



**LITTLE GUYS ▪ CORPORATE CRED
FINELY TUNED ▪ HIGH VOLUME
YOUNG BRANDS ▪ BUILT FAST
SIMPLE LOGIC ▪ BOLD MOVES
BESPOKE SERVICE ▪ MASS APPEAL**

**PURPOSE >
BUILT**

THIS IS | PURPOSE > BUILT

Purpose-Built delivers concept-driven business solutions to the personal care industry.



Individually and collectively, the founders of Purpose-Built have created a profound impact on a broad swath of the personal care landscape, including business planning, concept development, brand engineering, product and packaging development, marketing programs, sales and distribution strategies, spa & service development, retail planning, and everything in between.

As brand engineers, we employ a solid foundation of strategic brand architecture to create products, service concepts and business development that resonate with consumers and improve business performance. We are also renovators, utilizing our resources and know-how to enhance the profile of existing brands, upgrade internal processes and stimulate innovation.

Led directly by the founders, and a carefully chosen network of resource partners, we approach all projects in bespoke and integrated fashion, marrying creative, bold and concept-driven ideas with targeted, methodical and practical outcomes.

WHO | WE ARE



Purpose-Built is a talent collective dedicated to conceptualizing and developing new and existing brands in the personal care marketplace (beauty, grooming, spa, wellness and lifestyle), stimulating positive consumer affinity, business expansion and industry evolution.

COMPANY

The founding of Purpose-Built represents a coming of age story and reunion of sorts. Newly arrived to the big city, the founders met on the sales floor of Bergdorf Goodman, then later headed downtown to form the original executive team of Bliss. Moving on to build successful careers in distinct segments of the personal care landscape, Larry Paul and Kelly Kovack decided to circle back and forge an official alliance with a shared sensibility, distinctive talents and common purpose.



BRAND | ENGINEERS

KELLY KOVACK

The true renegade among us, the one who mixes Blahniks with boxing. Kelly Kovack is the insightful one, who best personifies quietly loud.

Kelly has had a rich and varied career, moving from the sales floor to the management office, while assuming a full portfolio of merchant's responsibilities for prominent retailers including Bergdorf Goodman, Hugo Boss, and Benneton. Transitioning to the wholesale side of the fashion business, Kelly held the position of Director of Sales and Production for Libra Leather, a purveyor of fine leather to designers and clients like Donna Karan, Calvin Klein, and Chrome Hearts.

Making the jump to beauty as part of the original executive team of Bliss, Kelly joined founder Marcia Kilgore to create the seminal beauty catalog that has launched many imitators.



Kelly's entrepreneurial spirit led to the creation of Chemistry Services Ltd. in 1999, a consulting firm offering strategic advisement to companies such as Mattel, Elizabeth Arden Red Door Salons, Glo, and Old Navy. In addition Kelly partnered with Ji Baek to co-found Rescue Beauty LLC, a self-financed venture to develop and expand the Rescue Beauty Lounge brand through the development of proprietary products across multiple categories.

Prior to co-founding Purpose-Built Kelly held the position of Vice President of Marketing for MD Skincare, establishing founder Dr. Gross as a leader in the field of dermatology and MD Skincare as one of the premier cosmeceutical brands in both retail and professional distribution channels.

LARRY PAUL

Backpack vs. briefcase. Roller derby vs. Rolex. Motel vs. hotel. Larry Paul is a grooming guru with a bit of a subversive streak.

A trained barber and former Creative Director/Co-Founder at Sharps, Larry has been an influential voice in the grooming industry, the fastest growing sector of the personal care market. His fearless, creative business style and knack with marketing to guys has quickly shown the industry that there's a new way to approach the category.



With a foundation in fashion buying, merchandising and retail sales, Larry transitioned to the spa and beauty sector, working with beauty biz marketing mogul Marcia Kilgore as Director of Retail and Merchandising for Bliss. Later he went on to consult for various niche brands; developing a proprietary range of products for Exhale Mind Body Spa and creating a retail sales and training program for Sundāri ayurvedic skin care for use in their expansion into spa distribution.

Leaning left but fueled by right-brain thinking, Larry views each project as more than just a bold idea but a collaboration to drive innovation and ignite a brand's vision. All deliberate moves originate from detailed research and analysis. He applies this philosophy to all aspects of the work at Purpose-Built, from concept development and brand strategy, to effective creative and packaging, fragrance and formulation, merchandising and distribution.



WHAT | WE DO

BRAND PRODUCT SPACE



We are entrepreneurs at heart, who thrive on the opportunity to build brands and deliver compelling products and service concepts to the personal care marketplace.

We are not the guys who pontificate about abstract notions of innovation, bombard you with reams of statistical analysis, or generate vague strategy documents that leave you scratching your head.

Our process is rapid, seamless and collaborative. We engage, scope the situation first-hand and raise fundamental questions about the business and projects under consideration. What is the purpose? What is the idea? How will it happen? Who wants it? From there we plan and execute.

Based on the needs and specifics of each venture, we dig into our bulging Rolodex to assemble resource partners from among the best talent in the business. Whether it's chemists and contract manufacturers, designers and copywriters, ops & logistics, or media training and public relations, Purpose-Built knows how, where and with whom to get things done.

WHAT | WE DO

BRAND SOLID FOUNDATION

Branding is both deliberate and instinctual, an essential building block for all business development, and this goes to the heart of our mission and value proposition. As brand engineers, we create brand identities with power, agility and longevity in a process that stimulates business opportunity and innovation.

BRANDING & MARKETING

- Planning and Strategy
- Feasibility Studies
- Brand Architecture
- Marketing and Brand Audits

CREATIVE SERVICES

- Graphic Design
- Corporate Identification
- Logo Design
- Packaging Design
- Naming and Copy Writing
- Web Design

PRODUCT SHELF LIFE

Pretty labels, enticing scents and price are what most people understand. Purpose-Built integrates consumer behavior, brand IP and a methodical business process through all aspects of product development.

CONCEPT TO COUNTER

- Concepting
- Fragrance and Formula Development
- Packaging Development and Design
- Vendor Sourcing and Neotiations
- Production Oversight

BUSINESS PLANNING

- Positioning
- Launch Strategy
- Merchandising Solutions
- Marketing Collateral
- Training Programs

SPACE CONSUMER EXPERIENCE

Shopping as extreme sport, massage gone mainstream, the re-birth of barbering...the market is rife with genius and disaster. With a proven track record of thriving service and retail outlets, the Purpose-Built team masters the form and function of bricks and clicks.

SERVICE OUTLET

- Service Concept and Development
- Facility Planning
- Treatment Programming
- Product and Equipment Selection
- Retail Integration and Planning

RETAIL, ONLINE, CATALOG

- Shop Concept and Development
- Catalog: concept, strategy, execution
- Assortment Planning and Vendor Negotiations
- Merchant Coaching and Training



HOW | WE BUILD

CASE STUDY



OLD NAVY

Old Navy is a brand of international specialty retailer Gap Inc. For more than a decade, Old Navy has been famous for bringing customers on-trend apparel and accessories, as well as updated basics, at a surprising value, all in a fun, energizing shopping environment.

ROLE

Personal Care Development Partner

PURPOSE

Apply the Old Navy mission to offer great fashion at great prices to the personal care category.

CONCEPT DEVELOPMENT

Lead and collaborate program concepting for core brands and seasonal merchandise flows.

FRAGRANCE, PRODUCT, PACKAGING DEVELOPMENT

Responsible for all development and execution across all beauty and home fragrance categories.

PROGRAM SYNOPSIS

ONSCO, Valentine Day 2008, Holiday 2007, Pool House Spring 2007.

HOW | WE BUILD

CASE STUDY

JIMMYJANE

Jimmyjane seamlessly joins the ephemera of sexuality with the substance of design. From exotic fragrances and suede blindfolds, to massage candles and 24k vibrators, the brand expresses wit, charm and kink through it's concept-rich collections.

www.jimmyjane.com

ROLE

Launch Strategy & Execution

PURPOSE

Market a new limited edition vibrator range, The Ultimate Member Collection, as high design functional art with a goal to expand distribution and strengthen Jimmyjane's position as the leader of a new cultural movement.

ONLINE MARKETING

Creation and execution of online public relations strategy to create immediate short lead buzz driving traffic to the company's e-commerce website.

INSTALLATION/POP-UP SHOP

Organization and oversight of a 400 sq ft installation at An Earnest Cut & Sew in NYC's Meatpacking District.

EVENT

Planned U.S. launch event including list management, invitation design, mailing, sponsorships, gift bags, operations and logistics.



HOW | WE BUILD

CASE STUDY

(MALIN+GOETZ)

An innovative apothecary and lab located in New York's Chelsea neighborhood. The brand offers a concise range of head-to-toe products based on a two-step balancing system that incorporates natural ingredients with performance technologies.

www.malinandgoetz.com

ROLE

Treatment Development and Launch Strategy

PURPOSE

Position the brand for expansion into a new distribution channel.

BUSINESS STRATEGY

Leverage new product launch to enter the spa market with a proprietary skincare treatment and retail program.

Enroll select treatment personnel within existing accounts to build a company-sponsored team to implement, train and expand the concept, growing the business in a unique, strategic and cost-effective manner.

TREATMENT DEVELOPMENT

The Detox Facial: A concise, customized and multi-faceted therapeutic experience mirroring the brand philosophy, with a focus on deep cleansing, hydration and repair.

Protocol, costing, training materials and execution strategy.

MARKETING

Created marketing tools designed specifically for the professional market: concept brief, menu copy, and launch strategy.

TESTIMONIAL

Q: Why did you reach out to Purpose-Built for this project?

A: We needed a handholding specialty approach with industry authorities we could trust. Purpose-Built provided us an expert view into the spa industry to help us develop a new strategy that was compatible with our philosophy and brand identity.



HOW | WE BUILD

CASE STUDY

RESCUE BEAUTY LOUNGE



The introduction of cross-category products and the cultivation of brand discipline formed the foundation of a luxury lifestyle brand platform for two downtown nail salons. Products are available in premium specialty retail doors and spas across the U.S. and abroad.

www.rescuebeauty.com

ROLE

Kelly Kovack, Co-Founder

PURPOSE

Redefine consumer and industry perception of low-brow/low-think nail category by offering nail products, treatments, and service as a luxury proposition. Products were formulated for professional use and high performance, and presented for prestige retail distribution.

PRODUCT DEVELOPMENT

High-performance lacquers that comply with the strictest global standard, employing a new technology that combines resin and high molecular polymers designed to improve flexibility and durability without Toluene, Formaldehyde and DBP. A highly edited assortment of shades and functional naming reinforce consumer clarity and purpose.

LIFESTYLE EVOLUTION

Wrapped in a distinctive vintage wallpaper pattern, the body care range was formulated and packaged with luxury, convenience, and value in mind.

CO-BRANDED PRODUCT

Inspired by the Fall 2004 collections for Narcisco Rodriguez, Tuleh, and Chaiken, three matching lip glosses were created by Three Custom Color Specialists to coordinate with the Rescue nail lacquers that appeared on the runway. Exclusive distribution through Beauty.com.

MARKET-DRIVEN COLLATERAL

Creative brand development carried through all corporate and point-of-purchase collateral, furthering the lifestyle and luxury positioning.

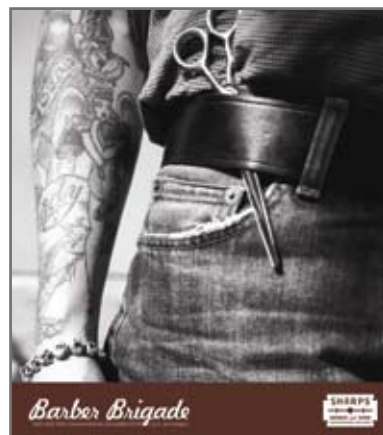
AWARDS

The only indie nail lacquer recognized in Allure Magazine Best of Beauty Awards for 2004, 2005 and 2006.

HOW | WE BUILD

CASE STUDY

SHARPS BARBER & SHOP



Renegade men's grooming brand known for innovative formulations, stylish shave events and an irreverent attitude. Available in premium specialty doors and new-school barbershops across the U.S. and beyond.

www.sharpsusa.com

ROLE

Larry Paul, Co-Founder and Former Creative Director

PURPOSE

Created with a mission to revive the fading barber tradition, while engaging guys through a time-honored concept and appealing price point. All products and services based on the simplicity of the barbershop infused with a modern approach and indie sensibility.

PRODUCT INNOVATION

Mission: Control Bald Head Balm SPF 15. A protective moisturizer with technically advanced Lumiskin™ to help fade dark spots. Addressing a traditionally underserved demographic and reinforcing the company's progressive positioning.

PACKAGING SOLUTIONS

Usual Suspects starter set created for press and retailer introductions and affordable consumer product trial. Custom colored and textured paperboard, EVA foam insert, with string/button closure.

COMMUNITY BUILDING/BLOG

High impact targeted marketing with quick indexing on search engines. Linked to the brand's e-commerce website to promote backdoor impressions and barber authority positioning.

www.barberblog.com

AWARDS

Men's Health Grooming Award 2005, Best Scrub – Daily Prep Foaming Scrub

HOW | WE BUILD

CASE STUDY

SHARPS BARBER BRIGADE



Sharps' diffusion range positioned for regular guys and the women who buy for them. An exclusive launch with Target nationwide.

www.barberbrigade.com

ROLE

Larry Paul, Co-Founder and Former Creative Director

PURPOSE

Maintain a unique identity while living under the Sharps umbrella with the goal to quickly increase market share and balance multiple channel positioning.

MARKETING INNOVATION

Uniquely formulated and marketed to address beard growth and whisker density: Heavy, Light and Rebellious.

AWARDS

FHM Grooming Awards 2006, nominated for Best Packaging – Clean Foam Face Wash Rebellious Skin



HOW | WE BUILD

CASE STUDY

MD SKINCARE

Pioneer in the premium cosmeceutical category with innovative formulations and professional treatments in multiple distribution channels. Available in 700 retail and spa doors in the U.S. and internationally.

www.mdskincares.com

ROLE

Kelly Kovack, former Vice President of Marketing

PURPOSE

The company underwent a total brand overhaul with new logo, primary and secondary packaging, and a refined message of credibility and efficacy. As a young brand with a significant editorial profile, a strategic plan was implemented to increase brand equity, consumer affinity and market share.

CULT PRODUCT

Alpha Beta Face Peel, the product and professional treatment system that put Dr. Gross on the map and validated the positioning of MD Skincare. This revolutionary formulation was developed in various potencies, for utilization in medical, spa, and at-home settings, and incorporates a synergistic blend of five alpha and beta hydroxy acids to achieve immediate results without irritation. The retail peel was the first two-step chemical peel formulated for daily use.

BRAND EXTENSION

Combining proprietary technology with a new product category, the launch of Hydra-Pure Intense Moisture Cream, based on water research and a proprietary Chelating Complex, expanded the brand profile.

PROMOTIONAL SET

Skin ER Alpha Beta At-home Facial leveraged the professional treatment heritage of the brand, while fulfilling the promotional and marketing needs of retail partners and offering full brand immersion at an accessible price point.

BOOK

The launch of "Your Future Face" simultaneously raised the profile of Dr. Gross, his dermatology practice, and MD Skincare. A New York City book launch, twenty-city book tour coordinated in conjunction with retail partners, and satellite media tour further solidified the brand and its message.

AWARDS

Hydra-Pure Intense Moisture Cream received Breakthrough Product of the Year by Women's Wear Daily Beauty Biz in 2005.

Alpha Beta Daily Face Peel and Men's One-Step Daily Facial Pad received Men's Health Grooming Awards in 2004 and 2005.



WHAT | WE BUILT

CLIENT LIST

90210
Bobag
Clyde's on Madison
Institut Dermed
Jimmyjane
Malin + Goetz
McBride Beauty
Nooka
Old Navy
Paul Stuart
Portico Home + Spa
Pure Style Girlfriends
The Grooming Lounge
Suki
Zirh

HISTORICAL WORK

Bliss
Elizabeth Arden Red Door Salon
Exhale Mind Body Spa
Glo – Caleel Hayden
Greenhouse Spa
Mattel
MD Skincare
Rescue Beauty Lounge
Sharps Barber and Shop
Sundari



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