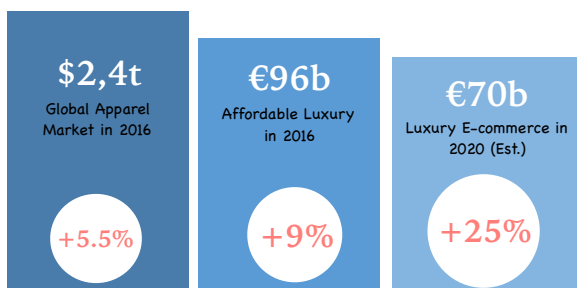




KREATEURS

A Curated “Net-a-Porter” Marketplace & Pop-Up Stores Offering a Selection of French Designers at a Fair Price

Market

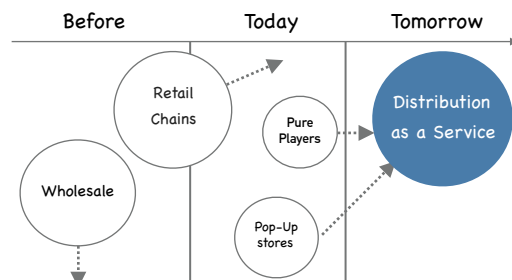


Affordable Luxury is growing 9%/y over the last 3 years

Opportunity

Emerging ways of selling products for new brands: pure players and pop-up stores.

There's no **all-in-one** player with a Premium positioning.



Problem

Few Brands of Poor Quality lead the market while small designers don't have access to shops: Wholesale gets smaller and Retail Chains more powerful. Clients are **getting bored** with a commodity offer.

Solution

Distribution as a service for independent designers via a curated **omnichannel platform**.

Team

Inga
CEO



Anne-Laure
CDO



Anne-Charlotte
CAO



Computer Sciences degree, MBA in Fashion. Obtained a Grant to come to France at age of 23. 10Y experience in Mobile Marketing & Sales at CAC 40s.

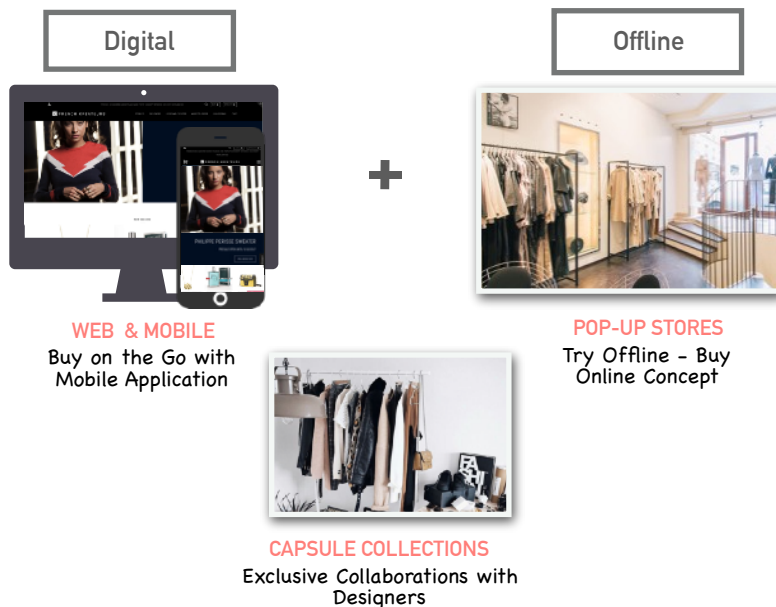
Master in Multimedia and Graphic Design from ESAG Penninghen. 15Y+ experience in Digital at Luxury companies: Omega, BMW, Bottega Veneta, Chaumet, Chanel, Hermes.

Master in Arts at Penninghen and a Photography diploma. Worked for Le Bon Marché, Elle, Vogue, Grazia publications. 10Y as Art Director & own design studio.



Business Model

Monthly fee and commission on sales. 3 formulas mixing up Online & Offline presence on our platform.



Financials: we are profitable in 3 years

	2018	2019	2020	2021
Revenue	405 k	1,1 m	2,4 m	4,7 m
Costs	645 k	1,3 m	2,3 m	4,2 m
Gross Margin	37 %	37 %	39 %	40 %
Profit	-240 k	-139 k	91 k	565 k

Why Invest?

- **Easy global scalable** business
- **Full ecosystem** for **unlimited number** of designers: **mobile, web** and **physical** stores.
- Growing number of **independent designers** who will need a space to sell with a relevant positioning.
- Future **leader** of accessible distribution for designers on a **growing market**.
- There's **no fixed location & stock costs**
- Marketing costs **are lower** compare to pure-players
- **Scalable services** for designers with multiple positions for **subscriptions** (reporting, customer data, location etc.).

Achievements

- Pop-up: **6k visitors** - **30 designers** (in 6 months)
- Marketplace: **34% of growth/Y**
- Average Order Value : **€200**
- Loyalty: **up to 6 orders/customer**
- Contracts/Pop-ups: **10 designers**
- Marketplace: **50 designers**
- **20k Followers** on social networks
- **€2,5k** one-shot spent in a Pop-up

1st Funds Raised: €120k



Partners



Funding

€ 450 000*

Marketing (22%)	100 000
IT (15%)	70 000
Staff (58%)	260 000
Admin/Legal (4%)	20 000

*Already funded

WWW.KREATEURS.COM

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