

The image features a background of white marble with intricate, greyish veins. Centered on this background is the word "majje" in a bold, lowercase, gold-colored sans-serif font. The letters are thick and have a slight shadow, giving them a three-dimensional appearance as if they are floating above the surface.

majje

PARIS



# maje

PARIS

*Dans la gamme solaire, le modèle MJ 5000 interprète avec modernité et en version oversize les mythiques « œil-de-chat » en acétate bicolore. Sur la moitié supérieure, une incontournable acétate écaille de tortue, pressée de façon artisanale, évoque les horizons de paysages exotiques.*

For the sunglass collection, a modern interpretation of an oversized cat-eye, MJ5000 is comprised of a two-colour acetate frame. On the top half, a striking, hand pressed multi-layered tortoiseshell-inspired pattern is reminiscent of exotic landscapes.





## AFTER 4 WEEKS AND 9 REPS

Maje Optical — 1,800p

Maje Sun — 1,300p

About 100 accounts open



The background is a white marble with intricate grey and black veining. The word 'majje' is centered in a gold, lowercase, sans-serif font.

majje

PARIS



# FROM A “FAMILY AFFAIR” TO A SUCCESS STORY

MAJE STANDS FOR  
**M**OYAL  
**A**LAIN  
**J**UDITH  
**E**VELYNE

- Born in Morocco in a family of 5
- She started working with her sister at Sandro when she was 18
- Judith and Alain founded Maje in 1998
- 2003 first Maje retail store in Paris
- 2010 creation of SMCP Group
- October 2016 Buyout of the group by Shandong Ruyi Technology Group for 1,3 billion €





# KEY FIGURES

**313M€ /**  
**40%**

% TURNOVER SMCP FOR MAJE

**1998**

CREATION OF MAJE

**457**

POINTS OF SALE (INCLUDING  
PARTNERS, & ONLINE POS AS OF  
DECEMBER 2016)

**1445**

EMPLOYEES WORLDWIDE

**36**

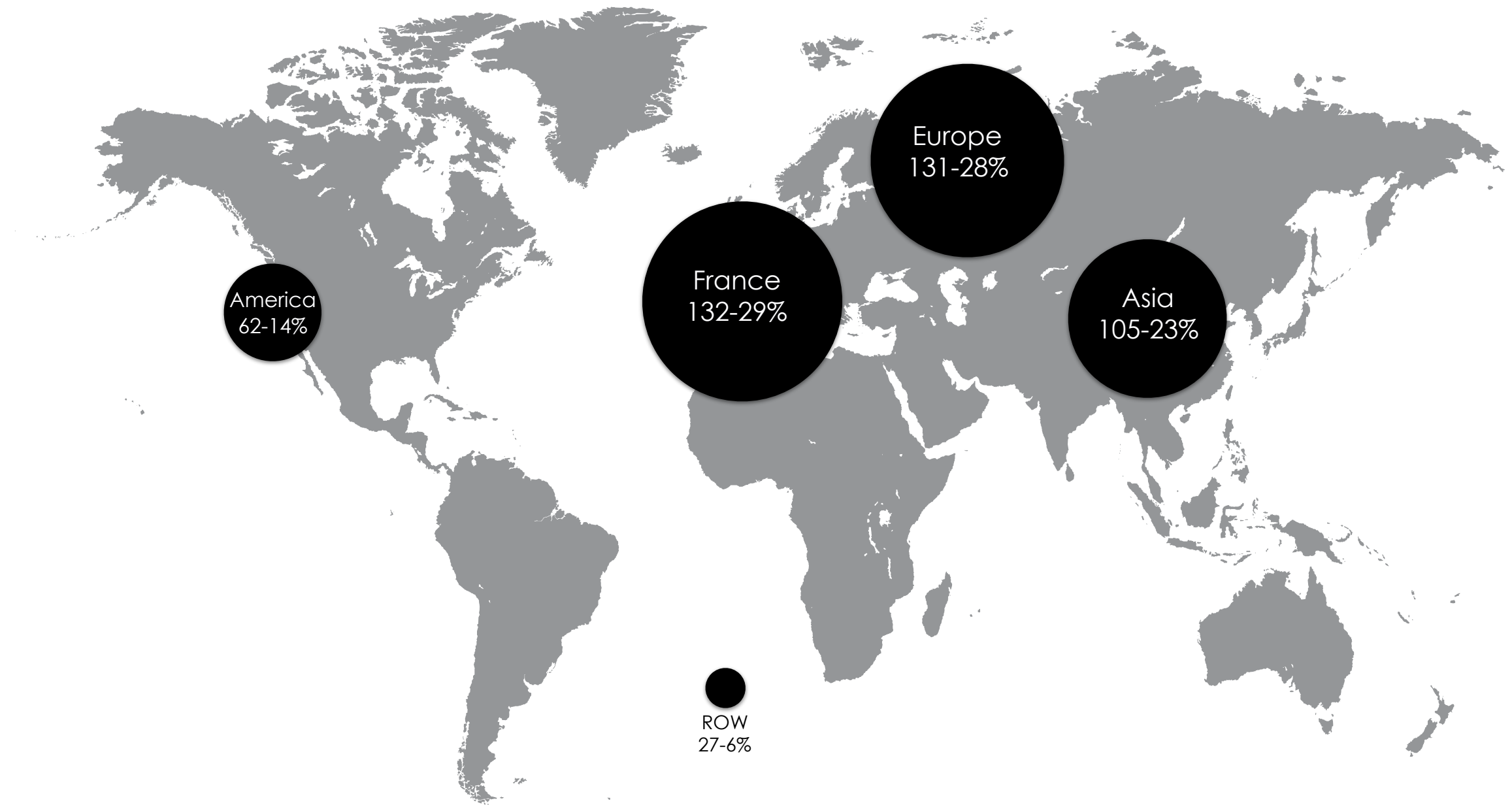
COUNTRIES (INCLUDING PARTNERS)





# AN INTERNATIONAL BRAND

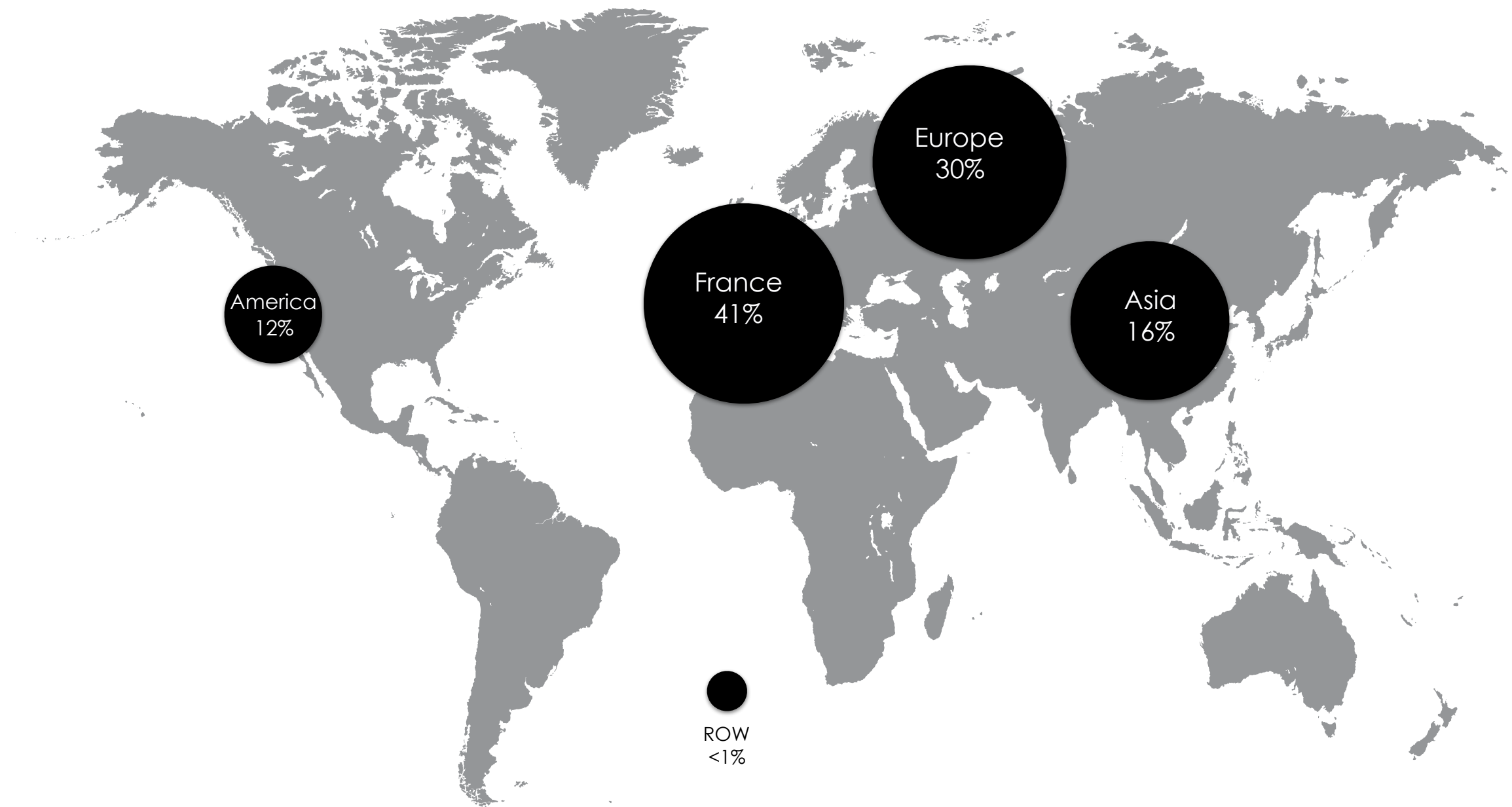
457 POS WORLDWIDE - 36 COUNTRIES





# AN INTERNATIONAL BRAND

TURNOVER 313 M€ +15% GROWTH (2015 VS 2016)





# NEXT OPENING

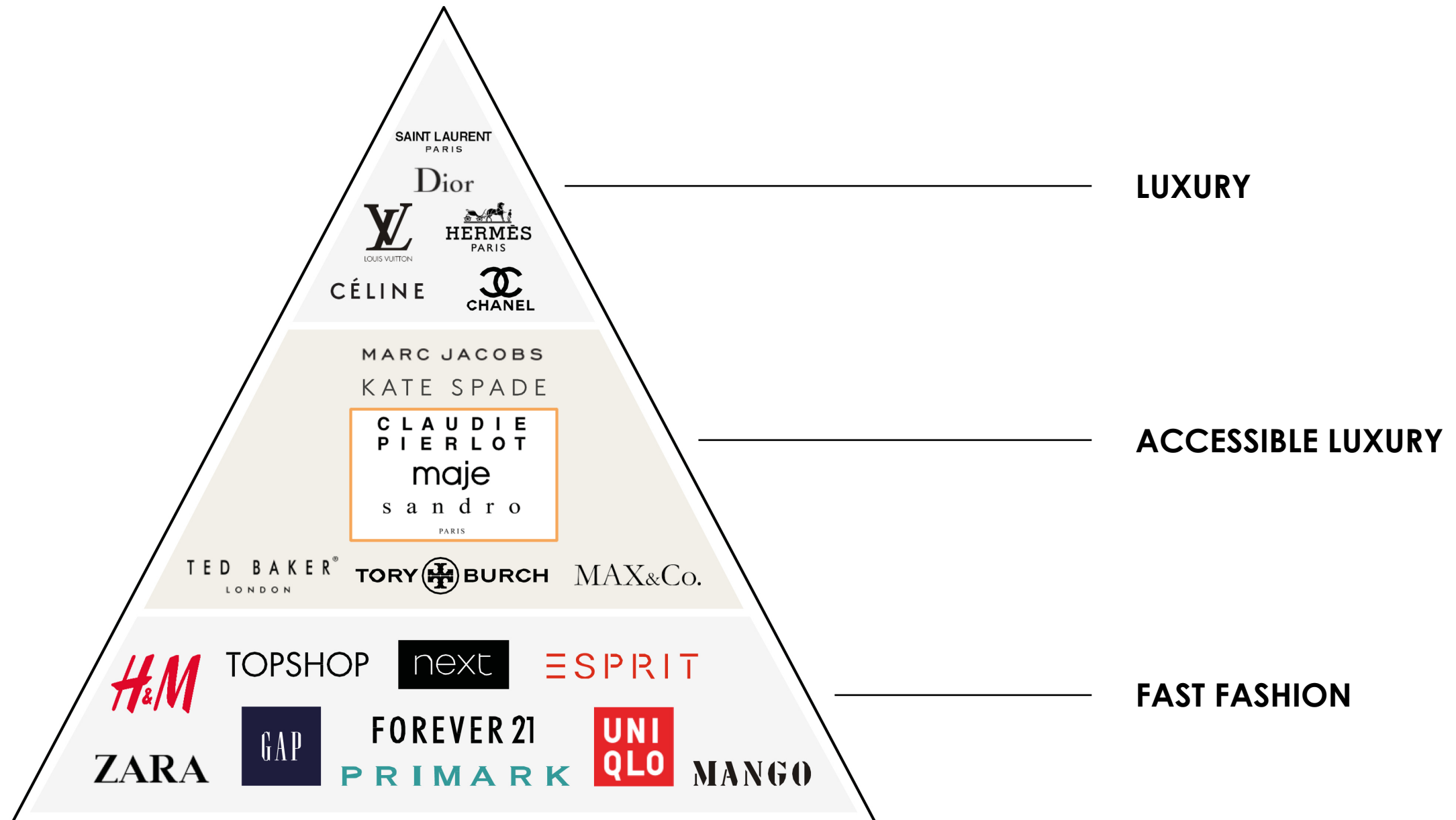
CARROUSEL DU LOUVRE: JANUARY 2018

FLAGSHIP IN LONDON REGENT STREET: FEBRUARY 2018





# BRAND POSITIONING



# BRAND POSITIONING

## THE BEST OF LUXURY AND FAST FASHION

### LUXURY

Image  
Creative process  
Prestigious locations  
Store experience

### FAST FASHION

Product cycle  
Replenishment  
Retail pure-player  
Scalable store model  
Proximity  
Systems



# ARCHITECTURE OF THE BOUTIQUE





# MAJE TODAY... A GLOBAL BRAND

## VALUES OF THE BRAND

Freedom, generosity, sincerity, creativity,  
(strong details/mix of fabric), family spirit and warmth.

## CODES

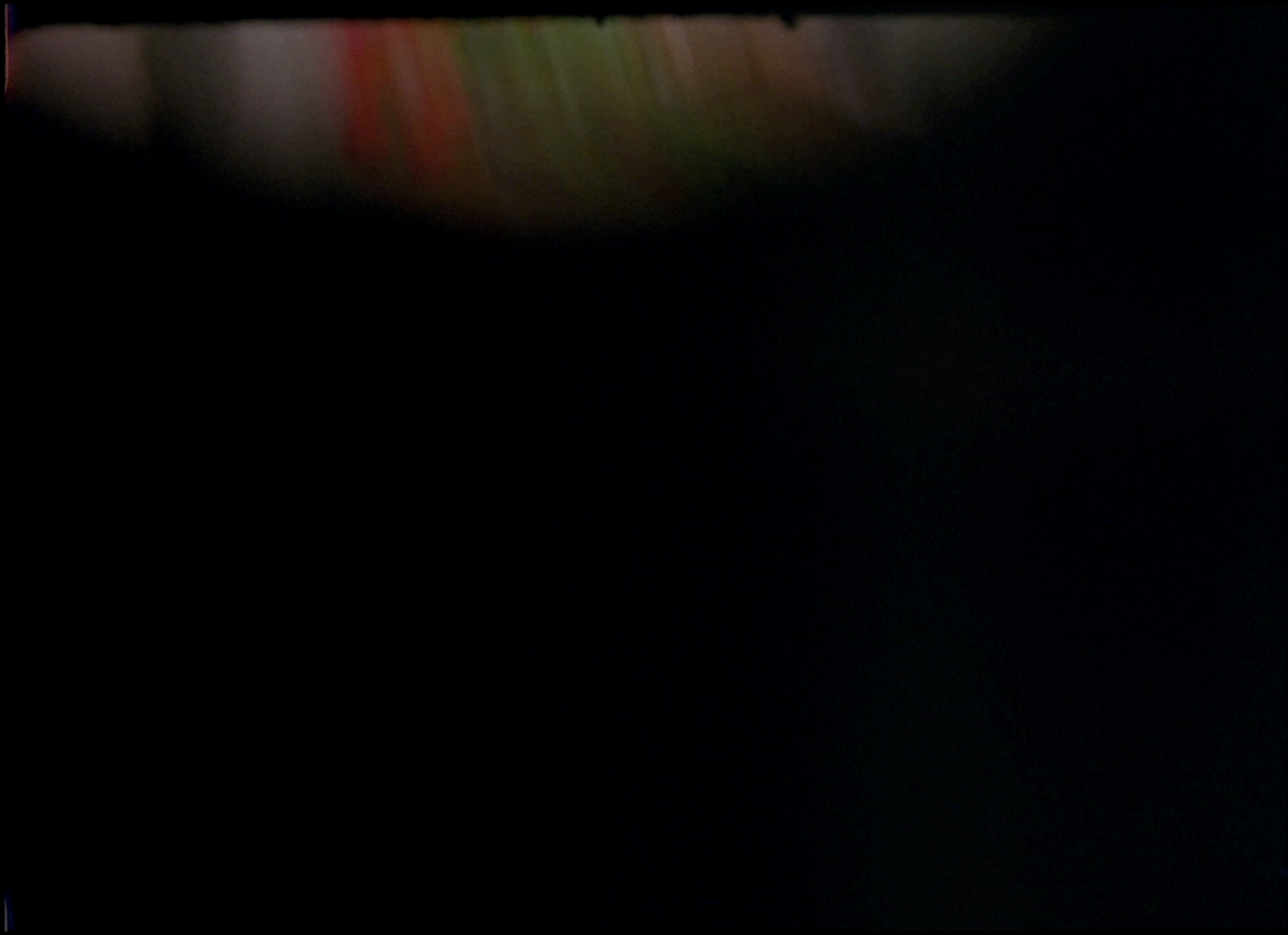
Femininity, modernity, free spirit, glamour, boldness

## MAJE GIRL

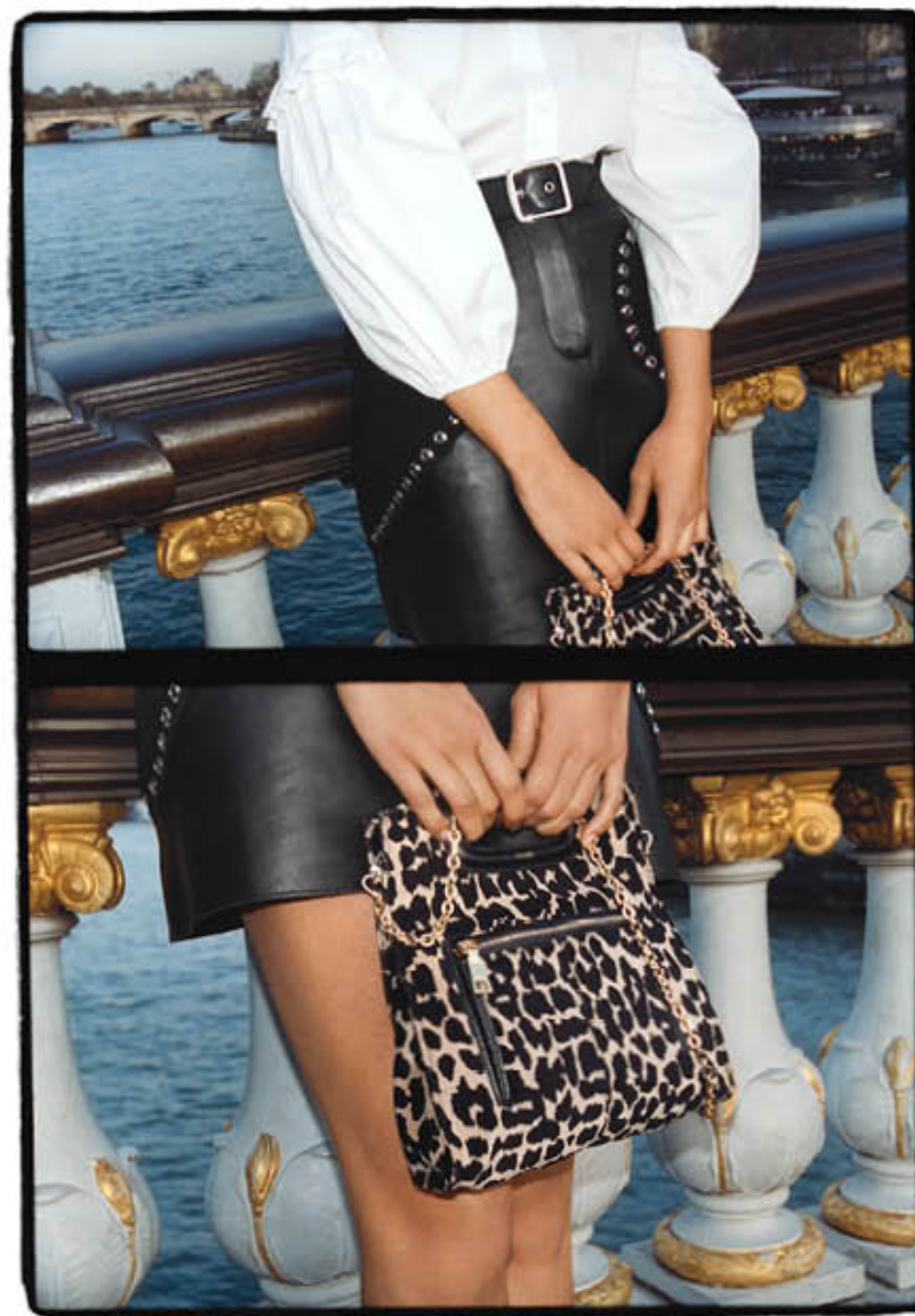
She's a seductive woman, instinctive and cool.  
She's young or young at heart.  
She needs a man's attention and she tests her assets.  
She's a fashion girl and she follows trends.  
She's an effortless chic woman, never overdressed, never total look.  
She's always chic.  
She likes to give a twist to her outfit.  
She loves music and to go out with friends.  
She also has this kind of bohemian touch but it is more in her attitude.  
It's more a way to translate this coolness.





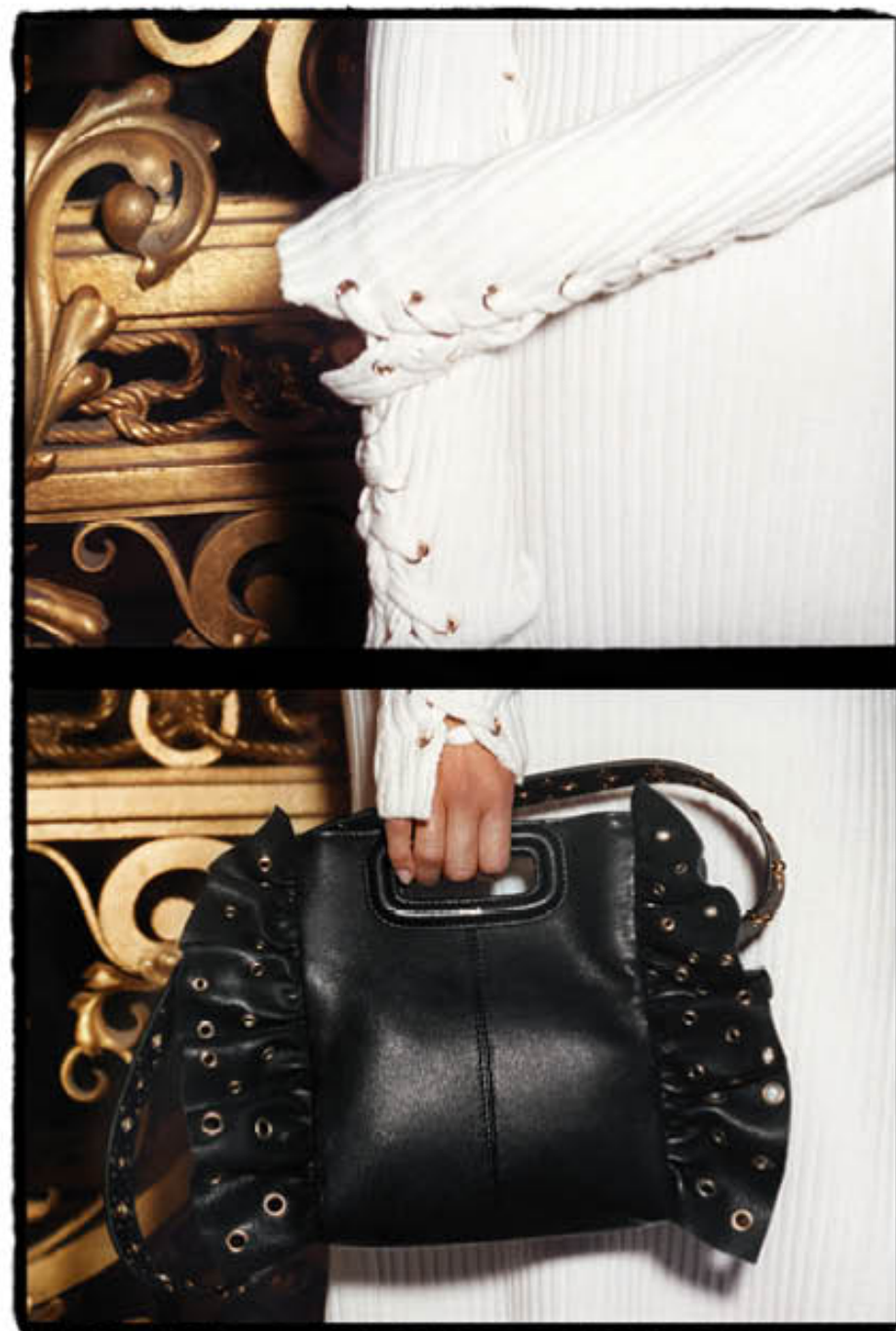






maje  
PARIS





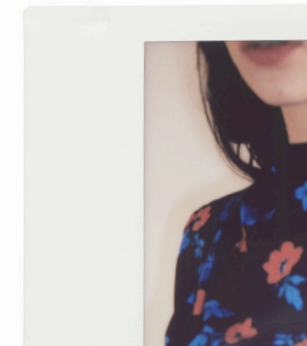
maje  
PARIS





maje

PARIS







**FALBY**  
Sandales en velours / Velvet sandals



**L Dance**  
Sac en velours / Velvet bag






L Dance  
Sac / Bag



INITIALES  
Médaille / Medal



The background of the image is a classic marbled paper pattern, often used for book covers or endpapers. It features a complex, organic design of swirling, vein-like patterns in shades of light gray, off-white, and pale beige. The overall effect is reminiscent of natural stone or mineral formations, with irregular, interconnected shapes and subtle gradients of color.

**THE 'M' BAG**



# THE 'M' BAG

A versatile and easy every day handbag that perfectly comprises the ethos of Maje; the bag is both bohemian and elegant, structured yet supple and can be carried on the shoulder or in your hands.

The story is of a versatile piece that launches a new chapter by Maje.

The M bag is developed sevenfold; five colorways in suede and two in leather, with the same finishing touches: visible stitches, embossed gold logo, raw-edge fringes to captivate the eye.





# THE 'M' BAG

40,000 bags sold in total since the launch in 2015.

France remains the number one market for accessories comprising 60% of the quantity sold.

Europe and in particular Spain, UK, Italy and Germany are markets with high growth potential.

China, Korea and the US the growth continues each season.





**B2B PRESS & SOCIAL MEDIA**



# BIEN VU MAGAZINE

## SEPTEMBER: 12,000 COPIES

Newsletter with press release and Nathalie interview  
Double page with optical and Sun campaign

## OCTOBER: 12,000 COPIES (+6,000 SILMO)

1 Page with Sun campaign  
1 interview of Joel Friederich







Accueil > Collection > Mondottica lance la première collection Maje, exclusivement féminine

**Collection**

### Mondottica lance la première collection Maje, exclusivement féminine

06/09/2017 | 15:45 [Soyez le premier à commenter cette news](#)



Facebook 1 Twitter 0 Google+ 0 LinkedIn 1 Email 0

Pour sa première collection lunettes, Maje revisite les seventies, époque souvent associée à la quête de liberté et à l'imaginaire glam-rock. La gamme, déclinée en optique et solaire, conjugue ainsi les influences vintage à une attention particulière apportée aux détails, pour se positionner sur le créneau du luxe accessible.

- Chez Maje, nous avons la volonté d'offrir le côté ludique des accessoires de mode mais aussi la qualité du luxe. Nous savons que la lunette est un accessoire technique, qui demande un réel savoir-faire de design et de montage. Voilà pourquoi nous nous sommes naturellement associés à Mondottica, nous explique Nathalie Raynaud, directrice accessoires Maje. Et, nous avons souhaité que tous les modèles soient inédits et qu'ils ne se trouvent nulle part ailleurs -.



#### Une collection pour les femmes qui s'affirment en douceur

La première collection Maje se veut d'une féminité moderne avec des modèles (11 optiques et 11 solaires) qui éclairent le

VARILUX series  
UNE NOUVELLE DIMENSION DE VISION  
EN SAVOIR PLUS  
RETROUVEZ-NOUS AU SILMO

#### Les dernières annonces...

- Emploi Magasin Matériel
- Opticien Collaborateur H/F (CDI) Haute-Savoie**  
Optique Lefarge recrute une personne...
- Opticien Collaborateur H/F (CDI) Val-d'Oise**  
nous recherchons pour magasin keys dans...
- Agent - Commercial - VRP H/F (CDI) Ain Allier Ardèche**  
Participez à la renaissance d'Henry...
- Opticien Collaborateur H/F (CDI) Paris Hauts-de-Seine**  
Recherche de préférence Opticien(ne)s...

*Pensez à faire vos vitrines enfants*

SILMO HALL 6 - STAND F 115  
Paris Nord Villepinte  
Du 6 au 9 octobre 2017  
RENDEZ-VOUS SUR LE STAND VISION PLUS !

vision plus  
MARQUE DE PERSONNALITÉ  
350 magasins à retrouver sur vision-plus.fr

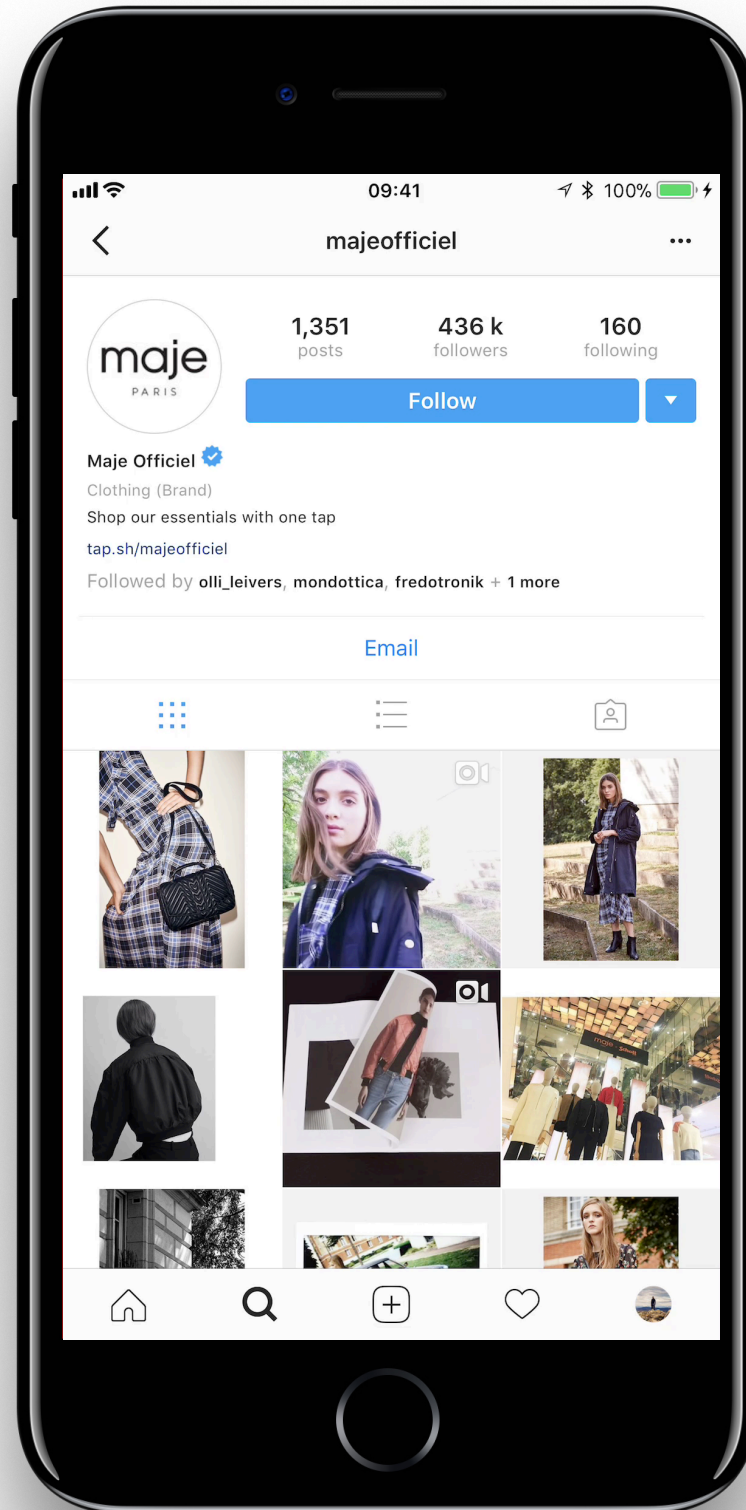
Bien entendre n'est plus un luxe  
Proposez à vos clients un équipement audio comparable aux meilleurs aides auditives... à seulement 20% du prix !  
Découvrez comment

#### Les dernières news...

- De la rubrique Publiées
- La gamme Bollé Sport Protective se décline en version adulte**  
18/09/2017 | 15:15

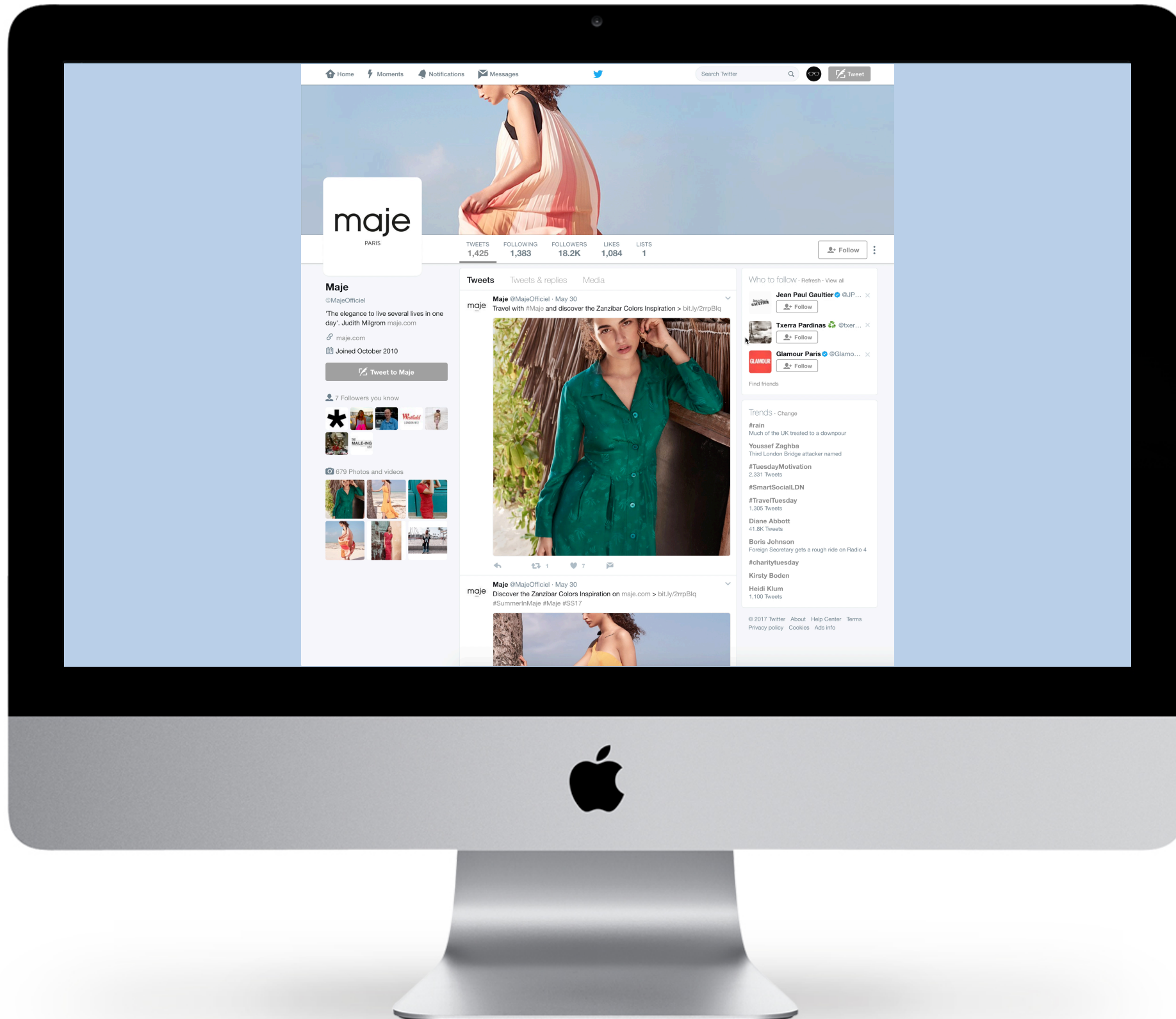


# Instagram — 436k Followers



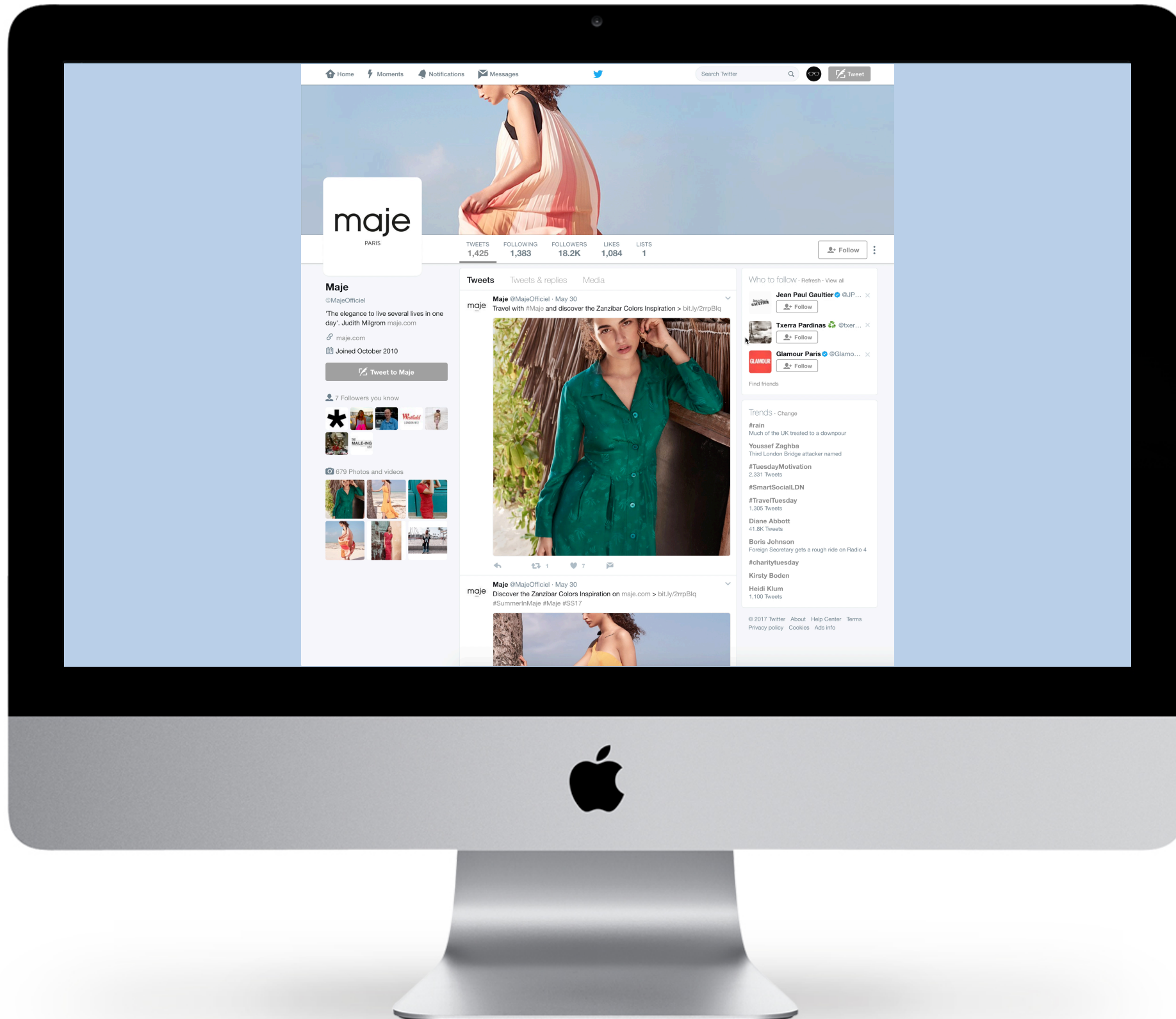


# Twitter — 18k Followers

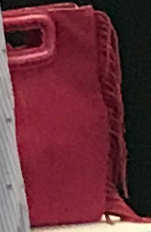




# Twitter — 18k Followers









The background of the image is a piece of marbled paper with a complex, organic pattern of grey, black, and white veins. The pattern resembles natural stone or biological tissue. The text 'STYLE SHOTS' is centered horizontally and vertically on this background.

**STYLE SHOTS**























The background of the image is a classic marbled paper pattern, often used for book endpapers. It features a complex, organic design of swirling, vein-like shapes in various shades of grey, taupe, and off-white, creating a rich, textured appearance. The patterns are irregular and flow across the entire surface.

**POS**



MERCHANDISING PACKAGES

SHOWCARDS

LOGO BLOCK

DISPLAY

MASTER WINDOW

BRONZE



SILVER



GOLD





Bronze





Silver





Gold

maje





Box, case and cloth





# HAPPY FEWS PARIS



**OPTIQUE CHARRON BYLONE  
RONDÉ PARIS 2**

## **PRIVILEGES**

- Exclusive window display from 20th September to 20th November 2017
- 10 Optical frames + 10 sun frames consignment
- High selectivity: 4 premium partners in Paris
- Avant-première and exclusivity (expected delivery in November for French opticians)

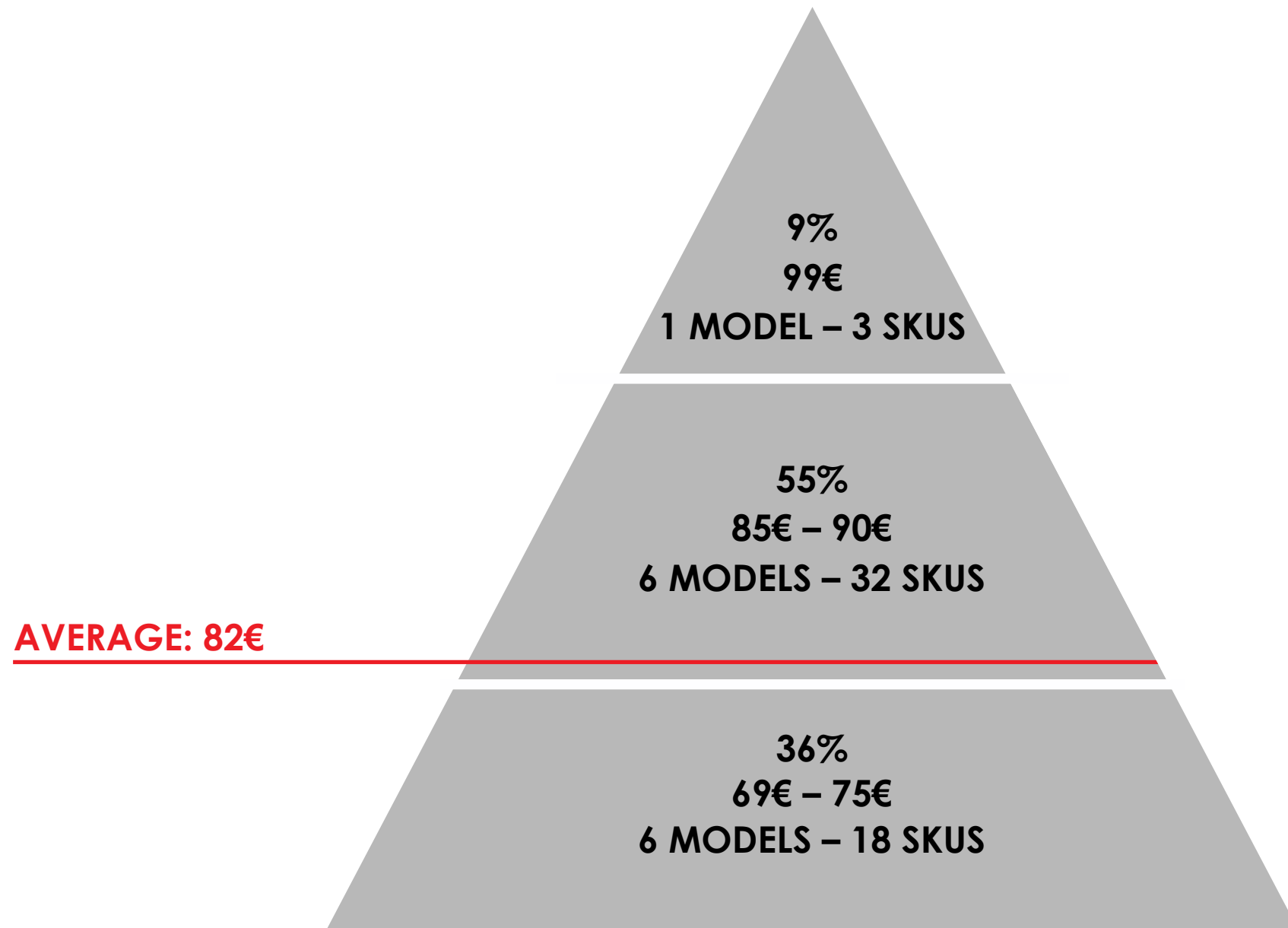


# **SELECTIVE DISTRIBUTION — 5 KEY POINTS**

- **A permanent display with a minimum of frames on the board display, depending of the market (country)**
- **Make a display of the brand 3 times a year and leave it in place at least 10 days**
- **The communication and sale on the Internet are prohibited.**
- **Stores agree to maintain at least 3 internationally renowned brands for sale at more than 185 euros for sale**
- **Stores agree to receive the salesman 3 times a year to allow the update of the product offer.**

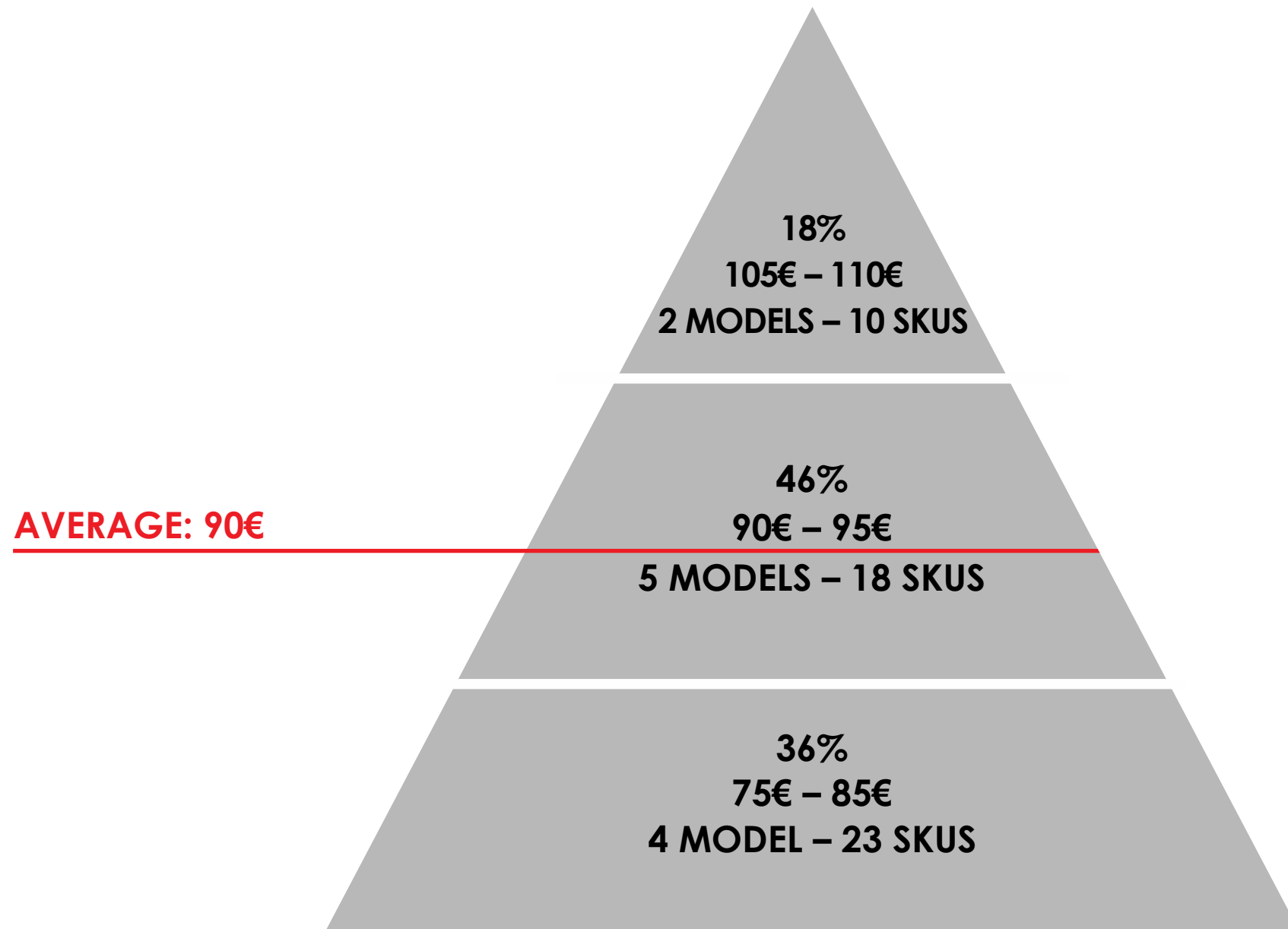


# PRICES — OPTICAL





# PRICES — SUN





The background of the image is a classic marbled paper pattern, often used in book endpapers. It features a complex, organic design of swirling, vein-like patterns in shades of light gray, off-white, and pale beige. The lines are irregular and fluid, creating a sense of movement and depth. The overall effect is reminiscent of natural stone or biological tissue.

**INSPIRATION**



INSPIRATION

maje  
PARIS



CUIR M



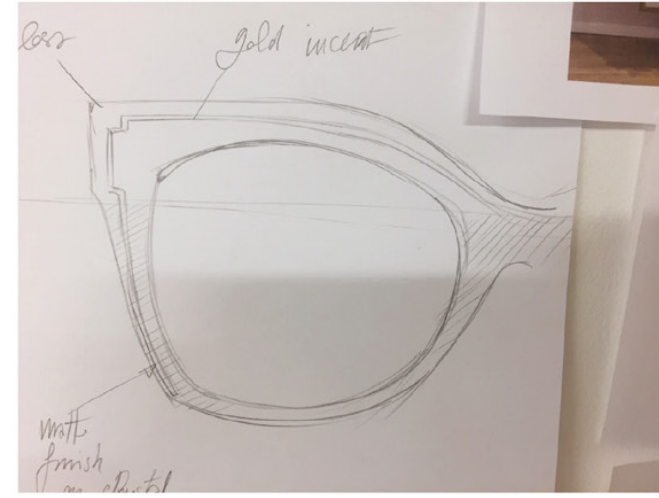
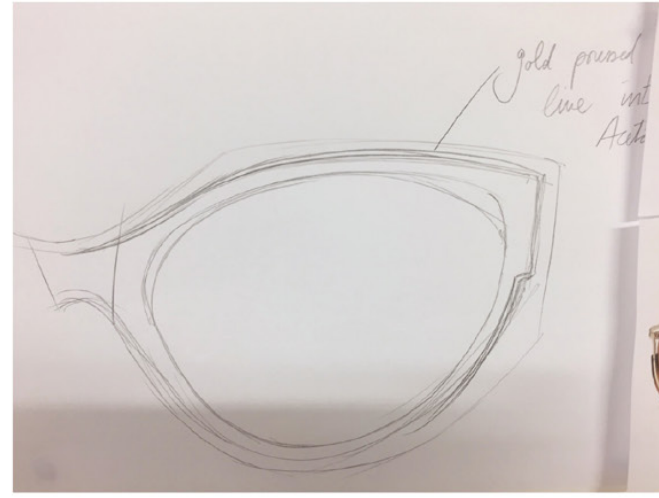
INSPIRATION



DECALLE ACETATE

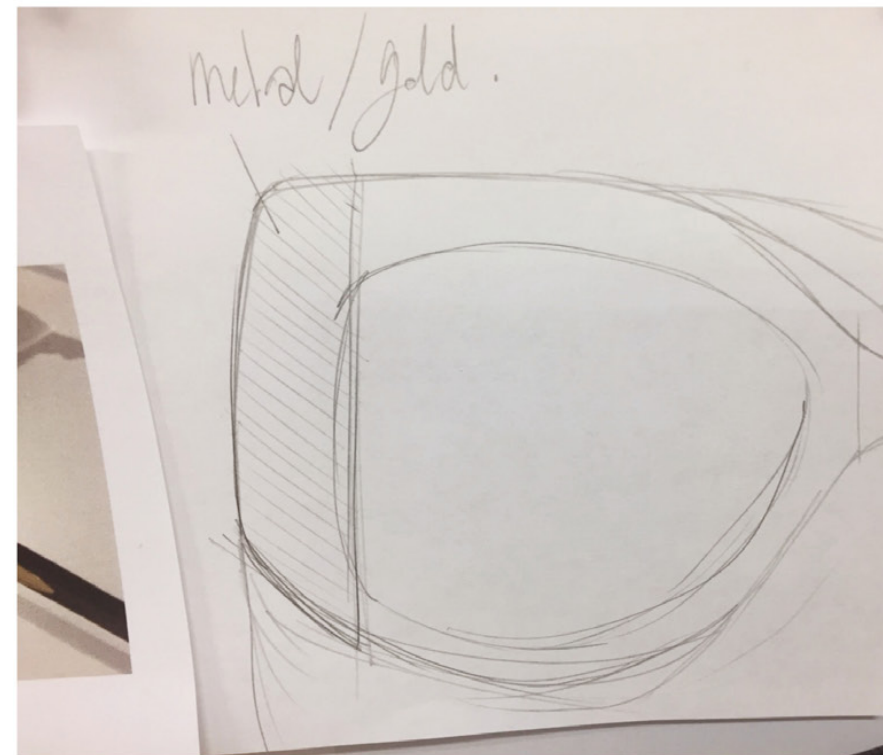


INSPIRATION



GOLD LINING / MOLLURES

INSPIRATION



GOLD INCERT



INSPIRATION

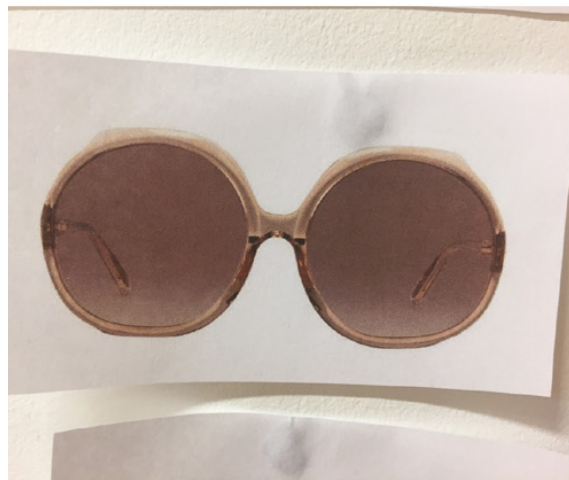
maje  
PARIS



PLISSER

INSPIRATION

maje  
PARIS

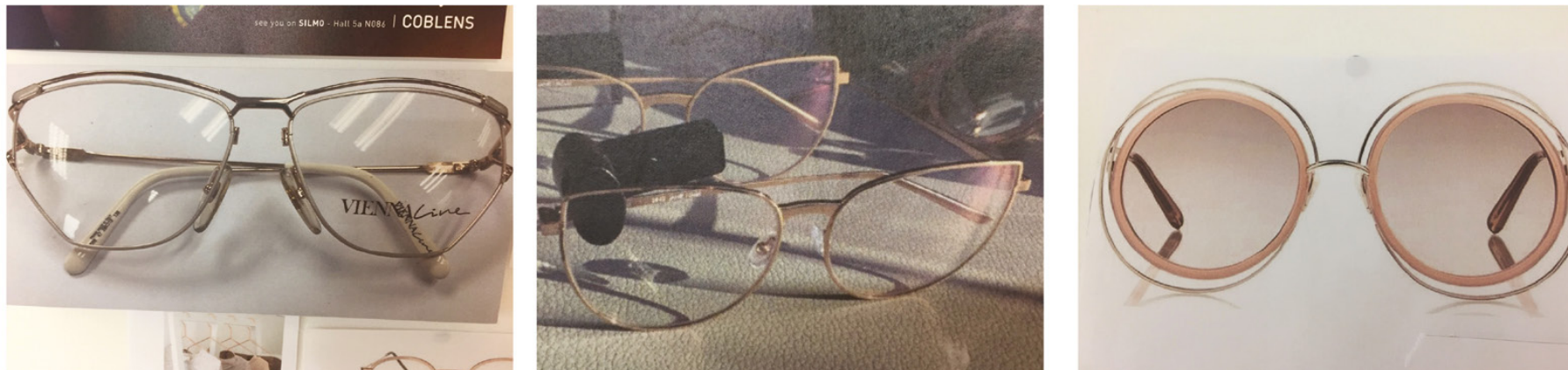


70'S GIPSET



INSPIRATION

maje  
PARIS



TOUCHE ECLAT / STRUCTURE METAL

DESIGN SIGNATURES

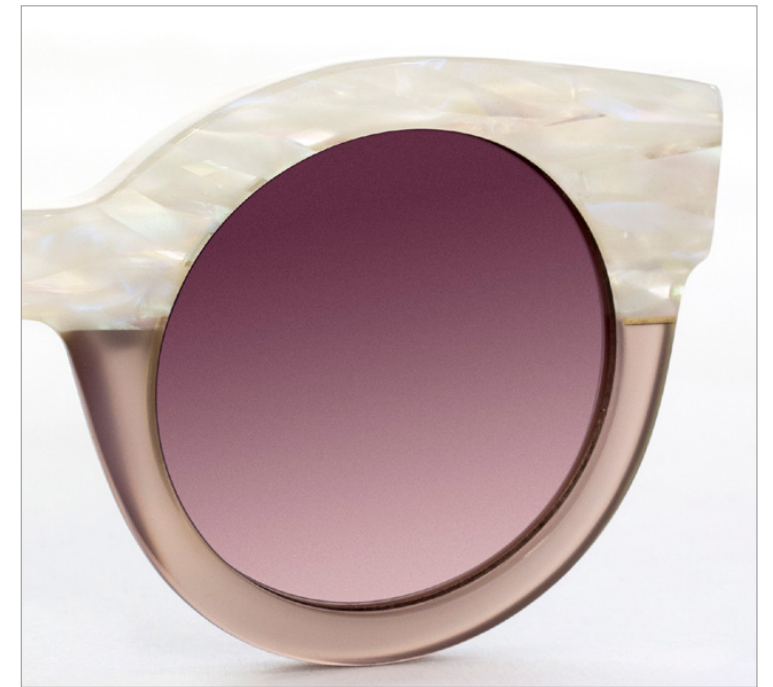
maje  
PARIS



Custom made 5 barrel hinge with Real rivets/  
laminated metal plates



Signature 'M' Monogram temple tip branding



Handmade acetate in bold  
two tone lamination



Iconic temple branding with sweeping gold lines



70's inspired dropped temples



Bespoke core wire featuring iconic 'M' pattern





Custom made 5 barrel hinge with Real rivets/  
laminated metal plates



Signature 'M' Monogram temple tip branding





Handmade acetate in bold two tone lamination



Iconic temple branding with sweeping gold lines





70's inspired dropped temples



Bespoke core wire featuring iconic 'M' pattern



SUN 18 OVERVIEW 11 MODELS 3-6 COLOURS 50 SKUS



★ MJ5000 (PDM010740)



★ MJ7000 (PDM010744)



★★ MJ5001 (PDM010747)



★★ MJ5002 (PDM010748)



★★ MJ5003 (PDM010749)



★ MJ5004 (PDM010750)



★ MJ7001 (PDM010753)



★★★ MJ7002 (PDM010755)



★ MJ5005 (PDM010757)



★★ MJ5006 (PDM010760)



★ MJ5007 (PDM010761)

PDM010740

maje  
PARIS



CODE MJ5000 SIZE 48/25-140 B 46 COLOUR 627 MOTHER OF PEARL / PINK





★ 232 DOTS TORT / SNAPPY TORT



★ 310 PATTERNED BROWN / DK. BURGUNDY



110 ORO / HAVANA



★ 410 PATTERNED BLUE / NAVY



★ 627 MOTHER OF PEARL / PINK



810 PATTERNED GREY / SILVER

PDM010744

maje  
PARIS



**CODE** MJ7000 **SIZE** 54/21-135 **B** 53 **COLOUR** 915 GOLD / DK. BURGUNDY





★ 910 GOLD / BLACK



★ 915 GOLD / DK. BURGUNDY



★ 927 M. GOLD / PINK



★ 881 SILVER

PDM010747

maje  
PARIS



**CODE** MJ5001 **SIZE** 54/16-140 **B** 44 **COLOUR** 500 DK. BURGUNDY





★★ 001 BLACK



★ 202 SNAPPY TORT



★ 500 DK. BURGUNDY

PDM010748

maje  
PARIS



**CODE** MJ5002 **SIZE** 49/23-140 **B** 46 **COLOUR** 007 PINK





★★ 001 BLACK



★ 202 SNAPPY TORT



★★ 003 BROWN



★ 007 PINK



601 BEIGE



★ 953 GOLD GLITTER / BROWN

PDM010749

maje  
PARIS



**CODE** MJ5003 **SIZE** 50/21-140 **B** 44.8 **COLOUR** 189 BROWN





★★ 001 BLACK



★ 202 SNAPPY TORT



★★ 189 BROWN



★ 229 PINK



601 BEIGE



★ 953 GOLD GLITTER / BROWN

PDM010750

maje  
PARIS



CODE MJ5004 SIZE 51/13-140 B 42 COLOUR 202 SNAPPY TORT





★★ 001 BLACK



★ 202 SNAPPY TORT



★★ 003 BROWN



★ 007 PINK



601 BEIGE



★ 953 GOLD GLITTER / BROWN

PDM010753

maje  
PARIS



**CODE** MJ7001 **SIZE** 54/15-135 **B** 50 **COLOUR** 915 GOLD / DK. BURGUNDY





★ 910 GOLD / BLACK



★ 915 GOLD / DK. BURGUNDY



913 GOLD / DK. BROWN



★ 927 M. GOLD / PINK



★ 884 SILVER / NAVY

PDM010755

maje  
PARIS



**CODE** MJ7002 **SIZE** 51/19-135 **B** 49 **COLOUR** 927 M. GOLD/ PINK





★ 910 GOLD / BLACK



913 GOLD / DK. BROWN



★ 927 M. GOLD/ PINK



★ 884 SILVER/ NAVY

PDM010757

maje  
PARIS



**COMMENTS** CHANGE TEMPLE TO MEDIUM FROM PDM010718

**CODE** MJ5005 **SIZE** 56/17-135 **B** 53 **COLOUR** 201 HAVANA





001 BLACK



★ 202 SNAPPY TORT



★ 201 HAVANA



★★ 500 DK. BURGUNDY

**COMMENTS** CHANGE TEMPLE TO MEDIUM FROM PDM010718

**CODE** MJ5005 **SIZE** 56/17-135 **B** 53

PDM010760

maje  
PARIS



CODE MJ5006 SIZE 54/17-135 B 50 COLOUR 003 BROWN





★201 HAVANA



★003 BROWN



006 IVORY

PDM010761

maje  
PARIS



**CODE** MJ5007 **SIZE** 52/20-140 **B** 49 **COLOUR** 500 DK. BURGUNDY





★ 202 SNAPPY TORT



201 HAVANA



★ 500 DK. BURGUNDY

maje  
PARIS

OPTICAL 2018 COLLECTION

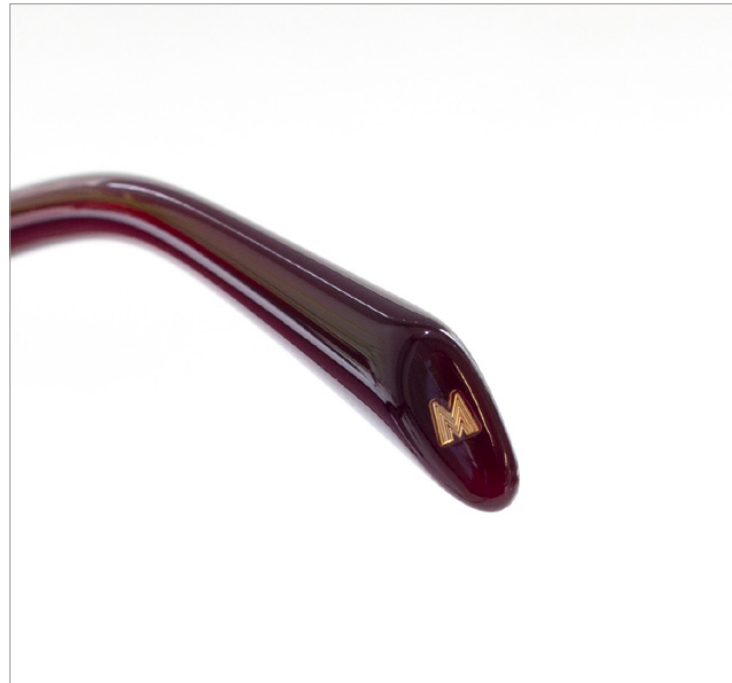


DESIGN SIGNATURES

maje  
PARIS



Custom made 5 barrel hinge with Real rivets/  
laminated metal plates



Signature 'M' Monogram temple tip branding



Handmade acetate in bold  
two tone lamination



Iconic temple branding with sweeping gold lines



70's inspired dropped temples



Bespoke core wire featuring iconic 'M' pattern



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two tone lamination





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70's inspired dropped temples





Bespoke core wire featuring iconic 'M' pattern



★★ MJ3000 (PDM010716)



★ MJ3001 (PDM010717)



★★ MJ1000 (PDM010718)



★ MJ1001 (PDM010721)



MJ1002 (PDM010723)



★ MJ1003 (PDM010725)



★★ MJ1004 (PDM010728)



★ MJ1005 (PDM010730)



★ MJ1006 (PDM010733)



★ MJ1007 (PDM010736)



★★ MJ1008 (PDM010737)



PDM010716

maje  
PARIS



**CODE** MJ3000 **SIZE** 50/16-135 **B** 45 **COLOUR** 927 M. GOLD / PINK



★ 910 GOLD / BLACK



912 GOLD



★ 927 M. GOLD / PINK



PDM010717

maje  
PARIS



**AMENDS** CHANGE TO SIMPLE TEMPLE AS PDM010716.  
**CODE** MJ3001 **SIZE** 48/17-135 **B** 45 **COLOUR** 913 GOLD



913 GOLD

**AMENDS** OUTSIDE TEMPLE TO BE MATTE GOLD FINISH



★ 927 M. GOLD / PINK

**AMENDS** OUTSIDE TEMPLE TO BE SHINY ROSE GOLD



★ 884 SILVER/ NAVY

**AMENDS** OUTSIDE TEMPLE TO BE SHINY SILVER



PDM010718

maje  
PARIS



**AMENDS** ADJUST PANTO ANGLE TOWARDS EYEBROWS BY 1.5 DEGREES.

**CODE** MJ1000 **SIZE** 54/15-140 **B** 48 **COLOUR** 500 DK. BURGUNDY



★ 001 BLACK



★ 500 DK. BURGUNDY



★ 202 SNAPPY TORT.



PDM010721

maje  
PARIS



CODE MJ1001 SIZE 51/16-140 B 43 COLOUR 003 BROWN



201 HAVANA



★★ 003 BROWN



★ 500 DK. BURGUNDY



★ 202 SNAPPY TORT.



★ 004 NAVY



006 IVORY



PDM010723

maje  
PARIS



**CODE** MJ1002 **SIZE** 49/18-140 **B** 44 **COLOUR** 006 IVORY



★ 201 HAVANA



★★ 003 BROWN



500 DK. BURGUNDY



★ 202 SNAPPY TORT.



★ 004 NAVY



006 IVORY



PDM010725

maje  
PARIS



**AMENDS** AMEND TO INSIDE METAL PLAQUE. TEMPLE LOGO PLACEMENT TO BE AS PDM010728

**CODE** MJ1003 **SIZE** 48/21-140 **B** 43 **COLOUR** 202 SNAPPY TORT.



★ 001 BLACK



★ 202 SNAPPY TORT.



★★ 003 BROWN



★ 007 PINK



006 BEIGE



★★ 905 GOLD GLITTER / BROWN

PDM010728

maje  
PARIS



**AMENDS** AMEND TO INSIDE METAL PLAQUE

**CODE** MJ1004 **SIZE** 49/21-140 **B** 44 **COLOUR** 905 GOLD GLITTER / BROWN





★★ 001 BLACK



★ 202 SNAPPY TORT.



007 PINK



006 BEIGE



★ 905 GOLD GLITTER / BROWN



★★ 003 BROWN

PDM010730

maje  
PARIS



**CODE** MJ1005 **SIZE** 51/18-140 **B** 45 **COLOUR** 810 PATTERNED GREY / SILVER



★ 232 DOTS TORT / SNAPPY TORT



★ 310 PATTERNED BROWN/ DK. BURGUNDY



110 ORO / HAVANA



★ 410 PATTERNED BLUE / NAVY



★ 627 MOTHER OF PEARL / PINK



★ 810 PATTERNED GREY / SILVER



PDM010733

maje  
PARIS



**AMENDS** STANDARDISE THE DIRECTION OF TEMPLE BRANDING. SHOULD BE AS PDM010730.

**CODE** MJ1006 **SIZE** 48/18-140 **B** 43 **COLOUR** 111 ORO / PINK



★ 232 DOTS TORT / SNAPPY TORT

★ 310 PATTERNED BROWN / DK. BURGUNDY

111 ORO / PINK

★ 410 PATTERNED BLUE / NAVY



620 MOTHER OF PEARL / IVORY

★ 627 MOTHER OF PEARL / PINK

810 PATTERNED GREY / SILVER

PDM010736

maje  
PARIS



CODE MJ1007 SIZE 53/16-140 B 47 COLOUR 201 HAVANA





★ 202 SNAPPY TORT.



★ 201 HAVANA



★ 500 DK. BURGUNDY

PDM010737

maje  
PARIS



CODE MJ1008 SIZE 52/15-140 B 42 COLOUR 202 SNAPPY TORT



★★ 001 BLACK



★ 202 SNAPPY TORT



★ 500 DK. BURGUNDY



★ 802 SILVER



The background of the image is a classic marbled paper pattern, often used for book endpapers. It features a complex, organic design of swirling, vein-like patterns in shades of light gray, off-white, and pale beige. The lines are irregular and fluid, creating a sense of movement and depth. The overall appearance is that of a high-quality, vintage-style paper.

**THANK YOU**

The background of the image is a piece of marbled paper with a complex, organic pattern of grey, white, and light brown veins. The pattern resembles natural stone or biological tissue. Centered on this background is the text "THANK YOU" in a bold, black, sans-serif font.

**THANK YOU**



The background of the image is a piece of marbled paper with a complex, organic pattern of grey, black, and white veins. The pattern resembles natural stone or biological tissue. Centered on this background is the text "THANK YOU" in a bold, black, sans-serif font.

**THANK YOU**



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**THANK YOU**