

FROM:
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TO:

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Advantage of the Brand

Unique Items are needed in the Market Place that must include something in the \$500,000,000 (500 Billion, IF you include the Global Reach) **Cosmetic Industry** and something that caters to the Baby Boomer market, besides Wrinkle Cream. The Kardashian/Jenners are uniquely positioned to cover the Tween Market with Kylie and Kendall, The fabulous Young Adult draw of the gorgeous Khloe, Kim and sassy Kourt. Kris Jenner is the poster child for classic beauty over 50 and Sweet Beautiful Mary embodies the beauty at any age Phenom, that is inherent in this Dash Brand. I have been using and constructing custom eyelashes for myself and friends for photo shoots and event make-up. Over the years, I have developed products that are unique, user friendly and cost less than .02 to .05 cents on a cost basis minus packaging. These kits can retail from \$5 to \$75 dollars and home shopping networks or personal web sites are the perfect vehicle, when you consider with a 6,000,000 + Tweet following, all of whom are a captive audience of purchasers and most especially if you also have a wonderful, unique and QUALITY product to offer the consumer and fan base.



All of the ***Kardashian/Jenner Women*** have extraordinary Eyes. For Example Kim would have 3 Kits, (as would each girl have a selection of Styles.)

- **A Day Kitten Lash Kit**
- **An Evening Glamour Lash Kit**
- **Exotica Red Carpet Ready Lash Kit**

Naming and packaging is all important and Kris is essential in the packaging Design. I am a proponent of classic Black and White but I also love a Sexy look with metallics.

The By Line could be something like
“Bringing Back the Glamour”
“Essential Glamour”

Not since Ava Gardner, Liz Taylor and Hepburn has there been this kind of Beauty in America.

Kris Kardashian Jenner
presents



PHENOM dreamstime.com

Ageless Beauty for Women

- Are you allergic to most eye make-up?
- Do you feel, your chance to be beautiful ended at 40?
- Are you unskilled when it comes to eye make-up?
- Do you want a Natural look?
- Have you given up on Beauty?
- Do you have sparse or NO lashes?

Say 'Oh Hell no!' and give PHENOM a try...



PHENOM

Marketing and Strategy for PHENOM is much the same as Dash Lash, with the exception that it is targeted for the Baby Boomer Generation. The cost for Production Runs will be much the same but it will be more of an inclusive Kit. The price will be in the \$29 to \$49 range.

This is an untapped market and is perfect for the High End Customer, and should include a 'Freeze' product for the eye, along with appropriate Tri-Shadow Palette, all beautifully packaged, according to Kris. **27,000,000 Female Boomers still want to look good.**

AGELESS EYE BEAUTY
BY KRIS JENNER



The Tween Market is dynamic and huge in scope and both Dash Lash and the Glitz Kit are perfect for Kylie and Kendall. The cost to produce and market is minimal for the projected rate of return. Marketing can be limited to personal web exclusives or Global in nature, much like Hello Kitty.

Again production is easy and very cost effective. Nail polish can usually be branded for less than \$3,000 to \$5,000 for thousands of bottles in various colors plus the cosmetic grade glitters, and can be sold for nearly a thousand percent mark-up, as with Dash Lash for Tweens. No one is doing the Glitz Kit or the BOTTOM Lash, so we have an untapped market as with all of the presentation products in this catalog. This will effectively set up Kylie and Kendall as cosmetic entrepreneurs, and may get them a product for QVC also.

*Do you believe in Magic?
Put a little Stardust in your Life*



The Glitz Kit is such a fun and unique product but I do not like the name. I would prefer something as unique as the product itself. I like the “Do you believe in Magic?...You are made from Stardust, come home...”

Anyway all the Kardashian brains should be able to name these wonderful products. I am also including my favorite Pet Product located in the BRILLIANCE FOLDER. Americans spend \$5,000,000,000 annually on our pets so there is no reason to exclude having this piece of the pie. I do have a prototype of this product and wore it on my ankle when I went out dancing. It flashed the words ‘FOXY’ and people were offering to buy it right off my ankle.

I am hoping to tweak your interest into the possibilities of these items. This line is called “SEE PUFF RUN” AND “SEE SPOT RUN” too cute for QVC so be sure and take a peek.



Dear Miss Mary,

March 4th, 2011

Please show Khloe the pictures in the back of this book, that I took of my gorgeous granddaughter. She is a show stopper with a heart of gold and she is the reason that I keep doing what I do. Her name is Mya Naomi Rose Carlin and she is heart of my heart. She is bi-racial and I want Khloe to see how beautiful her children will be. Here is living proof. I hope that you will try all the products, and consider the possibilities of the more innovative ones. I have sent the 2 most difficult ones (Sticky C.H.I.P.S. and the construction product of the dishwasher cupboards, for Bruce as I feel he can handle the degree of difficulty inherent in them. Anyway give me a call at 503-717-5113 or on my cell at 503-989-6377, or email me at DesignCarlin@Gmail.com

Please give a look and have all the girls try some of the products that are in crude form at the moment, as they are envisioned and created, here in my little 'lab' in Forest Grove, Oregon. I was born and lived in Norwalk, CA , and went to Catholic School there for 11.5 years until I made my Mom let me graduate from Excelsior so I could FINALLY wear a mini-skirt! I will follow-up to make sure you get all the products and keep care of yourself and God Bless. I am in your hands and I feel certain that you will give my ideas a fair review.

Warm Regards, Joy Carlin Honodel

This Presentation contains the seeds of Millions of Dollars and more in the Billions of Dollars Range because of the Global reach and need for the GPS Clothing and Products Line.

Dash Lash has samples as does the Glitz Kitz. I will include more Technical Data IF Bruce requests it. Please use and enjoy the samples
Warm Regards, Joy Carlin 503-717-5113
DesignCarlin@Gmail.com

I am enclosing some Pearled Hair Ponies for the girls. I love seeing Kim and Kourt in Ponies. I was a cocktail waitress in Vegas back in the day and we wore hair pieces on a daily basis and actually received an 'allowance' for our beauty needs. I have ways to implement them where you cannot tell it is a hair piece. I think that Kims people can utilize them in a fun way. Again it is a product that no one has.

Kim has a very Cleopatra look and I cannot help but compare her to Elizabeth Taylor. I think she will enjoy these pieces. I can send the instructions for setting them invisibly should she need that.

I have loved make-up and hair doodads all my life and I design jewelry and shoes. I do so much that I fear, I may exhaust you all (except Khloe). Anyway it will be included in the package in the little zippered cases.



Now is the time to get all the beauty products on the market. The Dash Lash is so easy to sell to the fans as so many people admire the beautiful eyes of all the girls and not just Kim!



The Tween market could have no better representatives than Kylie and Kendall. The samples that I am sending for the Glitz Kit is perfect for the pedicure and manicure. I use it all the time and people always comment how pretty my toes look in sandals. Please give it a try as it too is great for any age.

Please follow the directions exactly as the glitter needs to be 'salted' onto the wet polish and NOT covered in a clear coat. It is dry in minutes and lasts for weeks. Just give it a try not only for the younger girls but for everyone except Rob and Bruce. Touch up is super easy in 30 seconds or less and fabulous for the runway or red carpet! Give it a try...



Dash Designs

It seems to be that Kris Jenner is a fabulous Interior Designer, my unique “Fit for a King” campaign is perfect and essential for every home in America. The price point is quite high but it would allow Kris to design and sell on home shopping networks unusual things pertinent to her taste. Please review the packet on the Beautiful Wool Rugs. No one has this design or is selling it anywhere. It seems to be once again a totally unique and gorgeous product, brand new to the marketplace.



QVC proudly presents Interiors by
Kris Kardashian Jenner,

Dash Designs

Sleep Like Royalty

Surround your Bed with soft, plush Luxury that fits like a Necklace for your Dreams.



FIT for a King
or a Queen
or a Twin

Finally, Smart Design
To dream by...



You are here

The Global Economy is in the financial Perfect Storm. Businesses are gobbled up and closing at record rates, especially those in the Luxury supply business. The survivors in this financial plague are those who think outside the box and are willing to adapt. I have here in these few sketchy pages the answer to prevent lay offs and store closures. I feel this is the perfect time to bring forward a product that is affordable, provides a household solution and brings you into a new methodology of presentation sales.

I am proposing that you market to the 44,000,000 people each day who frequent the home shopping networks such as QVC and HSN. If you are not familiar with these 2 stations you are missing a huge opportunity. There are a few more shopping networks but the 2 mentioned are the largest and most lucrative. The procedure is relatively simple. Submit a product, fill out the application and agree to fulfill the standard amount required and IF the product is unique and interesting and you have the financial credibility they will schedule you into the line-up. It is not infrequent to sell between 5,000 and 20,000 units per day.

Now let us talk about the product. Persian rugs are not unique and there are already several sellers providing rugs to the network. I would ask that you go on-line and find the schedule and at least watch their dog and pony show prior to making a decision. The product I am offering you has never been developed nor marketed before, and it can open a new avenue of sales for you. In the future you would be able to develop a line of childrens rugs that could license with Disney, Pixar etc., and could grow to include sports teams and the NFL etc.

I am proposing a rug design for the bedroom that fits around a King, Queen or Twin bed that allows a luxury of softness over a beautiful hardwood floor without hiding the floor and also a way to hide wear and tear over a normal carpet without the expense of changing out the entire carpet.

In addition, since the rug is a single piece, it not only fits better but is not a tripping hazard for the very young or very old. The tag line "Fit for a King, (or a Queen, or a Twin...) is great and I can picture the ad in Metropolitan Home Magazine.

Since the recession is also impacting the Mills, I think it would be possible to negotiate a deal WITHOUT UP FRONT INVESTMENT> This can be done by getting the mill to supply 1 to 5 samples to show the buyers at the Networks. Then you sell at a 6 week lead time to allow for manufacturing and get them to drop ship.

This prevents overstocking and losing money if the rugs do not sell immediately. I foresee this will not be the case if we keep the rugs affordable, the designs beautiful and no more than 5 design options. The designs are Traditional, Contemporary, Tuscan inspired and 2 Glamour styles which will include some metallic threads in the borders in Copper, Gold or Silver. I predict that due to the uniqueness of the Glamour Design that it will become your best seller. Can you imagine any other FORUM that would allow you to sell potentially 15,000 units in a single day? You will only be limited by the mills ability to fulfill the orders, and the quality of the designs. Now is the time to adapt or perish and I implore you to consider this opportunity carefully. You are my first choice to show this design to and should you decide not to see the potential, I will keep on until I find a company with vision.

AROUND THE BEDS, NOT UNDER THEM!

BEAUTIFUL BORDERS IN GREEK KEY, DIAMOND, STRIPES ETC.

A COMPLETELY UNIQUE CONCEPT, NO ONE ELSE IN THE INDUSTRY OR ON THE TV HAS THIS PRODUCT OR YOUR CONNECTIONS TO PRODUCE.

THIS PRODUCT GIVES YOU A NEW REVENUE SOURCE WITHOUT A MANUFACTURING COMMITMENT.

IT OPENS UP A NEW MARKETING MEDIA FOR ALL YOUR PRODUCTS

HOME SHOPPING NETWORKS HAVE A 20 YEAR TRACK RECORD OF MAKING MILLIONAIRES.

WHAT DO YOU HAVE TO LOSE BY CONSIDERING THIS DESIGN OPTION?

YOU HAVE A HEDGE PRODUCT TO GET YOU THROUGH THE RECESSION THAT WILL KEEP YOUR STORES OPEN AND YOUR PEOPLE WORKING.

YOU HAVE A CHANCE WITH THE GLAMOUR HOLLYWOOD COLLECTION TO USE UNIQUE FIBER COMBINATIONS WITH LUREX THREADS.

YOU CAN OWN THE DESIGN PATENT AND TRADEMARK

YOU COULD BE IN ONE OF 10 AMERICAN HOMES IF MARKETED WELL NOT INCLUDING THE GLOBAL MARKET. PLEASE CONSIDER CAREFULLY.

For Bruce

And last but certainly not least, I am giving you Sticky Chips. This is a huge project so dear to my heart. I started the project when 2 fourteen year old girls went missing, Miranda Gaddis and Ashley Pond. Their bodies were found at a neighbors farm just a few miles from my home. This project has been reviewed by Fujitsu's Katsuhiko Nishimura who was one of the founding members of Fujitsu and my mentor. I am humbled and overwhelmed by its growth. I have tried to hold onto it for 10 years and I cannot gain the momentum and capital to do it justice. I have been close more time than I can bear, and It is so vital in ALL its aspects, and useful globally. The project was in competition with OnStar before the Detroit contracts. I donated it to Portland State and still bad luck plagued me and the Chair of the Electronics and Tech department, essential to the project was fired. I do not care if I make not one penny on this. I just want to see it viable before I run out of time... Please give it to Bruce, he is smart and good and with this combination he will know what to do or who to give it to, so that it will live, and save lives and stop criminals from preying on the most innocent among us.