "giving back" and helping his community. Therefore, it was no surprise to others when James became a charter member of a local chapter of Omega Psi Phi, Fraternity and also helped launch a local non-profit organization called the Operation Uplift Foundation. Bespoke Not Broke is proud to continue to support these incredible organizations in talent, time, and treasure.



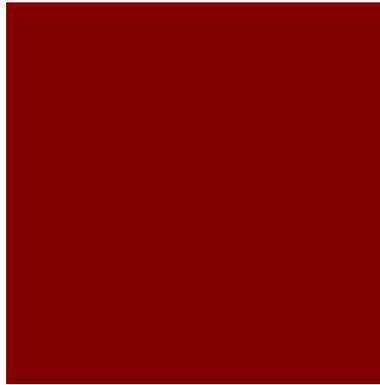
Operation Uplift Foundation

The Operation Uplift Foundation strives to provide education support to underprivileged students within the state of Virginia. Their mission is to enhance the growth, development and education of local youth by obtaining, managing and directing resources which aid them and by establishing critical partnerships within the community. Raising funds for such a noble cause cannot be possible without the generous support and sponsorship of donors from their community. Their annual goal is to raise funds to provide scholarships and assistance for Loudoun County youth.

Operation Uplift Foundation has been operational since January of 2013. Currently, they are extending financial support to deserving students at Sugarland Elementary School and several recent graduates of Loudoun County Public School seeking undergraduate education. Your donations will go directly towards payment of the students' academic fees, funding of educational scholarships and programs.

The Sigma Mu Mu Chapter of Omega Psi Phi Fraternity, Inc.

The Brothers of Loudoun County, VA's Sigma Mu Mu Chapter of the Omega Psi Phi Fraternity mission is to diligently serve the community in which they live, work, worship, and socialize. To accomplish their mission, Sigma Mu Mu (Σ MM) will do their duty according to the ideals of their Founders which began nearly a century ago and hold true that "Friendship is Essential to the Soul."



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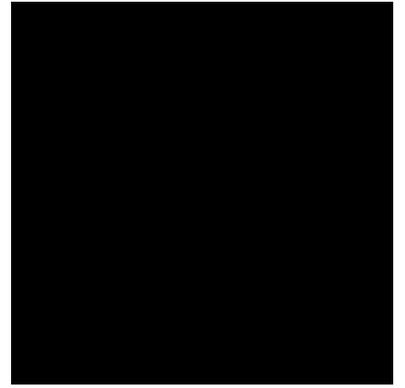
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Partners

Polly Sue's Vintage Shop



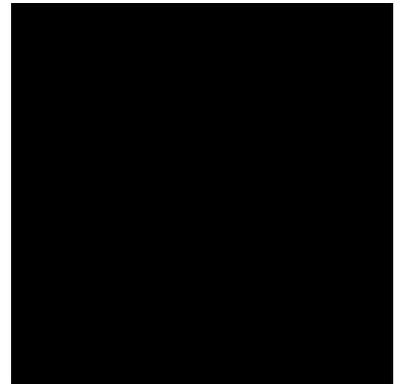
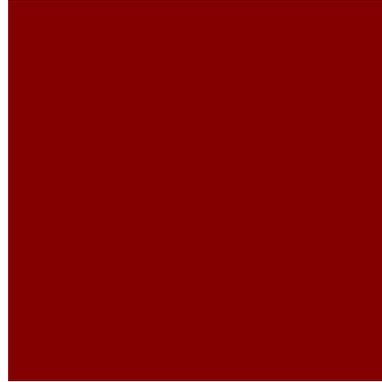
PollySue's has been selling vintage treasures in Takoma Park for the last fifteen years. We're a five-minute walk from Takoma station on the Red Line. Come visit us, and discover the best collection of midcentury clothing and accessories in the DC area!



FENTON STREET MARKET

Each Saturday, from late April to late October, Bespoke Not Broke is a regular fixture at the "open air" Fenton Street Market located in downtown, Silver Spring, Md.

Fenton Street Market is a weekly market in the heart of downtown Silver Spring. Featuring 60+ vendors every week selling everything from handmade jewelry and soap to vintage clothing and cultural craft imports, Fenton Street Market is the place to find unique treasures and support the local economy. FSM also hosts free community activities such as all level yoga classes, kids story times and serves as a venue for local organizations, musicians and non-profits to reach new audiences.



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Contact Us

Let's connect!

Email: info@BespokeNotBroke.com

Website: <http://www.BespokeNotBroke.com>

Phone: (571) 315-5923

Locations:

PollySue's Vintage Shop

6915 Laurel Avenue

Takoma Park, MD 20912

Website: <http://www.pollysuesvintage.tumblr.com>

Hours: Monday - Friday 11am - 7pm

Saturday 11am - 6pm

Sunday 11am - 5pm

Fenton Street Market:

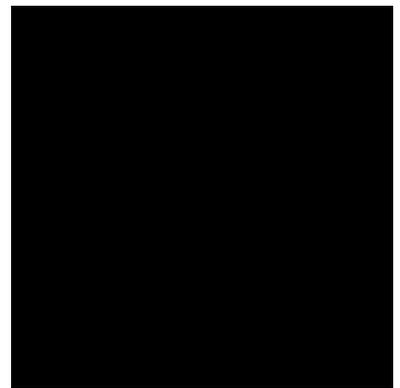
1 Veterans Place

Silver Spring, MD 20910

(Corner of Fenton St & Ellsworth Drive)

Hours: Every Saturday from April 25th – October 31st

10am - 4pm



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