

AURELIE GERODIER

SILMO

26.09.19



maje  
PARIS

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BRAND  
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BRAND

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A woman with dark curly hair, wearing a bright pink long-sleeved dress and matching high-heeled shoes, is standing in an elevator. She is holding a smartphone up to take a selfie. A Dalmatian dog is sitting on the floor in front of her. The elevator has a metallic finish and handrails. The background is slightly blurred, showing the interior of the elevator.

#MajeMyDogAndI

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PARIS



BRAND

ESSENCE



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PARIS

BRAND

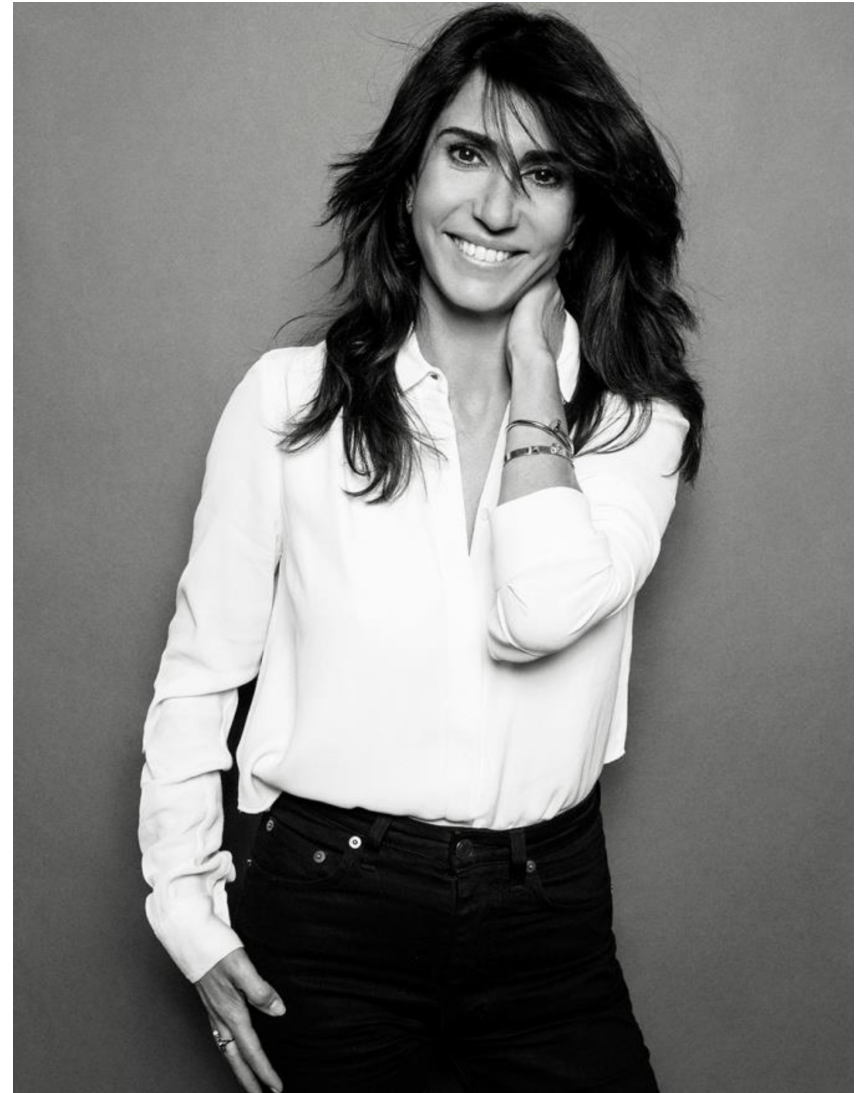
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PERSONALITY

*“ Maje was created to reflect  
the many sides of every  
woman today ”*

**Judith Milgrom**

Founder and Artistic Director



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BRAND

POSITIONING

*H&M*

TOPSHOP

ZARA

NEW LOOK

COS

*& other stories*

FAST  
FASHION

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s a n d r o  
PARIS

CLAUDE  
PIERLOT

MARC JACOBS

SÉZANE

ZADIG&VOLTAIRE

**The Kooples**

**A.P.C.**

AFFORDABLE  
LUXURY

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PARIS

  
HERMÈS  
PARIS



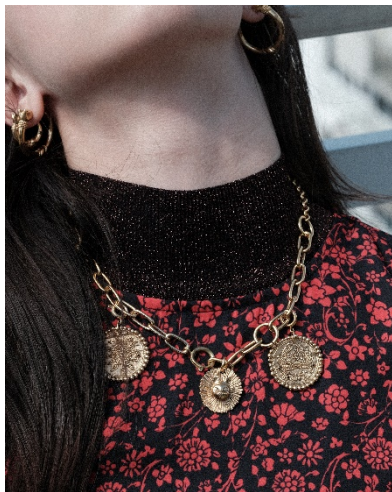
  
LOUIS VUITTON

  
CHANEL

LUXURY

# BRAND

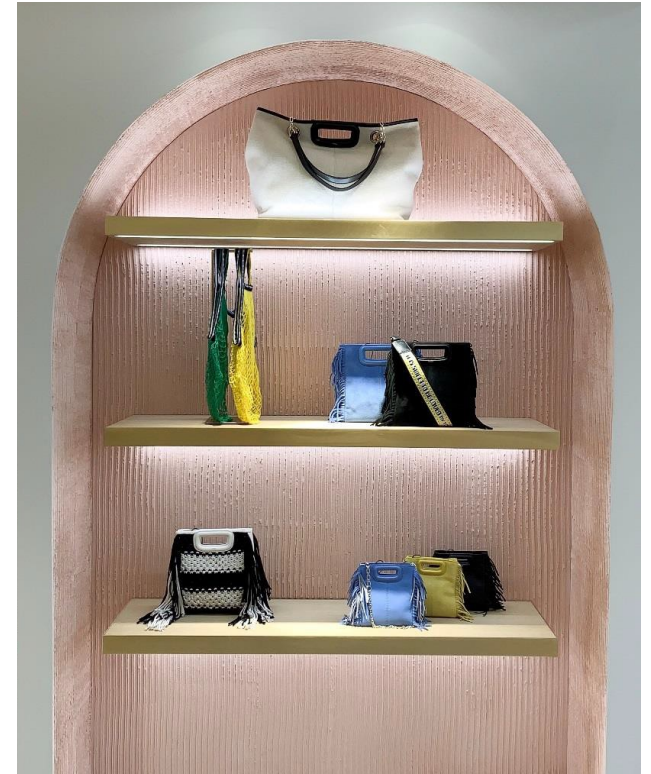
## KEY PRODUCTS





BRAND

STORES

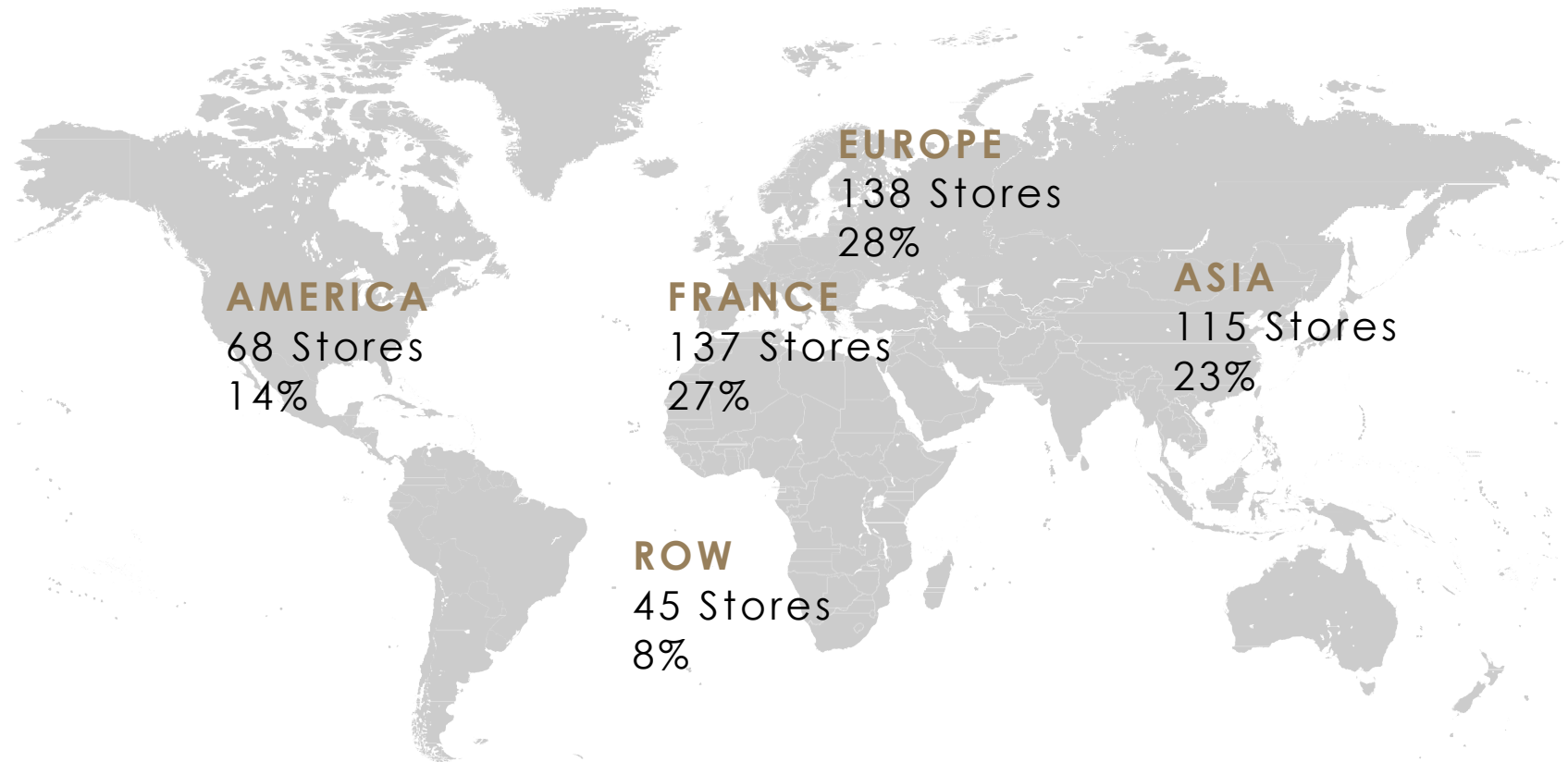


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# BRAND

## DISTRIBUTION

503 POS WORLDWIDE - 45 COUNTRIES







## BRAND NEWS

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BRAND NEWS

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AW19 CAMPAIGN





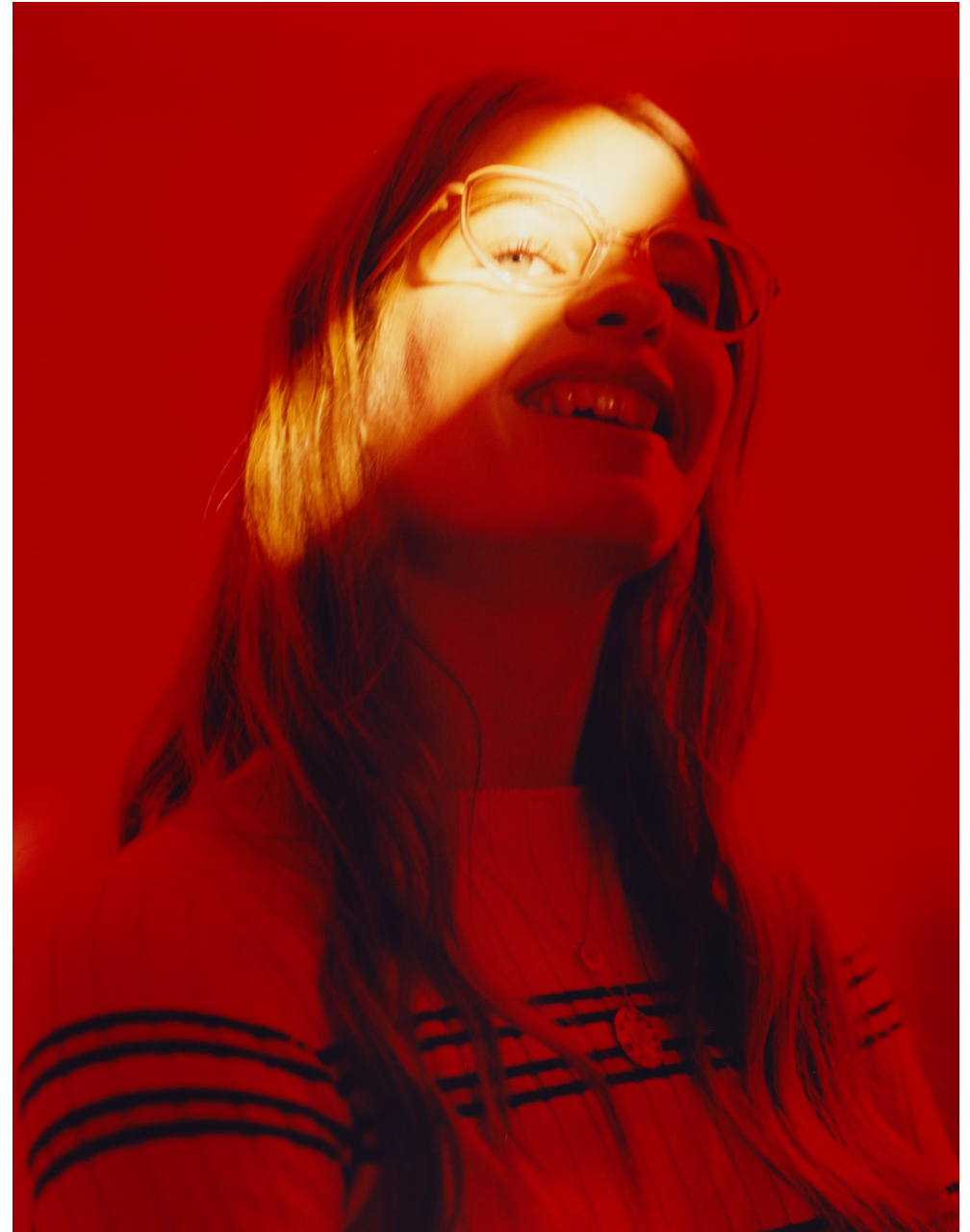
# BRAND NEWS

## FW19 LOOK BOOK



# EYEWEAR

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EYEWEAR

FW19 CAMPAIGN



# EYEWEAR

FW19 CAMPAIGN  
STILL LIFE





# EYEWEAR

## PRESS COVERAGE CONSUMER







EYEWEAR

PACKAGING



Case in leather effect  
with trendy colours

Cloth with metal foil  
gold logo

## EYEWEAR

### DISPLAY



LOGO BLOCK  
marble effect with gold logo



DISPLAY STAND  
3 frames with base marble effect.  
3 PVC shelves and a brushed metal surround





# EYEWEAR

## POS


EYEWEAR

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OPTICAL SHOWCARD  
250 X 250MM  
IN STOCK  
#JSCVI551P




SUN SHOWCARD  
250 X 250MM  
IN STOCK  
#JSCV251P



DOUBLE SIDED OPTICAL / SUN BANNER A1  
IN STOCK  
#JWBEV1551P



LOGO BLOCK  
IN STOCK  
#JL18171003P5





CAMPAIGN FRAMES  
OPTICAL - M1018-201  
SUN - M15008-007

23


EYEWEAR

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3 PCS DISPLAY STAND  
IN STOCK  
#JSCVT16102



BRONZE PACK: 2 551P SHOWCARDS  
+ LOGO BLOCK  
IN STOCK  
#JPACKBRONZE



SILVER PACK: 2 551P SHOWCARDS, LOGO BLOCK  
+ DISPLAY STAND  
IN STOCK  
#JPACKSILVER



GOLD PACK: 2 551P DOUBLE SIDED BANNER  
+ 2 551P SHOWCARDS + LOGO BLOCK  
+ DISPLAY STAND  
IN STOCK  
#JPACKGOLD

CAMPAIGN FRAMES  
OPTICAL - M1018-201  
SUN - M15008-007

24



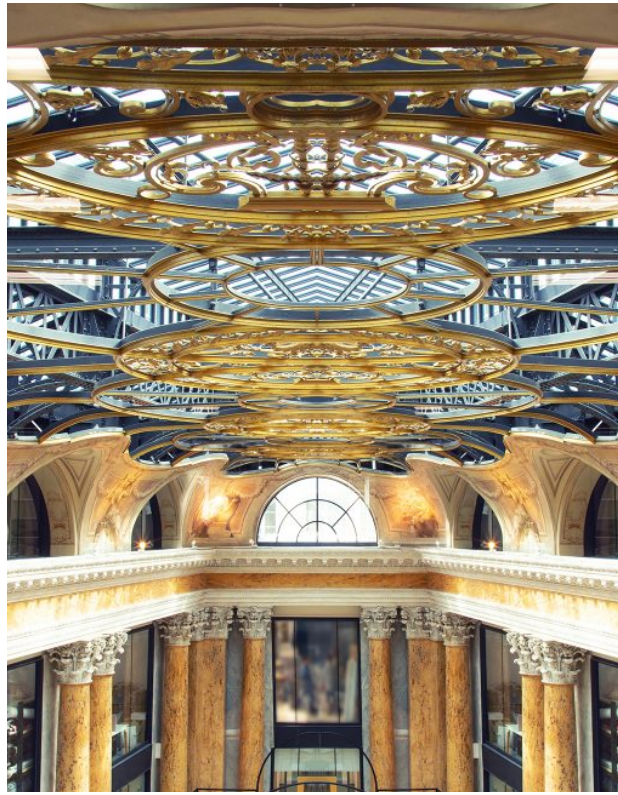
# PRODUCT

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# PRODUCT

## APPROVAL PROCESS



## PRODUCT

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### COLLECTION OBJECTIVES



01- To reach brand customer targets while respecting Maje expectation



02 - Having shapes and sizes for all markets



03 - Make the brand visible at the optician board level with nice products



## PRODUCT

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### DESIGN PHILOSOPHY



With a nod to the glamour and grunge of the 90s, the latest sunglasses collection by Maje offers bold and feminine styles for the modern girl about town, ensuring this revival aesthetic doesn't stop at clothing.

EYEWEAR

DESIGN FEATURES



VINTAGE HINGE

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EYEWEAR

DESIGN FEATURES



VINTAGE BRIDGE

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EYEWEAR

DESIGN FEATURES



THIN METAL

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# EYEWEAR

## DESIGN FEATURES



## LAMINATION

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EYEWEAR

DESIGN FEATURES



GRAPHIC ACETATE

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# EYEWEAR

## DESIGN FEATURES



## GRADIENT NUDE

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EYEWEAR

DESIGN FEATURES



CAT EYE

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# EYEWEAR

## DESIGN FEATURES



GRADIENT NUDE

CAT EYE

VINTAGE HINGE



VINTAGE BRIDGE

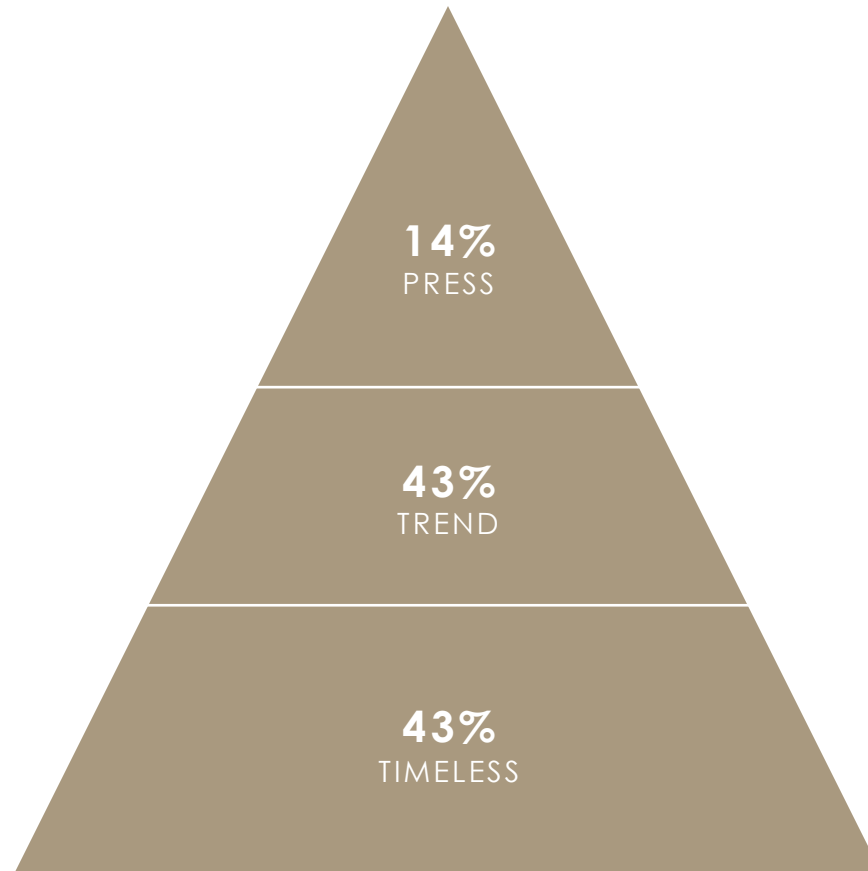
THIN METAL

LAMINATION

GRAPHIC ACETATE

# EYEWEAR

## PRODUCT HIERARCHY





# EYEWEAR

## COLLECTION OVERVIEW

METAL

COMBINED

ACETATE

HIGH

99 €



MJ1023

MEDIUM

79 - 85 €



MJ1012

MJ1025



MJ1026

LOW

69 - 75 €



MJ3012



MJ3011



MJ1024

# EYEWEAR

## COLLECTION OVERVIEW



MJ3011 (PDM015219)



MJ1023 (PDM015228)



MJ1024 (PDM015235)



MJ1012 (PDM011782)



MJ3012 (PDM015227)



MJ1025 (PDM015241)



MJ1026 (PDM015243)

EYEWEAR  
INSPIRATION



**Allure D'or**



EYEWEAR  
—  
COLLECTION



MJ3011-944



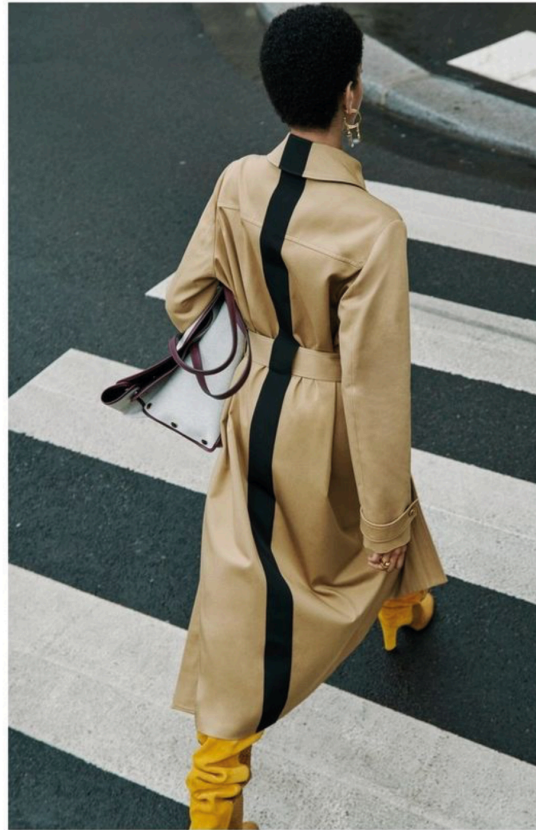
MJ3012-944

**Allure D'or**

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EYEWEAR

INSPIRATION



**Athleisure**

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# EYEWEAR

SILMO D'OR SHORTLISTED

M1023-944





EYEWEAR  
—  
COLLECTION



M1023-008



M1023-601



M1023-104

**Athleisure**

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EYEWEAR  
INSPIRATION



**Simpliscime signature**

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COLLECTION



M1024-005



M1024-201



M1024-711



M1024-202

**Simpliscime signature**

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EYEWEAR  
INSPIRATION



**Boheme mix**

EYEWEAR  
—  
COLLECTION



MJ1012-305



MJ1012-601

**Boheme mix**

EYEWEAR  
INSPIRATION



**Gravure**

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EYEWEAR  
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COLLECTION



M1025-601



M1026-401

**Gravure**

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THANK YOU

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