

*"Un nom pour un Oui"*  
**CYMBELINE**  
PARIS



# **Partnership**



# Partner

n.m – A person with which one is *associated*.

Person with whom you discuss, you *converse*...

Person, group, countries, with which we are  
*relationship* within a social and economic whole.

# Chance?

Is it by chance that Cymbeline is recognized as an exclusive French designer label in global bridal industry?

For over 40 years, Cymbeline appears on worldwide catwalks, with a unique expertise, recognised by all.

The design studios & work rooms create exceptional styles which contribute to the dynamism and success of Cymbeline's exclusive boutiques.

Being a *Partner* of Cymbeline, is to stay *Independent* while enjoying the positive force of a group and its dynamism.

A *proven* concept,

National and international *advertising*,

An *exclusivity* of a catchment area,

The *simplicity* of a clear contract and attractive financial conditions,

The *support* throughout your project and a *participatory* synergy.





## **Independent**

You are master and you remain responsible for your legal structure, which is completely independent.

You can participate in meetings between partners on the style, type, commissions, communication ... And you attend previews of collections.

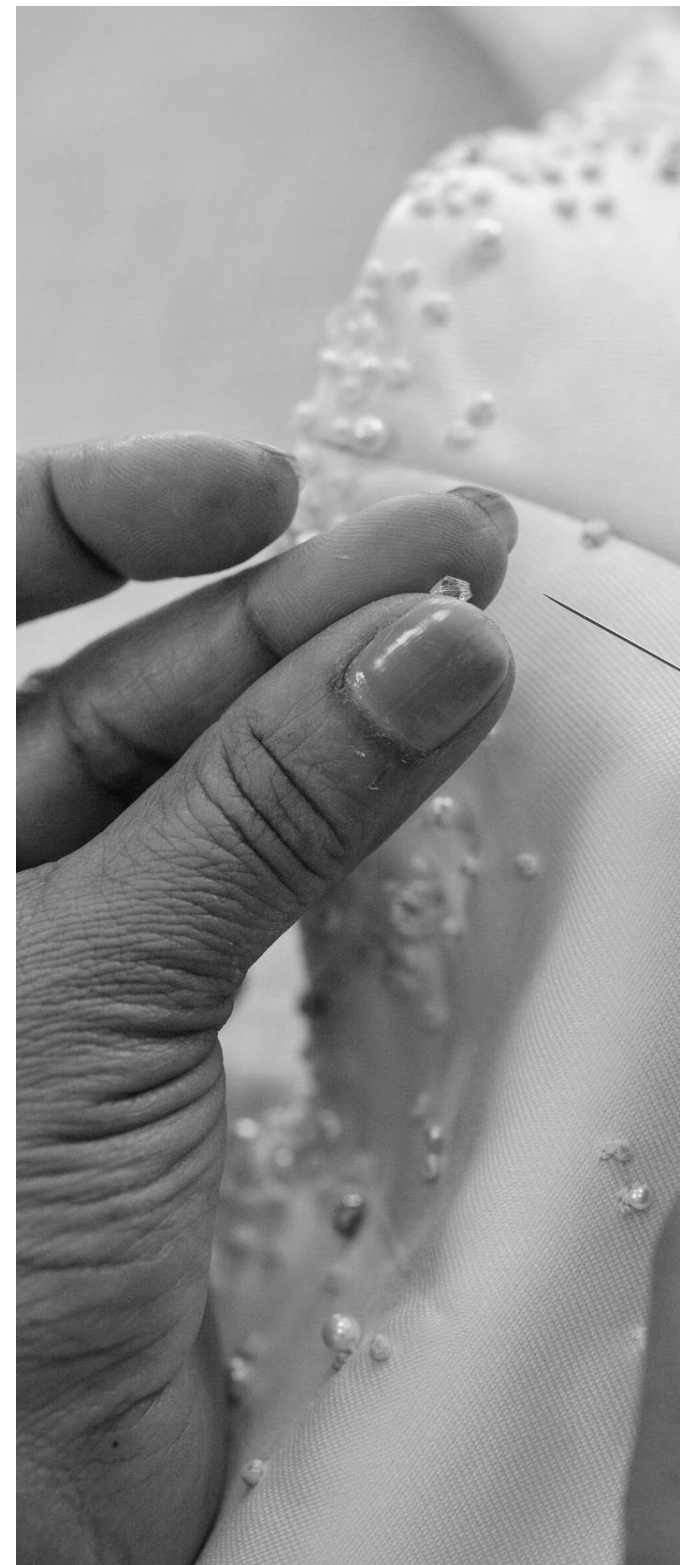
You benefit from the positive synergy of a group of independents like you.

## **A clear & flexible contract**

- € 15,000 entry fee, with a five year contract extension.
- € 3,500 annual fee royalties.
- Area exclusivity guaranteed.
- 10% discount on the independent bridal boutiques to amortise the entry fee on average less than 2 years.
- Sales floor of between 50 m<sup>2</sup> of 100 m<sup>2</sup>, (depending on the size of the city) and 3 m minimum of shop frontage.

## **A proven concept**

17 shops in France and 7 shops abroad.





## Communication & Awareness

Cymbeline is the French designer label on the high street.

Every year, we are seen on the catwalks across Europe and the worldwide. So we enjoy numerous press articles in fashion magazines worldwide.

All is supported by international advertising campaign in the wedding magazines highlighting the partner's network.

Internet, social media, and many marketing actions are supporting all the Cymbeline shops.



## Testimony from Mr. Prati

Cymbeline Marseille shop, France

Opening in December 2001

*"18 years ago, I had the opportunity to open a partner shop with Cymbeline in Marseille.*

*I can be pleased this choice, today we are one of the referent shops leading Marseille ".*

## Our Partners are those who say it best

### Testimony from Mrs. Dubois

Cymbeline Fontainebleau shop, France

Opening in September 2015



*"We already had a very influential Multibrand shop in our area. My daughters & I wanted to strengthen our position and chose to open an exclusive boutique Cymbeline at Fontainebleau. We received real support throughout the process, assembly of our project to launch the store. Today, the result is up to our and success is on the cards. Thank you Cymbeline! ".*





### **Testimony from Mr. Witkowski**

Cymbeline Lille and Arras shops, France  
Opening 2010

*"5 years ago, I become manager of my first Cymbeline shop being the reference shop in my town, I found my way. Throughout this period, I had an accompaniment of Cymbeline and myself I was able to participate in meetings of style and products collections.*

*In 2015 I had the opportunity to open a second shop in Lille and concretizing my dream. "*

### **Testimony from Mrs. Bressiani**

Cymbeline Campinas shop, Brazil  
Opening August 2013



*"We opened a shop Cymbeline two years ago, just next to our first shop Multibrand Casamarela Noivas. This allowed us to create a real pole of attraction for both shops and success was the rendezvous.*

*Today, we start on exactly the same pattern in Sao Paulo, opening a Cymbeline boudoir boutique. We have a real partnership with Cymbeline, and we feel confident and monitoring, despite the thousands of kilometers that separate us. The name Cymbeline is magic! "*





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