

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 550 wholesale partners and 57 stores, including the latest openings in Rome, London Marylebone.

KEY FIGURES



530k

INSTAGRAM FOLLOWERS



35%

DIGITAL SALES



36%

INTERNATIONAL SALES

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

DISTRIBUTION



57 STORES

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



550 WHOLESALE PARTNERS

Soeur is distributed by an international wholesale network.

Europe: Samaritaine, Galeries Lafayette, Bon Marché, Printemps, Smalable, 24 Sèvres, La Rinascente, El Corte Inglés, Bon Génie, Smets
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
Americas: Clic, Maison Simons



OPENINGS

Key openings planned for 2026 in London, Switzerland, the Netherlands, and Barcelona.

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



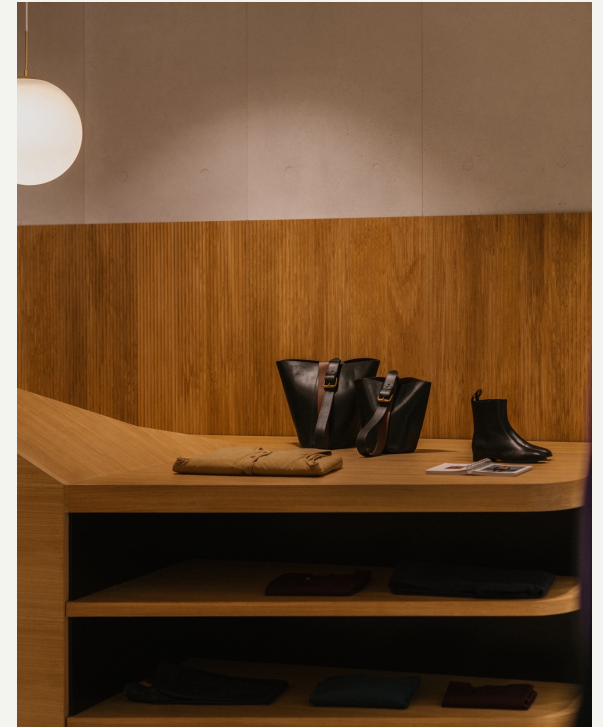
OUR STORES' DESIGN

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.



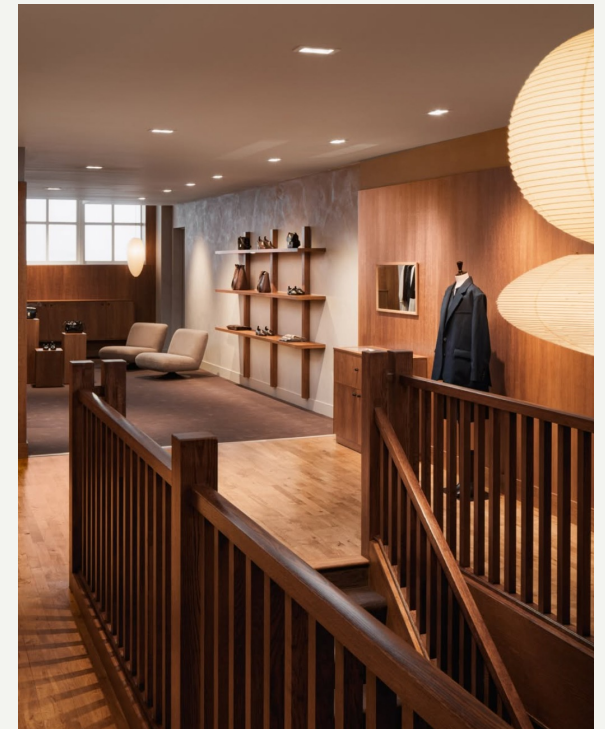
PARIS - SÉVIGNÉ

Renovated in September 2025



LONDON - MARYLEBONE

Opened in November 2025



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,, Paris.



2025 AUTUMN-WINTER CAMPAIGN

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



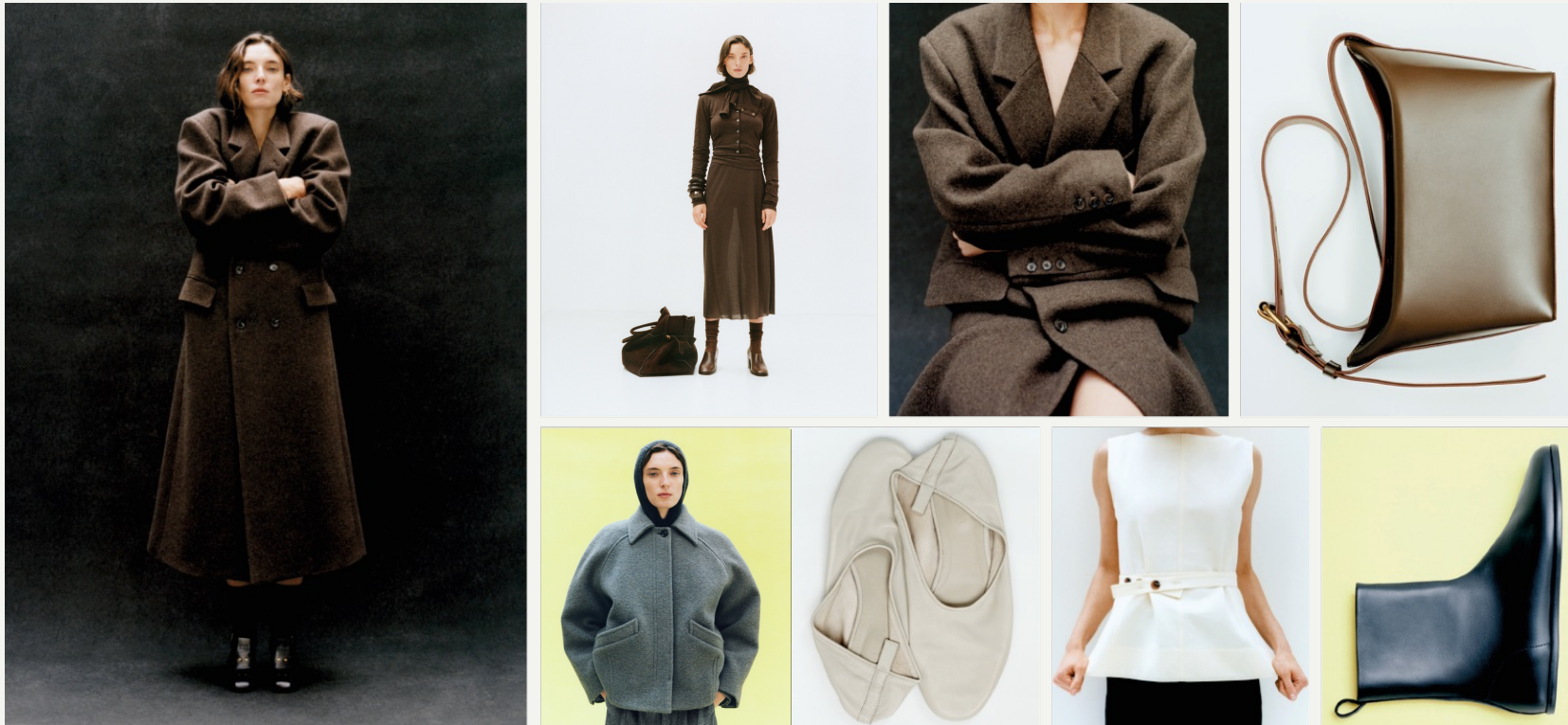
2025 SPRING-SUMMER CAMPAIGN

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



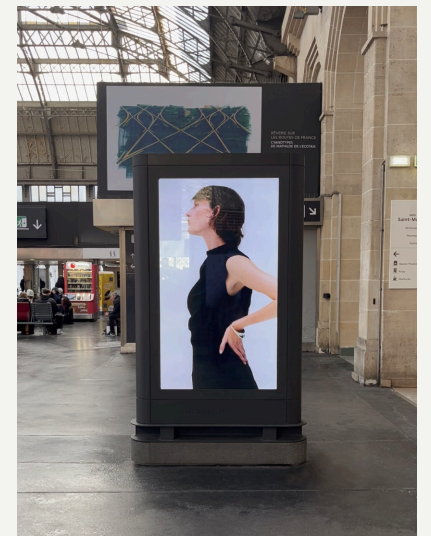
Parisian billboards

March 2024



Parisian metro

March 2025



Digital boards

March 2025

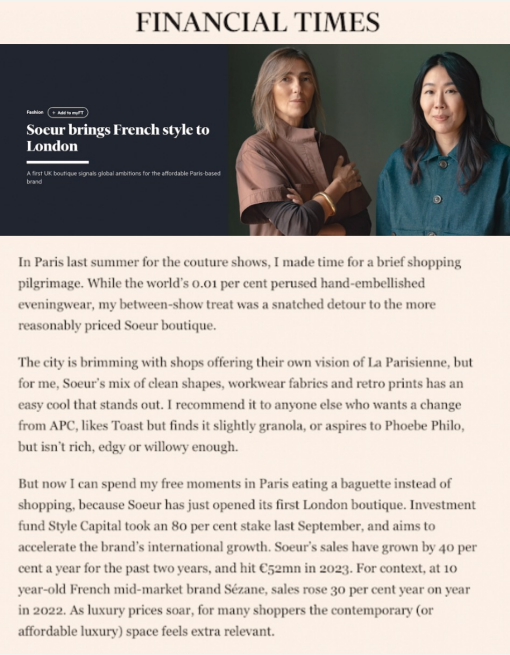
INTERNATIONAL PRESS COVERAGE

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.

Every year since 2023



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
More to come



JEWELLERY

5 new lines of jewellery featuring graphic and geometric touches.

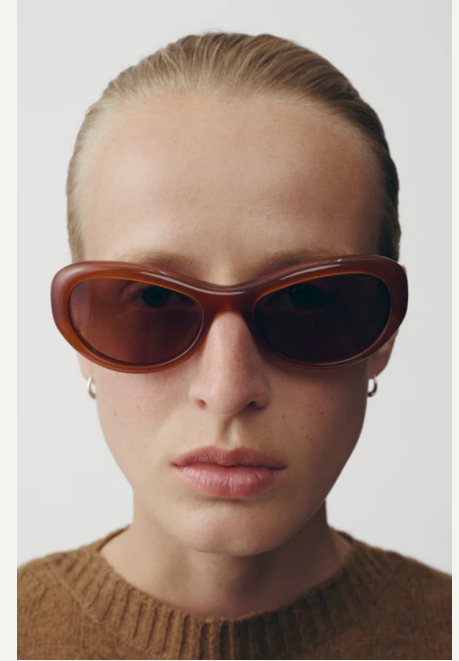
November 2024



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.

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)



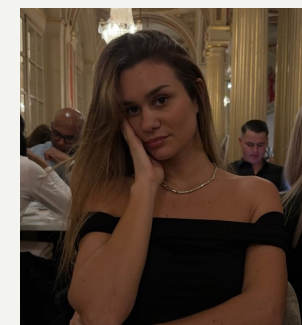
LIZZY HADFIELD
573K (GB)



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 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

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.





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