



Christian duCharme, Inc. is a design company specializing in home accessories, home furnishings and clothing. Utilizing lush and tactual materials such as kangaroo fur, suede and wool flannel in his minimalist, clean designs, duCharme's products are for those who seek luxurious textures and hand-made craftsmanship. The opening collection will feature kangaroo blankets, custom designed pillows of intricately woven lush flannel, quirky cuckoo clocks, felt vases, linen, pillow cases in both suede and flannel, as well as suede bed covers and duCharme's unique reconfiguration of a traditional wine glass.

Christian duCharme, Inc. was originally founded as RCR (Ralf Christian Reichert) in 2000. RCR began as a small enterprise operated out of duCharme's studio in Prospect Heights, Brooklyn while duCharme was working as a men's accessories developer at Calvin Klein in New York City. Word of duCharme's unisex sensibility and chic, practical designs spread quickly, and he was soon selling a line of handmade pillows to an elite and savvy local clientele. By 2001, duCharme was approached by the Apartment, a world-renowned home design store in the Little Italy section of Manhattan, to manufacture an exclusive line of his woven, webbed pillowcases. DuCharme is submitting this business plan to get funding for the renovation and operation costs for an in-house production space and lifestyle boutique.

Christian duCharme has been shopping for studio space, and has his sights on an 1100 square foot retail space in Manhattan's Little Italy. He intends to build out the front space of the showroom, which will feature 10 to 15 items from his home accessories and home furnishings collections, displayed in a mock "living room." These designs will appeal to both a seasoned, upscale male and female clientele, as well as younger, downtown fashion types interested in one-of-a-kind decorative items. This business plan indicates the amount of funds it will take to rent out, renovate and refurbish the combination showroom/workspace (which will be in the back of, and on the basement level of, the main showroom). It also details the individual costs of raw materials, equipment and manpower needed to sustain the operation, as well as projected expenses and profits Christian duCharme, Inc. will make in the first year. This plan also projects, into the second year, the costs of expanding the collection to include men's clothing items, a line of handbags and courier bags.

