

# ATTIRANCE

natural cosmetics

# Agenda:

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Company

History & Philosophy

Brand

Products

Merchandising

Opportunities for cooperation

# ATTIRANCE COMPANY



ATTIRANCE is

experienced manufacturer

of natural cosmetics from Latvia (EU).

Established in 2003, the company has developed more than

300 unique products with charming design and

wonderful selection of fragrances. Inspired by the beauty of

Provence, our goal was to create natural cosmetics that

combine expression of feeling beautiful and

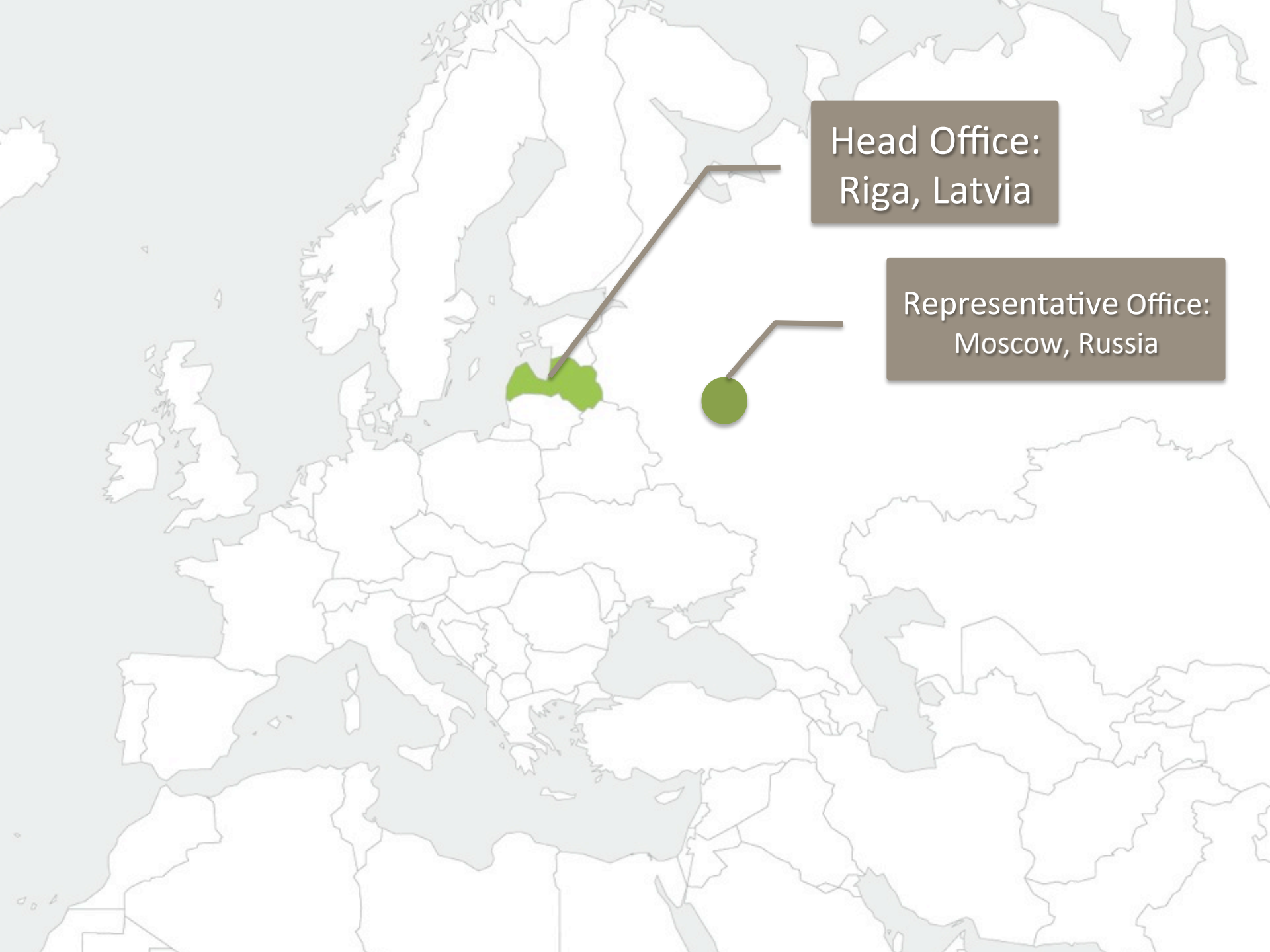
harmonious

Present in 49 countries all around  
the world

Franchise stores: 15 countries

Master Franchises: 6 countries,  
2 cities

Exclusive distributors: 3 countries

A map of Europe and Russia with two office locations highlighted. Latvia is shaded in light green, and a dark green circle marks the location of Moscow, Russia. Two callout boxes with brown backgrounds and white text provide the names of the offices. A brown line connects the Latvia callout to the shaded area, and another brown line connects the Moscow callout to the dark green circle.

Head Office:  
Riga, Latvia

Representative Office:  
Moscow, Russia

# Exporting to:

Russia China Finland France UAE South Africa Germany

Canada Iran Sweden Japan Italy Mexico Slovenia

Azerbaijan Lithuania Netherlands Lebanon Korea Turkey

Portugal Kirgizstan Mongolia Botswana Switzerland

Estonia Romania Angola Belorussia Georgia Slovakia

Armenia Denmark Malta Kazakhstan Moldova Australia

Belgium Poland GB Norway Hungary Greece Czech

Republic Spain Saudi Arabia Cyprus Yemen...

Goal:

1000 stores worldwide by 2020



# Participated in International Exhibitions:

Hong Kong: 2009

Moscow: 2009, 2010, 2011, 2012

Paris: 2010

Beijing: 2010

Los Angeles: 2010

Manila (Philippines): 2011

Dubai: 2011

Tokyo: 2012

London: 2012

Cooperation opportunities through:

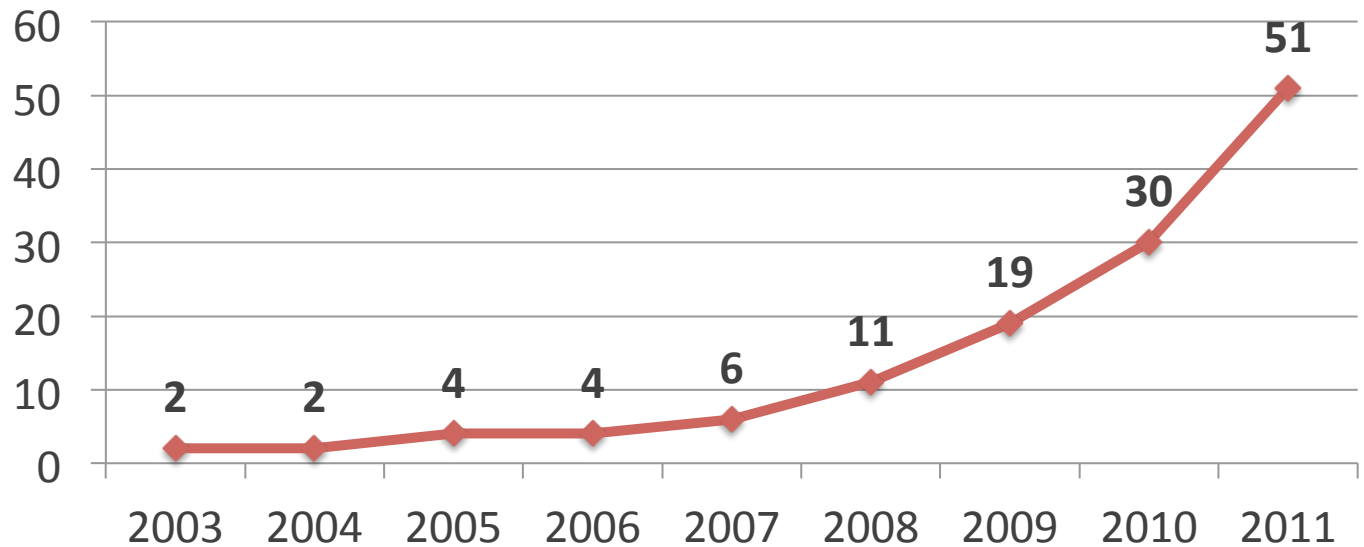
Master Franchise, Franchise,  
Distribution, Wholesale, Hotels and  
SPAs, Beauty salons, Cosmetic stores,  
Pharmacies etc.

# HISTORY & PHILOSOPHY



# History

- Product groups offered:
  - 2003: 2
  - 2011: 51
- Continuous development of new products



# ATTIRANCE is about...

- inspiration from 18<sup>th</sup> century refinement



# ATTIRANCE is about...

- timeless beauty secrets so dear to Queen Marie-Antoinette





# ATTIRANCE is about...

- prestige of Versailles and the French art of living



# Philosophy

ATTIRANCE products are  
designed to offer well-being,  
harmony and accord with  
oneself, which is the real art of life  
– art de vivre



ATTIRANCE

...in French means  
“attraction”

# BRAND ATTRIRANCE



# Brand Values

- A true French Touch
- The most modern Luxury
- The real beauty of Nature



# The 'French Touch' in Cosmetics

- luxury, extravagance and creativity
- charm, distinction and elegance
- sensibility and sensuality
- femininity



# Bringing Modernity in Luxury

- high quality
- affordable luxury
- health, happiness and care
- continuous research and development, innovations



# Unique Link Between Beauty and Nature

- nature – main source of attractiveness
- natural ingredients
- comfort and well being
- pleasures of the senses



# ATTIRANCE PRODUCTS



# ATTIRANCE Products

- Advantage of nature + innovations  
= top quality products  
= physical and emotional comfort of body care
- Highest quality plants, butters, flower extracts and essential oils
- Continuous improvement and development of new product lines
- Paraben free
- Ingredients and products are not tested on animals





# Body Care

- Body Butter, Butter Cream, Yoghurt, Lotion, Milk
- Hand Cream, Foot Care Balm
- Massage Oils, Deodorant (Roll-on), Anti Cellulite Cream
- Golden Line
- Body Scrubs



# Bath & Shower

- Soap, Liquid Soap, Hand Mousse
- Bath Foam, Milk, Salt, Bubblebombs
- Shower Oils, Milks, Gels



# Face Care

- Eye Cream, Face Serum, Face Cream, Face Tonic, Lip Balm
- Face Exfoliators, Cleansing Foam, Aromatic Waters
- Rose Line



- Shampoos, Conditioners, Masks, Elixir



# Men Products

- Body & Hair Shower Gel
- After Shave Balm, Deodorant (Roll-on)
- Face Cream



# Baby Care

- Baby Cleansing Gel
- Baby Butter
- Baby Cream





- Perfumes
- Candles
- Essential Oils



# MERCHANDISING





ATTIRANCE  
natural cosmetics

# Merchandising



# Merchandising





ATTIRANCE  
natural cosmetics

# Merchandising



# OPPORTUNITIES FOR COOPERATION



# Opportunities

- Since 2008 worldwide franchise system
  - Franchise
  - Master Franchise
- Fully developed business concept
  - Franchise launch package
  - Proven profitability
  - Our support



# Our Support:

Methodology tool Store concept  
Sales technique manual Merchandising  
manual

User-friendly software system

Promotions Loyalty programs

Marketing materials and image bank

International website

# Our Support:

Training programs Newsletters

Presentation of **nEW** collections

Performance monitoring and **benchmarking**

**Outstanding** customer service

After sales and quality **service**

# Master Franchise

- Exclusive rights
  - to develop own ATTIRANCE branded store network
  - attract new partners for franchise in your region (city, country or region)
- Opportunity to profit as the intermediary between the manufacturer and:
  - Single franchise holder
  - Specially selected cosmetic chain stores
  - Cosmetics and spa saloons
  - Pharmacies
  - Hotels





# Master Franchise Benefits:

Priority service Additional discount programs

Outstanding start-up assistance and ongoing  
operational support

Control over franchisees in territory and  
enforcement of agreements

Professional website design offering national and  
international exposure

# Master Franchise Benefits:

Opportunity to create an online store  
in your territory

Profit opportunities from supplying and fees

Profit from sales to cosmetic chains,  
hotels, spa saloons, pharmacies

Wider range of marketing programs and tools

Higher growth of turnover  
than in single franchise



Use the opportunity to  
become a part of a global brand of  
luxury cosmetic products!

# ATTIRANCE

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