

LANCASTER
P A R I S

LANCASTER IS

A CREATOR OF A FULL UNIVERSE OF HANDBAGS AND ACCESSORIES

The universe of handbags Lancaster creates enables women to express their personalities and create their individual styles.

A PLAYER WHO PAYS SPECIAL ATTENTION TO DESIGN AND CRAFTSMANSHIP

Positioned within the modern luxury segment of fine leather goods and accessories, Lancaster merges contemporary design with high-quality materials and excellent craftsmanship using a combination of modern and traditional techniques.

A COMPANY WITH A MISSION

Our mission is to allow women to be unique by offering them the opportunity for personal expression through our universe of high-quality and contemporary handbags and accessories at affordable prices.

We continually develop products in keeping with our core values of modern luxury, contemporary design and personal storytelling.

OUR STRATEGY

GLOBAL DISTRIBUTION MODEL

After becoming one of the leaders in accessible luxury in France, we are nowadays one of the major players around the world in the modern luxury segment.

Our multi-channel distribution model includes directly-owned and operated branded retail stores, a network of subsidiaries, joint ventures and distributors.

We are present in 5 continents (Europe, Asia, Oceania, America and Africa) in top stores, Department Stores and Duty Free Stores.

CAPITALISE ON OUR PRODUCT OFFERING

We design, produce and sell affordable handbags and accessories and continuously aim to improve the product portfolio to meet consumer demand.

To optimize the potential from our product offering, we introduced a new launch structure in 2015, which includes four annual product launches to the stores compared to two annual launches previously.

TAILOR OUR APPROACH TO NEW MARKETS

We intend to continue entering into new geographical markets as well as consolidating our presence in existing markets.

Lancaster today is present in more than 35 countries, where focus is to expand branded sales.

KEY FIGURES

4 COLLECTIONS PER YEAR

Fall-Winter pre-collection
(inter-seasonal)
Presentation in September
Delivery in March

Fall-Winter collection
(main line)
Presentation in January
Delivery in June

Spring-Summer pre-collection
(Cruise line)
Presentation in May
Delivery in July

Spring-Summer collection
(main line)
Presentation in July
Delivery in November

DISTRIBUTION

1100 Points of sales
around the world

18 mono-brand stores

Shops in Shops

100 corners
in Department Stores

Duty Free sale

1 e-shop

TARGET & PRICE RANGE

Lancaster targets
women, 25-45 years old,
urban lifestyle, Upper-
Middle
socio-economic class.

Retail prices range
between 65 €
and 300 €.

SOCIAL NETWORKS

FACEBOOK
245 000 fans

YOUTUBE
1 million views
on our channel

INSTAGRAM
More than
47 000 fans

CAMPAIGN Spring-Summer 2019

Model: Annabelle Belmondo



© Lancaster - November, 2018

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POINTS OF SALE IN THE WORLD

France



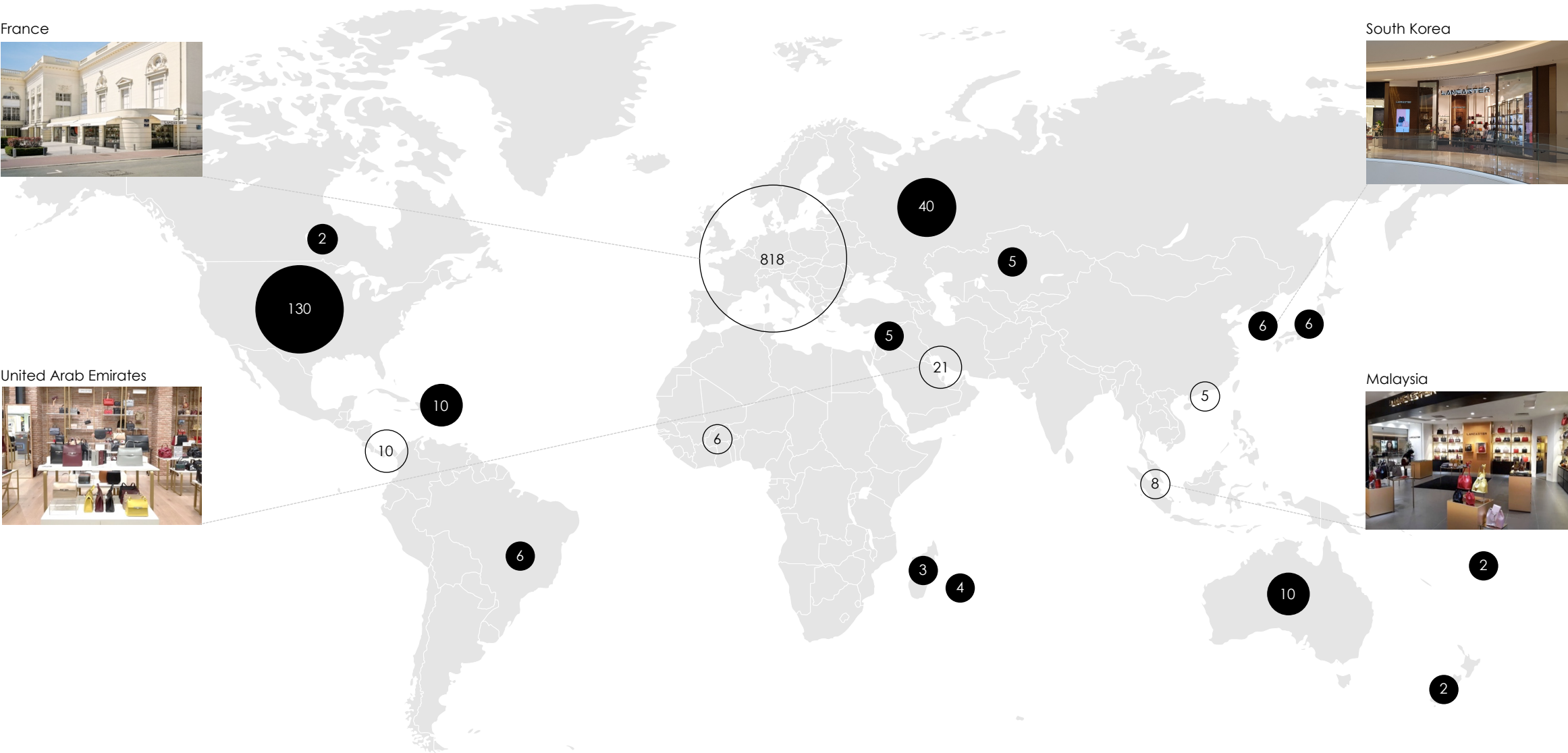
South Korea



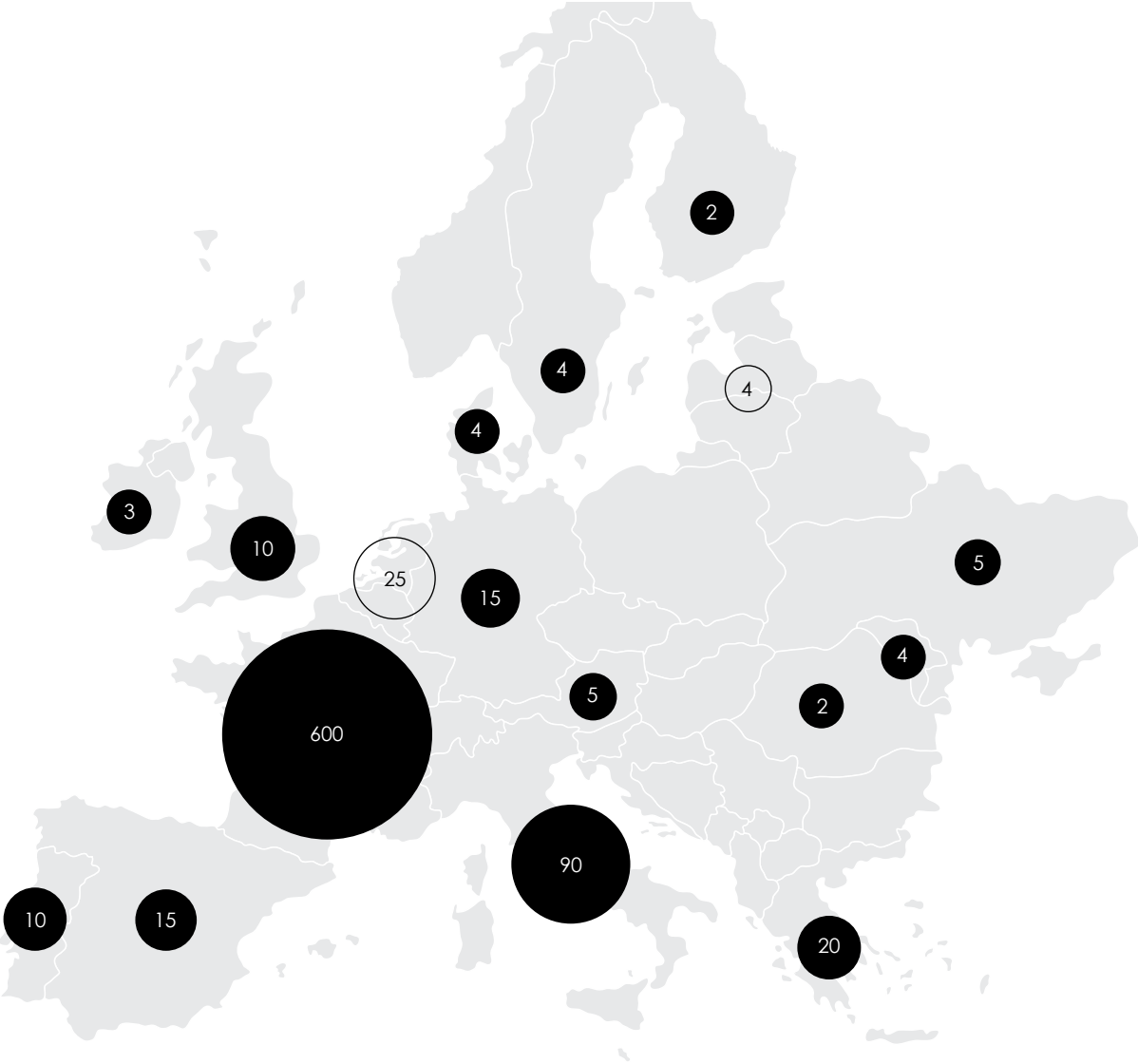
United Arab Emirates



Malaysia



POINTS OF SALE IN EUROPE



72 bis, rue Bonaparte – 75006 PARIS



422, rue Saint-Honoré – 75008 PARIS



Corner Galeries Lafayette – Paris Hausmann



Paris Fashion Show



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