

Decore Ltd
145-157 St John Street
London EC1V 4PW
March 16, 2011

Category Secretary of Home & Food
House of Fraser
27 Baker Street
London W1U 8AH

Dear Sirs

We would like to make a goods proposal to you as a handy addition to your stores current collection. Gift wrapped into a handmade delightful box, our products are certain to please you. We are a young company established in 2010 with the intention of creating high quality, environmentally friendly, handwoven throws and cushions. Our products can offer your customers warmth and quality, whether a fashion accessory, or furniture adornment.

Decore believes that the people who desire its products will be interested in other countries and cultures. They will be educated, love travel, and sympathize with the needs of our modern society. They would want to know that the products have been made with the environment in mind, and sourced from sustainable materials.

Decore's first line is called Ecoalpaca. Thus, the journey begins in Peru, where the collection has been made and dedicated to the "Gold of the Andes", the wool of ancient Incan animal – alpaca. The alpaca inhabits the Andes of Bolivia and Peru. It's the high altitude and fresh air that the alpaca lives on, that makes its wool so perfect. The fibre is strong, which makes garments last longer. It has great resistance to stretching and rolling, and has a silky touch that lasts a long time. We see buying one of our alpaca made products as an investment. The Ecoalpaca collection is made from 100% finest Peruvian baby alpaca, utilizing ancient textile customs, and made on traditional handlooms by professional hand weavers from a small community in Peru.

We are currently developing a second line which will focus on more trendy colours for the Spring-Summer collection. This will be also made of baby alpaca.

Thinking about long-term, Decore's journey will continue in Chile with Lama's wool, Scotland with sheep's wool, China with cashmere, and other countries rich in textile traditions, and highest quality natural fibres.

If you are concerned about taking on new products in these uncertain times then, please let me reassure you that we offer our products on Sale or Return. To have our products on the shelves of your stores would be a great opportunity for a company such as ourselves, therefore we will go out of our way to communicate and deliver the service you require.

Please contact us if you have any concerns, and let us start a dialogue about what you need.

Yours faithfully

Zhan Pischulonok
Director