



# Bacon Heritage

Made for generations.

## THE OPPORTUNITY

*A registered premium heritage kidswear brand with a finished brand book — seeking a partner to produce and distribute, not a sale.*

### PROBLEM

*Premium kidswear lacks true heritage brands.*

- Most children's wear is fast, disposable and trend-driven.
- Parents want quality pieces made to be passed down.

### SOLUTION

*Timeless, heritage-built children's wear.*

- Signature cable knits and heritage pieces.
- Three lines: Bacon Heritage · House of Bacon · Bacon Kidswear.

### BRAND

*A complete, registered brand world.*

- Registered DPMA trademark and full brand book.
- Crest identity, navy & imperial gold, e-commerce blueprint.

### MARKET

*Premium and heirloom resonate with parents.*

- Heritage storytelling supports premium pricing.
- Family-matching extends to House of Bacon (adults).

### PARTNER

*What a partner brings.*

- Production, sourcing or distribution capability.
- FUV brings brand, design and direction.

### SNAPSHOT

#### SECTOR

**Premium Kidswear ·  
Heritage**

#### MODEL

**D2C premium apparel**

#### MARKET

**Premium heritage  
children's wear**

#### STAGE

**Concept — brand book &  
logos**

#### HQ

**Köln, DE**

### THE PARTNERSHIP

Business partner for production and distribution. The brand stays with FUV; we build it together.

#### CONTACT

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