

To: jeevacation@gmail.com[jeevacation@gmail.com];
jeevacation@gmail.com[jeevacation@gmail.com]
From: Mark LLOYD
Sent: Tue 5/15/2012 11:06:44 AM
Subject: Re:

Thanks , you are a star! On the 24th the Court needs to have all offers together with a short business plan. No cash changes hands at this stage.

-----Original Message-----
From: Jeffrey Epstein <jeevacation@gmail.com>
To: Mark LLOYD <[REDACTED]>
Sent: Tue, 15 May 2012 12:05
Subject: Re:

In real life, the numbers would have to be vetted. I would love to help. what happens on the 24th

On Tue, May 15, 2012 at 1:00 PM, Mark LLOYD <[REDACTED]> wrote:

Agreed, there are a lot of considerations to take into account. The shop in Av Montaigne is under offer already (E3.7M) and should be replaced with something a quarter of the size in Av Faubourg St Honore or the Left Bank.

Happily most of the labour that is left are all crafts people who do an amazing job. The useless CFO has already left and there is no marketing director either. THE CEO Yves Alain Petitjean is unimpressive. He claims he has had his back against the wall since he started 18 months ago due to inadequate funding. This is partly true, though I don't think he gets this market or its potential. With a proper team in place, I believe this can be managed.

In the first instance very little cash has to be put up. It is more about commitment to retain the employee levels that concern the French Court more than anything else.

Ironically, the market for this product line (the super rich) are getting richer. It has been poorly managed and hopelessly marketed for ten years.

I believe it could be turned round within 2 years.

Cash required to purchase and run it for this period would be less than 7.5M Euros.

-----Original Message-----

From: Jeffrey Epstein <jeevacation@gmail.com>

To: Mark LLOYD <w[REDACTED]>

Sent: Tue, 15 May 2012 11:50

Subject: Re:

difficult to assess. the brand is great .. the french labor , regulation, lease. issues are complex.

On Tue, May 15, 2012 at 12:00 PM, Mark LLOYD <[REDACTED]> wrote:

Jeffrey,

Do you think D. Porthault is worth pursuing? If so, would you consider backing me? We would need to submit a business plan to the French Judge at the Bankruptcy court by May 24th which does not give us much time.

Clearly we would need to find a really could CEO and CFO and develop a marketing strategy.

I really think this is a jewel that has lost its lustre and with a bit of polishing could regain its brand stature on the global map in a relatively short period of time.

The exit would be in 3-5 years when it might be sold to Chanel, Richemont or LVMH.

Just let me know either way ASAP, so I can pursue other avenues if its not of any interest to you.

As ever,

Mark

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