soeur

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





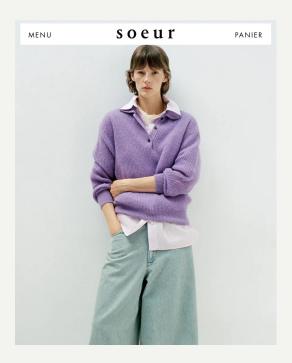
BRAND HISTORY

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, Smallable, 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.

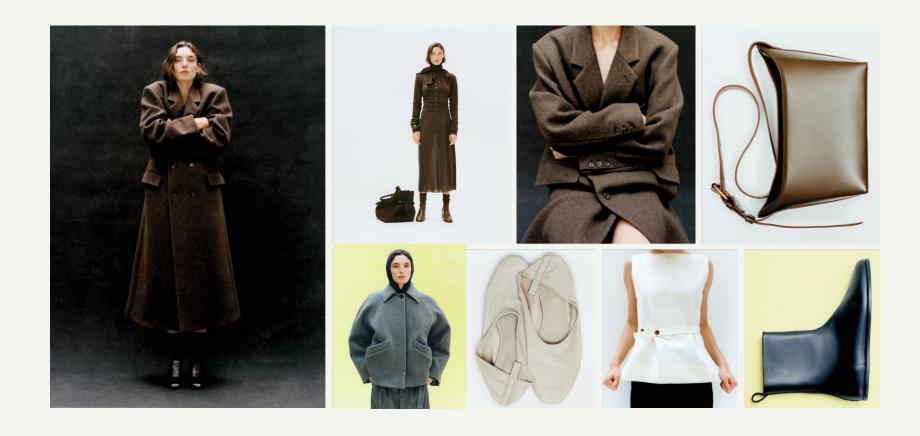
2025 SPRING-SUMMER CAMPAIGN

Photos taken by Deo Suveera et Pamela Dimitrov, Paris.



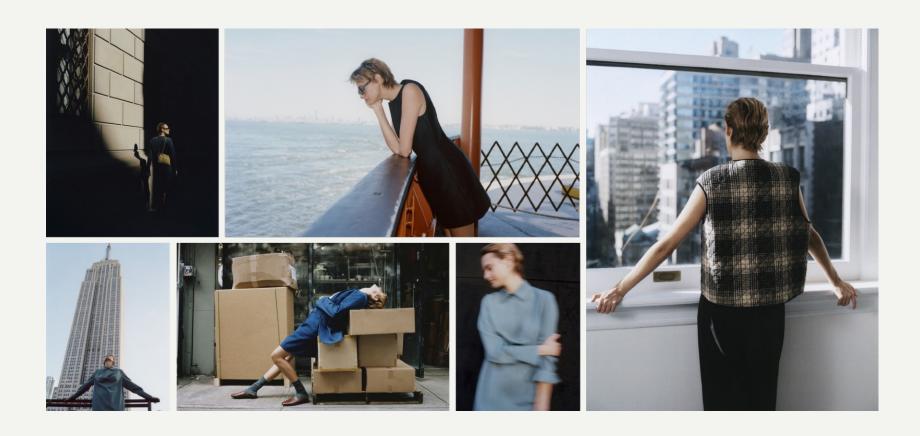
2024 AUTUMN-WINTER CAMPAIGN

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



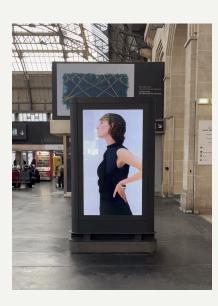
Parisian billboards

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...

BØF

Inside Soeur's Plans to Go From French Girl Favourite to Global Powerhouse

With a new heavyweight backer in Italian firm Style Capital — which helped Zimmermann secure a billion dollar valuation — the French contemporary womenswear brand has ambitions to go global. But it sits in a competitive and hard-to-crack category.



Business Of Fashion

Website, Social media Instagram Post

FINANCIAL TIMES



In Paris last summer for the couture shows, I made time for a brief shopping pilgrimage. While the world's 0.01 per cent perused hand-embellished eveningwear, my between-show treat was a snatched detour to the more reasonably priced Soeur boutique.

The city is brimming with shops offering their own vision of La Parisienne, but for me, Soeur's mix of clean shapes, workwear fabrics and retro prints has an easy cool that stands out. I recommend it to anyone else who wants a change from APC, likes Toast but finds it slightly granola, or aspires to Phoebe Philo, but isn't rich, edgy or willowy enough.

But now I can spend my free moments in Paris eating a baguette instead of shopping, because Soeur has just opened its first London boutique. Investment fund Style Capital took an 80 per cent stake last September, and aims to accelerate the brand's international growth. Soeur's sales have grown by 40 per cent a year for the past two years, and hit €52mn in 2023. For context, at 10 year-old French mid-market brand Sézane, sales rose 30 per cent year on year in 2022. As luxury prices soar, for many shoppers the contemporary (or affordable luxury) space feels extra relevant.

Financial Times

Print, Digital, Social media Instagram Post

Forbes Soeur, la marca de moda francesa fundada por dos hermanas que se está expandiendo por el mundo Descubre cómo las hermanas Domitille y Angélique Brion están llevando su visión única de la moda a nuevas



Soeur, la marca francesa creada por las hermanas Domitille y Angélique Brion, ha emergido como un símbolo de autenticidad y elegancia en el mundo de la moda. Desde sus inicios en París en 2007, esta marca ha sabido conectar con mujeres de todo el mundo, con su estilo y simplicidad único. Ahora, Soeur (hermana en francés) se prepara para ampliar de manera internacional, llevando su visión de la moda a nuevas audiencias.

Las hermanas crecieron compartiendo una visión estética y una profunda admiración por la autenticidad. Esta conexión dio como resultado la creación de Soeur, una marca que busca vestir a mujeres de todas las edades con piezas elegantes y sencillas. La marca está inspirada en la Nouvelle Vague, el minimalismo escandinavo de los años 50, las tradiciones británicas y los tejidos lujosos, han creado colecciones que están creciendo por todo el mundo.

Forbes

Digital, Social media



Style and substance





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

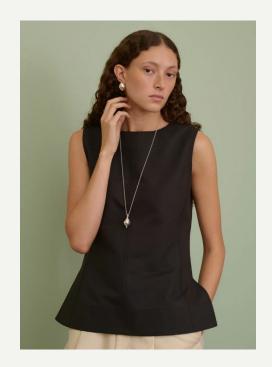
We constantly work on extending our universe by adding new categories and product lines.



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)

FRIENDS OF THE HOUSE

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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 wih 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 THIBAULT 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

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