

CHILDREN'S CLOTHING BRAND

# CHOUPEPTE





## ABOUT FRANCHISE

You are opening a trendy children's boutique under the brand name Choupette and offer customers premium designer quality clothes in the "medium" and "medium+" price segments.





## CHOUPETTE WORLDWIDE

---

100 + boutiques worldwide

TM Choupette is represented in 86 cities of Russia and abroad

The brand is presented in 300 multibrand retail chains





# CHOUPETTE

## 2007 year

Founding of TM Choupette



## 2016/2017 year

Launch of Choupette in USA & Switzerland market

# CHOUPETTE

## 2017 year

Launching of Choupette corporate University

# CHOUPETTE

## 2011 year

Start of franchise program development



## 2016/2017 year

TM Choupette entered the TOP-100 franchises in Russia according to the BeeBoss rating



## 2017 year

TM Choupette received the diploma of the National award in the field of Import Substitution



## 2014 year

Profashion Awards:  
"Marketing policy of the year"  
"Perspective of the year"



## 2017 year

TM Choupette became the Winner in "Golden Bear awards" ("Public recognition")



## 2018 year

TM Choupette became the Winner in "Golden Bear awards" ("Best brand")



## 2014 year

TM Choupette became the Winner in "Golden Bear awards" ("Best college uniform")



## 2017 year

TM Choupette recognized as the best own brand of children's clothes by Private Label Awards



## 2019 year

TM Choupette became the Winner on "Kids Fashion Awards" ("Best fashion brand")

# OUR ADVANTAGES



## OWN PRODUCTION

Own design Bureau is working on the construction of unique patterns that allow you to create comfortable outfits. For tailoring we use natural fabrics of the global textile mills. A group of technologists monitors compliance with quality standards.



## INDIVIDUAL STYLE

A limited collection of clothes, recognizable for its beauty and quality envelopes and kits for newborns are developed by Russian designers in collaboration with the New York fashion Agency, combining adult global fashion trends with tenderness and romance of the children's shapes and lines.



## FINANCIAL STABILITY

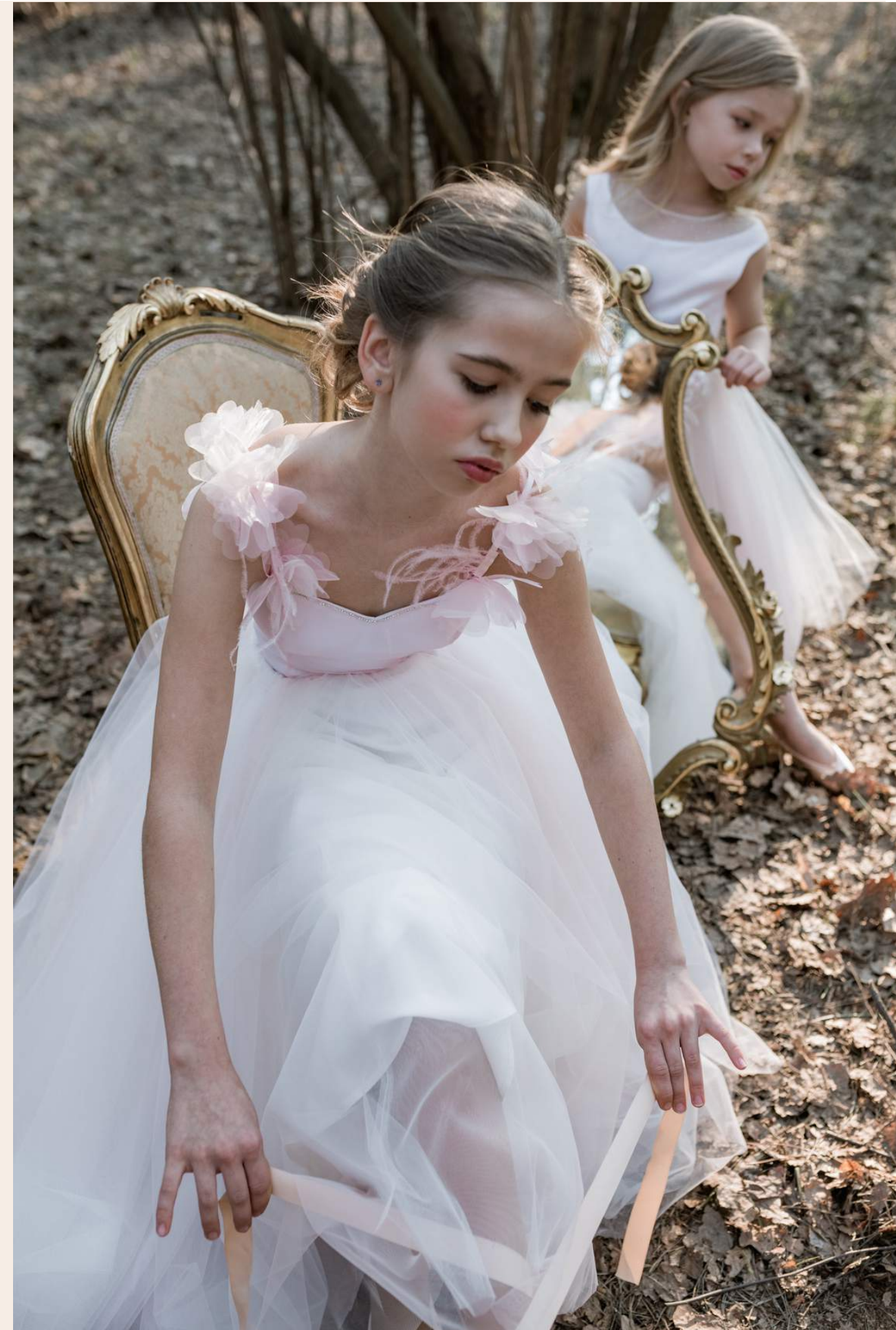
Placement of own production facilities in Russia provides an adequate trade margin for products and minimal dependence on changes in the exchange rate.



## MOREOVER:

---

- LUMP-SUM FEE 2,600\$
- NO ROYALTIES OR OTHER HIDDEN FEES
- REPRESENTATIVE STATUS IN THE REGION





# ASSORTMENT MATRIX

Full product line of the store allows you to provide interest and demand evenly throughout the year.

- Baby nests and kits
- Fashion-collections for children from 0 to 12 y.o.
- Special occasion clothes for holidays and ceremonies
- College collection (up to 16 y.o.)
- Outerwear and hats
- Underwear
- Tights and stockings
- Accessories for children
- Children's shoes





FOR NEWBORNS

From 0 to 1 y.o.

- Baby nests and kits
- Baptismal clothing
- Fashion collections for children from 0 to 12 months
- Special occasion clothes
- Outerwear
- Shoes
- Underwear
- Accessories







# KINDERGARTEN

from 86 cm to 122 cm

- Fashion collections for children from 1 to 6 y.o.
- Special occasion clothes
- Outwear and hats
- Underwear, thermal underwear
- Tights and stockings
- Accessories for children
- Children's shoes







# SCHOOL STUDENTS

from 128 cm to 152 cm

- Fashion collections for children from 6 to 12 y.o.
- Special occasion clothes
- School uniform (up to 16 y.o.)
- Outwear and hats
- Underwear, tights and stockings
- Accessories for children
- Children's shoes





# NEW STORE CONCEPT





# CHOUPETTE UNIVERSITY

The brand has developed its own training program- Choupette University, for remote training of employees and franchisees.

Choupette University is created, primarily, for a wide network of brands franchisees. Its main task is to ease the processes of opening and developing the brand for entrepreneurs in the regions, as well as to standardize and speed up the training of the personnel. Thanks to the University platform, franchise owners already have a ready-made solution for the organization of the store, description of product groups, display window and merchandising, which greatly helps beginning entrepreneurs in their work.





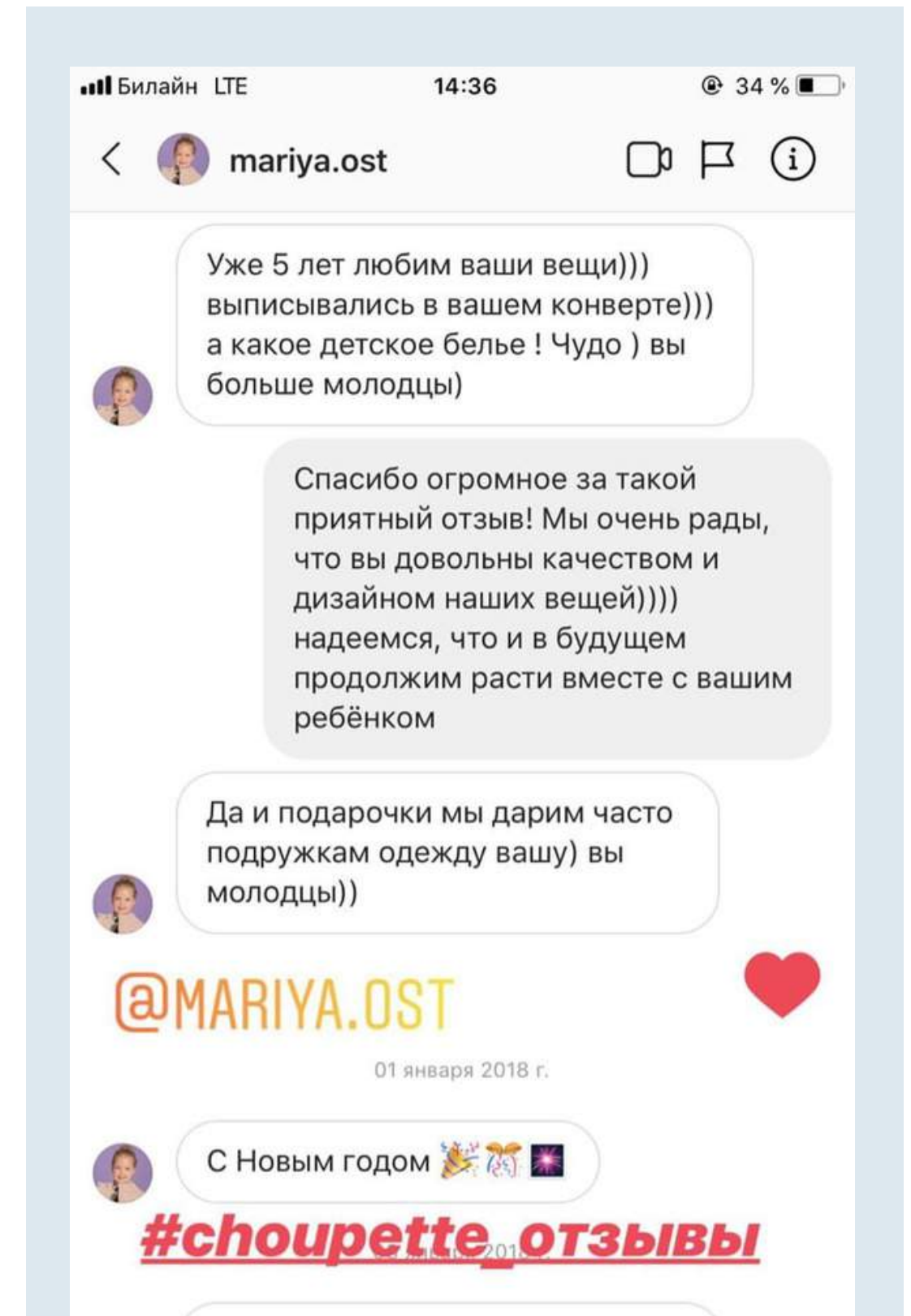
# PARTNER AND CUSTOMER FEEDBACK

“We have been working with Choupette for many years. And for all the time of our productive cooperation we have never had problems with the head office. All personnel of the franchisor are highly qualified, they are always ready to help solve any problem. I am a shop owner and constantly disturb the head office with my questions and doubts. And I have never received incompetent advice, nor I was faced with the reluctance of managers to help me. The Development Director Anastasia Vasilkova was an example for me of how a Manager should work with his partners. Anastasia's energy, which is transmitted during webinars, charges you and does not allow to lose the mood even in difficult trading periods.” -

**Irene lang, franchise owner, the official distributor in Kazakhstan**

"The development of the franchise has two goals, the First- strive to become more successful, the Second – the desire to become richer and get more profit. I am very excited to work with Choupette and was incredibly impressed with the whole team, from their professionalism and desire to develop to enthusiasm. Therefore, I am absolutely sure that our jointly developed ideas fall on a very productive and fertile soil, and will yield the expected results. Choupette is a unique business model project on the Russian market», -

**Lynn irons, international business consultant**



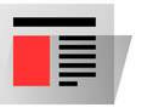


# PR ACTIVITY



РБК vc.ru

СЧАСТЛИВЫЕ РОДИТЕЛИ  
**PARENTS.RU**



Яндекс Новости

CHOUETTE COOPERATES WITH VARIOUS BUSINESS PORTALS AND MAGAZINES, REGULARLY PARTICIPATES IN VARIOUS FASHION EVENTS AND TELEVISION PROGRAMS





# FASHION SHOWS

CHOUPEPTE REGULARLY TAKES PART IN TOP INTERNATIONAL FASHION SHOWS





# CELEBRITIES

THE BRIGHTEST STARS OF RUSSIAN SHOW BUSINESS ARE CHOOSING  
CHOUPETTE







## REQUIREMENTS FOR FRANCHISEES

---

- Desire to develop business in the field of goods for children in the "middle" price segment
- The available investment to open a boutique under the TM Choupette
- Compliance with the trademark concept in pricing, marketing and commodity policy



# BASIC CONDITIONS FOR OPENING A STORE

The optimum sales area of the store — 60-80 sq. m.

Approval of the location of the store, repair according to the requirements of the design project

Compliance with the requirements for the design of the store, the product range and the use of corporate identity

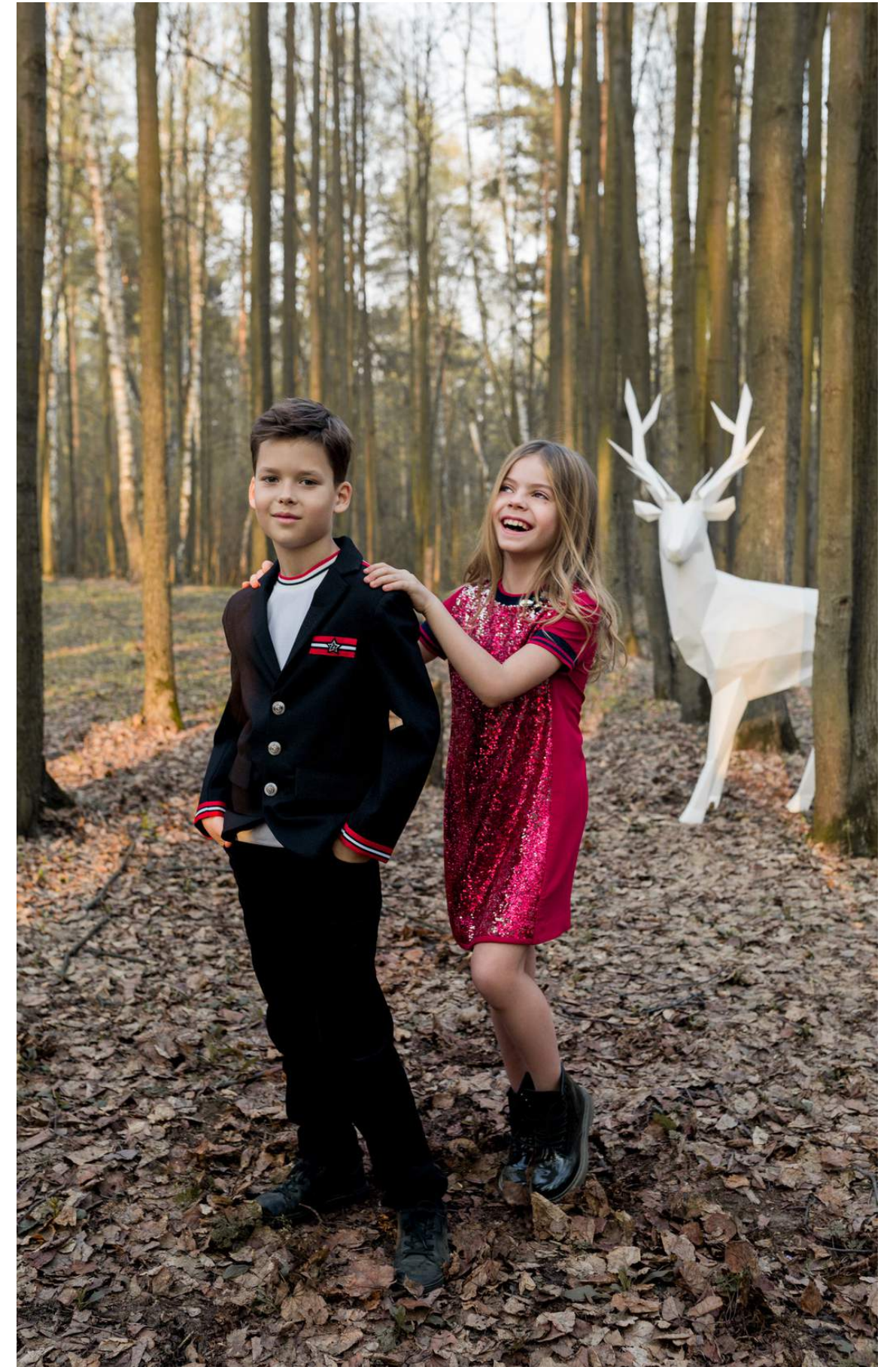
Initial purchase according to the approved product line

Regular purchase of new season collections

Selling in the store only Choupette products with the possibility of adding nonoverlapping commodity groups

Approval of the marketing plan

**THE DESIRE TO DEVELOP TOGETHER!!**





# **TM CHOUPETTE FRANCHISE PACKAGE**

**EXCLUSIVE RIGHTS (CITY NO MORE  
THAN 300 THOUSAND PEOPLE) AND  
/ OR PRIORITY RIGHT TO OPEN TWO  
SUBSEQUENT STORES (FOR CITIES  
OF ONE MILLION) FOR CHOUPETTE  
PRODUCTS SALE IN A CERTAIN  
GEOGRAPHICAL AREA**

---

**READY-MADE BUSINESS WITH  
STANDARDIZED BUSINESS  
PROCESSES**

---

**THE FRANCHISEE RECEIVES A FULL  
PACKAGE TO LAUNCH THE STORE**

---

**THE LACK OF ROYALTIES**

---

**10% DISCOUNT ON WHOLESALE  
PRICE**

---

**ABILITY TO RETURN SEASONAL  
PRODUCTS IN THE AMOUNT OF 10%  
OF THE MONTHLY TURNOVER  
(OFFSET ON NEW COLLECTIONS)**





## PRICE

---

Start-up (lump sum) fee - 2,600\$

Investments (including the first purchase of goods) - 50,000\$

Payback period - from 6 months to 1 year



# CONTACTS

---

For inquiries on the franchise  
program, please contact  
**Anastasia Vasilkova**  
TM Choupette Development Director

Phone:  
**+7 (903) 766-45-44**  
or email:  
**corp@my-choupette.ru**





THANKS!

