

LEFEBVRE TEXTILE

BY MAISON LEFEBVRE

HOME TEXTILE INDUSTRY EXPERT

100 YEAR HISTORY

In branding
& private label
development

TOP SELLER CREATOR

Development of
successful
products for
Mass Market

A FAMILY OWNED COMPAGNY

Investing in home
lifestyle product with
added values

> Responsibility

> Creativity

> Flexibility

> Trustability

Creation



Sales
&
Marketing



OUR SKILLS



Production Management



Supply Chain



Finance

3 WAYS OF WORK IN 4 UNIVERSES

Bedroom | Bathroom | Kitchen | Decoration



Daily production | Printed Bedlinen | Capsule Collection

THEY TRUST US



KASANOVA



AND MANY OTHER ...

BRANDING TODAY HOME TEXTILE

1

Design

- Permanent range of basics
- More than 1,500 designs available
- 12 Capsules collections per year
- 300K€ annual investment in photo

Design at **L'ATELIER | STUDIO**
DESIGN & PICTURES

2

- Production management
- Local manager & QC team for daily control in each country.

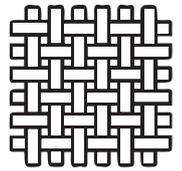
• A full control of Industrial process



Yarn



Spinning



Weaving

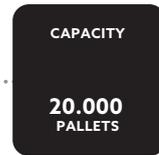
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Supply Chain

Warehouse capacity of **20,000 pallets**

8 days delivery across Europe with multimodal options :

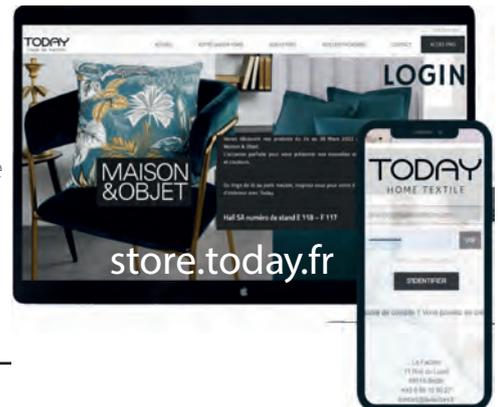
- Direct Warehouse
- Allotment / cross docking order
- Store-by-store delivery
- Drop shipping (delivery to final consumer)
- ~ Service rate close to 100%



4

Sales & Marketing

- Our 1 000 sqm Showroom (in France)
- B2B online sales portal :
Our eshop : store.today.fr
- Merchandising support :
~ Implementation plan of products in store
~ Replenishment
- 10 sales representatives



5

Finance

- 15M€ stock available all year around
- Customer credit

Produ

PRIVATE LABEL

CERTIFICATIONS

Sales & Marketing

- Design
- ~ Trend book
- ~ Customer design
- Price request answer guaranteed in 72 hours



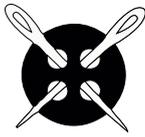
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- Ability to create mix & match collection from multi countries factories
- 4 Production units > Pakistan > China > India > Europe (Bulgaria, Turkey)

Process from yarn to packing



3

Supply Chain

- All incoterms > EXW > FOB > DDP > CFR
- Transit for promotion campaigns
- Stock facilities for permanent range

Transport mode :



Finance

- Payment facilities :
- Customer credit
 - Payment methods
 - ~ LC / TT

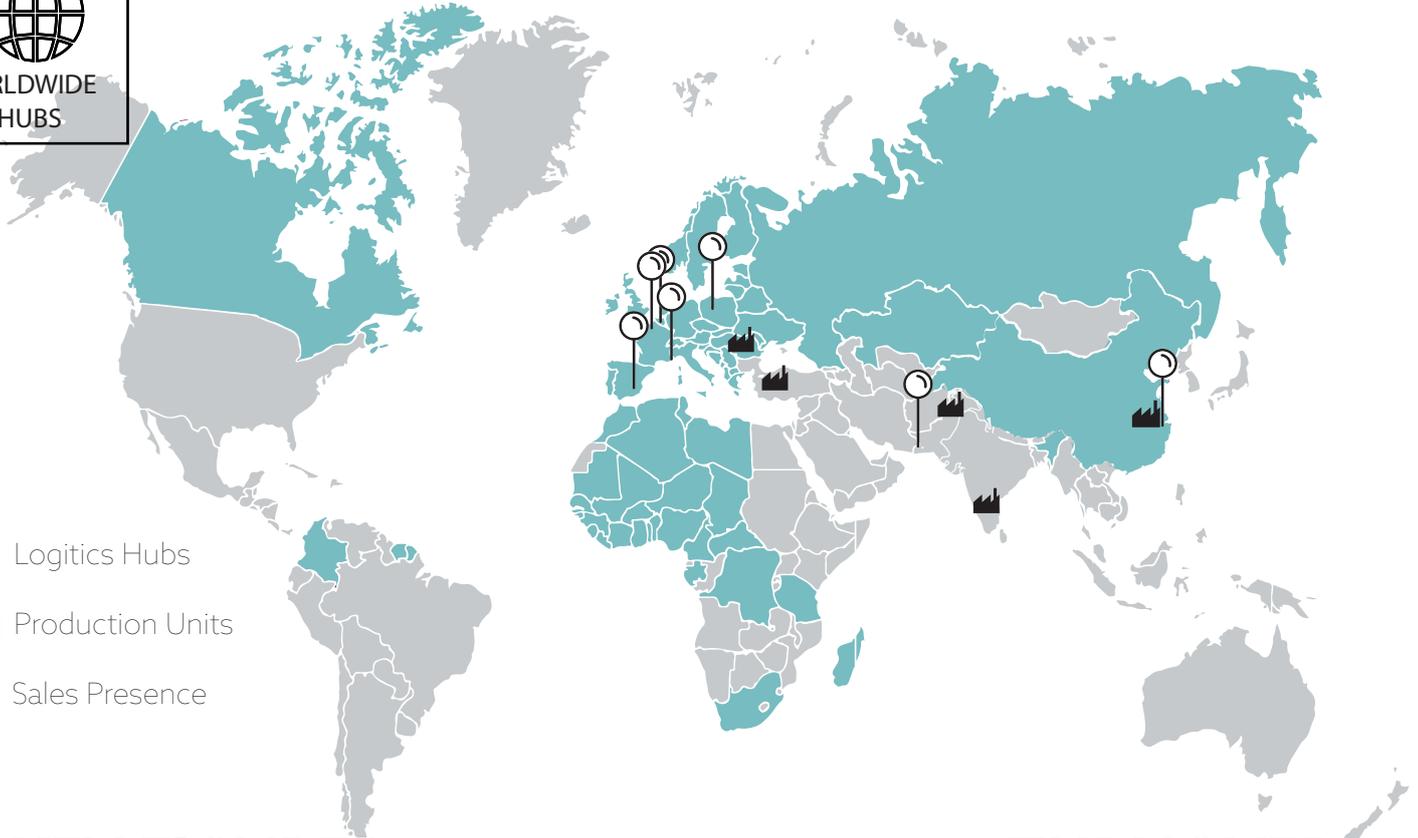
Currency :



4



DETOX

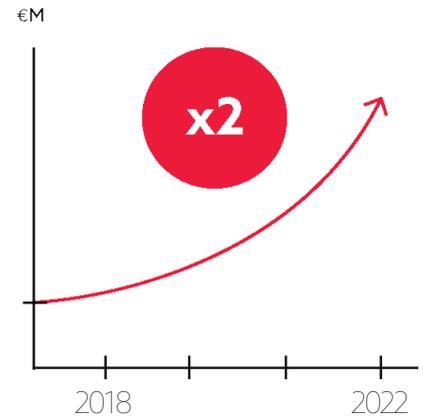


- Logistics Hubs
- 🏭 Production Units
- Sales Presence

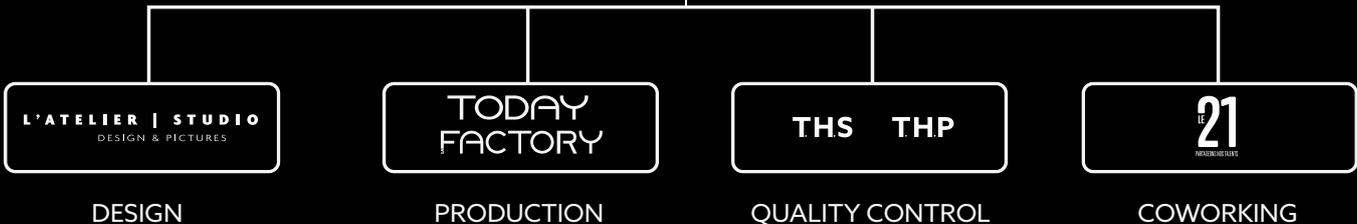
KEY FIGURES

1918 Creation of the compagny	50M€ Turnover 2021	40% Export	250 Private Label projects/year
4th Generation of Lefebvre Family	70 Employees	2 000 SKUs In stock	10 000 Designs

TURNOVER



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