

MEL BOTERI

GIFTING EXPERIENCE EXCLUSIVELY FOR *Citi - Sample Proposal*

THE SETTING



One World Observatory
New York City

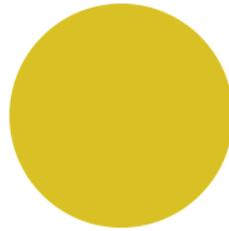
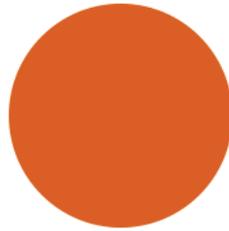
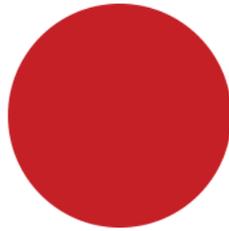
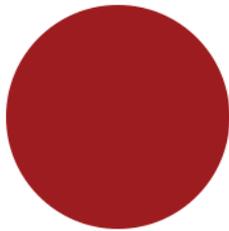
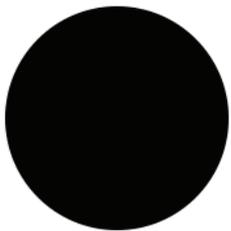


Welcome
Citi® Prestige
Mastercard®
Cardholders

the
priceless table



EVENT COLOR PALETTE



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EVENT IDEAS

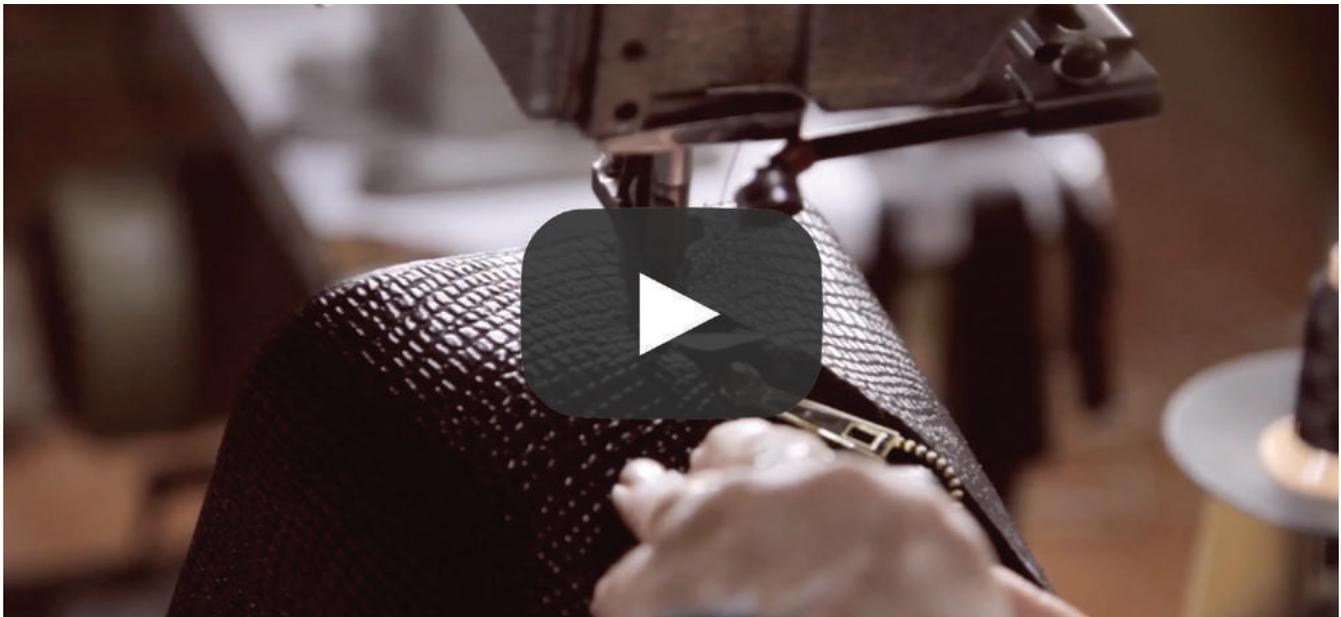
bespoke leather goods experience



Mel Boteri's bespoke leather goods offer your guests the opportunity to express their individual and cultural style through this cutting edge gifting experience. Each guest will play the role of designer, first by selecting the Mel Boteri leather accessory which best suits their personal lifestyle. They will then choose from a preset collection of handpicked European leathers and hardware. Personal initials are included with every item to forever commemorate each one-of-a-kind design and the gifting experience.

This experience includes up to 10 products, 10 leathers, and 2 choices of hardware (gold or silver) for clients to make their selections. The collection will be curated exclusively for your target audience, and will include a proper mix of male and female-oriented products.

Press play to watch the craftsmanship of Mel Boteri's made-to-order handbags.



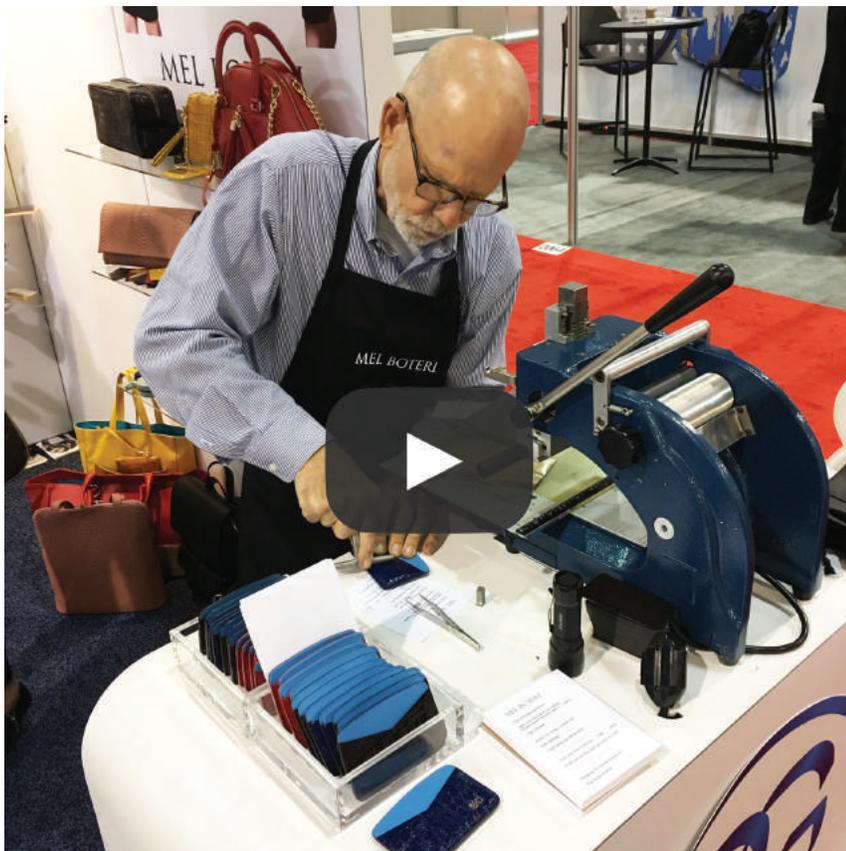
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EVENT IDEAS

on-site monogramming event



Mel Boteri's on-site monogramming offers something fresh and exciting for your event setting, and the interactive gifting experience will have your guests feeling extra special and catered to. Recipients can choose from a preset collection of small leather goods. Each item will then be personalized on-site with name or initials to mark it as their own, one-of-a-kind gift. Mel Boteri's product offering can be curated for both a male and female audience.

This experience typically includes one exclusive handbag or small leather accessory per gender with personalization. For example, a classic tote for your female clients and a travel dopp kit for your male clients. The gift item can vary from event to event, and the number of color options available will be dependent on the budget and total number of guests.

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PRODUCT IDEAS

men's items



15" LAPTOP BAG



DOPP KIT



SLIM CARDHOLDER



PASSPORT COVER &
LUGGAGE TAG DUO



MONEY CLIP WALLET

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PRODUCT IDEAS

women's items



STUART TOTE
with tassel charm



WATSON MINI



TAYLEA MINI FRINGE BAG



AMBER WRISTLET/
CROSS-BODY



CARA CLUTCH



BUSINESS
CARDHOLDER

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PRODUCT IDEAS

onsite takeaway gift for women



LEATHER TASSEL CHARM
in custom branded packaging



3 COLORS
with a mix of silver and gold hardware



YOUR LOGO
ENGRAVED ON RING



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PRODUCT IDEAS

onsite takeaway gift for men



MEN'S MONEY CLIP WALLET
in custom branded packaging

CLIENT INITIALS CAN BE
STAMPED ONSITE OR PRIOR TO
THE EVENT DATE

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PACKAGING

MEL BOTERI

exclusively for



CUSTOM DUST BAGS
included with men's and women's items

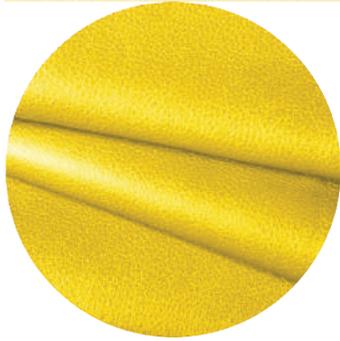
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LEATHER SUGGESTIONS

The color palette for Fall 2017 leans more towards warmth...



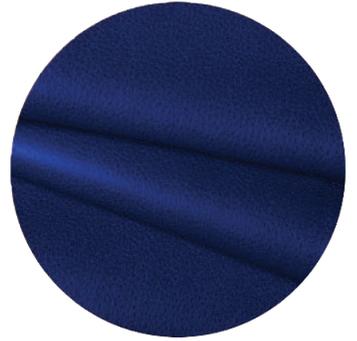
PEBBLED GOLDEN



PEBBLED RUBY RED



RED PYTHON EFFECT



PEBBLED COBALT



PEBBLED BLACK



PEBBLED BLUSH



PEBBLED ICEBERG



PEBBLED COCOA



TAUPE SNAKE EFFECT

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WHO IS MEL BOTERI



Mel Boteri creates bold yet refined leather handbags and accessories designed exclusively for each client. An Atlanta-based designer, Mel personally sources the finest European leathers, fabrics and hardware for her collections, all of which are handcrafted in the Mediterranean region of Alicante, Spain.

A marketplace saturated with “one-size-fits-all,” flashy merchandise ultimately inspired Mel to change the way that gifting is perceived, and to create an experience that is driven by personal attention and relationships.

A rising favorite among modern men and women with discerning taste, Mel Boteri delivers on the values of craftsmanship and personalized service through small production with higher quality, versus mass manufacturing and less attention to detail. Each unique piece can be made-to-order to perfectly suit the branding and lifestyle needs of you and your guests.

Mel Boteri's Client List Includes

Mercedes-Benz | FedEx | Four Seasons
Google | Lexus | The Venetian Las Vegas
AIC Hotel Group | Children's Healthcare of
Atlanta | Cruise Planners American Express
Jet Senters Aviation | Engage! Summits
Gifts For The Good Life | The Inner Circle
Experience | Suzanne Reinhard Events

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