

Who
IS POLISHING
UP PARIS ?





the brand

THAT TAKES THE DUST OFF
souvenir gifts !

WHEN FASHION meets SOUVENIR...

IWASIN®, A BRAND, A STATEMENT. Because souvenir objects are first and foremost references to a place, a trip, a memory, IWASIN® is the simplest of statements «I was there!»

↘ **IWASIN®**
**THE NEW «BEAUTIFUL»
SOUVENIR**

This new and 100% original brand aims to shake the dust off the souvenir market. IWASIN® offers a range of original and elegant souvenirs, made to the highest standards. The brand aims to become the very first chain of high quality souvenir stores in Paris and the rest of the world.



Like so many economic successes, IWASIN® was born of a simple observation. Why is bringing back a souvenir from a trip, more often than not, so unsatisfying? World tourism capitals compete with each other on both the creative and aesthetic fronts to seduce tourists and yet the souvenirs they offer are old fashioned, unstructured and unattractive.

Thanks to an important capital input from private investors, IWASIN® has opened stores in Paris, most strategic tourist sites. 2011 should see the opening of another 10 stores.

The first two Parisian stores are in the Louvre Museum's retail mall, the Carrousel du Louvre, and near the Paris town hall, l'Hôtel de Ville. An in-store outlet opened in March at the prestigious Galeries Lafayette department store, and further stores will be opening at Paris, main airports, Roissy CDG and Orly. A license agreement with the famous Moulin Rouge Cabaret has meant IWASIN is now producing an exclusive line of goods branded IWASIN MOULIN ROUGE®.

→ **IWASIN®**
**AN ASSOCIATION
OF EXPERTS**

The IWASIN® concept was born of the meeting of two minds, Philippe Issaly, the creative entrepreneur, and François Leclerc, the development manager.

The former, a genetically creative expert on brand dynamics, runs Creature, an operational marketing agency that works closely with Coca Cola, Nike, Ferrero, Bic, and La Française des Jeux.

The latter, an expert in the field of retail brand partnerships, first with Disney (Paris) and then with Printemps Department Store where he was Director of International Clientele and took on the challenge of redefining the department store's strategy with regard to its key tourism markets.





I WAS IN® A COLLECTION

Based on the most sought after souvenir products, the I WAS IN® collection offers a line of quality garments, a range of innovative objects and accessories made of new and trendy materials. No less than 100 different references with a simple, elegant and yet off beat design have been created by the design team at Creature. Production and logistics are taken care of by a production platform that sources products from France as well as all over the world.

I WAS IN® A CONCEPT STORE

In order to maintain complete control of the brand's identity as well as quality control and distribution, I WAS IN® is distributed through a network of stores and stand alones, all under the same brand name.

And in keeping with the identity logic of I WAS IN®, sales points will be redesigned according to specific graphic charts, creating stores that are contemporary and resolutely different.

Sensorial & experiential animation, theatrical store windows, clear and well organised merchandising, high quality creative packaging will all contribute to the unique I WAS IN® shopping experience!





POINTS OF SALES:

- 4 rue du Renard – 75004 Paris
Quartier Hôtel De Ville
Metro: Hotel de Ville
Business hours: 10am to 7pm, everyday
except Sunday
- Carrousel du Louvre - 99 rue de Rivoli
75001 Paris - Musée du Louvre
Metro: Musée du Louvre
Business hours: 10am to 7pm, everyday
- Galeries Lafayette: 40 boulevard
Haussmann, 75009 Paris
Metro: Chaussée d'Antin Lafayette
Business hours: 9.30am to 8pm,
Monday to Saturday

➔ 2010-2011 FORECAST

- 1st quarter 2010 opening of Galeries Lafayette and Paris Airport outlets.
- 10 new openings planned for Paris
- The brand name has been registered and protected for the whole world so openings in Europe and the world's main tourist destinations can happen simultaneously with collections specific to each destination. Between now and 2013 IWASIN® should be present on all five continents.



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