

CURATED





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CURATED is a new concept store in Marlins Park that is dedicated to providing an experience to our guests that is exclusive and fresh for the 2019 Season.

CURATED is only accessible to our VIP fans and Marlins Members with access to THE CLUB: Dex Imaging.

The assortment is reflective of our existing high-end fan base; expanding our offering through non-traditional partners and luxurious product collaborations including Tiny Turnip, Full Turn, Tommy Bahama, DKNY, Vineyard Vines and New Era Headwear and Apparel. We also have Swarovski crystal encrusted bats, baseballs, and bases from Rock On Sports and jewelry from Alex Woo

We are evolving to think about the Marlins Brand as a lifestyle brand which would include elements of Apparel, Accessories, Home, and more.

We already know that Miami is an important Global destination and we are motivated to tap into that in a very "Miami" way while providing an exceptional customer service experience.

TINY TURNIP

Based out of Orange County, CA, Tiny Turnip offers apparel products for women, kids, and baby. We worked with Tiny Turnip to design a specialized collection of exclusive and unique items for us for the 2019 Season. Each piece integrates elements of our team logo with a nod to baseball incorporating one-of-a-kind prints and patches.

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FULL TURN

Full Turn – Based out of Northern California, Full Turn offers the ultimate in luxury and performance apparel for the modern sports enthusiast. Full Turn provided us with a unique branding opportunity whereby we developed an exclusive logo for CURATED, dubbed the “single fish,” which was originally meant to be used only on these Custom men’s pieces. Utilizing Cashmere, Luxtex and expertly sourced Supima cotton, Full Turn provides an elevated and refined assortment of Men’s apparel. s.

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DKNY

DKNY – Founded in 1989, DKNY is a global iconic fashion brand and a pillar of American culture. DKNY Sport, in collaboration with MLB, celebrates both athletics and aesthetics through the modern woman's athleisure wardrobe. Creating the perfect game day uniform, these cropped hoodies and leggings, cobranded with the Miami Marlins bold graphics, are undeniable feminine and will take you from brunch to the ballpark.

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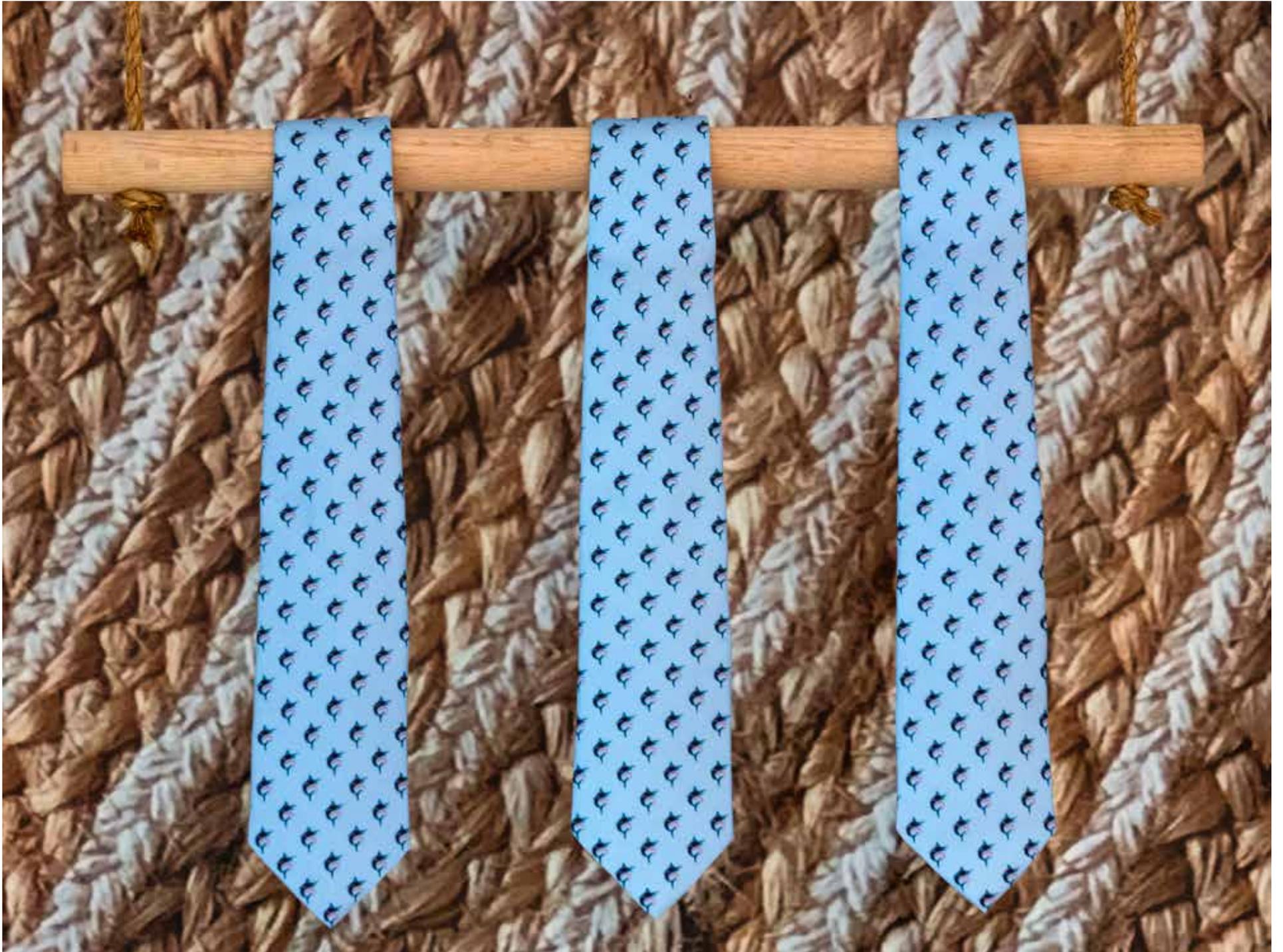


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VINEYARD VINES

Vineyard Vines – Vineyard Vines is a company that is hell-bent on chasing the American Dream by tossing out business suits for bathing suits! With over 20 years under their belts, they have anything and everything you need to get out and live the Good Life. We're supplementing our assortment with the VV original silk ties - replacing their signature repeating-pattern whale with our signature Miami Marlins single fish motif.

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NEW ERA HEADWEAR

Launched in 1920 as a “fashion” headwear company, the New Era Cap Co. is the number one headwear brand in the world, crossing over into sports, fashion, music, and entertainment. Our “curated” assortment of headwear is exclusive to CURATED @ The Club: Dex Imaging and is made from deluxe fabrications, utilizing sophisticated tonal embellishments and classic logo detail in

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