



LIFEGUARD PRESS

DESIGNER LIFESTYLE PRODUCTS & GIFTS

Licensing, Collaboration, Distribution, Manufacturing

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WHAT WE DO

LIFEGUARD PRESS CREATES LIFESTYLE PRODUCTS FOR ICONIC BRANDS

Since 2000, Lifeguard Press has become the industry leader with the largest licensed gift selection focused on products tailored to uniquely reflect each brand.

We partner with retailers, fashion designers, creatives and brands to deliver meaningful partnerships that drive brand awareness, and increase customer loyalty and brand lifestyle.

Our mission is to grow each brand's recognition, distribution and consumer connection whether we license, manage or private label.



HOW WE DO IT

SIX MAIN BUSINESS MODELS CREATE OUR UNIQUE AND INDUSTRY-LEADING LIFESTYLE GIFT COMPANY

LICENSING

Full-service product manufacturing
and distribution for select brands

PRIVATE LABEL

Manufacturing products to specifications
and shipping to the company for distribution

COLLABORATIONS

Managing coordination and product curation of
exclusive collaborations between brands and companies

STRATEGIC PARTNERSHIPS

Providing product development direction
and manufacturing exclusive products for distribution

CUSTOMIZATION + CORPORATE GIFTING

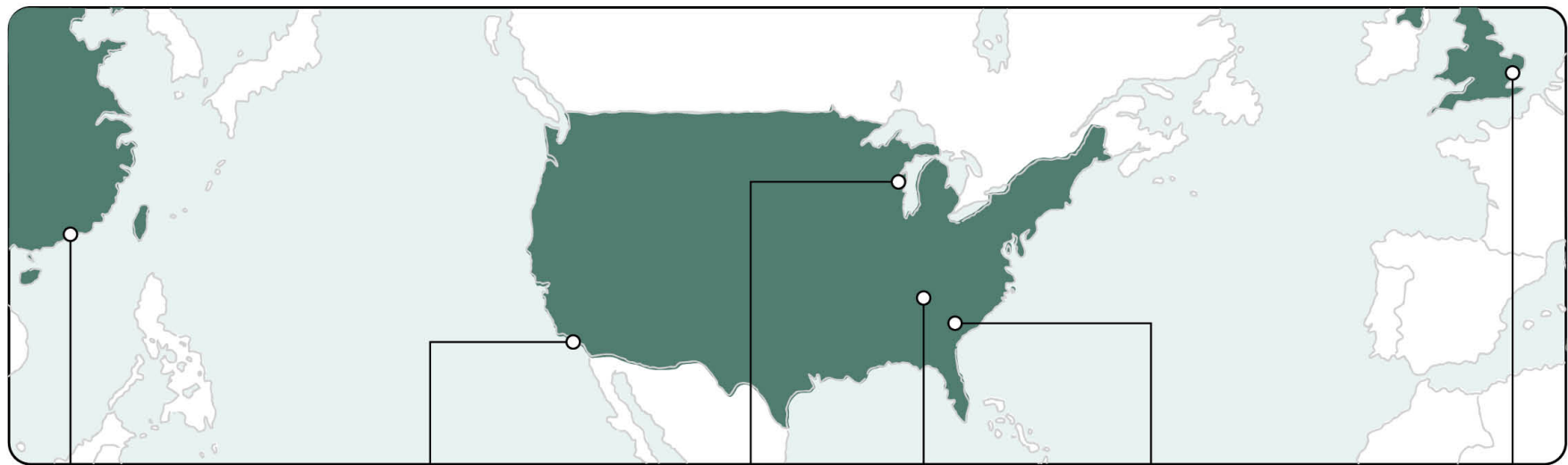
Customizing a wide range of gift products
for clients, employees and events

DIRECT TO CONSUMER

Online Amazon store development and fulfillment with
in-house tech team for the largest e-commerce marketplace

WHERE WE ARE

STRATEGICALLY PLACED TEAMS ALL OVER THE WORLD TO MAKE THINGS HAPPEN EFFICIENTLY



ASIA OFFICE

Hong Kong, China

On-site team facilitating communication between factories and sourcing with rigorous compliance and quality audits

FOUNDERS' OFFICE

Los Angeles, California

Executive and legal team focusing on operation contracts

AMAZON OFFICE

Appleton, Wisconsin

Dedicated office managing our Amazon store and sales

ATLANTA SHOWROOM

Atlanta, Georgia

Award-winning showroom in the world's largest gift mart

UK DISTRIBUTION CENTER

Suffolk, United Kingdom

Allocated team managing European sales and distribution

CORPORATE HEADQUARTERS

Bowling Green, Kentucky

Main office for licensing, product development, sourcing, sales and customer service with a centrally located operations and distribution center

WHY PARTNER WITH LIFEGUARD PRESS?

YOU ARE THE EXPERT IN YOUR BRAND + WE ARE THE EXPERT IN LIFESTYLE GIFTS

We work closely with and give full attention to each brand to translate their story into a lifestyle collection.

Our dedicated team provides strategic direction and manages the development of products from concept to consumer that will engage your core audience and attract new customers.

WORKING WITH OUR EXPERTS IS LIKE HAVING YOUR OWN IN-HOUSE TEAM!

CREATIVE PRODUCT DEVELOPMENT

Creative and art teams focused on developing brand-specific products with innovation that anticipates and responds to market trends

COMPLIANCE QUALITY CONTROL

Dedicated team located in Asia focused on maintaining and exceeding industry standards to demonstrate compliance excellence

EXPERIENCED SOURCING

Resourceful teams in the US and Asia, on-site and concentrated on quality, techniques, timing and details of production from our trusted manufacturing partners

MARKET SPECIFIC TESTING

Solid relationships with leading, internationally recognized 3rd-party testing labs to ensure product standards are met and exceeded

TRUSTED SALES SUPPORT

Enthusiastic and responsive sales support team with attentive network that has gained the trust and respect of esteem buyers and businesses

DISTRIBUTION

Dedicated distribution and logistics facilities centrally located in the US. Our services include Storage, Pick, Pack and Dispatch in the US and Worldwide.

LICENSING



Lilly Pulitzer®

A PALM BEACH PERSPECTIVE

LICENSING



kate spade

NEW YORK

STYLE SYNONYMOUS WITH JOY

LICENSING



ban.dō

WE EXIST TO HELP YOU BE YOUR BEST

LICENSING



DRAPER JAMES

LAUNCHING SPRING 2024



Reese Witherspoon
FOUNDER

DRAPER
JAMES
SINCE 2013

hello
sunshine

PRIVATE LABEL



STEEL MILL & CO[®]

ENCOURAGING CONFIDENCE & AUTHENTICITY

PRIVATE LABEL



KENDRA SCOTT

As a national top jewelry and accessories company focused on natural materials and affordable luxury products that make fashion and trends accessible, Kendra Scott approached Lifeguard Press in 2018 to create a gift collection for gift with purchase, add-on sales and to expand their collection into other categories.

PRIVATE LABEL PRODUCTS & CATEGORIES

Bags, Stationery, Hydration, Travel,
Small Vegan Leather Goods and Ceramic Home Accessories



COLLABORATIONS

STARBUCKS®

COORDINATOR AND MANUFACTURER OF CO-BRANDED COLLABORATION COLLECTIONS

Exclusive Drinkware and Lifestyle Gifts at Starbucks stores in North America + Asia Pacific

Collaborations include: Ban.do, Undefeated, Vera Bradley, Rachel Zoe, Paired ... and more!



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“Instead of continuing to sell merch online, Starbucks plans to focus on collaborating with other brands, like they have in the past with Lilly Pulitzer and Ban.do. They will enable us to leverage our brand, our global retail footprint, and the customer base in order to extend our reach.”

KEVIN JOHNSON, CEO, STARBUCKS

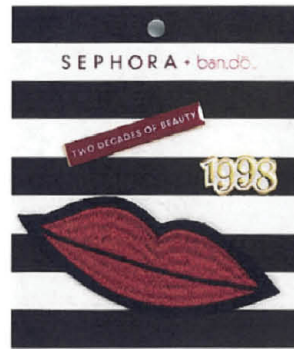
CUSTOMIZATION + CORPORATE GIFTING



MailChimp.

NOTES FOLIO

MailChimp customized these denim folios with embroidery for a women's event in Dallas



SEPHORA

PIN & PATCH SET

Sephora partnered with ban.do to customize a 20th anniversary pin and patch set to celebrate this major company milestone



POPSUGAR.

NOTEBOOK

Popsugar customized these holographic notebooks for their immersive wellness event: Play/Ground in NYC

PARTNERS

MORE BRANDS WE HAVE PARTNERED WITH TO CREATE LIFESTYLE GIFTS

(just to name a few!)

★macy's

ANTHROPOLOGIE

amazon

Madewell

bloomingdale's

BARNES & NOBLE

Fred Segal

URBAN OUTFITTERS

Dillard's

Taylor Swift

PAPER SOURCE™

Disney

Staples

John Lewis

facebook

HBO

NORDSTROM

shopbop

LIBERTY
LONDON

ASOS
discover fashion online

KOHL'S

BIRCHBOX♦

Indigo

Hudson News



SELFRIDGES & CO

free people



"We've been fortunate to partner with Lifeguard Press on several projects over the years. Their responsiveness, ingenuity and attention to detail are excellent. It is clear their phenomenal team are passionate about product and very committed to deliver the best results, which is why we continue to partner with them."

SEPHORA, VICE PRESIDENT, EVENTS & MARKETING



PRODUCT CATEGORIES
AND
CAPABILITIES



WHAT WE MAKE

OUR TEAM CAN SOURCE ANY PRODUCT

NOTES & WRITING

notecards, notebooks, journals,
notepads, planners, calendars,
note cubes, pens, pencils, markers

SCHOOL & OFFICE

backpacks, laptop cases, supplies,
notebooks, binders, folders, pencil cases,
pencil cups, staplers, tape dispensers

DRINKWARE

water bottles, tumblers, thermal mugs,
wine glasses, coffee mugs, etc. in
stainless steel, acrylic, ceramic, glass

TECH ACCESSORIES

phone cases, charging cords & accessories,
watch bands, earbuds, tech pockets,
wireless speakers, organizers and cases

SUMMER FUN

pool floats, beach towels, drink holders,
beach and picnic blankets, cooler bags,
beach games, melamine dinnerware

TRAVEL ACCESSORIES

luggage tags, passport covers,
travel bottles, duffel bags, totes,
neck pillows, eye masks, makeup bags

CLEAN CARE

hand sanitizers, tech wipes,
touch less tools, face coverings and masks,
mask holders and pouches

HOME & ENTERTAINING

trinket trays, candles, pillows, blankets,
dinnerware, bar ware, serve ware, vases,
recipe boxes, kitchen accessories

BAGS

market bags, tote bags, overnight bags,
pouches, purses, wristlets, clutches,
cooler bags, insulated carriers

WELLNESS

yoga mats and accessories, stress balls,
gym bags, workout hair accessories,
water bottles, wellness journals

ON THE GO

umbrellas, keychains, wallets,
sunglasses, hydration, earbuds, pouches,
tote bags, car organization bins

APPAREL & ACCESSORIES

t-shirts, sweatshirts, dresses, tops, skirts,
pajamas, workout clothes, pins, patches,
socks, hair accessories, hats

ADDITIONAL SPECIALTY CATEGORIES: GARDEN, PET, PARTYWARE, HOLIDAY, BABY, BRIDAL GIFTS ... AND MANY MORE!

NOTES & WRITING



OFFICE / WORK FROM HOME



BACK TO SCHOOL



TECH ACCESSORIES



ON THE GO



DRINKWARE



HOME & ENTERTAINING



OUTDOOR ENTERTAINING



SUMMER FUN



TRAVEL ACCESSORIES



WELLNESS



APPAREL & ACCESSORIES





WE LOOK FORWARD TO PARTNERING WITH YOU

LIFEGUARD PRESS