



IGNITE X BRANDS

2024



IGNITE X BRANDS

BRAND ARCHITECTS OF **INNOVATION.**

WE ARE **NOT** A BRANDING AGENCY.
WE **ARE** A **BUSINESS AGENCY.**

At IXB, we are the architects of innovation, the creators of distinction, and the architects of **tomorrow's brands.** As a premier firm specializing in business development and brand elevation, we ignite the potential of high-end clients and luminaries in the realm of entertainment and entrepreneurship.

OUR MISSION

Our mission at IXB is to transcend the ordinary, to redefine excellence, and to set new standards in the world of business and branding. We believe in the power of partnership, the magic of creativity, and the relentless pursuit of perfection.

WHY IXB?

What sets us apart at IXB is our unwavering commitment to building tangible, sustainable enterprises that resonate with authenticity and captivate the hearts and minds of audiences worldwide. We don't just create brands; we cultivate legacies.

OUR EXPERTISE

With a diverse portfolio spanning across various industries, including apparel, liquor, soft drinks, grocery items, fragrances, and beyond, we possess the breadth and depth of experience to navigate the intricacies of any market landscape. From inception to execution, we are your trusted advisors, your strategic partners, and your catalysts for success.

FROM OUR FOUNDER

“After 21 Years in brand development, we have the machine, the know-how and the relationships to build legacy products for celebrities and influencers alike”



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YEA, IT'S OUR **BUSINESS.**

WHAT WE DO:

BUSINESS DEVELOPMENT:

From ideation to execution, we provide comprehensive business development services tailored to your unique vision and objectives. Whether you're a seasoned entrepreneur or an emerging talent, we offer the strategic guidance and operational support necessary to transform your ideas into thriving ventures.

BRAND DEVELOPMENT:

At IXB, we understand that a brand is more than just a logo; it's an embodiment of values, a beacon of identity, and a promise to consumers. Leveraging our expertise in market analysis, consumer behavior, and creative storytelling, we craft bespoke brand experiences that resonate with authenticity and leave a lasting impression.

CONCEPT

BRAND
IDENTITY

WEB
& E-COM

PRODUCT
DEV

FULFILLMENT

SALES &
MARKETING



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OUR FRIENDS IN BUSINESS:

Our clientele at IXB comprises a discerning roster of high-end clients and celebrities who trust us to bring their visions to life. From iconic fashion houses to groundbreaking startups, from renowned artists to influential personalities, we have had the privilege of collaborating and building with some of the most visionary minds in the industry.

With an illustrious clientele spanning from household names such as Nickelodeon, Mr. Beast, Lego, and Warner Brothers to esteemed personalities like Sylvester Stallone, Tyrese Gibson, and Lindsay Lohan, alongside an array of influential figures including Frank Stallone, Vanilla Ice, and Fabio, IXB has consistently demonstrated its prowess in developing, manufacturing, and executing worldwide brand recognition strategies. Our collaborations extend beyond mere recognition, fostering real value for companies, influencers, and celebrities alike, solidifying our position as industry leaders in brand elevation.



**AS AN
EXAMPLE:**

UNCLE FRANK'S AUTHENTIC BOURBON

WHAT IXB DID HERE:

- Business Structure
- Brand Development
- Website
- E-Commerce Platforming
- Supporting Merchandise & Apparel
- Bourbon Distilling & Manufacturing
- All Distribution Channels & Contracts
- Social Media Management
- Advertising Campaigns
- Customer Service Support
- Brand Identity & Follow Through
- Physical In-Store Launch Events



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THE SO WHAT? **WE OWN IT.**

MANUFACTURING MASTERY

We take pride in our state-of-the-art manufacturing facilities, where innovation meets precision. By owning and operating our manufacturing facilities, we ensure unparalleled quality control and flexibility, allowing us to bring our clients' visions to life with unmatched speed and efficiency.

CELEBRITY PARTNERSHIPS, GENUINE OWNERSHIP

Our collaborations with celebrity partners go beyond mere endorsements; they represent genuine partnerships built on mutual trust and shared vision. Together, we co-create brands that reflect the authenticity and values of our celebrity partners, leveraging their influence to drive success in the marketplace.

TOTAL CONTROL, TOTAL CONFIDENCE

With ownership of both manufacturing and brands, IXB maintains total control over every aspect of the process, from product development to distribution. This level of control instills confidence in our clients and ensures that their brands receive the attention and dedication they deserve.

UNRIVALED EXPERTISE, ENDLESS POSSIBILITIES

By combining manufacturing mastery with celebrity partnerships, IXB offers our clients endless possibilities for success. Whether it's launching a new product line or revitalizing an existing brand, we have the expertise and resources to turn vision into reality, delivering unparalleled results every step of the way.

IXB
IN-DEPTH
ON THE NEXT PAGE



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IXB IN-DEPTH

At IXB, we offer a comprehensive suite of services tailored to meet the diverse needs of our clients. With a wealth of experience and expertise, we pride ourselves on delivering innovative solutions that drive tangible results and elevate brands to new heights of success. Some of our capabilities include:

Business Structure: From initial ideation to implementation, we assist our clients in developing robust business structures that lay the foundation for long-term success and growth and we go through all legal proceedings of trademarking, founding and completing all legal structures.

Brand Development: Leveraging consumer insights and market trends, we craft compelling brand narratives that resonate with audiences and establish a distinct identity in the marketplace.

Website & E-Commerce Platforming: We specialize in creating dynamic and user-friendly websites and e-commerce platforms that enhance online visibility and drive sales.

Supporting Merchandise & Apparel: Our team collaborates with clients to design and produce high-quality merchandise and apparel that align with their brand's aesthetic and values.

Spirit Distilling & Manufacturing: With expertise in all spirit distilling and manufacturing, we assist clients in bringing their premium spirits to market with precision and quality.

Distribution Channels & Contracts: We manage all aspects of distribution, negotiating contracts and partnerships to ensure optimal placement and visibility for our clients' products.

Social Media Management: From content creation to community engagement, we develop and execute social media strategies that foster meaningful connections with consumers and drive brand loyalty.

Advertising Campaigns: Our team conceptualizes and executes targeted advertising campaigns across various platforms to maximize reach and impact.

Customer Service Support: We provide comprehensive customer service support to ensure seamless interactions and positive experiences for consumers.

Brand Identity & Follow Through: We uphold brand integrity through consistent messaging and visual identity, ensuring that our clients' brands resonate with authenticity and authenticity.

Physical In-Store Launch Events: We organize and execute memorable in-store launch events that generate excitement and drive foot traffic to retail locations.



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IXB IN-HOUSE

At IXB, we're not content with simply following trends; we're driven to create them. Through our in-house brands, we're able to explore new ideas, experiment with different concepts, and ultimately, shape the future of branding and innovation.

AS AN EXAMPLE:

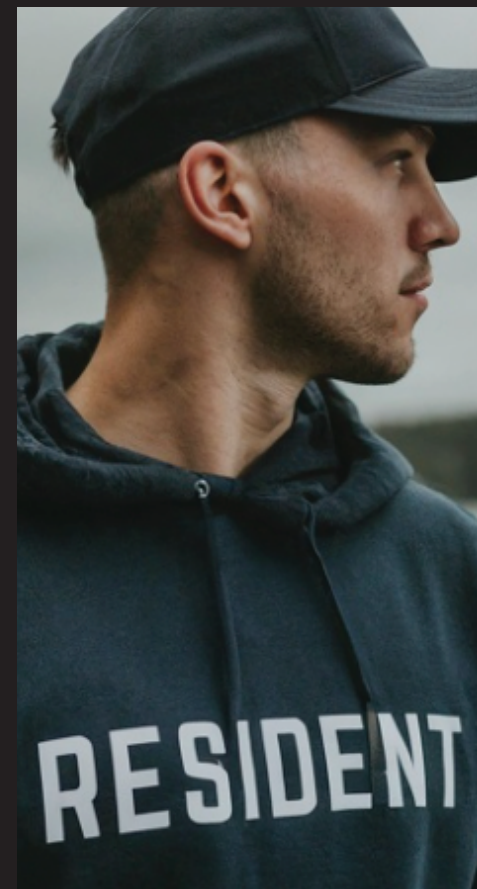


IXB OWNED & OPERATED

With a clear strategic vision and a team of seasoned professionals, IXB meticulously crafted the concept for IkoA from inception to execution. Leveraging its deep understanding of consumer preferences and market trends, IXB identified a unique opportunity to disrupt the energy drink landscape with a product that not only delivered on performance but also resonated with consumers on a deeper level. www.drinkikoa.com

**IN STORES &
SELLING.**

AS AN EXAMPLE:



**RESIDENT
SUNDAY**

IXB OWNED & OPERATED

Resident Sunday, an IXB owned company, is at the forefront of the activewear revolution, redefining the intersection of performance and style. With major endorsements from elite athletes like Mathias Kiwanuka (2-Time Superbowl Champion), Mark Sanchez, and Emmitt Smith, Resident Sunday is setting a new standard for activewear excellence.

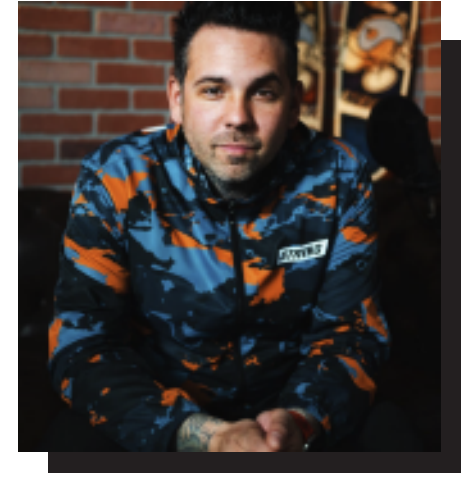
**JUST THE
BEGINNING.**



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FOUNDER SPOTLIGHT



Chris Sterlacci, the visionary founder of IXB, embarked on his entrepreneurial journey at the remarkable age of 16. Armed with a passion for commercial design and an unwavering commitment to excellence, Chris set out to carve his own path in the world of business and branding

A JOURNEY OF PERSEVERANCE AND DEDICATION

From humble beginnings to global success, Chris's journey has been defined by perseverance, dedication, and a relentless pursuit of excellence. Through years of hard work and determination, he has cultivated invaluable relationships and honed his craft, laying the groundwork for what would eventually become IXB.

CRAFTING A MEGA ENTERPRISE

Driven by a singular vision and fueled by a relentless ambition, Chris has transformed IXB into a mega enterprise with a formidable presence in the industry. Through strategic partnerships and innovative solutions, he has positioned IXB as a trusted advisor to Fortune 500 companies and a preferred partner to celebrities and influencers worldwide.

FROM COMMERCIAL DESIGN TO GLOBAL IMPACT

Chris's journey from commercial design to global impact serves as a testament to the power of passion, perseverance, and the relentless pursuit of one's dreams. With a keen eye for opportunity and a steadfast commitment to excellence, he has navigated the complexities of the business world with grace and determination, leaving an indelible mark on the industry.

A LEGACY OF INNOVATION AND INFLUENCE

As the driving force behind IXB, Chris Sterlacci has not only built a successful enterprise but also a legacy of innovation and influence. Through his leadership and vision, IXB continues to push the boundaries of what's possible, inspiring others to dream big, work hard, and never settle for anything less than extraordinary.



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