



Feel the Freedom™

AN AUTHENTIC AMERICAN LIFESTYLE BRAND WITH TIMELESS APPEAL!

ROUTE 66 is the Classic, Vintage yet Timeless and truly American brand which epitomizes the spirit of freedom, hope and adventure. It is the brand with the world renowned shield which was first commercially used in 1978 for motor clothes and accessories.

Since 1978, the brand has been extended in categories such as apparel, bags, footwear, fragrances, greeting cards, headwear, motor helmets, posters, software, stationery, suitcases, sunglasses and wallets. Its distribution footprint has increased to thousands of retail outlets and 110 countries worldwide.

ROUTE 66 is now entering the Indian market with its unique proposition. The brand offers an exhaustive Style Guide and an expanding artwork collection with images, artwork, buttons, zippers, pullers, labels and point of sale material. This helps licensees to quickly and professionally translate the brand values into unique and fashion forward products. Season after season.

Categories Available: Cleaning and toilet products, Perfumery and cosmetics, Devices (not household devices) and software, Vehicles, Products of precious metals, jewellery, clocks and watches, Stationery, paper products, paint brushes and office supplies, Leather and imitations of leather, trunk and travelling bags and umbrellas, Apparel, Alcoholic beverages (except beer), Advertising and businesses.

Desired Licensee Profile:

- Provide optimal product range and dominant market share in the product category.
- Develop quality products to meet fan demand.
- Complies with the brand requirements for product approvals.
- Markets products to achieve maximum potential sales and optimal distribution.
- Provides quarterly reports of sales and royalties.
- Provides annual business plans.