



FLEUREAD

Anmol Bhatti,
Doriane Boscher,
Flora Cotiche,
Louise Baillin,
Ruchi Jagdish Tamore
Wenjie Chen (LUNA),

Our brand story

Six visionaries—Ruchi, Anmol, Luna, Doriane, Louise, and Flora—joined their passions in the ever-changing tapestry of global cultures, weaving a story of luxury and sophistication that transcends borders. Fleuread Luxe Bags was born as a result of their collaboration.

Fleuread, an elegant combination of their initials, represents the unity of their disparate origins.

Their story plays out like a global symphony, with India's vivacity, France's haute couture finesse, and China's timeless elegance. The vibrancy of Indian festivals, the refined allure of French artistry, and the intricate beauty of Chinese motifs are all captured in the bags.

Fleuread Luxe Bags exemplify the craftsmanship born of this diverse blend, meticulously handcrafted by artisans echoing their homelands' traditions. Each bag has a story to tell, a testament to the harmonious blend of their diverse heritages and unwavering pursuit of perfection.



Ruchi infuses the brand with personalized touches that help clients form long-lasting connections. Anmol's mastery of color palettes and one-of-a-kind designs bring life to each creation, while Luna's love of green hues adorns both the brand and its packaging, echoing nature's purity.

Doriane's haute couture heritage infuses Fleuread Luxe Bags with a legacy of unparalleled elegance and refined craftsmanship. Louise, the minimalist maestro, adds subtle yet profound touches to each design, ensuring an understated sophistication that speaks volumes.

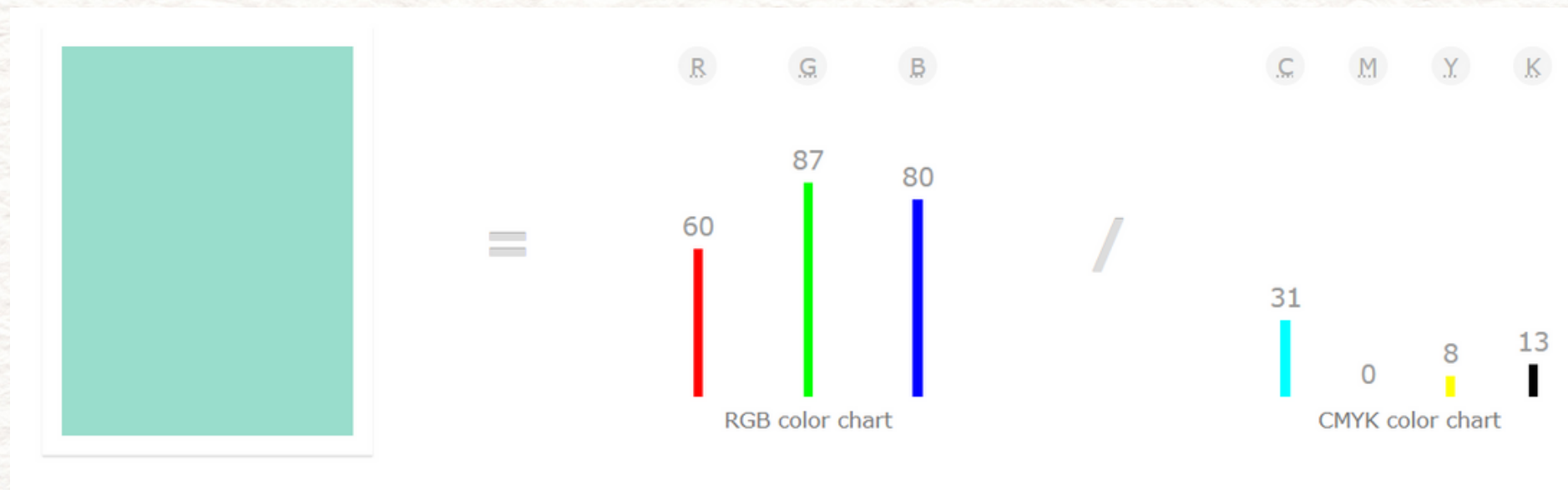
Flora's deep love for purity intertwines with the essence of the brand, evoking the delicate bloom of flowers—the ultimate symbol of undeniable beauty and elegance, mirroring the purity at the heart of Fleuread Luxe Bags.



The LOGO

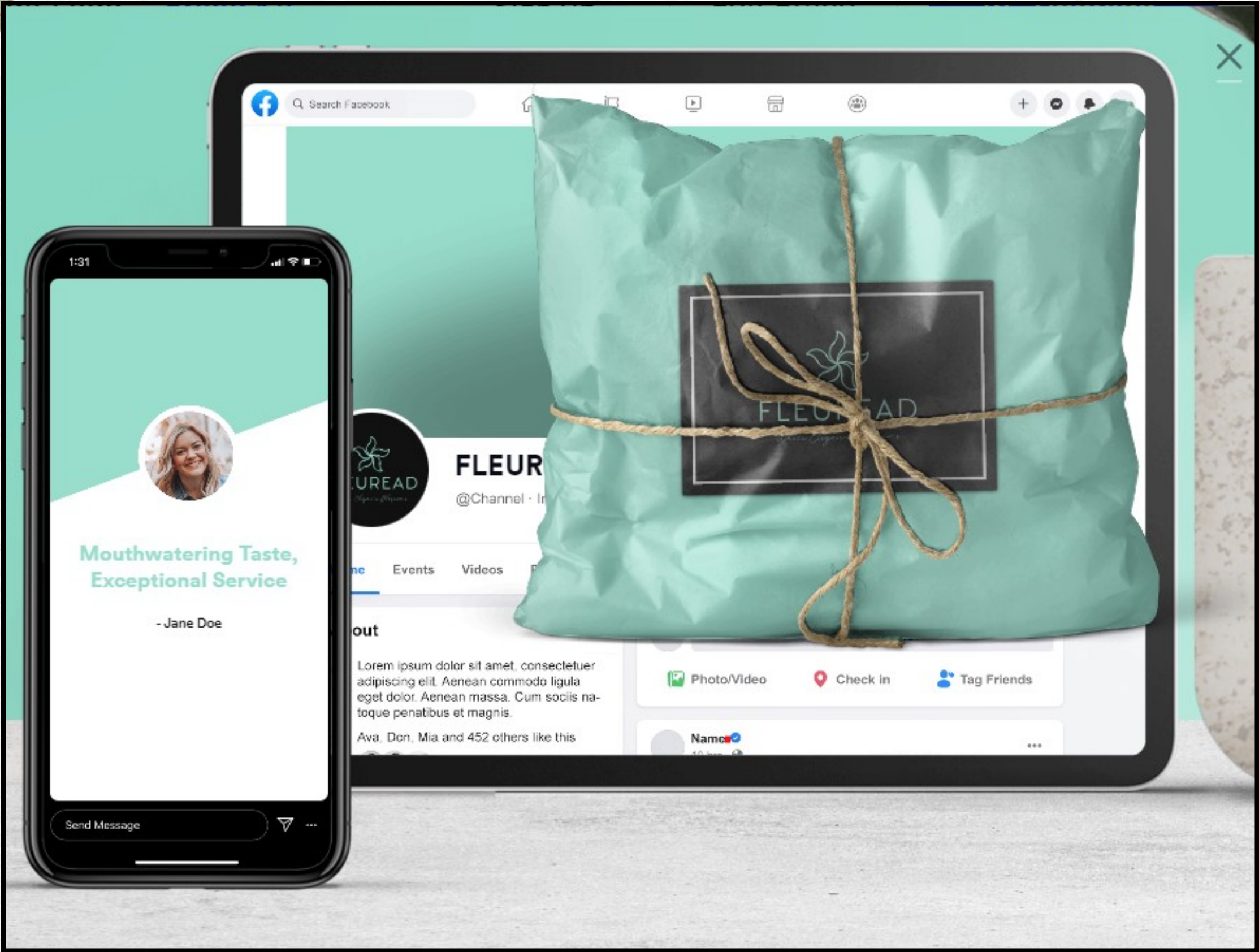


FLEUREAD



● #99ddcc color description : **Very soft cyan.**

WEBSITE & APP



UNIVERSE

Brand Essence:

Crafting Elegance, Sustainability & Individuality

Values:

Elegance & Craftsmanship

Cultural Harmony

Nature-inspired Luxury

Personalization & Individuality

Visual Identity:

Earth-inspired tones

Intricate floral motifs

Luxurious & sustainable materials

Global Presence:

Boutiques in key regions

Quality Assurance

Sourcing & Manufacturing:

Global partnerships

French-based artisanal

manufacturing

Packaging & Delivery:

FSC-approved packaging

Collaboration with eco-conscious

delivery services

Message:

"Elegance, Ethos, Eco-Luxury."

Offerings:

Tote & Cross-Body Collections

Channels:

Flagship stores & Online

Presence

Experience:

Artistic Inspiration

Craftsmanship

Sustainability Advocacy



VISIONS OF FLEUREAD

Fleuread Luxe Bags: “Making the best fabric bag in the finest way”

Fleuread Luxe Bags weave high quality into every thread of our fabric bags, creating not just a product, but an exclusive experience. We are committed to redefining elegance and sophistication in every design, merging timeless style with modern functionality.

Opportunities of fleuread

- Sustainable Luxury: With growing environmental concerns, there's a rising demand for sustainable luxury products.
- E-Commerce and Digital Marketing: Fleuread Luxe can investing in a robust e-commerce platform and digital marketing strategies to attract wider range of audience.
- Customization and Personalization: Offering personalized or customizable choices can attract customers who are seeking exclusivity and personalization with high quality.

Objectives for fleuread


- Brand Recognition: Fleuread Luxe Bags will establish a recognizable brand identity in the global market
 - Quality and Craftsmanship: Ensuring the highest standards of quality and craftsmanship in every product
 - Sustainability: Committing to sustainable production methods and ethical sourcing of materials..
- 

Image in consumer's mind

- The brand appears to position its products not just as beautiful and sophisticated items, but also as symbols of dedication to sustainable and ethical practices. They aspire to inspire their customers to embrace their elegance while urging the fashion industry to adopt higher standards of environmental and ethical responsibility.

Industrial, organizational strategies

- We work in partnership with ateliers located in France. Our ateliers are also those used by Chanel and Dior for some of their fabric models.
- Our cotton fabrics come from Egypt & and our silk comes from India
- Our fabrics are dyed in a family-run dye factory that we have chosen in Nord-Pas de Calais (France)
- Our accessories, such as zips, press studs, buckles, etc., come from the Swiss Riri factory



Target Market

Luxury Connoisseurs: Affluent individuals who appreciate high-end, exclusive products and seek luxury in their everyday lives.

Fashion Enthusiasts: Individuals with a penchant for stylish accessories and an interest in unique, artisanal designs.

Global Citizens: Those who value cultural diversity and are attracted to products that celebrate and blend different cultural influences.

Nature Lovers: Consumers who are drawn to products that evoke natural elements, such as floral motifs or earth-inspired colors.



OPPORTUNITIES

Customization and Personalization: Offering personalized or customizable options in bag designs, allowing customers to tailor bags according to their preferences, initials, or unique details.

Limited Edition Collections: Introducing limited-edition collections or collaborations with artists, designers, or influencers to create exclusive, highly desirable bags.

Online Presence and E-commerce: Expanding the brand's online presence through an e-commerce platform to reach a global audience, along with engaging storytelling through social media and content marketing.

Sustainability and Ethical Practices: Embracing sustainability by using eco-friendly materials and adopting ethical manufacturing practices, appealing to environmentally conscious consumers.

Brand Experience and Events: Creating immersive brand experiences through pop-up stores, exclusive events, or collaborations that engage customers and enhance brand loyalty.

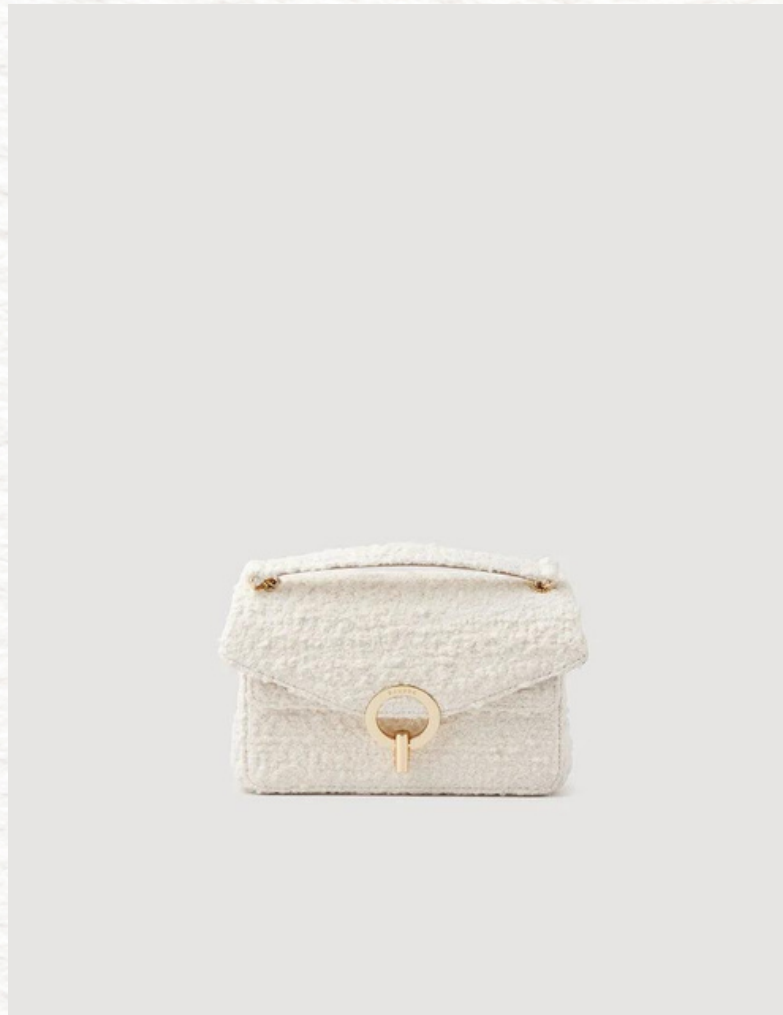
Expansion into Accessories: Diversifying the product line by introducing complementary luxury accessories such as wallets, scarves, or small leather goods that align with the brand's aesthetic and quality.

Design of our Tote Bag



Here's the tote bag design we've chosen. We will then adapt it with different floral patterns. It will have one very luxury model, one luxury and 2 premiums.

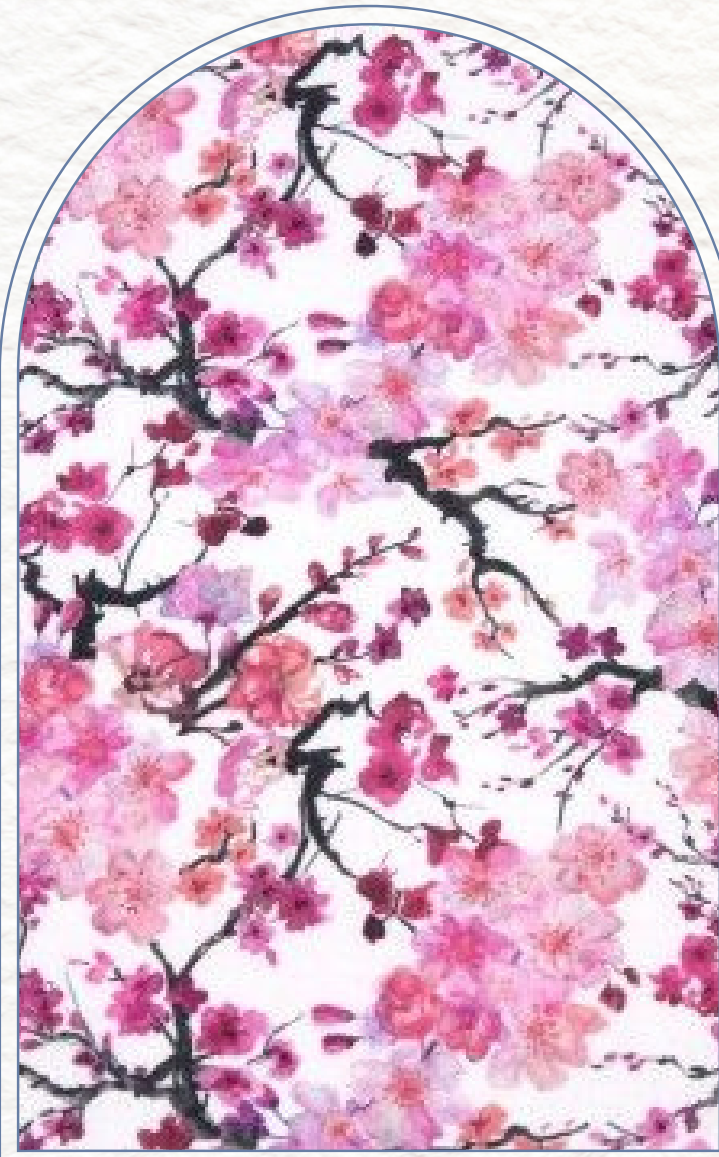
Design of our cROSS-BODY BAG



Here's the design of cross-body bag that inspired us. It will then be adapted with the patterns shown on the following slides.



Our four patterns

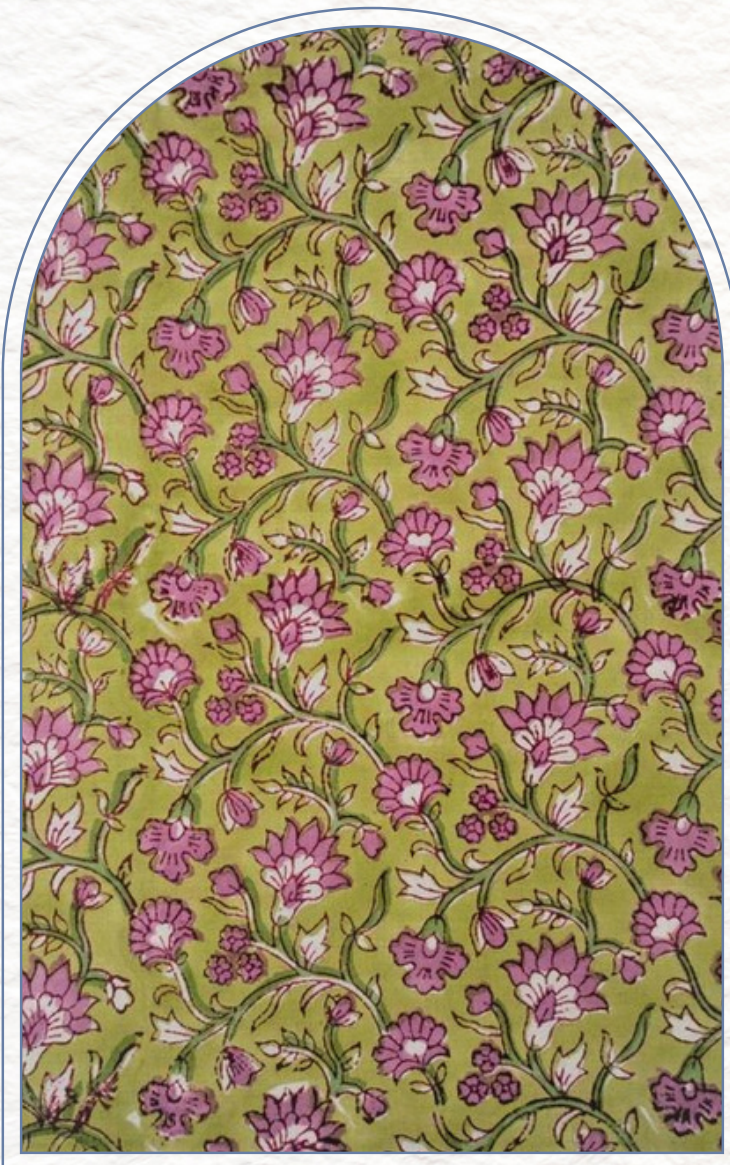


We have decided to choose two designs of flowers specific to China : the cherry blossom and the peony.

We'll then create a design with each motif for the tote bag and the cross-body bag. Each flower will represent a bag model named after it, for example "the cherry blossom bag".



Our four patterns



The motif on the left represents the "Indian rose" and on the right we find the French daffodil. These two motifs will also be two bag titles available in two formats.



Materials and Components

Tote bag :

- Very luxurious model : finer and more precise stitching, limited and numbered edition models, hanks and underside of leather bag, embroidery and integrated jewelry. 100% sustainable fabrics.
- Luxurious model : tweed, hanks and underside of leather bag.
- Premium model : the tote bag is made with canva including haneses.



The three models are 100% silk lining with a zipped pocket inside.

Made in France

Materials and Components

Cross-body bag :

- Very luxurious model : 100% sustainable fabrics, additional leather hands, embroideries
- Luxurious model : Tweed, shearling Additional leather hands, possibility of sequin bag
- Premium model : Canva, only chain handle



The three models are 100% silk lining with a zipped pocket inside.

Made in France

Business Model

Customer Segments

- Target Audience
- Women (20+)

Product Offerings

- Luxury and Premium products
- Purses (bags)

Cross body bags

Tote bags



Channels of Distribution

France

E-commerce

official website

Offline channels

- Flagship stores
- Shop in Shops (Samaritan, Gallery Lafayette, Le printemp)

China

E-commerce

official website, WeChat, Taobao, Tianmall

Offline Channels

- Flagship stores
- Shop in shops (Wanda, Yintai, Wanxiangcheng)

India

E-commerce

official website, Nykaa Luxe, Tata Cliq

Offline Channels

- Retail stores
- Flagship store (Mumbai and Delhi)
- Shop in shop (New Delhi Emporia, Jio world, Pallidum)

Value Proposition

Introducing “Fleuread”, where we combine luxury with sustainability in the realm of beautifully crafted elegance. Our unique line of tote and crossbody bags is inspired by the timeless allure of flowers, mirroring the graceful and sophisticated nature of the natural world.





Artistic Creations Inspired by the Beauty of Nature:

Immerse yourself in the captivating universe of “Fleuread”, where every handbag is a work of art influenced by the exquisite charm of flowers. Our designs honor the beauty of nature through intricate details and a vibrant color palette, celebrating the poetic essence of the natural world.

Sumptuous Craftsmanship:

Enhance your fashion with handbags that redefine opulence. Created with precision by skilled artisans, our bags embody exceptional quality and meticulous attention to detail. Each stitch reflects our dedication to delivering an unparalleled standard of excellence.

Sustainable Sophistication:

At “Fleuread”, we advocate for conscious fashion. Our fabric bags are made from the finest sustainable materials, ensuring a luxurious feel and an environmentally friendly footprint. Embrace sophistication while positively impacting the planet.





Personalized Sophistication:

We recognize the uniqueness of every individual. Customize your “Fleuread” handbag to match your requirements. Select from a variety of sizes, and add on your initials to create a unique bag only made for you reflecting you.

Global Presence

Immerse yourself in the world of “Fleuread” in France, China, and India. Discover the pinnacle of luxury and sustainability at our exclusive boutiques, where our carefully curated collections await fashion enthusiasts from diverse cultures.

Unrivaled Quality:

Our dedication to excellence extends beyond aesthetics. With a focus on providing the highest quality, our bags are not just accessories; they are enduring investments that stand the test of time.





Sourcing & Manufacturing

- Silk is sourced from China and India
 - Leather and tweed fabrics from France
 - Embroideries and Hand painted fabrics from China and India
 - Buckles and other metal products in collaboration with different artists and inhouse designs.
 - Most of the manufacturing will be in headquarters in France.
 - And we will have Boutiques with skilled artisans Atleast one in each country's flagship store after 2 years.
 - Packaging FSC approved.
 - Dilery partners 'URB-IT'.
- 




Marketing Strategy

Online: Social media (combination of Website, Instagram, Youtube, TikTok, LinkedIn)

- Story telling, how to style videos, saviour-faire, event coverage
- Celebrity endorsements (Specific to the country), Customer reviews
- offers and promotions
- digital campaigns and
- Interactive - use of AI, Gaming Initiatives

Offline

- Pop up stores for engagement and attracting customers
 - In-store events with influencers (targeting as per the country)
 - Emphasis on visual merchandising (specific to countries according to special dates and festivals, along common global campaigns)
- 



Customer Relationship Management

- 24/7 online help from chat bots
 - Customers can always come from cleaning and repair of bags.
 - Online and offline appointments for special customers
 - Exclusive offers for the subscribers (coupons and reduction)
 - Private visits available on booking
 - In-store events for customers
 - Feedbacks are encouraged, special social media page dedicated to happy customers.
 - Newsletters and press releases for new product launches and offers.
 - Click and collect option available (integrating omnichannel strategy)
- 



Competitors

Direct Competitors

France

- Jacquemus
- Bottega Veneta
- Polene
- Sezane

China

- Songmont
- Oleada
- Cafune

India

- Sabyasachi
- Papa Don't Prech
- Nappa Dori

In-Direct Competitors

YSL, Loewe, Celine, Dior, Chanel, Prada, Hermes



Price / Costing

- Cross-body bag
 - **The Cherry Blossom:** Costing => 500€ / Price => 2500€ / Sale price => 5000€
 - **The Peony:** Costing => 300€ / Price => 1500€ / Sale price => 3000€
 - **The Indian Rose:** Costing => 150€ / Price => 750€ / Sale price => 1500€
 - **The French Daffodil:** Costing => 150€ / Price => 750€ / Sale price => 1500€
- Tote bag
 - **The Cherry Blossom:** Costing => 300€ / Price => 1500€ / Sale price => 3000€
 - **The Peony:** Costing => 180€ / Price => 900€ / Sale price => 1800€
 - **The Indian Rose:** Costing => 100€ / Price => 500€ / Sale price => 1000€
 - **The French Daffodil:** Costing => 100€ / Price => 500€ / Sale price => 1000€

Forecasts

- At the end of the 5th year of sales, we expect that 50 points of sale will be opened, spread over three countries.
- We plan to sell a total of 4000 products (2000 for each range).
- We expect a total turnover of € 7,000,000, just over 70% of this turnover will be generated by the cross-body bag range and the remaining 30% by the Tote bag range
- We estimate that the model that will generate the most turnover will be the model «The Cherry Blossom Cross-body Bag» with € 2,500,000.

You can find all the numbers in appendix 2 (a&b)

Appendix







Appendix N°2(a)

		YEAR	Y1	Y2	Y3	Y4	Y5				YEAR	Y1	Y2	Y3	Y4	Y5
		POS									POS					
		China POS	5	10	15	20	25				China POS	5	10	15	20	25
		France POS		5	10	15	20				France POS		5	10	15	20
		India POS					5				India POS					5
		<i>Total</i>	5	15	25	35	50				<i>Total</i>	5	15	25	35	50
Cross-body bag	The Cherry Blossom	Product							Cross-body bag	The Cherry Blossom	Product	5 000 €	5 000 €	5 000 €	5 000 €	5 000 €
		China	50	100	150	200	250				China	250 000 €	500 000 €	750 000 €	1 000 000 €	1 250 000 €
		France		50	100	150	200				France		250 000 €	500 000 €	750 000 €	1 000 000 €
		India					50				India					250 000 €
		<i>Total</i>	50	150	250	350	500				<i>Total</i>	250 000 €	750 000 €	1 250 000 €	1 750 000 €	2 500 000 €
	The Peony	Product								The Peony	Product	3 000 €	3 000 €	3 000 €	3 000 €	3 000 €
		China	50	100	150	200	250				China	150 000 €	300 000 €	450 000 €	600 000 €	750 000 €
		France		50	100	150	200				France		150 000 €	300 000 €	450 000 €	600 000 €
		India					50				India					150 000 €
		<i>Total</i>	50	150	250	350	500				<i>Total</i>	150 000 €	450 000 €	750 000 €	1 050 000 €	1 500 000 €
	The Indian Rose	Product								The Indian Rose	Product	1 500 €	1 500 €	1 500 €	1 500 €	1 500 €
		China	50	100	150	200	250				China	50 000 €	100 000 €	150 000 €	200 000 €	250 000 €
		France		50	100	150	200				France		50 000 €	100 000 €	150 000 €	200 000 €
		India					50				India					50 000 €
		<i>Total</i>	50	150	250	350	500				<i>Total</i>	50 000 €	150 000 €	250 000 €	350 000 €	500 000 €
	The French Daffodil	Product								The French Daffodil	Product	1 500 €	1 500 €	1 500 €	1 500 €	1 500 €
		China	50	100	150	200	250				China	50 000 €	100 000 €	150 000 €	200 000 €	250 000 €
		France		50	100	150	200				France		50 000 €	100 000 €	150 000 €	200 000 €
		India					50				India					50 000 €
		<i>Total</i>	50	150	250	350	500				<i>Total</i>	50 000 €	150 000 €	250 000 €	350 000 €	500 000 €
<i>Total</i>	4	...	200	600	1000	1400	2000		<i>Total</i>	2	...	500 000 €	1 500 000 €	2 500 000 €	3 500 000 €	5 000 000 €

Appendix N°2(b)

		YEAR	Y1	Y2	Y3	Y4	Y5				YEAR	Y1	Y2	Y3	Y4	Y5
Tote Bag	The Cherry Blossom	Product							Tote Bag	The Cherry Blossom	Product	3 000 €	2 500 €	2 500 €	2 500 €	2 500 €
		China	50	100	150	200	250				China	50 000 €	100 000 €	150 000 €	200 000 €	250 000 €
		France		50	100	150	200				France		50 000 €	100 000 €	150 000 €	200 000 €
		India					50				India					50 000 €
		<i>Total</i>	50	150	250	350	500				<i>Total</i>	50 000 €	150 000 €	250 000 €	350 000 €	500 000 €
	The Peony	Product								The Peony	Product	1 800 €	1 800 €	1 800 €	1 800 €	1 800 €
		China	50	100	150	200	250				China	50 000 €	100 000 €	150 000 €	200 000 €	250 000 €
		France		50	100	150	200				France		50 000 €	100 000 €	150 000 €	200 000 €
		India					50				India					50 000 €
		<i>Total</i>	50	150	250	350	500				<i>Total</i>	50 000 €	150 000 €	250 000 €	350 000 €	500 000 €
	The Indian Rose	Product								The Indian Rose	Product	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €
		China	50	100	150	200	250				China	50 000 €	100 000 €	150 000 €	200 000 €	250 000 €
		France		50	100	150	200				France		50 000 €	100 000 €	150 000 €	200 000 €
		India					50				India					50 000 €
		<i>Total</i>	50	100	200	300	450				<i>Total</i>	50 000 €	150 000 €	250 000 €	350 000 €	500 000 €
	The French Daffodil	Product								The French Daffodil	Product	1 000 €	1 000 €	1 000 €	1 000 €	1 000 €
		China	50	100	150	200	250				China	50 000 €	100 000 €	150 000 €	200 000 €	250 000 €
		France		50	100	150	200				France		50 000 €	100 000 €	150 000 €	200 000 €
		India					50				India					50 000 €
		<i>Total</i>	50	100	200	300	450				<i>Total</i>	50 000 €	150 000 €	250 000 €	350 000 €	500 000 €
<i>Total</i>	4	...	200	500	900	1300	1900		<i>Total</i>	2	...	200 000 €	600 000 €	1 000 000 €	1 400 000 €	2 000 000 €
...	8	...	400	1100	1900	2700	3900		...	4	...	700 000 €	2 100 000 €	3 500 000 €	4 900 000 €	7 000 000 €

Thank You 

