

WORLD FASHION CLUB®

Application for Exclusive License on
WFO World Fashion Club®



WORLD
FASHION
CLUB®

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GENERAL INSTRUCTION

Groups, companies or individuals interested in an exclusive license for World Fashion Club® should complete this form in its entirety and return it to World Fashion Brands & Merchandising Group Headquarters together with the following items.

- Descriptive information on applicant's background and credentials;
- Several letters of support from appropriate organization (e.g. World Fashion Association, regional or national chapter) endorsing the concept of a World Fashion Club® and the applicant's ability to establish a successful project;
- List of individuals or legal entities who will be the owners or shareholders of the World Fashion Club®, together with the percentages of ownership to be held by each party.
- The application fee of US\$ 100,000 for each.

NAME OF GROUP/COMPANY OR INDIVIDUAL SUBMITTING APPLICATION

Hereby applies for the exclusive license for World Fashion Club® with all the rights and privileges attendant thereto.

1. STATUS OF APPLYING GROUP/COMPANY

Representative making Application

Name/Title

Company

Address

Telephone No

Fax
No

Email

Description of applying group/company/individual's purpose and activities:



Proprietorship



Private



Joint Venture (Please explain).....

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Please list the individuals or legal entities who will be the owners or shareholders of the World Fashion Club®, together with the percentages of ownership to be held by each party:

Current Status of Project

This section to be completed by World Fashion Club® Applicants.

<input checked="" type="checkbox"/> Preliminary Consideration	<input checked="" type="checkbox"/> Feasibility Study	<input checked="" type="checkbox"/> Definite plans to proceed
<input checked="" type="checkbox"/> Site obtained	<input checked="" type="checkbox"/> Construction in progress	<input checked="" type="checkbox"/> Operating since: <input type="text"/>
<input checked="" type="checkbox"/> Operations scheduled to begin: Site area <input type="text"/> SQUARE FEET/SQUARE METERS	<input type="text"/> Floor area of Project <input type="text"/> SQUARE FEET/SQUARE METERS	<input type="text"/> Percentage of floor space devoted to World Fashion: <input type="text"/> % (MINIMUM: 50%)
Planned Tenant Space, if any: <input type="text"/>		

NAME OF PROPOSED World Fashion Club® FACILITY

PLANNED LOCATION-INCLUDING STREET ADDRESS

PURPOSE OF FACILITY OR PROJECT PROPOSED

Sponsoring organizations (e.g., World Fashion Association, regional or national chapter)-please describe the role played by each in development of the World Fashion Club® project

Existing (E) or Planned (P) Active to be included in World Fashion Club® project: (CLICK E or P AND PROVIDE DETAILS WHERE APPROPRIATE)

<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	Restaurant	<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	Runway	<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	Daily Show
<input checked="" type="checkbox"/> N/A		<input checked="" type="checkbox"/> N/A		<input checked="" type="checkbox"/> N/A	
<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	FASHION COLLECTION	<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	Membership	<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	Meetings
<input checked="" type="checkbox"/> N/A		<input checked="" type="checkbox"/> N/A		<input checked="" type="checkbox"/> N/A	
<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	<input type="text"/>				
<input checked="" type="checkbox"/> N/A	FASHION EDUCATION				
<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	<input type="text"/>				
<input checked="" type="checkbox"/> N/A	FASHION INFORMATION				
<input checked="" type="checkbox"/> E <input checked="" type="checkbox"/> P	<input type="text"/>				
	WORLD FASHION MART® & STUDIO®				

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<input type="checkbox"/> N/A	
<input type="checkbox"/> E <input type="checkbox"/> P	<input type="text"/>
	DISPLAY AND EXHIBIT FACILITY
<input type="checkbox"/> N/A	
<input type="checkbox"/> E <input type="checkbox"/> P	<input type="text"/>
	FASHION NETWORKS
<input type="checkbox"/> N/A	
<input type="checkbox"/> E <input type="checkbox"/> P	<input type="text"/>
	CUSTOMER SERVICES INCLUDING HOTELS, RESTURANTS AND SHOPS, e.g. f.Network®

<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> P	<input type="text"/>
E N/A	OTHER FASHION RELATED SERVICES I
<input type="checkbox"/> <input type="checkbox"/> P	<input type="text"/>
E N/A	OTHER FASHION RELATED SERVICES II
Estimate of percentage of total activities in project devoted to World Fashion Club®	
	<input type="text"/> %

Signature

All applicants must complete this Section.

<input type="checkbox"/> I agree	<input type="checkbox"/> I do not agree	<input type="checkbox"/> I agree, with exceptions as following
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Applicant hereby agrees to comply with the rules and regulations established by the World Fashion Brands & Merchandising Group

SIGNATURE OF EXECUTIVE OFFICER OF APPLYING GROUP/CORPORATION OR INDIVIDUAL (PLEASE TYPE NAME AS WELL)

DATE: _____

WORLD FASHION ORGANIZATION®'s primary goal is to further the development of World Fashion with the firm belief that world fashion is conducive to both unity and peace among nations under the themes of "We Fashion All©", which calls for "Fashion for Development and Peace©", and "Fashion, Mode of Life©". The World Fashion Brands & Merchandising Group® is affiliated to the World Fashion Organization® (WFO®) which is the global parent entity of World Fashion Associations®, national and regional chapters, globewide FASHION COLLECTIONs and many other international organizations. World Fashion Brands & Merchandising Group® has through the investment of considerable time and money developed a unique and distinctive system of high quality international fashion clubs (the "SYSTEM") operated in association with the MARKS prominently featuring the sale and products and fashion items prepared with WORLD FASHION ORGANIZATION® ("WFO®") and WORLD FASHION ASSOCIATION@s ("WFA®") as WFO®'s members. The SYSTEM includes proprietary and distinctive fashion products and services, fashion product specifications, techniques, training methods, production methods, operating methods, designs and decor, uniform apparel, color schemes, furnishings, marketing materials,

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promotional strategies, and customer service requirements (the "SYSTEM STANDARDS"), all of which may be modified from time to time by World Fashion Brands & Merchandising Group® in cooperation with WORLD FASHION ORGANIZATION®, and which are directed toward promoting WORLD FASHION COLLECTION® products in a manner that will enhance the good will associated with the MARKS and the SYSTEM.

World Fashion City®

Separate from Comprehensive License for World Fashion City®, when ready to open, in order to be fully functional as World Fashion City (the highest and most comprehensive World Fashion Multiple-facility), the Applicant is mandated to individually license, either for Applicant or its Tenants within the premise of World Fashion City, at least 3 (Three) out of WFBM Group's 1st Category Brands including World Fashion Tower, World Fashion Museum, World Fashion Hotel, World Fashion Galleria, World Fashion Residence, World Fashion Centre, World Fashion Academy/University and World Fashion Club (also known as World Fashion City® Club) along with any 3 extra-optional choices, "at no license fees", out of 2nd Category Brands including World Fashion Mart, World Fashion Shop, World Fashion Café and others, if any, as the Applicant wishes (Each license's terms and conditions differ subject to its own rules and regulations).

In courtesy for cooperative project, no applicant shall pay more than USD 1,000,000 (One Million U.S. Dollars) for any multiple licenses in all sorts in a designated city/region, for which amount is the Comprehensive License Fee for World Fashion City® in a specific city/region.

**World Fashion Brands & Merchandising Group
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