



Little Marcel

PARFUMS

Little Marcel



(Little) Introduction

Little Marcel is a French fashion brand created in 2005 by a couple of retailers in a seaside resort in the south of France.

The success story of Little Marcel begins with the creation of a sleeveless shirt "le marcel", the model colored stripes and logo to the aspect of "pupil's writing" triggers a rare enthusiasm, the first production of 1000 pieces has been sold out during the week.

The brand celebrate its 10th anniversary this year, now employs 150 people, generates 30 million Euros in turnover, 80% in France and is present in 1,500 sales outlets stores in metropolitan France.



Little Marcel



(not little) SUCCES STORY

Little Marcel declines today more than 700 models (dresses, shirt, sneakers ...) and has sold 1.5 Million products in 2013.

Besides the quality of his clothes, his success also depends on the depth of its offering of accessories.

By expanding into watches, eyewear, luggage, stationery (1st License Clairefontaine in turnover), Motorcycle helmets, shells, phone and tablet, Little Marcel has become a key brand in the French landscape and still refuses to supermarkets.



Little Marcel



Since 2013 Little Marcel has also launched Golf line ...

(not little) SUCCES STORY continuation...

With its success in every market it enters, the brand is requested in 2012 by the automaker Suzuki to dress a special edition of the Swift model.



Swift
Little Marcel



... And take the start of the Route du Rhum 2014



Little Marcel



(not little) SUCCES STORY continuation...

CO-BRANDING and limited edition with
CONVERSE & NESTLE



Little Marcel

SOCIAL NETWORK

More than **500 000 friends** on Facebook !
A **record** for a national brand

Exemples :

Kookaï 200 K

Lolita Lempicka 270 K

Amor Amor de Cacharel 800 K (international brand and much more older)

Little Marcel Vêtements

503 094 mentions J'aime

Invitez vos amis à aimer cette Page

À PROPOS

- Marque de prêt à porter
- <http://www.littlemarcel.com/>

Suggérer des modifications

Message sur le mur

Écrivez quelque chose sur cette Page...

Little Marcel a partagé un lien.
23 septembre

Plus qu'une heure !! -50% sur la catégorie outlet du site :
<http://littlemarcelstore.com/496-outlet> à partir de 2 articles..

Outlet - Little Marcel
littlemarcelstore.com

KOOKAÏ Vêtements

209 831 mentions J'aime

Invitez vos amis à aimer cette Page

À PROPOS

- www.kookai.fr Bienvenue sur la page officielle Kookaï. Retrouvez nos dernières actus, nos bons plans et plongez dans nos coulisses !
- <http://www.kookai.fr/>

Kookaï se met à l'heure de la Fashion Week de Paris

Connectez-vous ou créez votre compte, et découvrez nos 11 pièces de la saison jusqu'à -50%

Show devant et affûtez votre style >> <http://bit.ly/Fashion-Week-Kookaï>

Lolita Lempicka Santé/Beauté

271 542 mentions J'aime

Invitez vos amis à aimer cette Page

À PROPOS

- Lolita Lempicka sublime la parfumerie en inventant des parfums qui émerveillent et touchent le cœur des femmes comme celui des hommes.
- <http://www.parfumslolitalempicka.com/>

Cette année, le conte de l'Eau de Minuit se réinvente...MINUIT SONNE ! Les séductrices ont rendez-vous avec l'absolue féerie...Une nouvelle Eau de Minuit pour cendillons des temps modernes...

Le rêve est à portée de désir, le désir à portée de rêve...

Découvrez la nouvelle Eau de Minuit, MINIUT SONNE : <http://bit.ly/1mKaUoc>

Amor Amor de Cacharel Société

831 144 mentions J'aime

Invitez vos amis à aimer cette Page

À PROPOS

- Suivez la web série d'Amor Amor ! Follow Amor Amor web series ! Siga la serie web de Amor Amor ! Siga a webserie de Amor Amor !
- <http://www.amoramor.com/>

Message sur le mur

Écrivez quelque chose sur cette Page...

Amor Amor de Cacharel il y a 22 heures

Petite vue du plateau du tournage de la nouvelle pub Amor Amor... Hâte de savoir ce qui en ressortira à l'écran ?

#ConstellationOfLove #StayTuned



More than one million followers across all social networks

The collage consists of numerous social media posts, each featuring a woman in a colorful, striped bikini or top. The posts are arranged in a dense, overlapping grid. A large, semi-transparent white banner is centered across the collage, containing the text "More than one million followers across all social networks".

Visible social media posts include:

- boolechats Ba Nou**: 3w Amaro
- oceaner_rhy**: 25 days ago, 275 likes, 15 comments
- calixfitness**: 29 days ago, 100 likes, 1 comment
- kelly75xx**: about 2 months ago, 55 likes, 3 comments
- charlottedgz**: about 2 months ago, 110 likes, 0 comments
- gretamoncayo**: Greta Moncayo
- salome_lgh**: 2 months ago, 8 likes, 1 comment
- audreyhoudin13**: Audrey Houdin
- julia_divr**: 30 days ago, 14 likes, 0 comments
- katriinalilli**: 3 months ago, 15 likes, 0 comments
- sans_scrupules**: 3 months ago, 15 likes, 0 comments
- jennii_mx**: about 1 year ago, 15 likes, 0 comments

Other visible text includes "Little Charcoal" on a bikini, "boolechats Ba Nou", "oceaner_rhy", "calixfitness", "kelly75xx", "charlottedgz", "gretamoncayo", "salome_lgh", "audreyhoudin13", "julia_divr", "katriinalilli", "sans_scrupules", "jennii_mx", "boolechats Ba Nou", "oceaner_rhy", "calixfitness", "kelly75xx", "charlottedgz", "gretamoncayo", "salome_lgh", "audreyhoudin13", "julia_divr", "katriinalilli", "sans_scrupules", "jennii_mx".

Little Marcel

festive

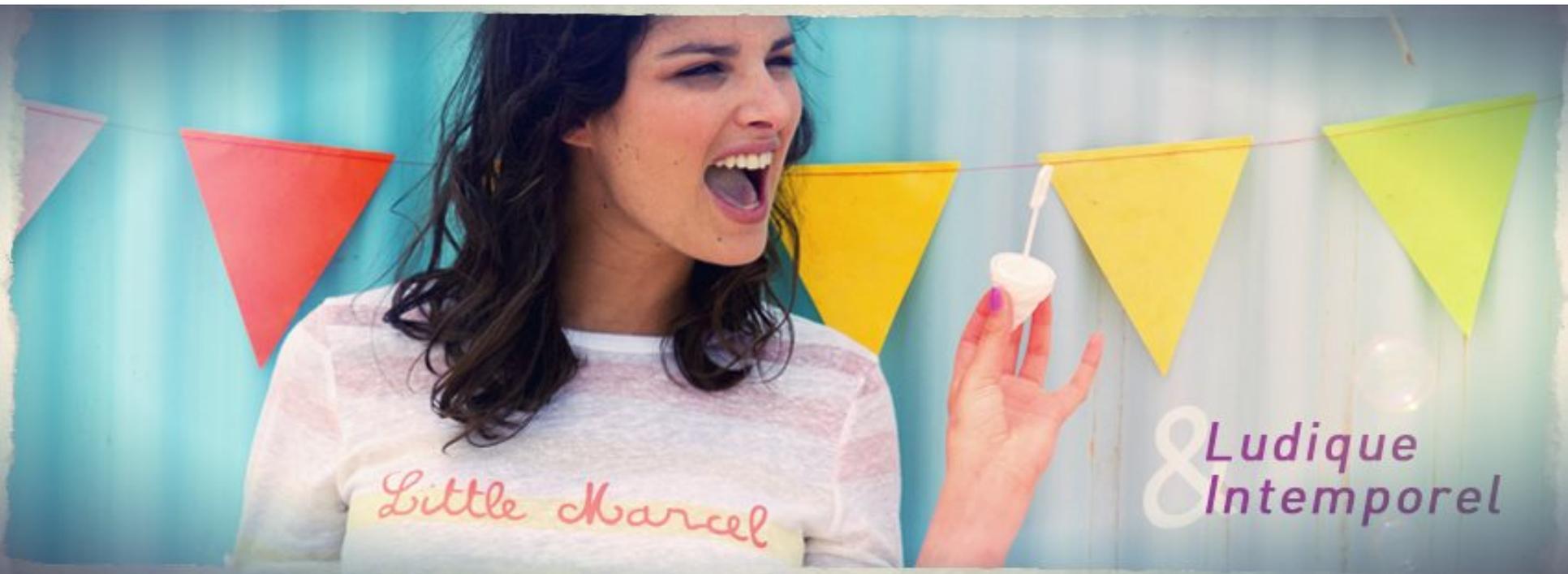
fashion

colors

popular

DNA of the brand

joy



fun

happyness

timeless

playfull



Little Marcel



DNA

Little Marcel is one of the most recognizable fashion brands, with its colors and stripes.

However, the diversity of models launched during each collection (700 models per year), allows the brand to diversify to conquer a wider audience and not just only his first codes that were colored stripes, spot, stars .

Distribution of Sales by Categories



parfums
Little Marcel



Little Marcel^{parfums}



(Little) Pitch

To celebrate its **10th anniversary** in the spring of 2015, Little Marcel launch its first fragrance collection; **3 100ml for woman** with 3 clearly identifiable fragrances.

Objective: To capitalize on the hundreds of thousands of fans and attract more customers: (**430,000** friends on Facebook and **one million** followers of all networks).

The target heart corresponds to the one of the brand, a woman between **15 and 35 years**, the target may be extended from 12 to 50 years

Little Marcel does not claim as a luxury brand, but as a fashion brand timeless and festive.

The perfume price positioning respects the brand's DNA.



Little Marcel^{parfums}



Little Marcel^{parfums}



Little Marcel^{parfums}





Sylvie de France is one of the most famous French designer of the moment (Repetto, Lolita Lempicka, Elie Saab, Nina Ricci) she signs the design of the first Little Marcel fragrances full of playfull.

For her:

"Little Marcel brings together all those who are marked by the same aspirations: cheerfulness, comfort, timeless"

The bottle expresses all these facets of the brand, a bottle for the same desire: to be simply beautiful and well!



Object of the familiar style, curvaceous, all round that we want to take in hand.

The bottle is decorated with these unavoidable scratches "Little Marcel" polished and frosted.

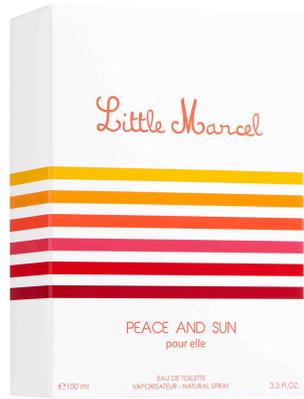
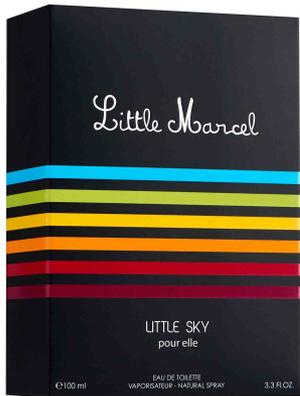
The glass thickness gives it a beautiful light and a look that is both strong and gentle.

The bottle is dressed with a ribbon in the colors of the brand, which adds it more sewing, both light and a little scoundrel.



The packaging is signed Little Marcel, very recognizable with these very known color codes.

Little Marcel parfums



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Little Marcel



LITTLE SKY



A swirl of Freshness, dizzying happiness.
An anticyclone to moroseness.
A "feel good fragrance" stunning gaiety

LITTLE SKY

Floral, Fruity, Woody, Musky, Citrus

Top Notes: Lemon, Mandarin, Cassis,

Heart Notes: Peach, Rose, lily,

Base Notes: White Wood, Sandalwood, Musk



Little Marcel



PEACE AND SUN



PEACE AND SUN

Oriental Solar

Top notes: Bergamot, Lime, Jasmine,
Heart Notes: Tiare Absolute, Orange Blossom, Violet
Base Notes: Raspberry, Vanilla, Musk



Reminiscent of a journey towards the Oceans road, where the bright sunshine warms the hearts and beaches.

A Solar agreement captivating notes, fresh notes contrast heads with the scent of sweet Tiaré Absolute and vanilla blend of velvety musk and give this creation a prolonged holiday accent.

Little Marcel



PURPLE LOVE



Top Notes: Strawberry, Lemon, Pear,
Heart Notes: Iris, Jasmine, Orange Blossom
Base notes: Caramel, Tonka, Vanilla, Patchouli

The senses are dazzled by the mischievous notes of this seductive score. The strawberry scent of Purple Love, the 3rd fragrance, will awaken your taste buds and enchant your nose. For the pleasure of women who are still little girls at heart or who are delighted by powdery-sweet treats...

The top note blends strawberry with the luminosity of lemon and the juicy flavor of pear. At the heart, orange blossom is gently rocked by the sweetness of jasmine and iris. The sensual, captivating closing is composed of vanilla and patchouli with a touch of caramel and tonka to caress your skin.



parfums
Little Marcel



Rayez vos idées noires !





MERCHANDISING SUGGESTION

Little Marcel parfums

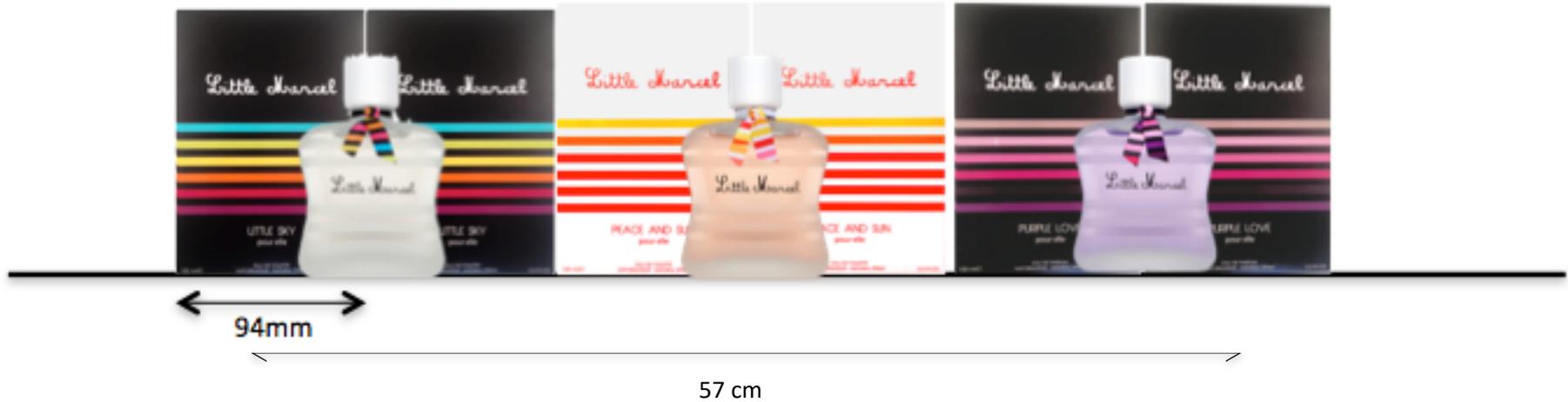


Little Marcel parfums



Little Marcel parfums

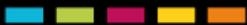
PLANOGRAM LITTLE MARCEL 100 ML SHELVES 57 CM



Référence	EAN	Description	Facing	Stock/facing
LM30200	3439660302006	EDT Little Sky	2	6
LM30100	3439660301009	EDT Peace & Sun	2	6
LM30300	3439660303003	EDP Purple Love	2	6

MERCHANDISING SUGGESTION

Little Marcel parfums



Little Marcel parfums



Little Marcel parfums

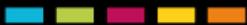
PLANOGRAM LITTLE MARCEL 100 ML + 30 ML SHELVES 43.2 CM



Référence	EAN	Description	Facing	Stock/facing
LM30200	3439660302006	EDT Little Sky 100 ML	1	3
LM30230	3439660302303	EDT Little Sky 30 ML	1	3
LM30100	3439660301009	EDT Peace & Sun 100 ML	1	3
LM30130	3439660301306	EDT Peace & Sun 30 ML	1	3
LM30300	3439660303003	EDP Purple Love 100 ML	1	3
LM30330	3439660303300	EDP Purple Love 30 ML	1	3

MERCHANDISING SUGGESTION

Little Marcel parfums



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Little Marcel parfums

PLANOGRAM LITTLE MARCEL 100 + 30 ML SHELVES 72 CM



Référence	EAN	Description	Facing	Stock/facing
LM30200	3439660302006	EDT Little Sky 100 ML	2	3
LM30230	3439660302303	EDT Little Sky 30 ML	1	3
LM30100	3439660301009	EDT Peace & Sun 100 ML	2	3
LM30130	3439660301306	EDT Peace & Sun 30 ML	1	3
LM30300	3439660303003	EDP Purple Love 100 ML	2	3
LM30330	3439660303300	EDP Purple Love 30 ML	1	3

POS SHELVES

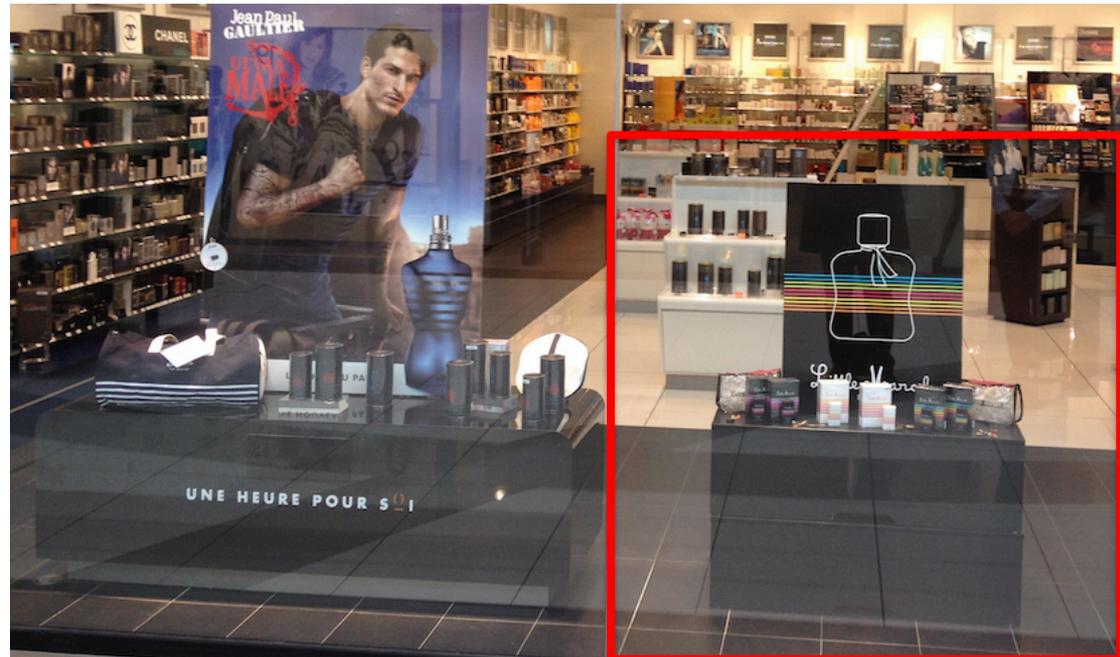
Little Marcel parfums



Little Marcel parfums



Little Marcel parfums



GWP

Little Marcel parfums



Little Marcel parfums



Little Marcel parfums



little marcel
 du 06/04 au 10/04
 10 Parfums à gagner
 de la gamme Little Marcel (30ml)
Jeu Facebook par tirage au sort



Little Marcel
Page aimée · 6 avril ·

[CONCOURS] La famille des parfums Little Marcel s'agrandit 😊

À l'occasion du lancement des formats 30ml, tentez de gagner un des dix 30ml mis en jeu !

Pour jouer: ... Afficher la suite

J'aime Commenter Partager

1.6 K Meilleurs commentaires

837 partages 1,4 K commentaires

Patricia Moinard bonjour, joli ces petits flacons.. j'avoue que s'est bien pratique pour les vacances !! j'adore !! je tente avec plaisir et invite Marie France Baccellini Nathalie Cobbler à participer.. merci pour ce concours, bonne journée
J'aime · Répondre · 1 · 6 avril, 15:31

Laetitia Kirchner bonjour ces flacons sont vraiment très jolis j'adorerai pouvoir essayer l'un de ces parfums. Je tente ma chance avec plaisir, j'invite Justine Ga, Caroline Garledo, un grand merci à vous pour ce concours et très bonne fin de journée
J'aime · Répondre · 2 · 6 avril, 12:05

Sylène Kessal bonjour, je tente ma chance cela serait formidable de gagner ! je vous remercie de penser à nous, je like et partage J'invite Florence LE Pull Anais Lopez belle journée a vous ...
J'aime · Répondre · 1 · 6 avril, 11:28

Jessica Courapied Bonjour merci beaucoup pour
Votre commentaire...

Accueil > Actus > Gagnez votre coffret musique Purple Love de Little Marcel !

RÉAGIR À L'ARTICLE 85 0 0 0

Gagnez votre coffret musique Purple Love de Little Marcel !

Le 25/04/2016

Jouez sur NRJ.fr et tentez de gagner un des 50 coffrets Little Marcel, comprenant un parfum Purple Love et un casque audio !



Gagnez votre casque et votre parfum "Purple Love"

Glamour et Acidulée, une explosion très canaille au sillage gourmand qui reflète un univers fait de contrastes, entre fraîcheur fruitée et cœur sensuel, c'est bel et bien la gourmandise qui l'emporte dans un sillage enveloppant.

JE JOUE

Thank you !



Little Marcel



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