

STORY DIFFUSION SAS

www.lingerie-story.fr

- ✓ Created in 2010
- ✓ 8 people
- ✓ 2 000 000€ of turnover

LINGERIE & BIKINIS **STORY**

La beauté dans toutes ses formes

- Specialist of women's lingerie and swimsuits
- TOP 10 in French market on internet
- Focus on plus size & deep cup
- Development of Nursing, Sport & Shapewear



Freya



MARIE JO

IMPLICITE

FANTASIE

SP
SIMONE PÉRELE
PARIS

Antinéa
PARIS

antigel

LISE CHARMEL

GORTEKS
LINGERIE DE FEMME

Miraclesuit®

- 70 brands

hotmilk
EVERYBODY IS BEAUTIFUL

- Focus on French, European & American brands

Julimex®

- More than 4000 products available

Goddess

- Average price for a set of lingerie : 75€

PRIMA DONNA

- Average price for a swimsuit : 100€



elomi

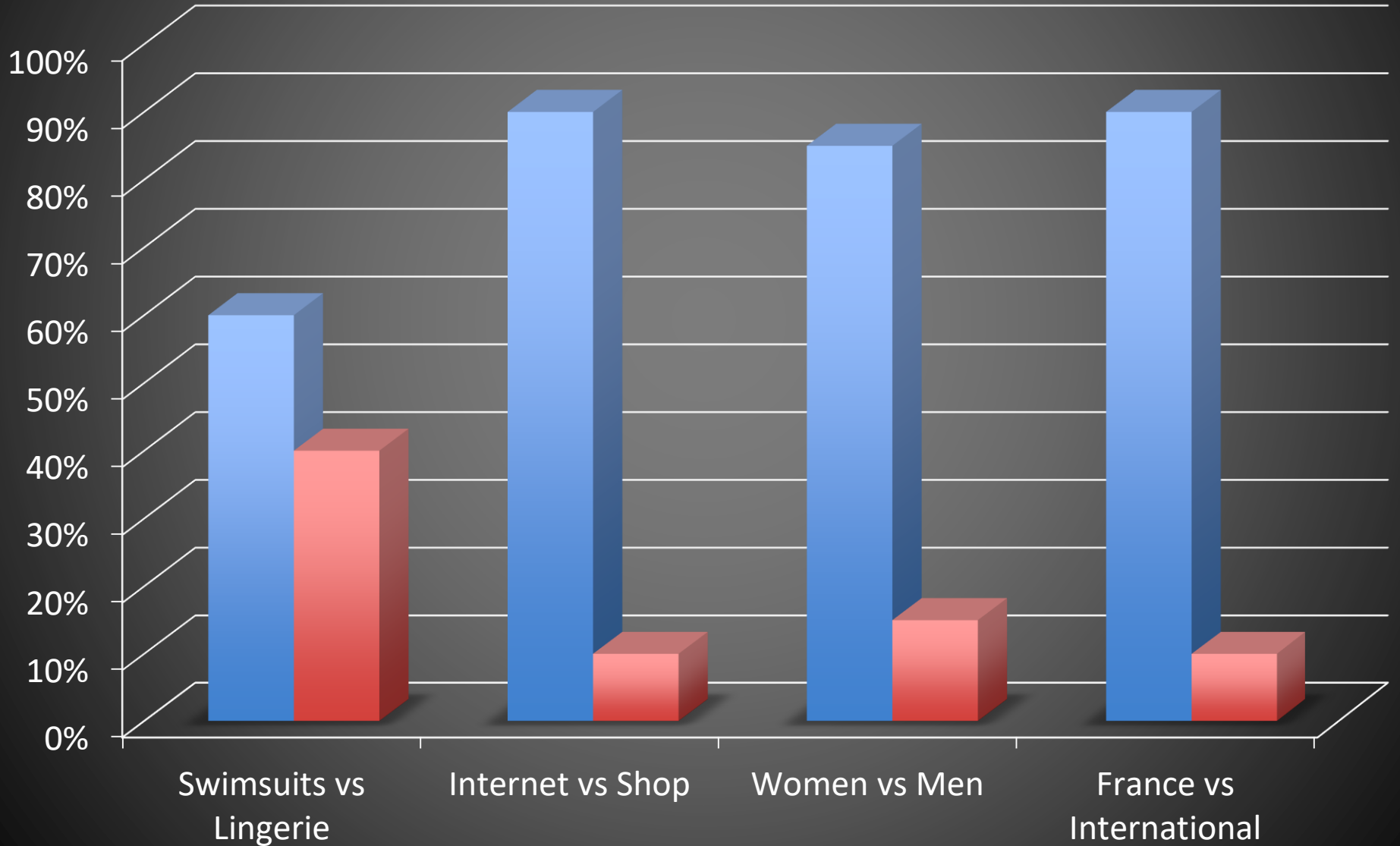
Curvy Kate®

Janine Robin
Basin d'Arcachon

DIESEL

huit 8
PARIS

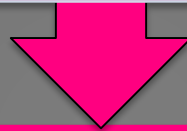
Sales Ratio:



Solution n°1 : Indirect Sale

Pre-required : Merchandise deposit

Create product sheets + Ensure compliance of pictures



3 ways to spread

Shop + www.lingerie-story.fr + French and European marketplaces



Guaranteed services

Customer services (Hotline & emails) + Logistics

Solution n°2 : Direct Sale

