

# BANJO & MATILDA AUSTRALIA XX

## RELOCATION OF BUSINESS TO SANTA MONICA CALIFORNIA USA

**JANURARY 20, 2015. Banjo & Matilda, Inc. (OTCQB: BANJ)** ("Banjo & Matilda" or the "Company"), is an e-commerce only, new luxury lifestyle brand at uninflated prices, has relocated its offices and operations from Sydney Australia to California United States.

The Company has relocated its headquarters and operations to Santa Monica California United States to assist capitalising on the emerging opportunity available to it in the US market. Being located in the West Coast US market, the Company can more readily access the best staff/talent, venture capital, resources and market intelligence.

E-commerce lifestyle apparel brands have been emerging in line with the increased take up of e-commerce shopping in the \$1.1T global apparel market. While offline (physical stores) sales have declined by 2%, e-commerce apparel sales have increase by 19%. The US market has seen the highest growth, and being one of the largest apparel markets in the world, has spurred a new breed of e-commerce only lifestyle brands which have achieved significant traction. Brands including Warby Parker, Bonobos, and others are proving that by providing a direct to consumer offering via e-commerce, with a better price and quality proposition for the consumer, can be highly successful. E-commerce sales are now 17% of all apparel and accessory sales in the US.

### About Banjo & Matilda

Banjo & Matilda, Inc., is the parent company of Banjo & Matilda, an e-commerce only, new luxury lifestyle brand at uninflated prices.

Banjo & Matilda was founded by Australian born Creative Director Belynda Macpherson in 2009, after an extensive career in publicity, fashion publishing and marketing. Prior company's where Belynda worked include Grazia, Harpers Bazaar and Maddison fashion magazines, major film studios including Warner Brothers, Universal Studios and Columbia TriStar Pictures; and, the Australian tourism industry marketing body Tourism Australia. Belynda also founded her own publicity firm "Global Artist" which she successfully sold to a larger group in 2002. Belynda identified the emerging casualization of the luxury fashion market and combined her passion for cashmere, the Australian beach lifestyle and frustration over the lack of accessible quality cashmere to create a new, more relevant luxury brand. One that was born on line as a direct to consumer e-commerce model thereby eliminating the unnecessary margin's that department and specialty stores take, enabling the brand to focus on a luxury quality product, but without inflated luxury prices. Originally inspired by the iconic Bondi Beach surroundings of its creative studios, Banjo & Matilda launched its first cashmere knitwear collection in 2009. Big on quality and small on pretence, Banjo & Matilda cashmere sweaters are spun with natural and ethically sourced yarns from goats in the highest mountains of Inner Mongolia, putting a little bespoke 'love' into each garment with their signature XX logo hand-stitched into each right-hand corner.

[www.banjoandmatilda.com](http://www.banjoandmatilda.com).

Additional information about Banjo & Matilda, Inc. can be found at the Company's corporate website: [www.banjoandmatildainvestors.com](http://www.banjoandmatildainvestors.com).

SYDNEY /// LOS ANGELES  
1221 2<sup>ND</sup> street Santa Monica CA USA 90401  
[www.banjoandmatilda.com](http://www.banjoandmatilda.com) /// +1 (724) 769-3091

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## **Forward looking Statement**

Certain matters discussed in this press release are 'forward-looking statements' intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. In particular, the Company's statements regarding trends in the marketplace, growth in the number of stores that will carry its products, increases in its sales and financial results, are examples of forward-looking statements. Forward-looking statements are subject to numerous risks and uncertainties, including, but not limited to, economic trends and conditions, trends in the fashion and retail industries, the acceptance of new product designs, inherent discrepancy in actual results from estimates, projections and forecasts made by management and other factors not within the Company's control. The factors discussed herein and expressed from time to time in the Company's filings with the Securities and Exchange Commission could cause actual results and developments to be materially different from those expressed in or implied by forward looking statements made by the Company. The forward-looking statements contained herein are made only as of the date of this press release and the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances.

CONTACT:

### **Banjo & Matilda, Inc.**

Ben Macpherson

Chief Executive Officer

[ben@banjoandmatilda.com](mailto:ben@banjoandmatilda.com)

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1221 2<sup>ND</sup> street Santa Monica CA USA 90401  
[www.banjoandmatilda.com](http://www.banjoandmatilda.com) /// +1 (724) 769-3091