

HOME & DECOR

ÖLOS GNIYJE

“
Model for the future”

The New York Times

“
[Flying Solo] is disrupting the industry”

VOGUE

“
The future of retail”

WWD



1

Retail Location

Flying Solo is a retail creative mix of art, home decor and fashion located in trendy SoHo, NYC.

Our neighbors include Bloomingdale's, CB2, MoMA Design Store, Eden Gallery, Galeries Bartoux, and Roman and Williams Guild, as well as many luxury fashion brands like Gucci, Louis Vuitton, Prada, and others.

AUTOMATIC SPRINKLER
SHUT-OFF VALVE
LOCATED 30 FEET
OPPOSITE THIS SIGN

SPRINKLERS
THROUGHOUT
BUILDING



New Direction

We have been experts in the fashion industry for over **10 years**. We are thrilled to have received requests to launch a new category.

The trust of our clients is incredibly valuable to us, and we are excited to introduce this new **HOME & DECOR** direction.

*We have prepared an exclusive offer for the first **20** designers.*







RETAIL NUMBERS

■ Average order value

\$350

■ Conversion Rate

5%

■ Average foot traffic daily:

300

■ Customer Google Review rate

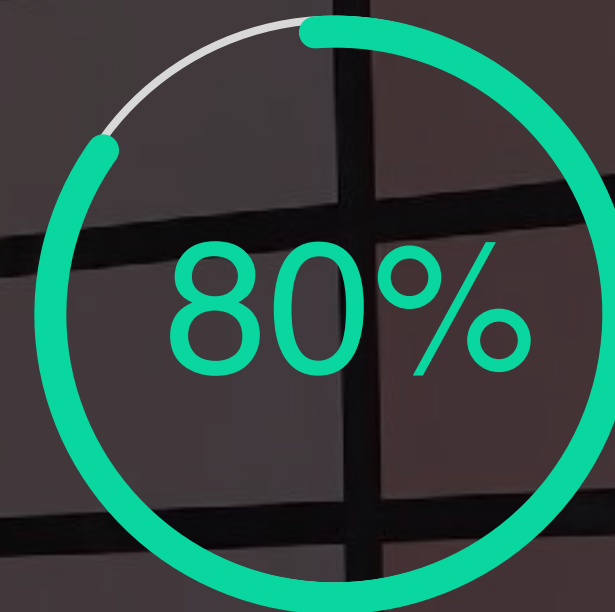
4.6

CUSTOMER PROFILE

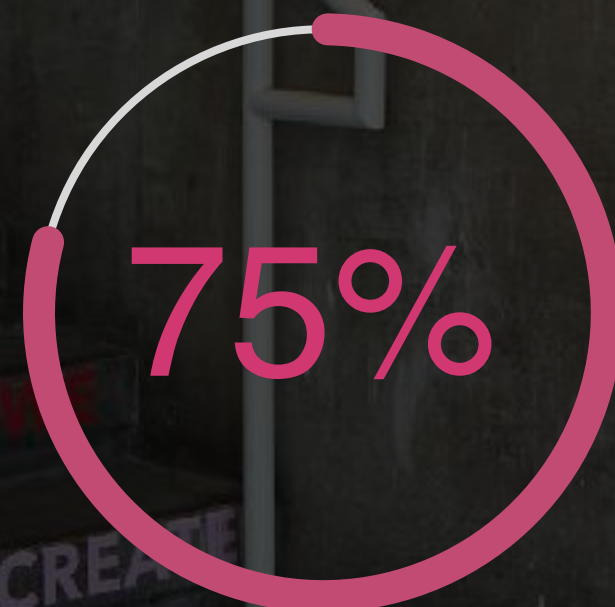
■ ***70% of Flying Solo clients are women***



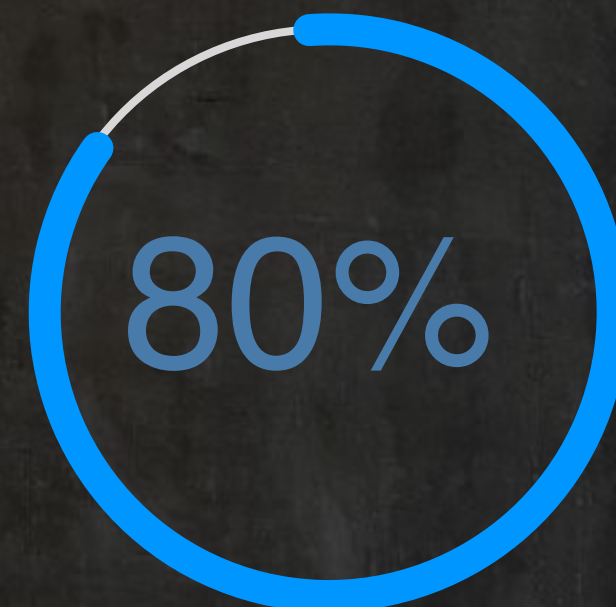
■ ***80% are from the USA
20% are tourists***



■ ***75% are over 45 years old***



■ ***80% of clients make more than
\$75,000/year***



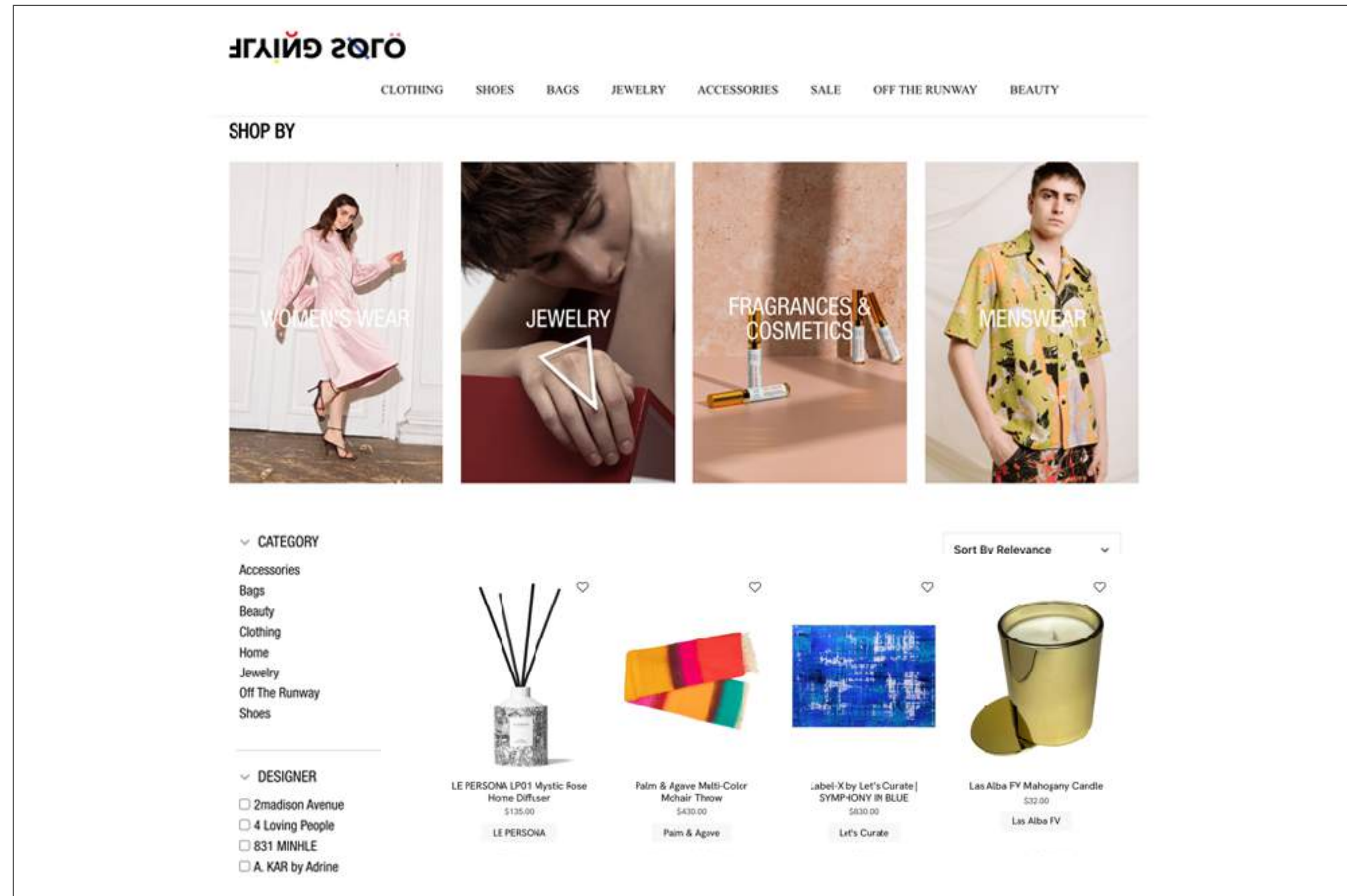
2

Website

Flying Solo brands are featured on the website, flyingsolo.nyc.

Customers can visit each designer's profile to learn more about the brand and purchase items from the latest collections.

Flying Solo offers shipping within the United States and internationally. Shippings within US are complementary.



Web-traffic: ~7500 visitors
Average online orders value: \$245

ELLE



3

Press Showroom:

Flying Solo's press showroom specializes in securing magazine placements for brands. Brand names are listed in those magazines.

Editorial placements include Vogue, Elle, Harper's Bazaar, L'Officiel, Cosmopolitan, Grazia, Vanity Fair, and many other popular magazines.

Dress: PEDRO JUAN ATELIER @pedrojuanny
Jacket: PEDRO JUAN ATELIER @pedrojuanny
Scarf: ARTUJYT @artujytm
Accessory: BLING BOOZE AND BABY SHOES
@blingboozeandbabyshoes
Shoes: SIMONA RUSK @simonaruskshoes
Earring: SLOMEINA @slomeinajewelry
Ring: SLOMEINA @slomeinajewelry



MARIKA

NEW WAVE

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FRONT COVER STORY
"DASHA"
BY EREMENKO OLGA PETROVNA AND TEAM
FEATURED ARTISTS
АЛЕКСАНДРА ЛЮБАЗУЛАНСЬКА / EREMENKO
OLGA PETROVNA / KANNETHA BROWN / OXANA
PILKHOVKO / CAO PHOTOGRAPHY / LYUDMILA
KRAVCHENKO / ROOSEVELT ASKEW,

CASE STUDIES & TESTIMONIALS

Les Sœurs

Les Sœurs perfumes based in Morocco set their sights on the U.S. market, but building customer loyalty in the fragrance category is nearly impossible without a physical presence. To overcome this challenge cost-effectively, the brand partnered with Flying Solo—gaining the benefits of retail exposure without the overhead of opening their own store.

This collaboration has now lasted over four years, growing steadily year over year. Through their consistent presence at Flying Solo, Les Sœurs has built a strong base of loyal, returning customers in one of the most competitive markets in the world.





FREYWILLE

FREYWILLE is an internationally renowned luxury brand specializing in hand-crafted enamel jewelry. Their diverse collections feature a wide range of exquisite pieces, including bracelets, rings, necklaces, and watches, as well as fashion accessories such as scarves and handbags. With over 40 boutiques worldwide, FREYWILLE caters to a clientele that values elegance, exclusivity, and a deep appreciation for art.

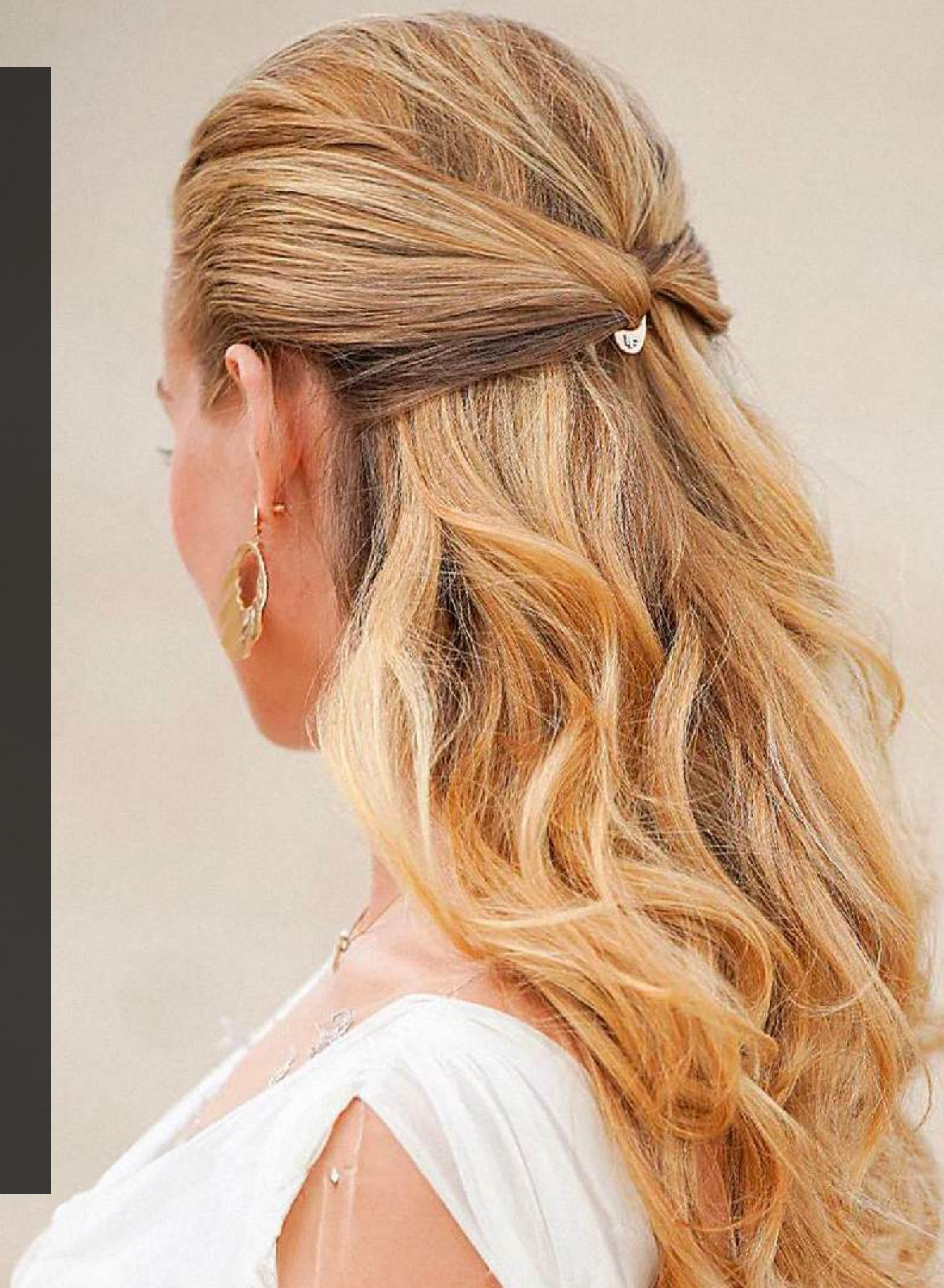
In 2022-2023, FREYWILLE was prominently featured in two Flying Solo boutiques located in the heart of Soho, New York. The brand also collaborated with leading influencers in the New York fashion scene. This partnership included a series of industry events and exclusive professional gatherings, significantly enhancing awareness of FREYWILLE's unique products. The collaboration successfully attracted a broader audience, further establishing the brand's reputation for distinctive craftsmanship and expanding its customer base.

FIONA FRANCHIMON

Fiona Franchimon is an internationally recognized hairstylist and a beauty expert whose work has been featured in renowned publications such as Grazia, Elle Magazine, Women's Health, and Cosmopolitan, as well as on various television broadcasts. She is celebrated for her luxury hair and beauty products and frequently collaborates with high-end brands and fashion platforms, offering exclusive educational experiences for both professionals and clients.

One of her standout creations, the N° 1 Hairpin, was launched in 2017 after over three years of development. This innovative tool has gained global acclaim, enabling women around the world to create stunning hairstyles in under a minute.

In 2022, Fiona Franchimon joined forces with Flying Solo, this collaboration was part of her ongoing signature events in New York and further highlighted her expertise in the beauty industry.





Baszicare

Baszicare, a luxury skincare brand from China, faced a key challenge in entering the U.S. market—customers wanted to experience the products in person or order online with domestic shipping. Recognizing the importance of physical presence, Baszicare partnered with Flying Solo to establish a U.S. footprint without the high costs of launching a standalone retail location.

This collaboration has now lasted over five years, steadily growing as more customers discover and trust the brand. Thanks to its ongoing presence at Flying Solo, Baszicare has built a loyal U.S.-based following and strengthened its global brand visibility.

Christine Rochlitz,
LUCKYNELLY

“We have loved working with Flying Solo NYC for so many years. The whole team is always there for you with great support and service! And all the great collaborations with other brands, photographers and stylists and publications in the best magazines in the world! We hope to be a part of it for a very very long time! Many thanks for all!”

Gabrielle Revere,
XILONA BLUE

“The Copper Room is a great PR agency for new designers. They have helped my brand expand globally. This is something I would not be able to do on my own. They have a innovative range of fashion experts who pull clothing for editorials that are cool and creative. This is so important, especially as a new brand, to have a platform to stand out above the mainstream.”

Olena Wills,
OLENA NEW YORK

“I am very happy to work with Flying Solo, the team is working on their projects to the highest standards, they always deliver on time and their range of offered services is truly amazing. They are extremely helpful for young and upcoming designers, but also very good for consumers who want to buy the latest fashion from the independent artists”

MEMBERSHIP OPTIONS

	RETAIL	PR	RETAIL + PR
SMALL	\$750/month	\$750/month	\$1000/month
LARGE	\$1,000/month	\$1,000/month	\$1,500/month

E-commerce is included in all retail memberships

Brand receives 85% from the retail price for all items sold



THANK YOU

Contact us:

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