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LuLaRoe Fashion Consultant Business Overview

The business opportunity for each LuLaRoe Fashion Consultant is quite simple; sell LuLaRoe clothing at Pop-Up Boutiques or Open Houses and make between 35-60% profit on every item you sell based on the suggested retail price. Additionally, if you choose to build a team, you can earn additional income from your team's sales.

HOW IT WORKS

LuLaRoe clothing is sold by Fashion Consultants, on the spot, at Pop-Up Boutiques and Open Houses. Think of them as mobile dress-up parties where your friends and neighbors can just come and shop. Based on the number of attendees at a Pop-Up Boutique we see an average sales volume of around 20 items, with an average profit of \$15 per item. The more parties you have and the more products you sell, the more money you will earn. As a company, we recommend rewarding the hostess of a boutique with one free item for every 10 items that are sold. This is a guideline, and we encourage you to be generous in your hostess rewards as you seek to build your business through strong partnerships within your individual network.

Wholesale prices range from \$8.50 to \$31 per item, and suggested retail prices range from \$18 to \$65. Because products come in a wide array of colors, patterns, prints and fabrics, you will receive an assortment of clothing in the sizes and body styles you choose. Adult sizes run from XXS to 3XL (0-26), and girls' sizes run from 2-14. LuLaRoe pays for all costs to ship your product to you. All orders ship from the warehouse within 3 business days from the time that we receive your payment.

Many Consultants choose to share the LuLaRoe opportunity. Helping others build their own LuLaRoe businesses can increase your personal income. By building your team, you have opportunities to become a leader, earn extra income and to help others succeed.

WHAT COMES IN MY INITIAL ORDER?

Your ability to showcase and market the product depends in large part on the variety and size of inventory you carry at any given time. The more options your customers have to choose from, the more likely they are to make multiple purchases and to tell others about your products. To best establish an appropriate initial inventory, your first order will include 275-350 pieces.

Your initial order will include a total of 70 pairs of leggings, which come as 35 packs of 2. This is comprised of 15 One Size two packs, 10 Tall & Curvy two packs, 5 of the Tween two packs and 5 of the Kids two packs.

The next step is to choose a product style from each of the following categories: Group A (Skirts), Group B (Dresses), and Group C (Tops). Your fourth product style can be selected from any of the previous groups of Skirts, Dresses and Tops, or you can elect the Kids Option, which includes a mix of Dotdotsmile Dresses, Sloan Tees and Kids Azure skirts.

The total cost of your initial order will vary depending upon the product styles selected. You will receive 44-75 items in each of the product styles you choose, and they come in size breakdowns based on what our Fashion Consultants are selling most frequently. When you order and pay for at least 300 pieces in your Initial order, you will receive an additional 25 free items from any style of your choice, besides dresses, as a bonus.

HOME OFFICE SUPPORT

LuLaRoe continues to be vested in your success by providing tools, sales materials, and training to help you succeed, with the goal of making this a profitable and enjoyable business opportunity for you.

We look forward to serving you and we trust that you will love the incredible opportunity that awaits at LuLaRoe!



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INITIAL ORDER PRICING

| | | | | |
|-----------------|---|----|---------|----------|
| Leggings | ONE SIZE - 15 x 2 Packs (30) / TALL & CURVY - 10 x 2 Packs (20) | 25 | \$21.00 | TOTAL |
| | TWEEN - 5 x 2 Packs (10) | 5 | \$19.00 | \$705.00 |
| | KIDS - 5 x 2 Packs (10) | 5 | \$17.00 | |

| Group A | XXS | XS | S | M | L | XL | 2XL | 3XL | TOTAL | | |
|---------|-----|----|----|----|----|----|-----|-----|-------|---------|------------|
| MAXI | 5 | 9 | 14 | 14 | 14 | 9 | 5 | 5 | 75 | \$21.00 | \$1,575.00 |
| CASSIE | | 10 | 15 | 15 | 15 | 10 | 5 | 5 | 75 | \$14.00 | \$1,050.00 |
| AZURE | | 10 | 15 | 15 | 15 | 10 | 10 | | 75 | \$14.00 | \$1,050.00 |
| LUCY | 5 | 10 | 15 | 15 | 15 | 10 | 5 | | 75 | \$23.00 | \$1,725.00 |
| LOLA | 5 | 10 | 15 | 15 | 15 | 10 | 5 | | 75 | \$21.00 | \$1,575.00 |
| MADISON | | 15 | 15 | 15 | 15 | 15 | | | 75 | \$23.00 | \$1,725.00 |
| JILL | 5 | 10 | 15 | 15 | 15 | 10 | 5 | | 75 | \$25.00 | \$1,875.00 |

| Group B | XXS | XS | S | M | L | XL | 2XL | 3XL | TOTAL | | |
|---------|-----|----|----|----|----|----|-----|-----|-------|---------|------------|
| AMELIA | 3 | 7 | 10 | 10 | 10 | 7 | 3 | | 50 | \$31.00 | \$1,550.00 |
| NICOLE | 3 | 10 | 10 | 10 | 10 | 10 | 3 | | 56 | \$23.00 | \$1,288.00 |
| JULIA | 5 | 10 | 10 | 10 | 10 | 10 | 3 | | 58 | \$18.00 | \$1,044.00 |
| ANA | | 6 | 8 | 8 | 8 | 6 | 6 | 6 | 48 | \$27.00 | \$1,296.00 |

| Group C | XXS | XS | S | M | L | XL | 2XL | 3XL | TOTAL | | |
|-----------|-----|----|----|----|----|----|-----|-----|-------|---------|------------|
| IRMA | 10 | 15 | 15 | 15 | 10 | 10 | | | 75 | \$15.00 | \$1,125.00 |
| RANDY | 5 | 10 | 15 | 15 | 15 | 10 | 5 | | 75 | \$16.00 | \$1,200.00 |
| CLASSIC T | 5 | 10 | 15 | 15 | 15 | 10 | 5 | 3 | 78 | \$16.00 | \$1,248.00 |
| PERFECT T | 5 | 10 | 15 | 15 | 15 | 10 | 5 | 3 | 78 | \$17.00 | \$1,326.00 |
| MONROE | | | 25 | | 25 | | | | 50 | \$21.00 | \$1,050.00 |
| LINDSAY | | | 15 | 15 | 15 | | | | 45 | \$21.00 | \$945.00 |

| | | | | |
|-------------|---|----|---------|------------|
| Kids | DOTDOTSMILE - 4 in each size: 2, 3/4, 5/6, 7, 8/10 & 12/14 | 24 | \$18.00 | TOTAL |
| | SLOAN - 4 in each size: 2, 4, 6, & 8 | 16 | \$13.00 | \$1,114.00 |
| | SLOAN - 4 in each size: 10, 12 & 14 | 12 | \$15.00 | |
| | AZURE - 4 in each size: 2, 4, 6, 8, 10, 12 & 14 - 2 Packs x 14 (28) | 14 | \$21.00 | |

* Alaska & Hawaii orders - add \$1 per item *

8/10/15