True Religion & Potsdam

Website: <https://www.truereligion.com/>

Instagram: <https://www.instagram.com/truereligion/>

Instagram #: #MYRLGN

Snapchat: True Religion

Headquarters: Gardena, CA

Distribution Center: Fontana, CA

Number of Stores: 51

**Net Sales:**

Stores represent 32% of the TTL

Ecom represents 37%

WHLS 31%

**Supply Chain:**

Tees-10% Guatamala, 85% China

Denim-20% Pakistan, 80% China

Activewear-95% China

All other categories-95% China

5% is done domestically for quick turn.

**Production Lead Times (this is true production time to our DC in Fontana)**

China: 150 days

Pakistan: 180 days

Guatamala: 60-90 days

Domestic: 30 days

**Growth Plans:**

Stores: maintain

Ecom: 25%

Wholesale: 19%