

SHINOLA DETROIT

OUR MISSION

Born in Detroit, Shinola makes beautiful, enduring handcrafted goods that are built to be lived in, worn out and well loved.

Founded in 2011, our company operates an in-house watch and leather factory on the fifth floor of the historic Argonaut Building in Detroit, MI, where a team of artisans hand assemble luxury timepieces and craft premium leather straps. Through skilled training, we work to create opportunities for our team members and support the local workforce by partnering with legacy companies across the country to manufacture specialty items.

We deliver thoughtful craftsmanship, timeless design and spirited stories that inspire people to live well, with confidence, joy and in a style that is uniquely their own.

TEN YEARS OF QUALITY GOODS

Since designing and assembling our first watch—The Runwell—in Detroit in 2013, we have spent ten years building a modern American, design-driven, lifestyle brand through the reintroduction of domestic manufacturing, creating partnerships across multiple product categories, and building community at a scale. With quality as our top priority, we strive to deliver goods and experiences that will last a lifetime.



WHY BUILD A WATCH FACTORY IN DETROIT?

AMERICAN INNOVATION NEVER DIES, SOMETIMES YOU JUST HAVE TO PLUG IT BACK IN.

We wanted to make our products in the city that helped make America. We chose Detroit because we believed we could put down roots, grow, be challenged, and evolve here. We were born as a true manufacturing company, built not by the things we make but by the people who make them. In Detroit we don't need to look at our watches to know this is our time.

PRODUCTS & BRAND STRATEGY

Through a combination of craftsmanship, detailed design, and quality manufacturing processes, we bring products to market that are meant to be timeless with authenticity and integrity. Our range of products includes watches, leather goods, jewelry, clocks, and a wide range of lifestyle goods and accessories. Our category growth is rooted with strong manufacturing partners who align with our design principles and values.

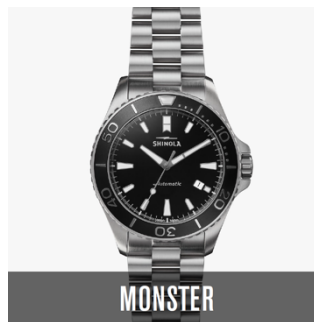
We believe that an experience can be crafted, designed, and manufactured with story and character.





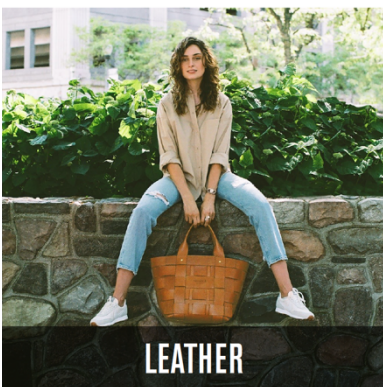
- In 2012 we partnered with Swiss watchmaker Ronda AG to build our Detroit watch factory, the first watch factory in the US in nearly 50 years
- Every Shinola watch is designed and hand assembled in Detroit, MI using premium Swiss and imported components
- Our quartz movement components are manufactured by Ronda AG while our mechanical movements are manufactured by Sellita in Switzerland
- Our factory assembles between 500-700 watches per day, with more than 30 people participating in the assembly of a single watch
- Shinola also offers a variety of strap and bracelet options to fit our timepieces. Many of our leather straps are hand-crafted in-house by our team of artisans in the same building where the watches are assembled

MEET OUR WATCH ICONS: BEST-SELLING COLLECTIONS

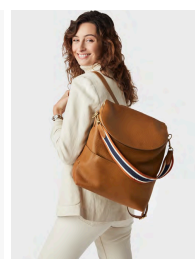


OUR COMMITMENT TO QUALITY: LIMITED LIFETIME WARRANTY

To stand behind the quality of our products, all original series watches are covered under an industry-leading limited lifetime warranty (our Detrola collection is covered under a 3-year limited warranty). The Shinola warranty covers faulty workmanship under normal use for the period applicable to your timepiece

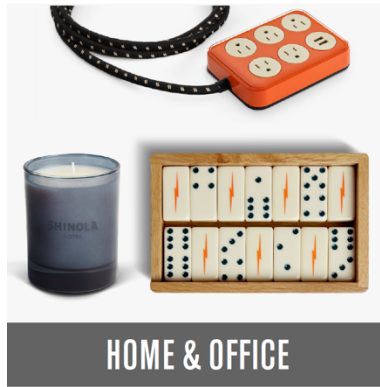


- All of our leather goods are designed in Detroit
- We offer both men's and women's bags, small leather goods, and accessories—all cut and sewn by hand—using premium leathers from the US and around the world
- We source leather from some of the world's finest tanneries and work with domestic and international partners that meet our high-quality standards for hardware and other components
- While all leather goods are designed in Detroit, we partner with a hand-selected group of manufacturers across both the country and around the world to achieve our full production at scale



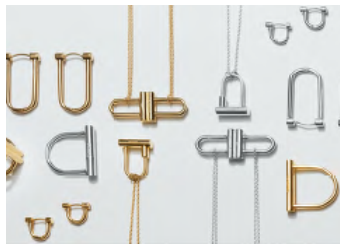


- All Shinola clocks are designed and assembled by hand at our headquarters in Detroit, MI
- Inspired by the first watch we ever built, The Runwell, our 14" wall clocks and 6" desk clocks are both named "Runwell" and share much of the original design DNA with that iconic style
- Clocks are available in a variety of colors and finishes
- Desk clocks come with a white oak display stand and stands for our wall clocks may be purchased separately



PAPER GOODS, HOME & OFFICE, JEWELRY, AND MORE

- For more information on these quickly expanding and diverse product categories, as well as our additional product categories such as Bicycles, Eyewear, Pet, Audio and more, please visit our website at [Shinola.com](https://www.shinola.com)
- Our Home & Office category includes many of our gifting items and one-off collaborative products with likeminded manufacturers. These include board games, candles, pens, knives, items designed for our Shinola Hotel, and more



THE SHINOLA HOTEL

What started as a watch company in 2011 has grown to be so much more. Shinola is rooted in celebrating the appreciation of quality products and experiences, and that's exactly why we wanted to create a place where visitors and locals could get lost in the wonder of thoughtful design. The world's first Shinola Hotel is Detroit's new living room. Located in the heart of the city's historic Woodward shopping district, this 129-room boutique hotel offers a completely original hospitality experience.



Shinola Hotel's accommodations are thoughtfully designed with varied layouts—featuring handcrafted millwork, custom mattresses, and wallpaper inspired by patterns found during the renovation process. The property marries two restored buildings—the old T.B. Rayl & Co. sporting goods and hardware store and a former Singer sewing-machine store—with three brand new buildings modeled after downtown Detroit's historic architecture. With six food and beverage concepts from award-winning chef Andrew Carmellini and unique venues like Bixby Hall and the Birdy Room, the hotel is perfectly crafted to host any occasion.

With quality craftsmanship and flawless service as its foundation, Shinola Hotel is a partnership between

Shinola and Bedrock, Detroit's premier multiservice real estate firm. The hotel, operated by Mac&Lo, features food & beverage from NoHo Hospitality, and design from Gachot Studios and Kraemer Design Group.



BRINGING THE STORY TO LIFE

To learn more about the people, places, and stories that inspire us, as well as the different ways we interact with our community and our guests, please visit shinola.com/our-stories

BRAND NARRATIVE

PRODUCT	PEOPLE	COMMUNITY
<p>The goods we make, how we make them, and what makes them special and different.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 5px;">Meet Our Icons</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">The Heritage of Leathercraft</div>	<p>An internal spotlight on the people behind the scenes who craft the Shinola experience.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 5px;">The People Behind Shinola</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">The Timekeepers of Detroit</div>	<p>People who connect with our story, live in our brand, and amplify our message.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 5px;">The People, Places, and Movements We Connect With</div> <div style="border: 1px solid black; padding: 5px; text-align: center;">A Decade in the Making</div>
