

A black and white photograph of a man playing a guitar. The man is looking directly at the camera with a slight smile. He is wearing a light-colored, possibly white, shirt. The guitar is a dark-colored electric guitar with a white pickguard and a white binding. The text is overlaid on the image in a semi-transparent white box.

DARLING & GUY

DESIGN

*Presents the*

**B.B. KING  
COLLECTION**

2020



# MEET MARIA

The Founder and CEO of Darling & Guy, Maria Ragucci is a proud graduate of the Savannah College of Art and Design, majoring in Fashion Design. A passionate artist and people lover, Maria has a true talent in meeting with individuals & teams, listening to their ideas and asking the right questions to make their visions into reality. A recognized industry professional in Dallas, TX since 2012, Maria has been a part of many teams in the industry and successfully managed a custom apparel shop in Highland Park, TX from 2014 - 2019 before taking the leap into starting her own company established July 2020.

Darling & Guy is named after some deep-rooted childhood memories. Working alongside family members in their Italian luncheonette in Upstate, NY, Maria would often find herself asking her Dad to remind her of people's names. His answer would almost always be, "Hmmm, just call them Darling, I don't remember!" and they would just giggle. Same went for the guys (hence the Darling & Guy). Her 8-year-old self had no problem making any introduction. That work ethic and passion remains the same and our motto here at Darling & Guy is, "All are welcome, let's make all your dreams a reality, Darling & Guy!". We look forward to designing your dreams with you!

## MORE SPECIFICS ABOUT US!

Darling & Guy Design based in Dallas, Texas is a branding and custom design company. We specialize in no minimum, custom promotional and apparel products, as well as advanced level graphic design services. Our goal at Darling & Guy is to allow our customers to come to us with needs and ideas and for us to take care of the rest! From brainstorming with our clients and meeting their graphic needs through shipping the final merchandise, we handle all that goes into getting your finished product into the hands of your customers.



# SHOP THE B.B.KING COLLECTION

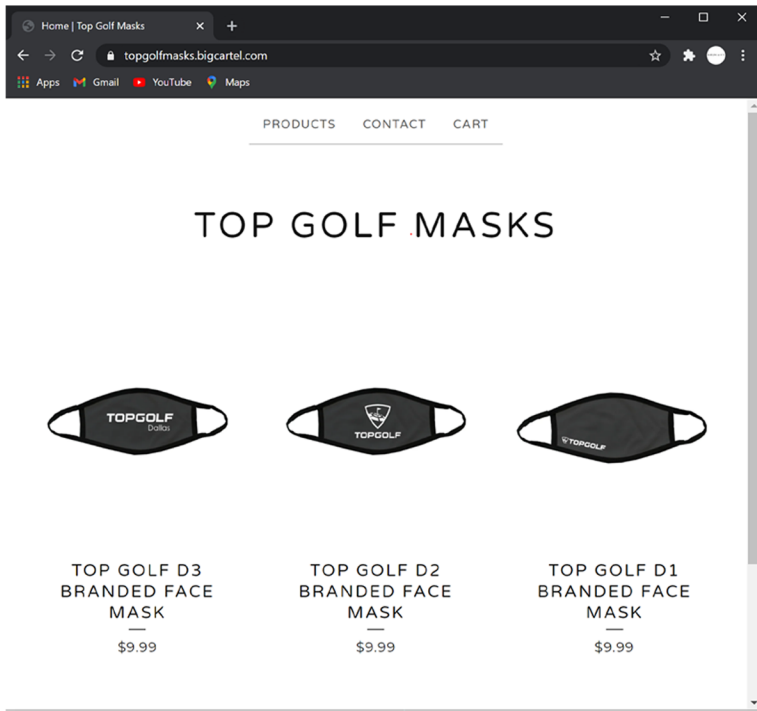
## THE B.B.KING EXPERIENCE WITH DARLING & GUY

We at Darling & Guy are excited to bring new life to one of the legendary pioneers of the Blues & Music industry, B.B. King. The collaboration between the B.B. King Estate and Darling & Guy would be for promotional design and product services. At Darling & Guy we have an incomparable design and production team available to our clients. This allows you, our customer, to assist and approve promotional designs and final products, with the option to have as much or as little input in the process as you would like. We imagine the Estate of B.B. King to remain in control of the sales of each product. In this case, Darling & Guy would be a service vendor to you with agreed upon terms for fulfillment and shipping. If the Estate would prefer to have their items managed and sold directly through Darling & Guy, we offer that service as well. All terms and conditions are unique to each clients situation. We specialize in catering to all your individual concerns and needs.



## DESIGN

Our expert level design team will work directly with the B.B. King Estate to design and finalize each product. This process starts truly from a blank canvas. We welcome previous artwork for manipulation or offer a totally from scratch design service. All artwork will be required to be printed with Darling & Guy on the agreed upon end product or will be available for purchase by the estate to take full ownership of, to use in any capacity they see fit. We pride ourselves in knowing the product and textile market as well, so rest assured we will be advising on print techniques and items along the way as we finalize designs.



## SALES AND SHIPPING

Darling & Guy is proud to provide a industry first - NO MINIMUM - custom orders. Based on our proven success with this break through platform, we can continuously update designs and make items live, without even having to purchase a single product. Once items become ordered they go into production and from there are shipped to the consumer. Sometimes it seems shocking how easy we have made this process, but it is our business and we are proud to be masters at it. Let us take your brand to the hands of the fans!

## CLIENT REFERENCES

We are honored to have a strong and faithful following who helps to make us as successful as we are today. All clients listed below have used the Darling & Guy services outlines and proposed to the B.B. King Estate.



# PRINT TECHNIQUES AND PRICING

Here at Darling & Guy we are experts in the print space, allowing us to give educated advice to our clients to ultimately create the exact desired goods at incomparable pricing. One of most exclusive services is our NO MINIMUM orders, that can be placed directly by the consumer with no hassel to our client, allowing you to collect a check monthly and us to handle the rest. The (3) techniques outlined below are our most popular techniques available for this no minimum service, but these techniques are always available for bulk orders if you are looking to make alittle more bang for your buck!

Direct to Garment Printing  
Ultra Printing  
Embroidery

All (3) Techniques yield a 30% and up profit to our customer in our No-Minimum platform and have a variable margin of 20%-60% percent when ordering in bulk. A more comprehensive breakdown is explained based on each technique in the pages to follow.



## CUSTOM ARTWORK SERVICES

Another industry first we are proud to offer at Darling & Guy is FREE artwprk. When creating and printing products with us here, you will work directly with your own personal graphic designer to execute the exact items you desire at absolutely no cost! We do reserve all the rights to your designs and require you to produce your prodcuts with us to avoid being charged for your designs. At no time will we ever allow any other customer to use any of the designs we create and classify as “Yours” to protect you as our client.

If the time comes where you would like to purchase any artwork created by Darling & Guy, you have (two) options to do so. To buy any artwork our right, to include but not limited to, JPG. EPS. Ai. PNG & PDF Files, for print with any other vendor, the price per design is \$2,500.00. To continue to use your design with Darling & Guy but to also use it for personal print use or media platforms (ie. Personal Websites, Social Media, Posters & Flyers) The price per design is \$750.00 .

# Long Live

# THE KING



## DIRECT TO GARMENT PRINTING

Revolutionizing the print industry, Direct to Garment (DTG) printing is an all natural water based ink print technique that allows all prints to meld directly with the texture of the fabric leaving no “feel” behind where the print is laid. We like to explain this as a “Vintage” t-shirt effect. This is perfect not only for creating a very cost effective good, but long lasting items, as the print lasts in the t-shirt as long as the t-shirt lasts! Another stand out quantity to DTG printing is fully detailed as well as full color designs can easily be executed with this technique, unlike your traditional screen print.

<h2 style="font-size: 1.5em; font-weight: bold; margin: 0;">EXAMPLE DTG PRICING</h2>	
<b>SUGGESTED MSRP: \$19.99</b>	
<b>Pricing based on: Next Level: Style 3600: 2 Print Placement</b>	
Print to order   Website Sales:	Your Cost: \$11.99
Wholesale Orders:	
Qty 1-25 Pieces	\$14.99
Qty 26-50 Pieces	\$13.99
Qty 51-75 Pieces	\$12.99
Qty 76-100 Pieces	\$11.99
Qty 101-150 Pieces	\$11.49
Qty 151-200 Pieces	\$10.99
Qty 201-300 Pieces	\$9.99
Qty 301-400 Pieces	\$8.99
Qty 401-500 Pieces	\$7.99



## ULTRA PRINTS

Unnoticeably similar to screen printing, ultra prints allow us to produce high quality vibrant, screen print like items, made to order. With the most affordable option being solid one-color prints, these are also available in vibrant full color designs if desired. One game changing option that ultra prints provide that screen prints do not are different “weights” of prints. In a nut shell, you can get ultra prints in a “Vintage formula” that leaves almost no feel to the print when applied to the product. You can also go with a “Classic formula” producing an almost exact feel to a traditional screen print.

### EXAMPLE ULTRA PRINT PRICING

**SUGGESTED MSRP: \$39.99**

Pricing based on: Next Level: Style 9303: 1 Print, 1 “Classic Formula” Color

Print to order | Website Sales: Your Cost: \$24.99

Wholesale Orders:	
Qty 1-25 Pieces	\$25.99
Qty 26-50 Pieces	\$24.99
Qty 51-75 Pieces	\$24.49
Qty 76-100 Pieces	\$23.99
Qty 101-150 Pieces	\$22.99
Qty 151-200 Pieces	\$22.49
Qty 201-300 Pieces	\$21.99
Qty 301-400 Pieces	\$20.99
Qty 401-500 Pieces	\$19.99

# B.B. King

## EMBROIDERY

A classic, traditional and high-end way to produce custom products, embroidery is a beautiful way to represent a brand. With bountiful amounts of color options, stitching techniques and products available to add embroidery to, this technique is sure to sell a lot of products and please all of your consumers.



### EXAMPLE DTG PRICING

**SUGGESTED MSRP: \$24.99**

Pricing based on: Richardson: Style 112: Embroidered

Print to order | Website Sales: \$19.99

Wholesale Orders:	
Qty 1-25 Pieces	\$21.99
Qty 26-50 Pieces	\$21.49
Qty 51-75 Pieces	\$20.99
Qty 76-100 Pieces	\$20.49
Qty 101-150 Pieces	\$19.99
Qty 151-200 Pieces	\$18.99
Qty 201-300 Pieces	\$17.99
Qty 301-400 Pieces	\$16.99
Qty 401-500 Pieces	\$15.99