

From: Ramsey Elkholy <[REDACTED]>
To: jeffrey E. <jeevacation@gmail.com>
Subject: Re: Joy Models
Date: Sun, 11 Sep 2016 16:45:02 +0000

I would if you were involved too...but actually Way Models is also for sale and they are the best agency in Brazil, so if you want to go in on an agency I would suggest Way:

<http://www.waymodel.com.br/#!/home>

Joy would sell for much cheaper tho (I'm guessing) so maybe that would be the way to go to minimize risk? Still waiting for the numbers, but there's one more thing I'm looking at: it's a competition/modeling contest they do every year in Brazil, like an Elite model search kind of thing. It would involve paying the organizer and then he would find sponsors and they would scour the country in search of prospective models. Would you be interested in that? This way you would be getting younger girls, and less jaded by the modeling industry. Fresh faces basically. So that's another option.

If I go for Harper's or L'official would you be interested in a part ownership? Assuming we would be choosing models each month for editorials, cover, etc.

Sent from my iPhone

On Sep 11, 2016, at 7:12 AM, jeffrey E. <jeevacation@gmail.com> wrote:

do you want to own a part of joy. ?

On Sat, Sep 10, 2016 at 9:19 PM, Ramsey Elkholy <[REDACTED]> wrote:

Jeffrey are you in town? I'm meeting with the owner of Joy Models, it's one of the agencies in Brazil for sale, here's a link to their site:

<http://www.joymgmt.com/regiao/sao-paulo/>

There are two fashion magazines for sale in Brazil that I'm looking at. I think it would be fun to do castings for editorials and cover models in NY and maybe contribute to some of the content, etc. I had a friend down there meet with them a few days ago and give them a letter of intent. Both companies are undergoing audits after which I'll know what the company/shares are worth. Will let you know what they come back with.

Brazil is slow! That's why I haven't gotten back to you sooner, there hasn't been any new info. If you're in town and want to meet with the owner of Joy Models (a Brazilian woman named Liliana) let me know.

Hope you're well!

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JEE

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