

**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



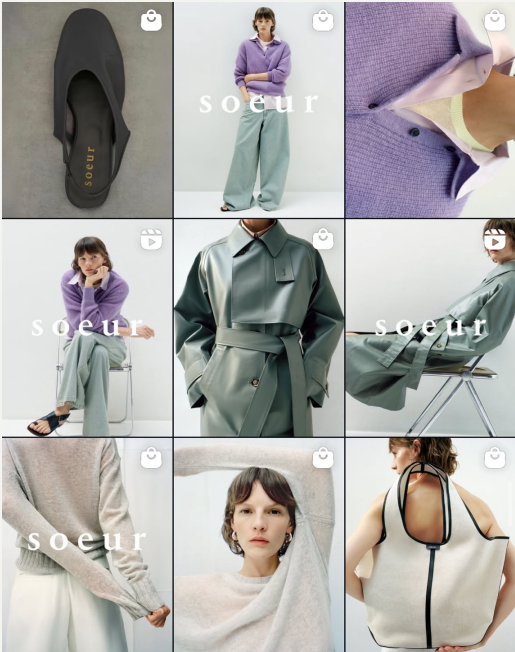


## BRAND HISTORY

- |      |  |
|------|--|
| 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.                    |



KEY FIGURES



**464 k**  
INSTAGRAM FOLLOWERS



**34%**  
DIGITAL SALES



**36%**  
INTERNATIONAL SALES

64% France, 24% Europe, 5% US, 2% Korea, 5% others  
(in sell-out)



## DISTRIBUTION



### 53 STORES

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



### 610 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, Illum, Bon Génie, GOOP, Wakakuu, Shinsegae, Hyundai, Lotte, Tomorrowland, Simons, Samaritaine, Galeries Lafayette, Printemps, Smalable, Luisa via Roma, 24 Sèvres, Lulli sur la Toile, La Rinascente, Central Bangkok*



### OPENINGS

Key openings planned in 2025 in Rome, London, Knokke, Madrid and Barcelona.

## 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.



## 2025 SPRING-SUMMER CAMPAIGN

Photos taken by Deo Suveera et Pamela Dimitrov, Paris.



## 2024 AUTUMN-WINTER CAMPAIGN

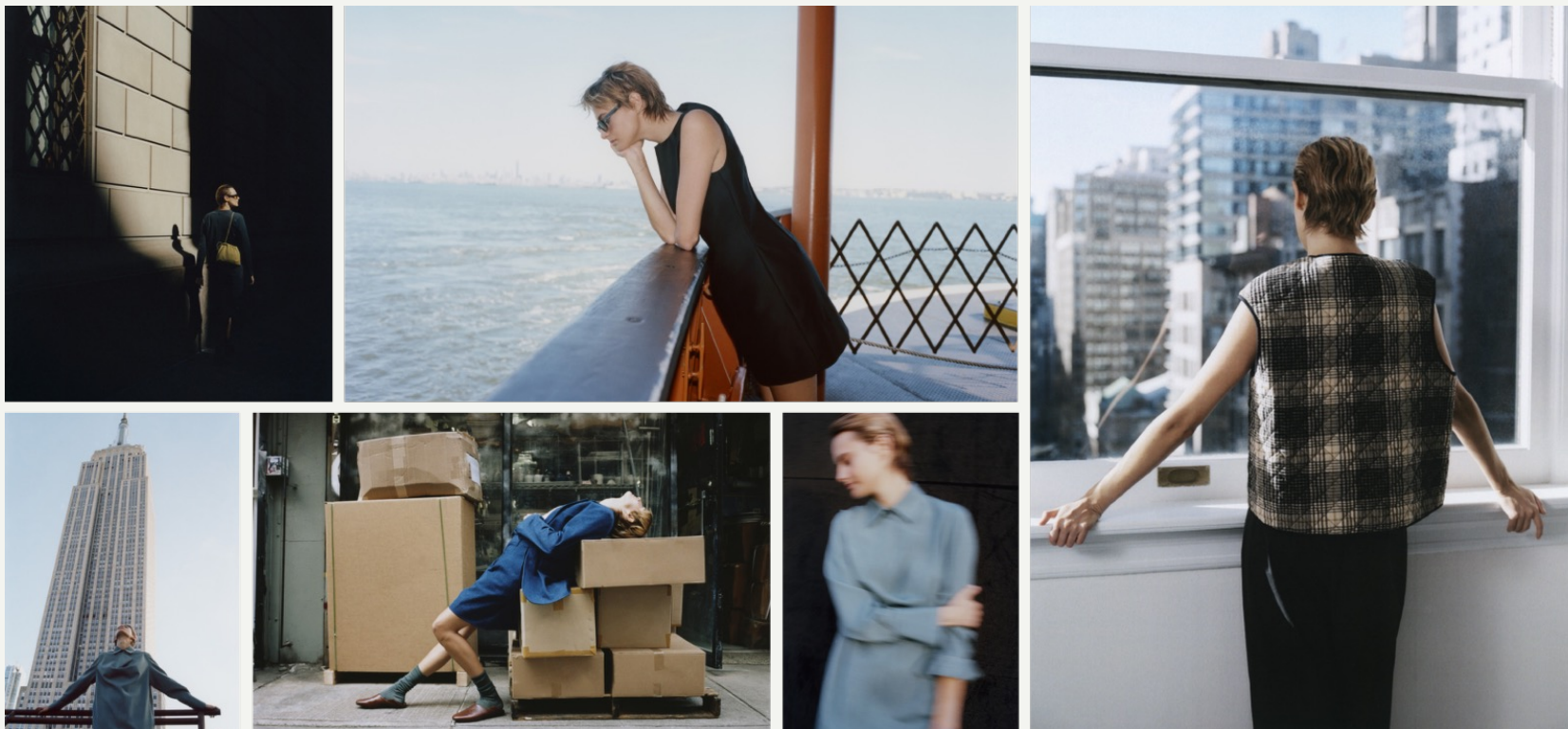
Photos taken by Deo Suveera et Pamela Dimitrov, Paris.





## 2024 SPRING-SUMMER CAMPAIGN

Photos taken by Sarah Blais, New York.





## A STRONG MEDIA PLAN

To support our campaigns, each season.



Parisian newsstands

September 2023



Parisian metro entrances

March 2024



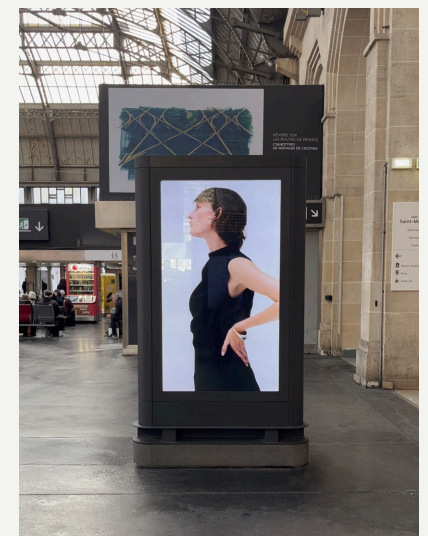
Parisian billboards

March 2024



Parisian metro

March 2025



Digital boards

March 2025

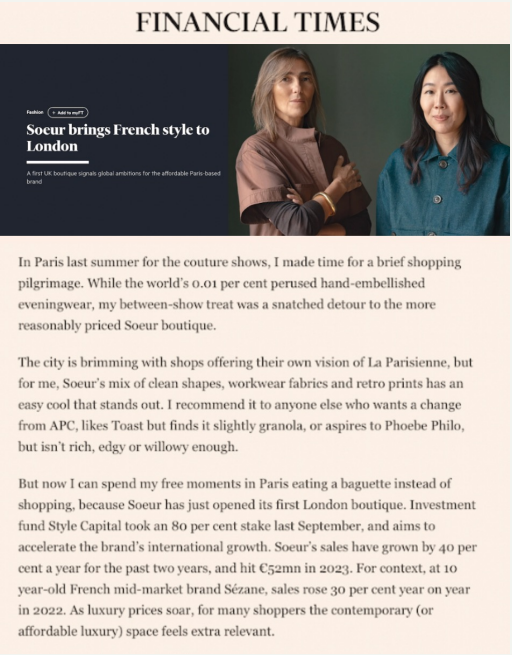
# INTERNATIONAL PRESS COVERAGE

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](#)



## 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.

Edition 1: September 2023  
Edition 2: September 2024  
Edition 3: September 2025



### SOPHIA ROE

An emblematic figure of the Danish creative scene collaborates with Soeur on a unique capsule collection. The blending of Parisian elegance with Scandinavian minimalism.

April 2025



## 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



### 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.

Edition 1: May 2024  
Edition 2: May 2025



### EYEWEAR

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

Coming in June 2025

## 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.

## 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  
6,3M (GB)



LEANDRA COHEN  
1,2M (US)



LEIA SFEZ  
1M (FR)



BLANCA MIRO  
699K (ES)



ISIS MARIA NIEDECKEN  
214K (DE)



LAURA VIDREQUIN  
82,4K (GB)



MONICA AINLEY  
160K (FR)



CLARA CORNET  
61,7K (FR)



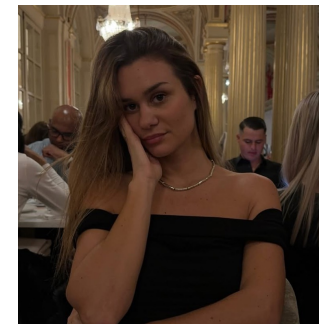
LIZZY HADFIELD  
573K (GB)



POPPY ALMOND  
179K (GB)



LUCY WILLIMAS  
572K (GB)

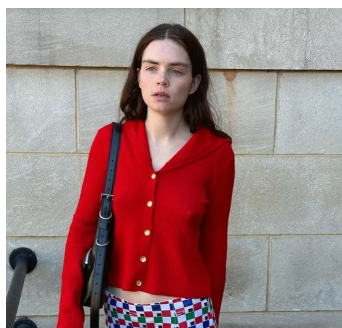


ANNE LAURE MAIS  
674K (FR)



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REESE BLUTSTEIN  
359K (US)



KATHRINE MARON  
48,4K (DK)



BELLA THOMAS  
79,3K (AU)



LAMIA LAGHA  
66,2K (FR)



LUCIA & HELENA CUESTA  
114K – 61,6K (ES))



HELENA VERSTERGARD  
54,1K (AU)



MAFALDA PATRICIO  
211K (PT)



ALICE MOIREAU  
115K (FR)



PIU PIU  
30,4K (FR)



MARI GUIDICELLI  
71,4K (US)



SIMONE NOA  
90K (DK)



CLARA DYRHAUGE  
36,9K (DK)

## OUR COMMITMENTS

Soeur is increasingly committed to a responsible design policy:

- **The 2025 Spring-Summer collection is 51% eco-responsible** certified by GOTS, LWG, and other external organisations. We provide more transparent information to our customers through the government's environmental cost and impact assessment.
- **Soeur is a member of the ICS**, an international sectoral initiative aimed at enhancing working conditions within global supply chains. 96% of our manufacturers are audited for social standards. We have also audited 69% of direct tier 2 suppliers and 74% of direct tier 3 suppliers.
- **Nearly 60% of our products are manufactured as close as possible** to our principal market (Europe & Maghreb). The remainder is made in India, Mauritius, and – for silk – China. Almost 45% of our partners have worked on our products for more than 5 years.
- 100% of the shirts tested were declared long-lasting according to Refashion criteria.
- Soeur has launched **its repair and second-hand service** to reduce its carbon impact.





## SOS VILLAGES ENFANTS

Soeur partners with SOS Children's Villages, so that brothers and sisters share the same childhood.

Over the past three years, we have supported the association through various initiatives.

### Our Commitment in 2024:

- All proceeds from **Word Children's Day** in November, as well as proceeds from the sale of THIBAUT sweatshirts, were donated to the association.
- We hosted **a career presentation** and welcome day at the Soeur Showroom.
- We supported around fifty young women in their professional ambitions by **donating a wardrobe** with several Soeur items to each of them.





# soeur

6, rue de l'Amiral de Coligny  
75001 Paris  
contact@soeur.fr  
soeur.fr