

s o e u r

THE BRAND

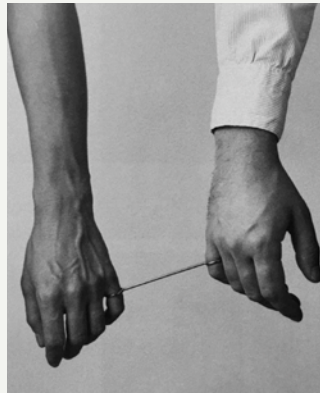
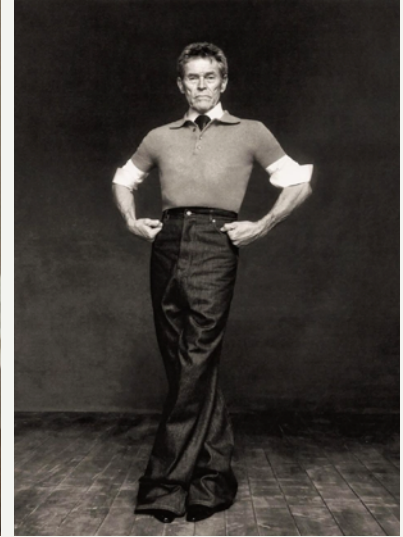
“Soeur is a wardrobe that blurs the lines, an open-plan wardrobe, which borrows from menswear for an ever more feminine allure. These are pieces that express a modern and inspiring vision of femininity: sincere, sensitive, elegant, inclusive. Style exists independent of age. I want everyone who dresses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

Domitille Brion, Soeur Creative Director



INSPIRATIONS

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



CREATIVE PROCESS

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



FROM THE MOODBOARD



TO THE DESIGNS



TO THE CAMPAIGN

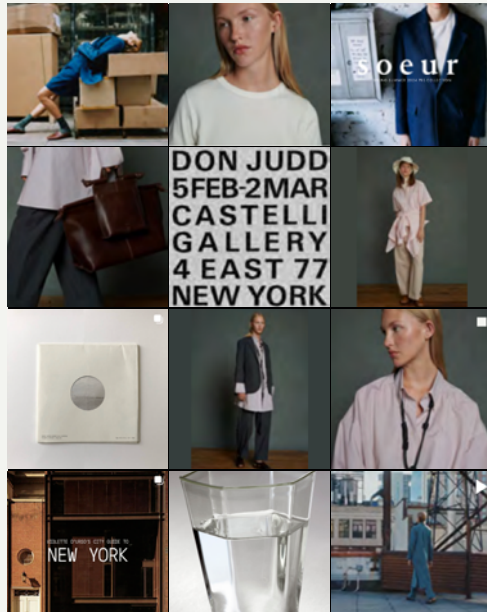
From the moodboard - an authentic dashboard of our inspirations - to the photo shoot of the campaign visuals, which closes the process of creating a collection, the approach is both intuitive and technical, unrestricted and structured. The creative professionals at Soeur work as a team and share the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



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, and the first corners open at 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.
- 2022 An Objects line is launched.
- 2023 Soeur advertises in the metro, buses, and streets of Paris.
- 2024 Soeur has 50 proprietary stores, 520 wholesale points of sale, and 240 employees.

KEY FIGURES



320K
INSTAGRAM FOLLOWERS



35%
DIGITAL SALES



35%
INTERNATIONAL SALES

21% Europe, 7% US, 4% Korea,
3% others

DISTRIBUTION



50 STORES

Proprietary stores in the central neighbourhoods of Paris, London, Antwerp, Madrid, and Brussels, and corners in department stores throughout the world.



520 WHOLESALE PARTNERS

Soeur is distributed by an international wholesale network including 10 points of sale in Asia (South Korea, Hong Kong and Japan).

Harvey Nichols, Selfridges.com, Ahlens, Illum, Bon Génie, ABC Liban, Shinsegae, Hyundai, Lotte, Tomorrowland, Simons, Samaritaine, Galeries Lafayette, Printemps, Smalable, Luisa via Roma, 24 Sèvres, Lull sur la Toile, La Rinascente, Central Bangkok

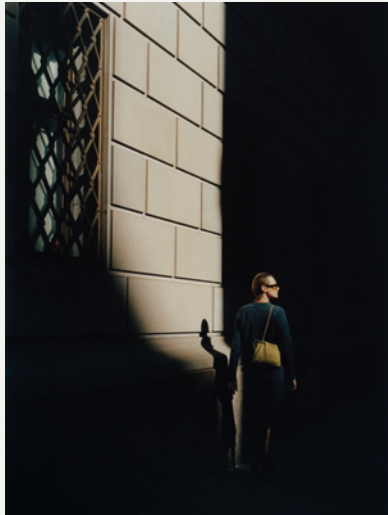


OPENINGS

Key openings planned in 2024 in Milan, London and Madrid.

2024 SPRING-SUMMER CAMPAIGN

Photos taken by Sarah Blais, New York



2024 SPRING-SUMMER CAMPAIGN

Media plan: Parisian billboards, metro, press, March 2024



2023 AUTUMN-WINTER CAMPAIGN

Photos taken by Theo Wenner, Paris



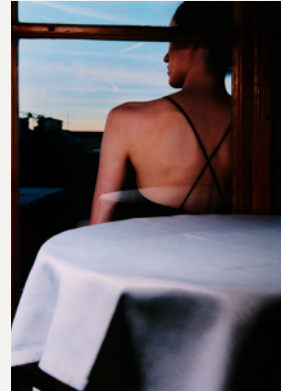
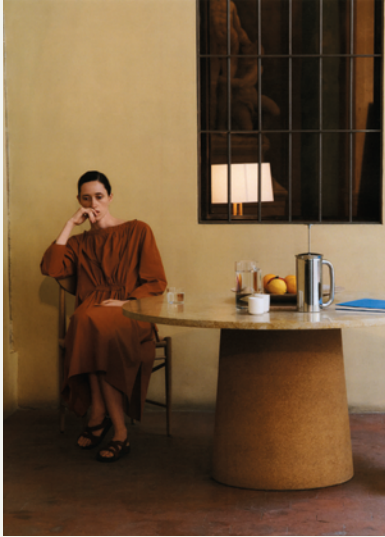
2023 AUTUMN-WINTER CAMPAIGN

Media plan: Parisian kiosks, press, and metro, September 2023



2023 SPRING-SUMMER CAMPAIGN

Photos taken by Sarah Blais in Florence, Italy



2023 SPRING-SUMMER CAMPAIGN

Tour bus campaign, Paris, February 2023
Nearly 8 million views over 15 days



OUR SPECIAL PROJECTS

An extension of our universe



In 2024, our universe extends to Objects, a vision of the home by Soeur curated with Sophie Pinet. Thirty pieces exclusively available for sale on our site soeur.fr.

OUR 2023 COLLABORATIONS

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



SOEUR X LEANDRA MEDINE COHEN

A capsule of five pieces designed with the Frenchiest of all American influencers. She shares our taste for elegant comfort, oversized pieces, and an intermingling of men's and women's codes.

May 2023



SOEUR X K-WAY

Soeur joins forces with K-Way® to create a rainwear collection. This first innovative, 100% CSR capsule collection mingles function and elegance for outdoor layering possibilities.

September 2023



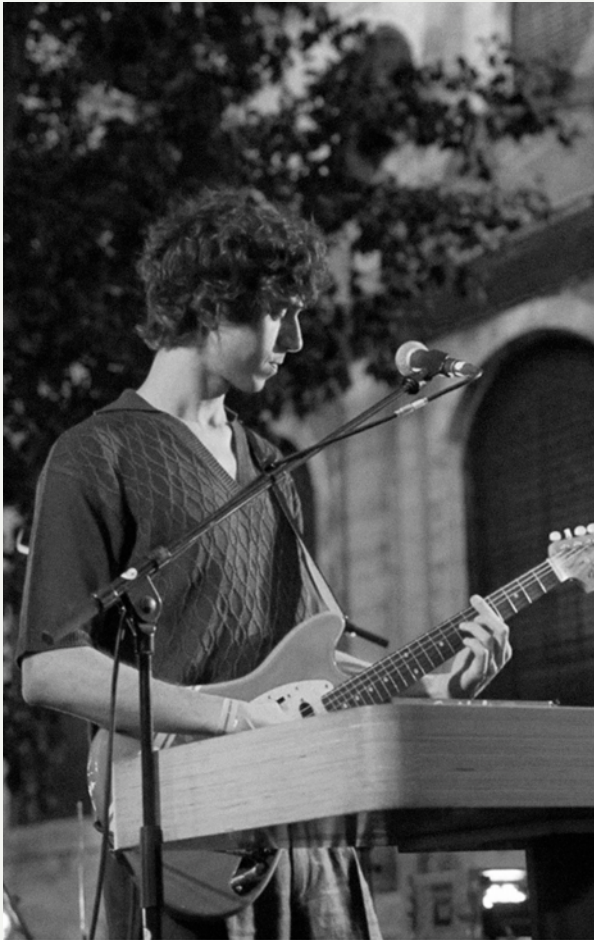
SOEUR X WESTON

Soeur revisits the cult Weston shoe the 180 Loafer. This elegant, timelessly feminine pair is available in two colourways.

October 2023

OUR EVENTS

Events in our image that celebrate our collaborations, our retail openings, or simply our universe 1/2



Fête de la Musique in Paris, lunch launch of the K-Way collection at Le Doyenné.

OUR EVENTS

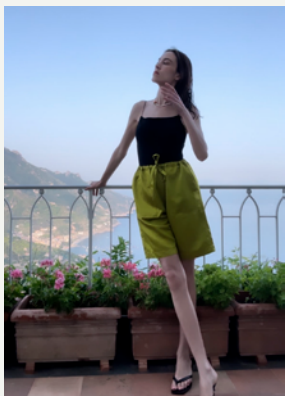
Events in our image that celebrate our collaborations, our retail openings, or simply our universe 2/2



Weston dinner, store opening events in Madrid and London, annual Friends of the Maison dinner in Paris.

FRIENDS OF THE MAISON

An international network of Friends of the Maison who share our vision of style 1/2



ALEXA CHUNG
6,3M (UK)



BELEN HOSTALET
803K (ESP)



BLANCA MIRO
665K (ESP)



NA YOUNG KEEM
1,5M (KOR)



REESE BLUSTEIN
353K (US)



LEANDRA COHEN
1,1M (US)



NANJEONG LEE
621K (KOR)



KATHRINE MARON
42,5K (DK)



CLARA LUCIANI
604K (FR)



CLARA CORNET
58,2K (FR)



KELLY RUTHERFORD
2M (US)



JEMIMA KIRKE
614K (US)

FRIENDS OF THE MAISON

An international network of Friends of the Maison who share our vision of style 2/2



STELLA VON SENGER
61,4K (DE)



LUCIA CUESTA
116K (ESP)



MAFALDA PATRICIO
138K (PORT)



LERA PEN
71,6K (US)



LUCY WILLIAMS
549K (UK)



TARA THOMAS
17,6K (AUS)



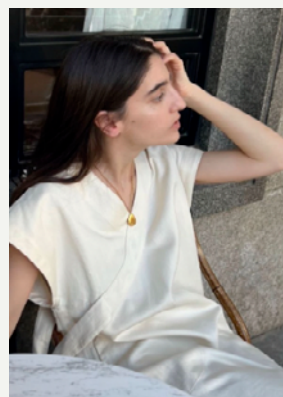
MONICA AINLEY
154K (FR)



LAURA VILDREQUIN
50K (UK)



NURIA VAL
296K (ESP)



CLARA DIEZ
40,5K (ESP)



LOLITA JACOBS
53,9K (FR)



BELLA THOMAS
74,2K (AUS)

MEDIA

In 2023, some 200 appearances in fashion and business publications in France and abroad



BOF



FINANCIAL TIMES



M LE MONDE



M LE MONDE



STUDY



M LE MONDE



MILK



FIGARO MADAME



VOGUE



REGAIN



ELLE



VOGUE SPAIN

OUR COMMITMENTS

Soeur is increasingly committed to a responsible design policy.

- The 2024 Spring-Summer collection **includes 53% eco-responsible pieces** certified by Oeko-Tex, GOTS, LWG, or other external organisations.
- Soeur is a **member of the ICS**, an international sectoral initiative aiming to enhance working conditions among global supply chains. All our production sites are audited by independent organisations.
- **Nearly 70% of our products are manufactured as closely as possible of our principal market** (Europe & Maghreb). The remainder is made in India, Mauritius, and – for silk – China.
- Our full design and development process **is carried out at our Parisian style studio**, and most of our original prints **are hand-illustrated** before being digitalised.
- All our hangtags are crafted in **recycled** cardboard, while our shopping bags and tissue papers are **made of FSC® certified** paper (from responsibly managed forests).





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