

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, Smallable, 24 Sèvres, La Rinascente, El Corte Inglés, Bon Génie, Smets U.K & E.R: 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.

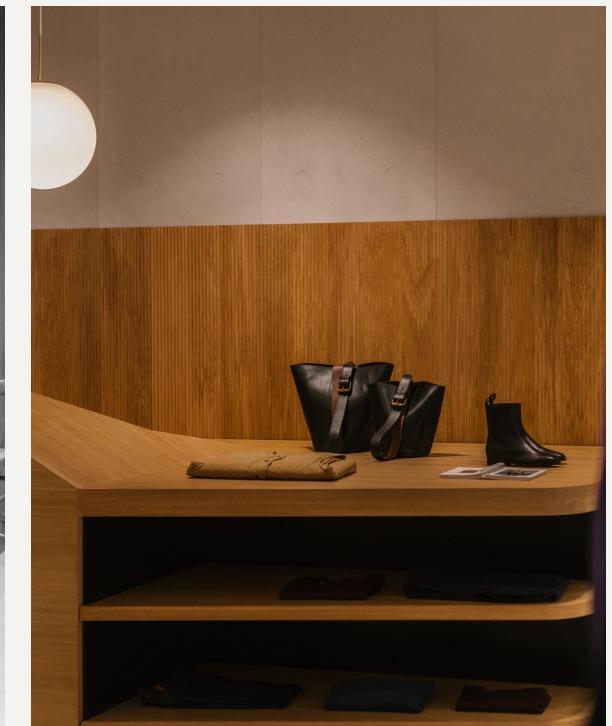


**MILAN**  
Opened in Fall 2024

**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

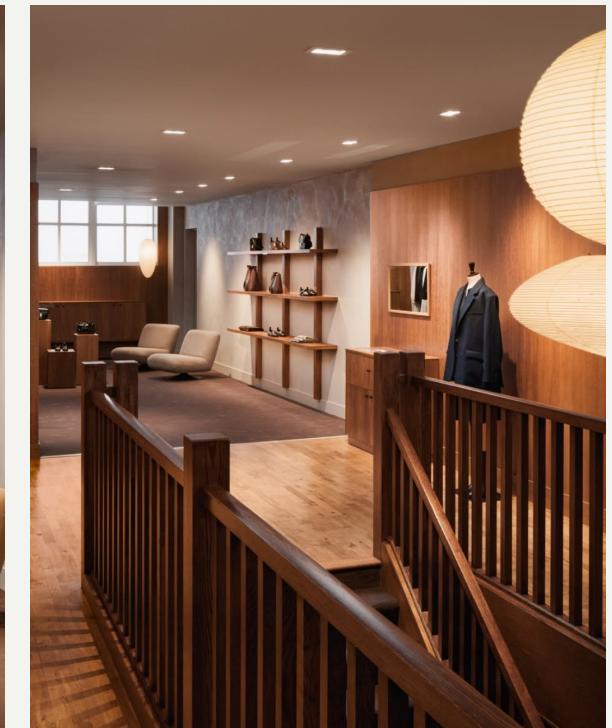
Opened in January 2024

### MADRID

Opened in Fall 2023

## OUR STORES' DESIGN

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



### PARIS - SÉVIGNÉ

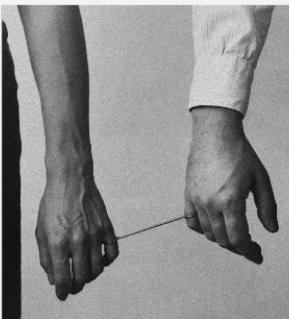
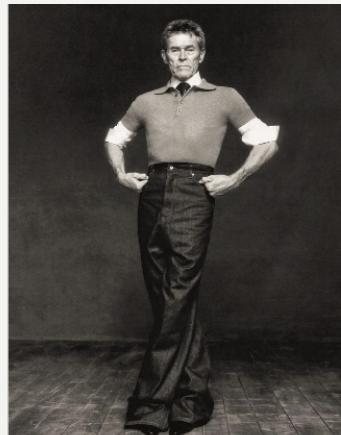
Renovated in September 2025

### 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.



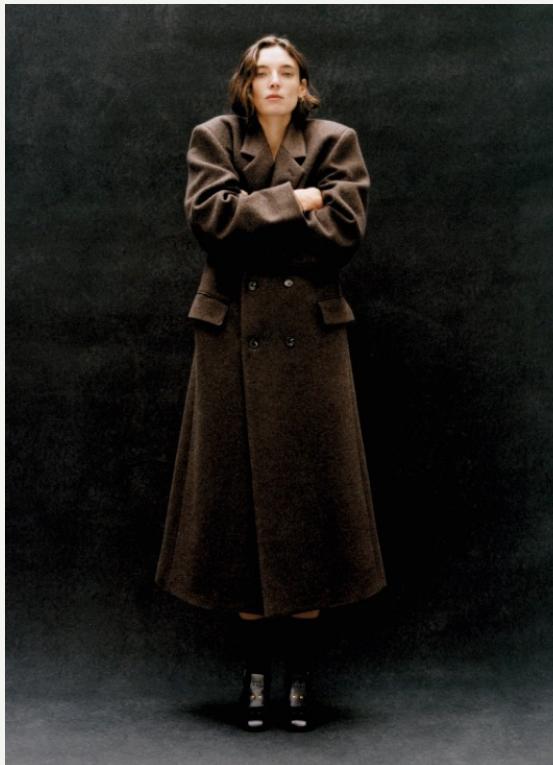
## 2025 SPRING-SUMMER CAMPAIGN

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



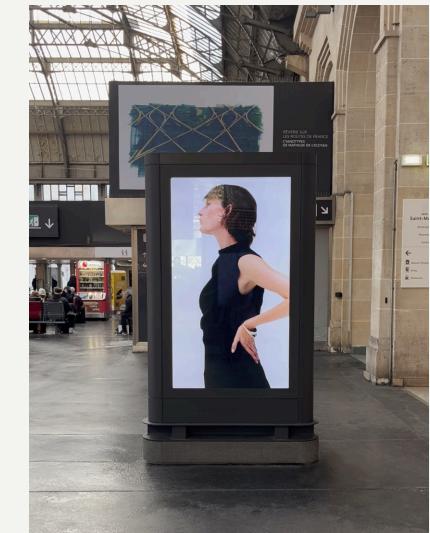
Parisian billboards

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...



**BOF**  
ENTREPRENEURSHIP  
**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**

**Soeur brings French style to London**

A new UK boutique signals global ambitions for the affordable Paris-based brand

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 Dominique y Angélique Brion están llevando su visión única de la moda a nuevas fronteras, manteniendo su compromiso con la elegancia y la autenticidad.

**Soeur, la marca francesa creada por las hermanas Dominique 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](#)



**MONOCLE**

**PARIS EDITION**

**Style and substance**

Paris / FRIDA DAY & DOMITILLE BRION

Paris-based Soeur Soeur is taking a gentle approach to fashion that favours quality, longevity and timeless Parisian style. As the brand continues to expand internationally, we find out what it can teach the world about prioritising quality over uniformity.

Where do you draw your inspiration from? We draw on art and writers such as Sophie Pécau, Jeanne Lanvin, and the French novelists. We also look up with artists or writers such as Sophie Pécau, Jeanne Lanvin, and the French novelists. We also look up with artists or writers such as Sophie Pécau, Jeanne Lanvin, and the French novelists.

Do you enter blurring the lines between menswear and womenswear? We are interested by the idea of blurring the lines between menswear and womenswear. We are interested by the idea of blurring the lines between menswear and womenswear. We are interested by the idea of blurring the lines between menswear and womenswear.

What's your vision for the future of the brand? We will continue to expand our international market share. We will continue to expand our international market share. We will continue to expand our international market share.

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How do you find a balance between affordability and quality? We choose materials and fabrics that are of a high quality but not necessarily expensive. We also have longstanding relationships with our suppliers. We also have longstanding relationships with our suppliers.

Does the global fascination with the women's Parisienne aesthetic influence your designs? The Parisienne aesthetic is a key influence on our designs. We work with local designers and tailors who work in Paris, taking the Marni and mode fonctional styles and adapting them to Soeur's aesthetic. We work with a few of them to attend an event in the evening and then go to a dinner party in the evening.

Why do you prefer to work with local designers? We work with local designers because we are more familiar with their style and they understand our vision. We are more familiar with their style and they understand our vision.

What's your advice for other brands? We work with local designers because we are more familiar with their style and they understand our vision. We work with local designers because we are more familiar with their style and they understand our vision.

**Monocle**

Print, [Digital](#)

rather than doing it incorrectly ourselves. We also team up with artists or writers such as Sophie Pécau, Jeanne Lanvin, and the French novelists. We also look up with artists or writers such as Sophie Pécau, Jeanne Lanvin, and the French novelists.

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## 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.

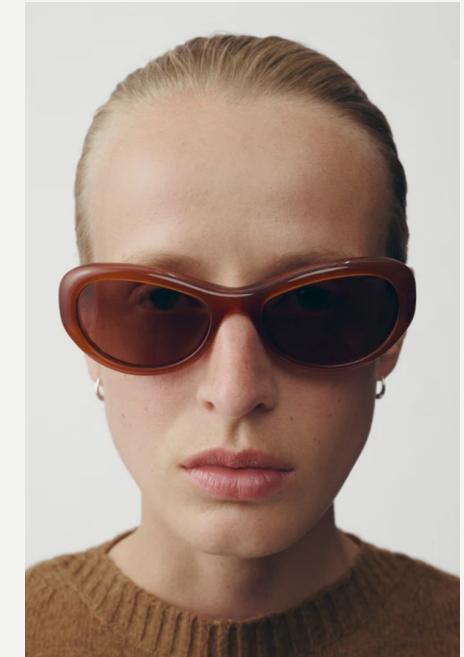
November 2024



### SWIMWEAR

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

Every year since 2024



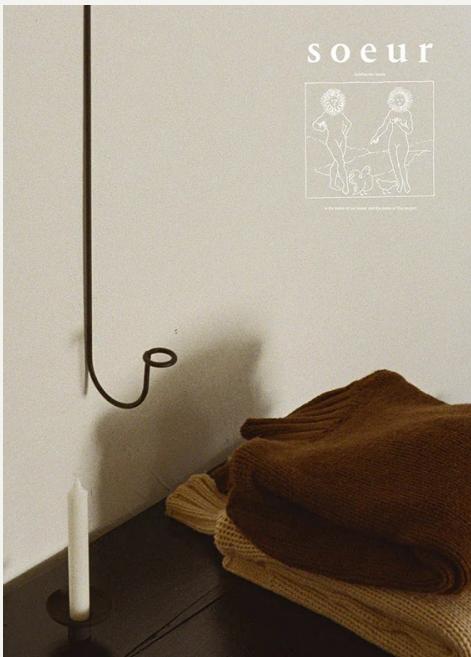
### EYEWEAR

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

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



REESE BLUTSTEIN  
35K (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 DYRHUAUGE  
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 **World 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.





s o e u r

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