

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

ACTION



amazon

Auchan



Carrefour

GROUPE
Casino

Conforama



des idées de Génie !



KASANOVA



INTERSPAR



XXX Lutz



NORMA

ROSSMANN

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.

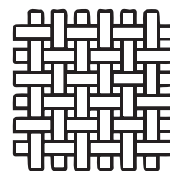
- A full control of Industrial process



Yarn



Spinning



Weaving

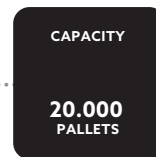
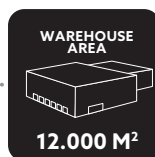
3

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

PRIVATE LABEL

CERTIFICATIONS

Sales & Marketing

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



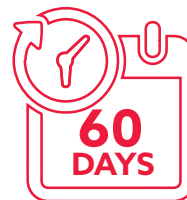
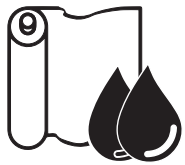
1



2

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

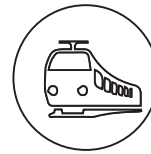
Process from yarn to packing



Supply Chain

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

Transport mode :



3



Finance

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

Currency :






4



DETOX

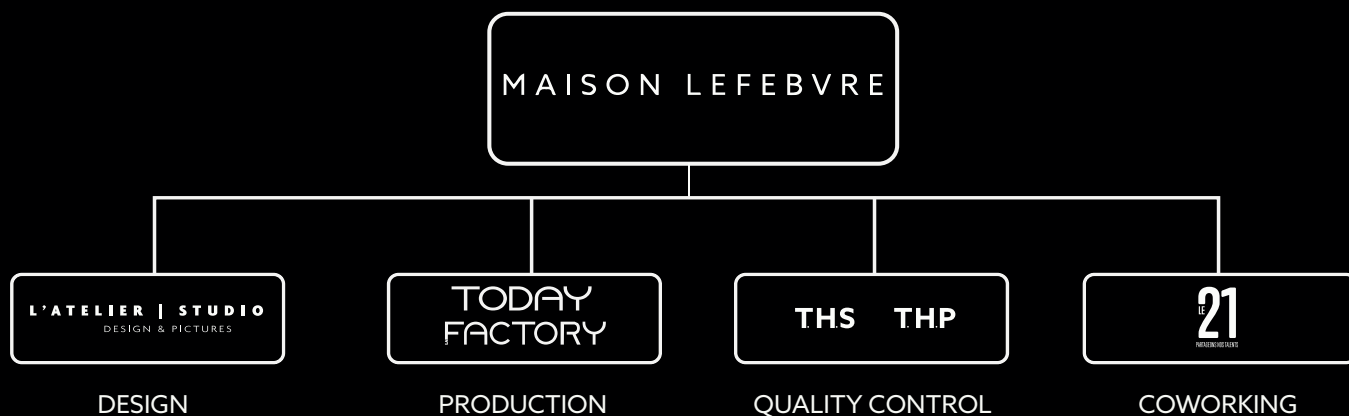
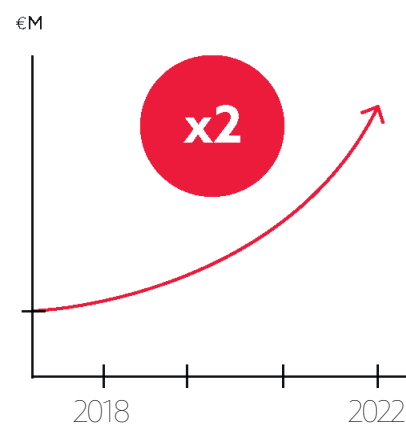


-  Logistics Hubs
-  Production Units
-  Sales Presence

KEY FIGURES

1918 Creation of the company	50 M€ 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



MAISON LEFEBVRE
20, rue Luyot
59113 SECLIN
NEW BUSINESS
international@maisonlefebvre.com