

**s o e u r**

## THE BRAND

“Soeur is a wardrobe that blurs the lines, an open-plan wardrobe, which borrows from menswear for an ever more feminine allure. These are pieces that express a modern and inspiring vision of femininity: sincere, sensitive, elegant, inclusive. Style exists independent of age. I want everyone who dresses in our designs to feel understood and valued.”

Domitille Brion, Soeur Creative Director





## BRAND HISTORY

- 2007 The sisters Angélique and Domitille Brion establish the Soeur brand.
- 2008 The first store opens on 88, rue Bonaparte in the 6th arrondissement of Paris.
- 2016 The first store abroad opens in Brussels along with the first concessions in department stores such as Le Bon Marché, Bazar de l'Hôtel de Ville, and Galeries Lafayette.
- 2018 A Frère capsule collection for men is released for the brand's 10th anniversary.
- 2020 The first point of sale opens in the United Kingdom.
- 2021 The first points of sale open in Spain and South Korea.
- 2023 Soeur advertises in the metro, buses, and streets of Paris and launches its first collaborations with K-Way, Leandra Cohen and J.M. Weston.
- 2024 Soeur launches a dedicated menswear line « Frère », as well as swimwear and jewellery lines, and opens its first flagship stores in London and Milan.
- 2025 Soeur has a global network of around 600 wholesale partners and 62 stores, including the latest openings in Rome, London Marylebone.

# KEY FIGURES



**563k**  
INSTAGRAM FOLLOWERS



**35%**  
DIGITAL SALES



**51%**  
INTERNATIONAL SALES

49% France, 35% Europe, 4% US,  
4% Korea, 8% others  
(in sell-out)

## DISTRIBUTION



### 62 STORES

Proprietary stores in the central neighborhoods of Paris, London, Madrid, Barcelona, Milan, Rome, Brussels, Antwerp and Knokke, as well as concessions in department stores worldwide.



### 600 WHOLESALE PARTNERS

Soeur is distributed by an international wholesale network.

*Europe: Samaritaine, Galeries Lafayette, Bon Marché, Printemps, Smalable, 24 Sèvres, La Rinascente, El Corte Ingles, Bon Genie, Smets, Debijenkorf, Breuninger  
U.K & EIR: Harvey Nichols, Selfridges.com, Brown Thomas  
Scandinavia : Illum, NK, Wakakuu  
Asia: Shinsegae, Hyundai, Tomorrowland, Central Bangkok, Galeries Lafayette India  
Middle East: Galeries Lafayette Dubai, Ounasse  
Americas: Clic, Maison Simons*



### OPENINGS

Key openings planned for 2026 in New-York, Florence, Zurich, Lausanne, Amsterdam, Paris...

## OUR STORES' DESIGN

Minimalist design with brutalist inspirations, combining concrete and wood, featuring designer pieces.



**MILAN**  
Opened in Fall 2024



**PARIS FILLES DU CALVAIRE**  
Renovated in Spring 2025



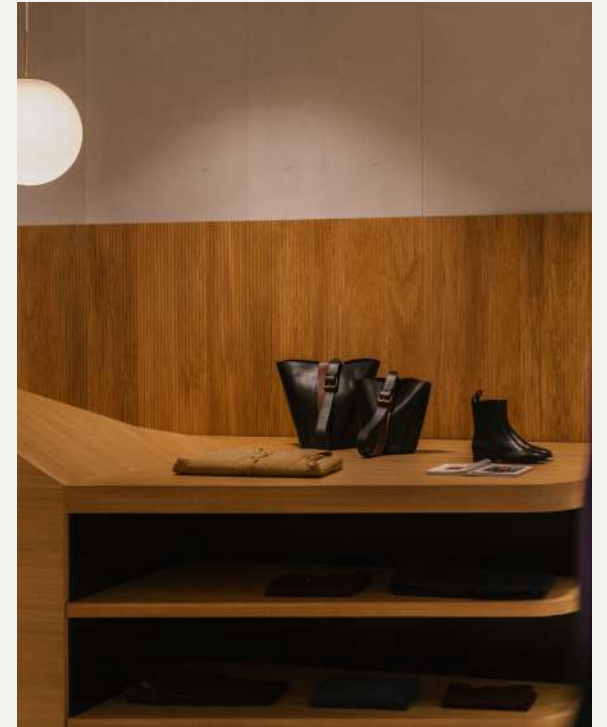
## OUR STORES' DESIGN

Minimalist design with brutalist inspirations, combining concrete and wood, featuring designer pieces.



### LONDON - REDCHURCH

Opened in January 2024

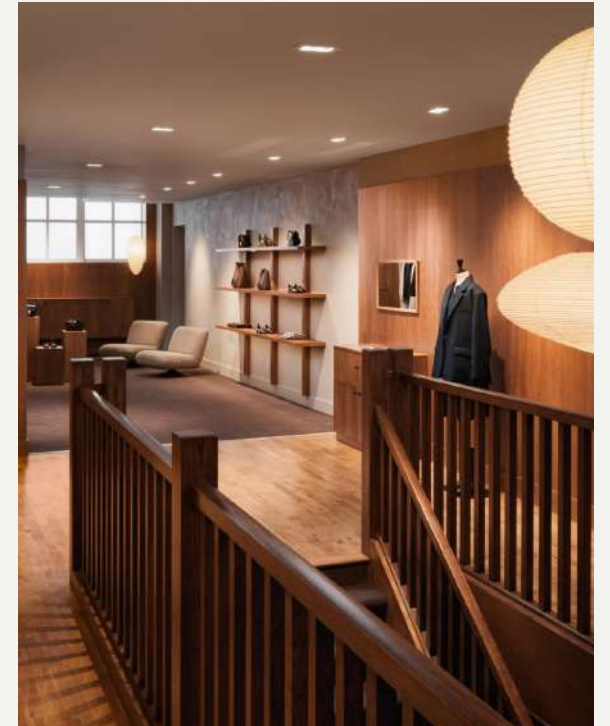


### MADRID

Opened in Fall 2023

## OUR STORES' DESIGN

Minimalist design with brutalist inspirations, combining concrete and wood, featuring designer pieces.



**PARIS - SÉVIGNÉ**  
Renovated in September 2025

**LONDON - MARYLBONE**  
Opened in November 2025

## OUR STORES' DESIGN

Minimalist design with brutalist inspirations, combining concrete and wood, featuring designer pieces.



### BARCELONA

Opened in April 2026

## INSPIRATIONS

Music, cinema, design... All these worlds inspire our creativity and flow through our collections.



## CREATIVE PROCESS

At Soeur, special attention is given to well-conceived clothes.



**FROM THE MOODBOARD**



**TO THE DESIGNS**



**TO THE CAMPAIGN**

From the moodboard - an authentic dashboard of our inspirations - to the photo shoot of the campaign visuals, which closes the process of creating a collection, the approach is both intuitive and technical, unrestricted and structured. The creative professionals at Soeur work as a team and share the same quest for excellence.

## 2026 SPRING-SUMMER CAMPAIGN

Photos taken by Mark Kean, styling by Suzanne Koller, Paris.



## 2025 AUTUMN-WINTER CAMPAIGN

Photos taken by Senta Simond, styling by Suzanne Koller, Paris.



## 2025 SPRING-SUMMER CAMPAIGN

Photos taken by Deo Suveera et Pamela Dimitrov, Paris.



## 2024 AUTUMN-WINTER CAMPAIGN

Photos taken by Deo Suveera et Pamela Dimitrov, Paris.



## A STRONG MEDIA PLAN

To support our campaigns, each season.



Parisian newsstands

September 2023



Parisian metro entrances

March 2024



Parisian billboards

March 2024



Parisian metro

March 2025



Parisian newsstands

March 2026

# INTERNATIONAL PRESS COVERAGE

Articles on the brand have been published in renowned business fashion titles:  
BOF, The Financial Times, Monocle, Forbes...



Business Of Fashion

[Website](#), [Social media](#)  
[Instagram Post](#)



Financial Times

Print, [Digital](#), [Social media](#)  
[Instagram Post](#)



Forbes

[Digital](#), [Social media](#)



Monocle

Print, [Digital](#)



Corriere della Sera

Print, [Digital](#)

## COLLABORATIONS

Each year, we feature two to three collaborations with friends of the house or brands that we appreciate for their flair and savoir-faire.



### LEANDRA MEDINE COHEN

Two capsules, tailor-made by Leandra Medine Cohen to enter spring with a sensual yet urban attitude.

Edition 1: March 2023  
Edition 2: March 2024



### J.M. WESTON

Soeur partnered with the brand to reimagine the renowned Weston loafer, the 180 loafer.

October 2023



### K-WAY

For the last two years, Soeur joined forces with K-Way® to create a rainwear collection.

Every year since 2023



### TL180

Soeur partnered with TL180 to create a summery knitwear capsule, hand-crafted in Rome using high-quality yarns produced in Italy.

May 2026

## LINE EXTENSIONS

We constantly work on extending our universe by adding new categories and product lines.



### FRÈRE

A capsule designed for men. Made to be worn all year round, launching every fall.

Edition 1: October 2024  
More to come



### JEWELLERY

5 new lines of jewellery featuring graphic and geometric touches.

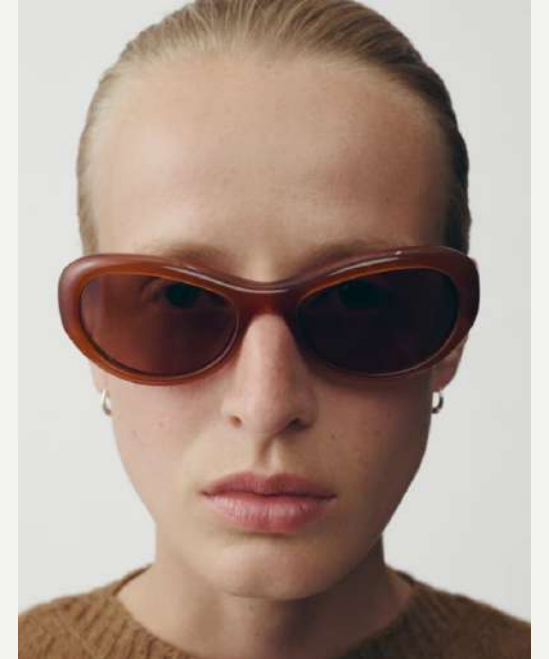
November 2024



### SWIMWEAR

A swimwear capsule in collaboration with digital native and swimwear brand LIDO.

Every year since 2024



### EYEWEAR

A new line of eyewear made of 3 models and a variation of colors.

June 2025  
Next drop: March 2026

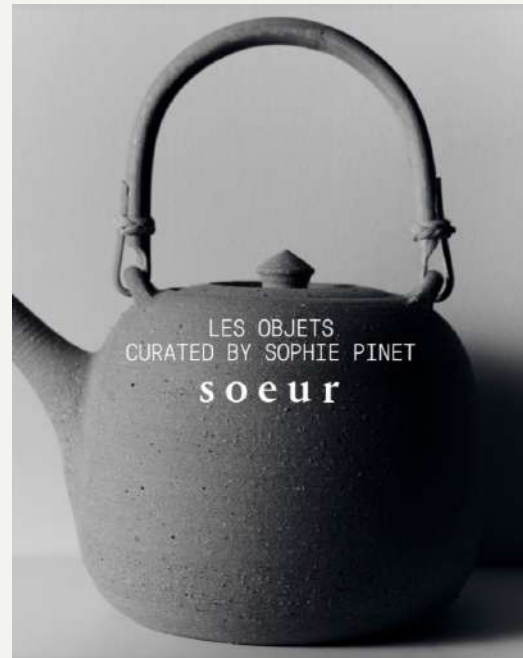
## OBJECTS: AN EXTENSION OF OUR UNIVERSE

Every year, we extend our universe to objects through a specific project with a guest.



**2023**

A limited series of objects handcrafted in the Pyrenees with architects Julia & Tom.



**2024**

A vision of the home by Soeur, curated by Sophie Pinet, former head of AD France.



**2025**

A digital bookstore curated with the New-York based publishing house, Pacific Editions.



**2026**

An exclusive collection of interior blankets with the lifestyle magazine NEPTUNE

## CULTURAL PARTNERSHIPS

In line with our cultural footprint, we support a series of art and design fairs.



### PARIS PHOTO

Since 2023, we support the leading photographic fair Paris Photo with the production of exclusive Tote Bags.



### PAD

Since 2025, we are official partners of the leading design fair in Paris, PAD. Soeur is dressing all the hostesses.

## OUR EVENTS

We host every year several events to celebrate our collaborations, our retail openings, or simply our universe.



## FRIENDS OF THE HOUSE

An international network of Friends of the house who share our vision of style.



ALEXA CHUNG  
6,1M (GB)



LEANDRA COHEN  
1,2M (US)



LEIA SFEZ  
1M (FR)



BLANCA MIRO  
736K (ES)



VERONIKA HEILBRUNNER  
430K (DE)



LAURA VIDREQUIN  
105K (GB)



MONICA AINLEY  
169K (FR)



CHRISTIE TYLER  
417K (US)



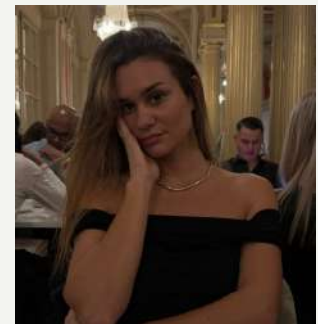
LIZZY HADFIELD  
569K (GB)



POPPY ALMOND  
209K (GB)



LUCY WILLIMAS  
583K (GB)



ANNE LAURE MAIS  
652K (FR)

## FRIENDS OF THE HOUSE

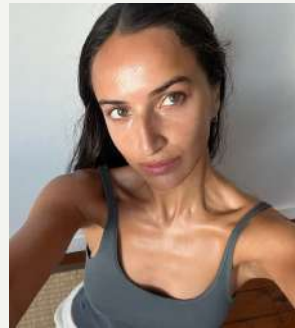
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REESE BLUTSTEIN  
359K (US)



CLARA CORNET  
61,7K (FR)



BELLA THOMAS  
90,4K (AU)



ISIS MARIA NIEDECKEN  
241K (DE)



LUCIA & HELENA CUESTA  
114K – 62,4K (ES)



HELENA VERSTERGARD  
66,3K (AU)



MAFALDA PATRICIO  
287K (PT)



ALICE MOIREAU  
126K (FR)



PIU PIU  
32,9K (FR)



MARI GUIDICELLI  
72,6K (US)



SIMONE NOA  
104K (DK)



KATHRINE MARON  
50,4K (DK)

## OUR COMMITMENTS IN 2025

65%

of our products  
have an eco-friendly certification

71%

of our textile pieces are  
mono-material

100%

of our silk is Oeko-Tex  
certified

64%

of our collection is produced  
in nearshore manufacturing in Europe  
and the Maghreb

20%

of the cotton used in our collections  
is organic

90%

of our collection is produced  
using natural materials



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