

# 2.0 agency

MARKETING • BUYING • CONSULTING

# company profile

2.0 Agency offers nationwide retailers a unique opportunity to get in on the hottest styles from the heart of retail fashion located in Downtown Los Angeles. Founders Patty and Lisa are so over watching local boutiques and small shops lose business to huge, impersonal, corporate chains. To help retailers like you, 2.0 will stock your shelves with the hottest selling merchandise at lower overall costs all the while maximizing your store's profit. Using Patty's knowledge in merchandising and fashion consulting along with Lisa's experience as a buyer and popular store owner in one of L.A.'s hottest fashion districts, 2.0 gives you an unrivaled edge for finding great fashion at a remarkable value.

# services

For over two decades, the San Pedro Mart in Los Angeles has offered retailers quality merchandise at bargain prices. The Mart is known for its fast-paced cash and carry buying system, where once a style sells out, it's gone for good. Because Patty and Lisa have established connections with vendors at the San Pedro Mart, clients of 2.0 have the ability to utilize these relationships and gain insider knowledge on all the latest fashions. As a client of 2.0 you will receive the best prices on the freshest designs that are surefire sells!

In addition to Lisa's experience in buying at the Mart, her store on Melrose Avenue (known by insiders as the front line of L.A.'s fashion trends) offers 2.0 a venue to test what trends will sell better than others. With this instant feedback, Patty and Lisa can immediately do the market research needed to know which styles will sell and then send them directly to retailers all across the country.

Purchasing through 2.0 Agency is easy and flexible — orders may be placed weekly, bi-weekly, or monthly depending on your shifting budget. With 2.0 Agency, you will cut unnecessary travel expenses, minimize overhead, and work with greater efficiency. Let Patty and Lisa do all the legwork so you don't have to!

In addition to market research and purchasing, 2.0 Agency also offers financial consulting, merchandising, and store management services to help established as well as start up retailers.

# services

## Patty Park

Before co-founding 2.0, Patty Park spent over a decade working in all major areas of the fashion industry from production to marketing to sales. After honing her skills for seven years at BCBG Max Azria, Park went on to help revamp Mandy Moore's clothing line — Emblem by Mandy Moore. In 2008, Park applied her expertise in merchandising, public relations, marketing, art direction, and event planning and launched a successful fashion consulting firm that has helped numerous clients take it to the next level.

## Lisa Sohn

Since graduating from FIDM, Lisa Sohn has worked in several areas of fashion including assisting designers, buying, retail management, and currently as a boutique store owner. Her boutique on Melrose Avenue, one of the hippest areas in Los Angeles, has not only helped Sohn establish valuable relationships with key vendors, but the active neighborhood has kept her in the loop on what's next in trendsetting.

Together, Park and Sohn have created an all-star team that will help out-of-state retailers make a profit.