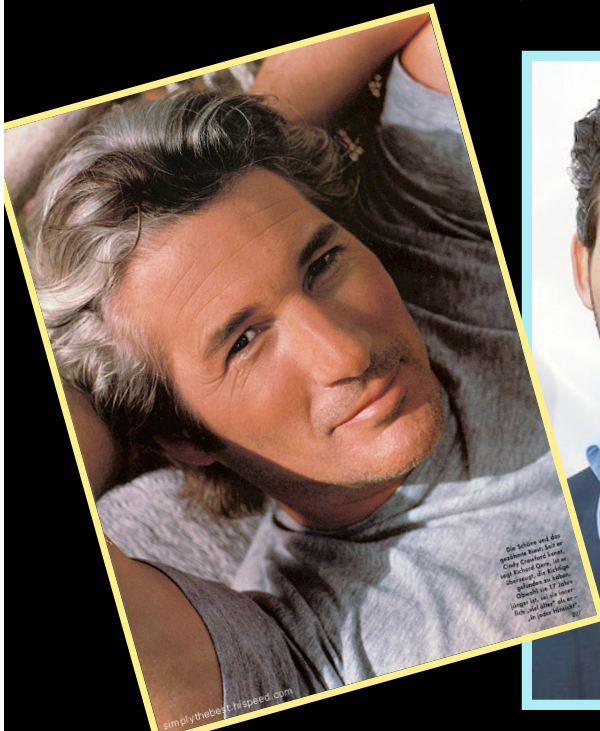


# Need

There are few to no retail stores that serve men's special underwear needs like there is for women. Men need specialized retail stores that serve their needs to buy underwear, comfortable home clothes, and sleepwear. All these are only available online or through huge department stores. This unique retail store will display a wide range of luxurious underwear and comfortable clothes that will satisfy the target market



# Target

Baby boomers with high disposable incomes. Men ages 45-65 that enjoy spending money to make themselves feel rich and comfortable. These men like to spoil themselves and enjoy whatever is left of life. This target market could also include wives/girlfriends of these men who like to pamper their husbands/boyfriends.