
Three brands
SANDRO
LACOSTE
ZADIG & VOLTAIRE
Discover the dress trends for this festive season
Find the perfect gift for your Partner
Elegance
MAGAZINE
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Christmas édition
December 2023 | N°324


MICHAEL KORS
COLLECTION



Editorial

Dear Reader,

Welcome to our new special Christmas issue and to the discovery of our universe for those who don't know us.

Our magazine has gone through the process and comes to us straight from Paris, but be careful our objective is to ensure that France is known in its entirety, France is rich and don't tell the founder that France is not exclusively as the city of Paris.
Our founder created this magazine in 1995 to best share her vision of fashion. For her, fashion should be something that everyone can understand. What mattered most to her was the transparency of the brands she could work with. After working almost her entire career at Vogue as an editor, she wanted to create her own magazine to speak transparently about the brands around us. She asked questions about the future of ready-to-wear around the world through the different challenges that society will have to face.

In this special Christmas edition, we pay tribute to our founder who so loved the spirit of Christmas and the end of year celebrations, surrounded by her family and friends. She particularly appreciated the elegance of this time of year, the sweetness of this enchanted parenthesis, this magical world which lets us dream without limit.

To celebrate this Christmas, we offer you exclusive articles on festive fashion trends, unique gift ideas and style tips to shine during the holidays. Like every week, you will immerse yourself in the world of three French brands.

Thank you for accompanying us on this adventure, and happy holidays to you, dear readers. May this period be filled with warmth, sharing and memorable moments.

Best of reading, Sincerely yours

With love xoxo,



Chief Editor

“ Since 15 years at Elegance Magazine. I guide the entire edition of the Magazine with passion.
My first mission is to coordinate our teams in order to create the best magazine with our editors and infographics. My second mission is to ensure content planning. One of my traits is perfection, our magazine has to be perfect in order for it to come out.”

Lorilyne

Chief Artistic Direction

“ Attracted since childhood by design, I like being able to have total freedom regarding my creativity. Working since 2017 as the artistic direction of Fashion magazine, I feel fully free, still preferring clean lines that represent the spirit of the magazine, while creating a warm atmosphere, especially during these end-of-year holidays.”

Madame X





Chief Redactor

“ I am Cyril Daban and I am one of the editors of elegance magazine. I feel a particular attraction to the Lacoste brand. This is why most of the research regarding this brand comes from me.
However, throughout my conception of this magazine I have strived to remain neutral when it comes to the opinion I submit to you on this brand in order to bring you quality content and without wanting to alter reality.”

Monsieur X

WELCOME

For this special Christmas edition, immerse yourself in the world of accessible luxury which aims to expand access to premium products and experiences without sacrificing quality, allowing a wider audience to enjoy luxury in an economical way. viable.

For this we have chosen three major brands in the sector.

Welcome to the effervescent universe where Parisian sophistication meets casual audacity, an unexpected fusion of Sandro, Zadig & Voltaire and Lacoste. It's a journey through the different worlds of fashion, brought together to create a unique balance between rebellious elegance, sporty style and chic simplicity.

Perhaps you would let yourself be tempted by one of its brands to celebrate the end of the year surrounded by your loved ones.





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HOROSCOPE




LOEWE
Maggie Smith
Photographed by Juergen Teller
loewe.com

A brief history of fashion

Studies have shown that clothes were originally created for purely functional reasons. On the one hand, some people cite modesty as a way of hiding one's nakedness, while others believe that clothing was intended to replace hair. Thus, our ancestors during prehistory wore animal skins.

In the 14e century, fashion took another turn. For aristocrats, it became a way of showing off, being noticed and making themselves look good. To achieve this, they used noble and precious materials.

Before the Revolution, illustrated Parisian almanacs appeared and played a crucial role in the liberalization of clothing and the emancipation of women. They rapidly disseminated trends, challenged strict dress standards, and redefined femininity through more practical and comfortable styles.

The history of fashion really takes off in the 19e century, with the creation of numerous fashion houses.

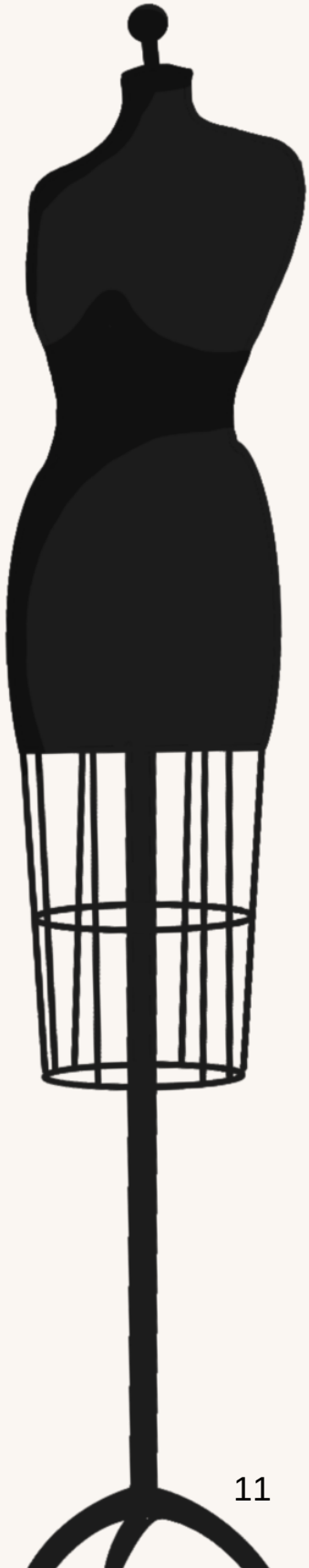
The invention of electricity led to the industrialization of the sector. Production became more massive, and it became rarer to see people making their own clothes.

The post-war period marked a turning point with more eccentricity in fashion. Fashion becomes "fashion", and the American identity emerges with the first signs of emancipation.

A few key dates:

- 1946: the bikini arrives
- 1960s: miniskirts
- 1967: jeans arrive
- 70s: bell-bottoms and bohemian dresses
- 80s: fluo, supermodels
- 90s: crop tops, mom jeans and scrunchies
- 2000s: low-rise jeans, sequins and fishnets

Today, fashion is characterized by a diversity of styles, constant and rapid evolution, and a growing awareness of sustainability and ethical issues in the industry.



Brand development

1927
Robert George designs the crocodile logo.

1933
Creation of the Lacoste brand.

1958
The first pair of Lacoste shoes dedicated to tennis was created.

1963
The Devanlay company becomes the exclusive manufacturer and distributor of Lacoste products.

1984
Creation of the Sandro brand.

1996
First shop “ Zadig” rive gauche St germain des prés

1997
Creation of Zadig & Voltaire brand.

1998
Membership of the Initiative Compliance & Sustainability

2004
Men Collection

2004
First shop

2005
First shop abroad, in Switzerland

Brand development

2006
Children collection

2008
Men collection

2008
Creation of a music label
Zadig & voltaire music

2008
Christophe Chenut appointed
Managing Director

2010
Fondation du groupe SMCP

2012
First parfum

2017
SMCP group returns to bource

2021
- Membre Leather Working Group
- Programme VoltAir
- Good Cashmere Standard

2021
Second-hand platform opening

2022
- 752 points of sale
- 46 countries
- 582 millions euros in sales

2022
520 milions euros in sales

2022
2.5 millards euros in sales

History

SANDRO

Sandro is a ready-to-wear brand for men and women. Founded in 1984 by two sisters, Evelyn Chetrit and Judith Milgrom. In the 2000s, the sisters separated, leaving Evelyn Chetrit alone to design for Sandro. Her sister created her own brand, Maje.

At the time, the Sandro brand was sold exclusively in designer boutiques and multi-brand stores.

The brand was a great success at the time, so in 2004 Evelyn Chetrit decided to open her first boutique in the Marais district of Paris, on rue Vieille du Temple.

In 2007, she was joined by Frédéric Biousse and Elie Kouby (formerly of Comptoir des Cotonniers). They decided to stop selling in multi-brand boutiques, and set themselves the challenge of opening over a hundred stores in France and abroad in a single year.

In 2008, Evelyn Chetrit's son, Ilan Chetrit, launched the men's range. The men's market share represents 20 to 25% of the Sandro brand today.

Sandro is part of the SMCP Group (Sandro, Maje, Claudie Pierlot), a French group of ready-to-wear companies. Based in Paris, the group, founded in 2010, has a portfolio of 4 brands: Sandro, Maje, Claudie Pierlot and De Fursac. The group claims to operate in the accessible luxury sector and describes its brands as "Parisian chic". The group was headed by Daniel Lalonde.

On October 20, 2017, the SMCP group, of which Sandro is a part of, is listed on the Paris stock exchange.

The artistic directors of the Sandro brand at the moment are Evelyn Chetrit and Ilan Chetrit. Isabelle Allouch has been appointed General Manager.

The company expects sales of 582 million euros in 2022.

It has 742 sales outlets in 46 countries.

SANDRO



History

ZADIG & VOLTAIRE

Before setting up his own brand, Thierry Gillier worked with a Scottish cashmere producer to create quality jumpers. His first sketch, and future creations, were done in the 90s. In the early days, Thierry Gillier created a boutique called "Zadig", in reference to the book "Zadig ou la destinée".

Zadig & Voltaire is a ready-to-wear brand for men, women and children.
The company was founded by Thierry Gillier in 1997. The brand's founder is the son of one of the co-founders of the Lacoste company, André Gillier. He wanted to reinvent luxury as "the new luxury". The house created a chic, effortless and nonchalant style.
In its early days, the house opened its first Zadig & Voltaire boutique in 1996 in Saint Germain des Près in Paris. The brand quickly became a success. The president of the House then decided to set up shops all over the world. The first shop to open outside of France was in the United States, on Sunset Boulevard in Los Angeles, then in the Meatpacking district of New York. Then, little by little, the house gained ground and established itself on the Asian continent.

Over the years, Zadig & Voltaire has surrounded itself with great people such as Cécilia Bonstrom, a former Swedish model who took on the role of artistic director and then became creative director.

Today, the company has become a luxury house, present in more than 18 countries around the world, with more than 450 points of sale. Zadig & Voltaire has established a presence in the world's major cities, including Paris, London and Tokyo.
The company will have more than 1,800 employees by 2023, although sales figures for this year have not yet been released. But Thierry Gillier announced in January 2023 that sales for this year should reach 520 million euros.





History

LACOSTE

In 1926, René Lacoste designed the first Lacoste polo shirt with the help of André Gillier. This polo shirt, which has become iconic today, was created in a light and breathable knitted fabric. It has short sleeves and a very recognizable foldable collar. The design of the latter was not only innovative but also very functional. The short sleeves allowed for a greater range of movement on the tennis court, while the foldable collar can offer protection from the sun.

The Lacoste polo shirt quickly gained popularity among tennis players for its comfort and practicality. René Lacoste even often wore this piece during his matches, which earned him the nickname “The Crocodile” because of his tenacious and enduring style of play. This nickname would later allow it to become the iconic Lacoste crocodile logo that we all know, symbolizing endurance, elegance and sporting prowess.

Over time, the Lacoste polo shirt has moved from the tennis court to the realm of everyday fashion. Its clean and timeless design, marked by the absence of patterns or other visible designs with the exception of the discreet crocodile, appeals to people looking for a look that is sporty, sophisticated and refined. The Lacoste polo shirt has become a symbol of relaxed elegance, suitable for sporting activities, everyday life and even social occasions.

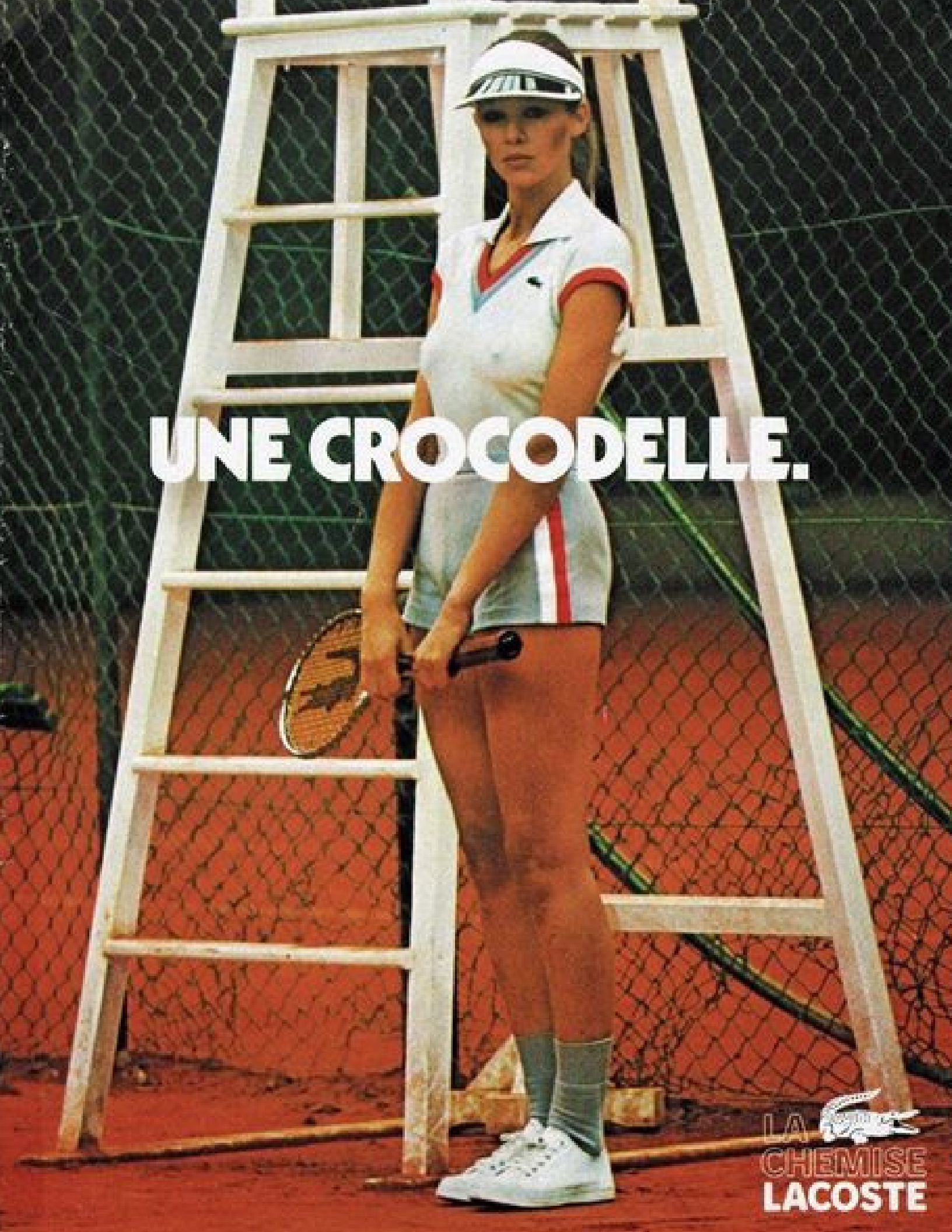
One of the key moments in the history of the Lacoste polo shirt came when it expanded beyond the tennis court. The brand began to produce a very large range of diverse clothing and accessories, thus reinforcing its status as a fashion icon. Lacoste's commitment to quality and innovation, as well as its collaborations with other designers and brands, has kept it fresh and relevant in an ever-changing world of fashion.


LACOSTE

Today, the Lacoste polo shirt remains a staple in many people's classic wardrobe. It is enjoyed by people of all ages and from all walks of life. Its durable appearance is a testament to its timeless design and René Lacoste's vision of combining functionality and elegance. The polo shirt therefore continues and continues to be a symbol of style and accessibility, embodying the brand's rich history of innovation and sophistication.

On January 6, Lacoste announced the departure of its famous artistic director, Madame Louise Trotter, who is of British origin and has been in office since 2018. This time no artistic director will take over from the designer. The creation will therefore be entrusted to a “Collaborative Studio” of the MF Brands group which already deals with famous brands such as Aigle, Gant, The Kooples, Tecnifibre. To find out more about this new creative approach, FashionNetwork.com asked Thierry Guibert, president of Lacoste, for more details on the brand's creative strategy.

While Lacoste has stopped showing its collections at Paris Fashion Week since October 2021, the reason for the English designer's departure would therefore not be found in the performance according to Thierry Guibert, who specifies that the brand would have passed the 2, 5 billion euros in turnover in 2022 (in a strategic interview which appeared on January 13 in FashionNetwork). For the manager, it is simply an alignment with the expectations of his consumers. The brand would therefore tend to respect consumer demand as best it can.


UNE CROCODELLE.
LA CHEMISE LACOSTE

Do you recognise the brand?

Lacoste, Sandro or Zadig & Voltaire ?

Our three brands have completely different worlds, would you be able to recognize them?
We are going to test this!

To start, which dresses belong to the brand Sandro Zadig et Voltaire and Lacoste?







It's the sneakers' turn!







Now the shirts...







Finishing with the bags!







SHORT STORY ABOUT...

Lacoste logo

THE RECOGNIZABLE LOGO



The green crocodile logo has become one of the most recognizable logos in the industry and the fashion world. It becomes a symbol of quality and style, attracting consumers who are looking for quality, casual and elegant clothing.

Lacoste's famous green crocodile logo is the brand's most iconic feature. This logo takes its origin from René Lacoste's nickname, “The Crocodile”, given by American journalists because of his tenacity and endurance on the tennis courts.

The green crocodile will subsequently become the symbol of endurance, elegance and sporting performance, perfectly embodying the spirit of the brand.

The lacoste polo shirt

The Lacoste polo shirt, often simply called a “Lacoste polo shirt” in stores. This very simple name perfectly symbolizes the values of this article. However, it has a very rich history which has left an indelible mark in the world of fashion. This iconic garment has transcended its origins as a tennis piece to become a symbol of style, elegance and simplicity.

The history of the Lacoste polo shirt begins in the 1920s, tennis players typically wore long-sleeved shirts made of heavy, uncomfortable materials. René Lacoste, with his passion for tennis and his desire to perform, sought to change that. He therefore imagined a tennis shirt that was not only comfortable but also practical for the demands of this sport. It is therefore by wanting to meet this need that the Lacoste polo shirt was born.


LACOSTE

the best-known products from Zadig & Voltaire

First of all, you should know that Z&V is a brand that loves quality and is also known for one of the raw materials it uses in most of its clothes, which is cashmere. Being a company that calls itself free to create, free of spirit, it is interesting for them to work this material with colors with which we would never have thought to work such as neon pink, gold, mint green,...

Let's continue the crazy successes of the house with the High Flash sneakers, it's THE best-selling pair. It has a style of comfort but also versatility. It is often associated with one of the house's most beautiful tailoring pieces. This pair mixes the elegant side as well as the urban side.





Z&V is a House that thinks strategically. In fact, they created a T-shirt with a Tunisian collar that can be found in all their collections. It should be noted that this was the brand's first major success. It is even considered the unisex must-have.

It is a garment suitable for all types of people. It was a media support during Barak Obama's presidential campaign. This “Obama” collection was created to support him.



Next comes the key accessory, from the house. Who has ever gone out into the street without seeing this little pouch with the Zadig & Voltaire logo? This is the iconic bag you must have in your wardrobe. This clutch, which comes in several colors, crosses different generations without going out of fashion. Its meaning is versatility according to Zadig & Voltaire.

And for a little more femininity, there is this magnificent Risty dress. It is one of the Zadig&Voltaire best-selling pieces. It is a piece that is part of the ready-to-wear collections









Exploration

A DIVE INTO THE CREATIVE DNA OF THREE UNMISSABLE FASHION BRANDS

Dear readers, in this issue we will explore the different brand images.
This magazine focuses on 3 brands in particular, Sandro, Zadig & Voltaire, and Lacoste
These are brands with a universe of their own and which are easily differentiated from each other.
Which brands do you think are most similar to you?

SANDRO

For her collections, the designer was inspired by Parisian style to create chic, elegant and relaxed collections. The company is run as a family business, with the brand's creative mother looking after the women's collections and her son looking after the brand's men's collection. The brand may be international, but it is also close to its customers. Its website shows that the main managers speak directly to their customers.
The SMCP group considers that it has established itself in an environment of "new luxury". Its aim is to create an effect of elegance and sobriety, both in the style of its products and in the way they are displayed at the point of sale.

To achieve this, the brand has opted for sleek, structured marbled racks and a linear layout that allows for a certain amount of graphic design.

> **Inspired by Parisian style to create chic, elegant and relaxed collections**

Sandro is much more than just a clothing boutique. The brand aspires to pass on more, placing fashion at the heart of its identity. It regularly renews its collection each season, offering a constant diversity of new clothes and positioning itself at the cutting edge of trends. Embodied by its designer, Evelyne Chétrité, Sandro represents Parisian elegance, asserting a strong brand identity.

Beyond fashion, Sandro seeks to diversify its universe by establishing partnerships and organizing events focusing on art and music. The brand is also committed to causes close to its heart, such as diversity, generosity and ecology, aspects that you will discover in more detail later in this magazine..

Sandro places particular emphasis on the customer and product experience, borrowing this approach from more expensive luxury brands. Every detail is carefully considered, whether in the design of the interior of its shops, harmonized with the brand's colours, or in the meticulous aesthetics of its website



ZADIG ET VOLTAIRE

The designer wanted the brand to be both chic and rock and roll. Zadig & Voltaire shares values that are easy to identify with. The freedom to express yourself as you wish, thanks to the various garments and accessories. Zadig & Voltaire has a close relationship with the community that allows us to be in two worlds: elegance and irreverence. Moreover, the brand is particularly recognisable thanks to the wings and urban lettering found on its clothing collection and leather goods. It's become inseparable from the brand. When you see a T-shirt in the street with a pair of wings or writing on it, you quickly realize which brand it is.

Z&V claims to be in the 'new luxury', with a style that is minimalist, uncluttered and spacious. For each of its large shops, the company has called in architects. The boutiques are strategically located in chic and popular areas.

> **When you see a T-shirt in the street with a pair of wings or writing on it, you quickly realize which brand it is.**

LACOSTE

At Lacoste, the brand has historically emphasized several key elements that define its identity, corporate culture and mission.

Lacoste embodies relaxed elegance, combining athletic style and refinement.
Lacoste is recognized for its wide, iconic color palette, which the polo shirt benefits from. Indeed, many colors have been declined in favor of the polo shirt.
Particularly the primary colors which are very impactful, the secondary colors also including the intermediate ones with many pastel colors which are very pretty too.

Lacoste's general objective is to offer quality clothing, combining novelty, style and comfort while perpetuating the sporting genesis of the brand which recalls its origins.





Lacoste's general objective is to offer quality and comfortable clothing while perpetuating the brand's heritage.

Lacoste tends to foster a culture of innovation and creativity, sometimes collaborating with artists, stars or designers to create special collections. The company also seeks to achieve excellence, with the aim of maintaining high standards in terms of quality and new product design.

Lacoste tends to foster a culture of innovation and creativity

To conclusion, this in-depth exploration of three iconic brands of the 'new luxury' has highlighted distinct and truly captivating worlds, each bringing a unique dimension to the fashion industry.

Sandro, the epitome of Parisian chic, goes beyond simple collections to offer an elegant experience. Its designs reflect a constant desire to remain connected to its customers, offering pieces that are both sophisticated and in tune with contemporary trends. The elegance that emanates from Sandro transcends simple clothing to become a refined expression of modern urban life..

When it comes to Zadig & Voltaire, or Z&V, this brand stands out for its two distinct universes that brilliantly fuse elegance and irreverence. With its rock and roll style, Z&V retains a chic essence within its collections.





Its unbridled creativity makes it easy for the public to identify with, creating a real emotional connection with those looking for unconventional, daring fashion.

Lacoste, meanwhile, goes beyond its sporting reputation to present a sober and simple elegance. The brand masterfully blends chic and casual, reminding everyone of the iconic Lacoste polo shirt for life's elegant moments. Lacoste embodies a sporty style that retains an undeniable elegance in all circumstances.

Faced with this diversity of identities, the choice is yours: are you attracted by the rock side, seduced by Parisian chic, or a fervent admirer of the sporty style that maintains timeless elegance for all occasions? The answer lies in your personal sensibility and the special bond you want to create with these unique brands.


JOYEUX
NOËL


TOM FORD

Here is a selection of dresses for your festive season

To keep up with the latest trends for the festive season, we've put together a small selection for you. This year, the watchwords are sequin and glitter. We saw them on many of the catwalks at this autumn/winter 2023 Fashion Week.



ba&sh : clem. - mini robe
195£



H&M: sequin dress with low-cut back
39,99£



Sandro : rhinestone dress
245£



Maje : Short metallic fiber dress
295£



Lauren Ralph Lauren: Sleeveless gown
394£



Mango Dress - Sequin ruched dress

39,99£



Dolce Gabana : short dress with long sequin mange

3 950£



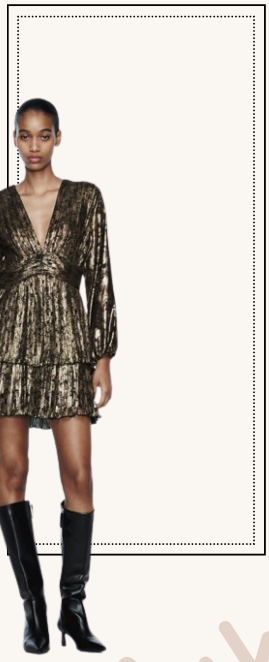
Jacquemus: Dress - “La robe Bari”

890£



Boss - sequinned stretch jersey casual dress

229,99£



Zara - short sheet metal dress with ruffles

39,99£

Image

DIVING INTO THE BRAND IMAGE OF THREE EMERGING FASHION HOUSES

The brand image represents the overall perception that people have of a company. It includes visual appearance, the message conveyed, interaction with customers, reputation, market position and company values. A positive brand image builds trust and fosters loyalty, while a negative image can lead to reputational problems and loss of customers. Carefully managing your brand image is therefore crucial to success and differentiation in the competitive marketplace. So what are the brand images of these three brands?

SANDRO

"Elegance, allure & discretion"



The brand is intimately linked to Paris. "The cool and chic Parisian spirit, the relaxed and natural elegance and the French approach, all contrasts and quirks, can be found in the brand's collections."
"Elegance of discretion" are the words to describe the brand according to the brand's designer. The brand's image is one of pure simplicity, with graphic codes that underline a space that is resolutely sober and sophisticated. The elegance and rigour of the design combine with the richness and nobility of the materials to create contemporary volumes. The clothes are displayed on sleek, structured racks with conical black marble bases.

Their linear layout creates a graphic experience in which ready-to-wear and accessories complement each other to seduce.

ZADIG & VOLTAIRE

This is Zadig !

Zadig & Voltaire is a brand with a warm, authentic character. Thanks to the styles it has created, Zadig & Voltaire has managed to create a look of modern luxury that makes its pieces chic and nonchalant. At Z&V, the spirit is to be free and to combine several pieces to create a style. It's a very broad freedom where no one judges. It's a free-spirited brand. In fact, the brand wants its consumers to explore different styles by contrasting certain materials and combining them.

In fact, the brand offers several types of material. There's crumpled leather, which is used a lot on blazers, or materials like cashmere with its loose knit, which can be used to create pieces such as pullovers, or satin from Japanese culture, which can be used to create fluid, high-quality pieces.



The use of these materials is important because they are of good quality, which is what every designer is looking for. What's more, the use of leather is the key material for the rock feel of the garment. It's also a brand renowned for its rock edge that remains contemporary and chic.







LACOSTE

"Life is a beautiful sport"

Lacoste's brand image is the result of a rich history, symbols and a strong position in the world of sport and middle-luxury fashion. By exploring its advertising campaigns, several distinctive elements may appear.

At the heart of its identity, the distinctive crocodile logo embodies quality and authenticity. It is therefore subtly integrated into advertisements to highlight the excellence of the brand.

Lacoste will always maintain a very strong link with sport, although over time the brand will stand out just as much for outfits that can be worn every day. An obvious association that will drive the growing success of Lacoste and appeal to as many people as possible. Its advertisements will still seek to retain the grace of the game and the energy of sport, often reflecting a sophisticated yet accessible lifestyle, showcasing clothing that is both functional and refined.



Lacoste's visual campaigns are impactful and seek to showcase its iconic pieces, notably the polo shirt, in sporting or urban contexts, creating an ambitious aura around the brand.

Sometimes, Lacoste uses emotional storytelling in its advertisements, sharing inspiring stories or poignant moments to forge emotional connections with its audience, beyond just the aesthetic aspect. It therefore seeks to emotionally involve the consumer.





However, it is important to note that Lacoste is a very particular brand. There are actually two types of personalities that can be represented by Lacoste. The first personality is the chic/classic person and the second represents Rap Lovers, plus people from the neighborhoods, from the street





The brand images of Sandro, Zadig & Voltaire and Lacoste are deeply rooted and easily recognisable, with each brand deploying a unique iity that resonates with consumers. Sandro stands out for its understated chic style, embodied in timeless designs and stand-out bag and shoe creations. Zadig & Voltaire's approach is resolutely rock chic, emphasising the use of exceptional quality materials and a rebellious aesthetic.

Lacoste, on the other hand, embodies the sport chic style, an image reinforced by the presence of various muses and its involvement in major events such as Roland Garros. This involvement in the world of sport lends particular legitimacy to the brand's image. It is interesting to note that these brands have been able to establish emotional connections with their target audience, by strategically positioning themselves in specific market niches.

Sandro, with its emphasis on timeless sophistication, appeals to consumers looking for elegant, durable pieces. Zadig & Voltaire, with its rebellious aesthetic, appeals to those seeking bold, unconventional fashion. Lacoste, with its emphasis on sporty chic, appeals to those with a passion for casual, elegant style. This diversity in brand identities testifies to the ability of companies to understand and respond to the varied expectations of a diverse customer base.






patag


gonia®


DIOR
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DIOR

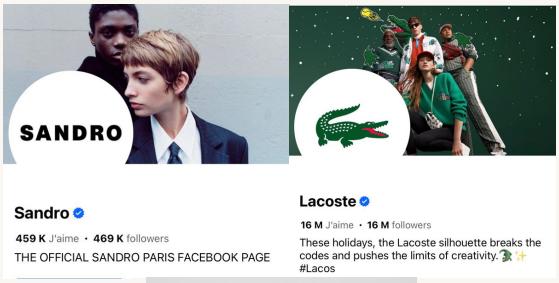


Communication

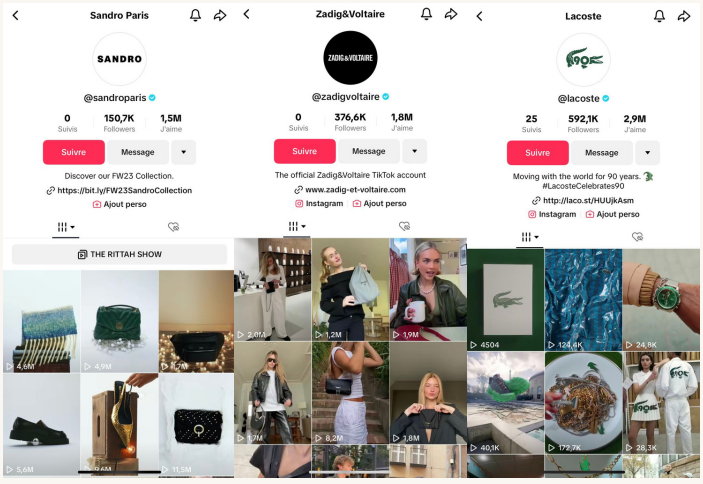
THE UNDERSIDE OF COMMUNICATION: SECRETS OF SANDRO, ZADIG AND VOLTAIRE AND LACOSTE"

Go behind the scenes of Sandro, Zadig & Voltaire and Lacoste to discover the secrets behind their success. Explore the d-choices, creative initiatives and subtle tactics that help build their brand image. This article reveals the often little-known behind-the-scenes story of how these brands establish effective communication based on authenticity and relevance.

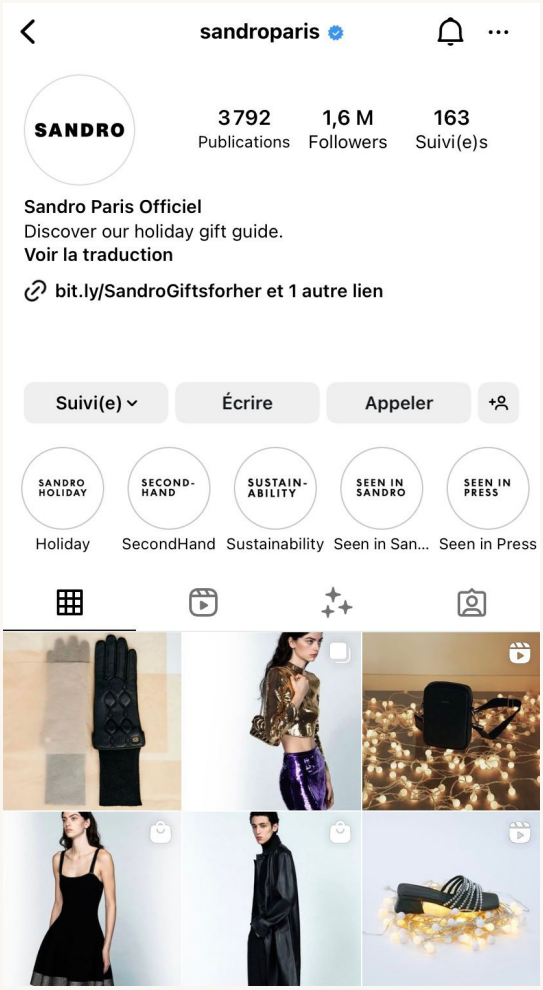
All of these brands use online platforms to reach their audiences. Lacoste, Sandro and Zadig and Voltaire attach great importance to their presence on their websites and social networks (facebook, tik tok, instagram). They ensure that their online platforms reflect the aesthetic of their brand, whether through a clean and simple design for Sandro and Zadig et Voltaire, or by highlighting the user experience for Lacoste while respecting their worlds. and graphic charter.







The presence on social networks is a strong point for each of these brands. They use Instagram, in particular, to interact with their audience, share engaging visual content and highlight their products. The campaigns on social networks are well thought out to correspond to the brand image of each, whether it is sober elegance for Sandro, the sporty lifestyle side for Lacoste or the sophisticated and artistic aspect for Zadig and Voltaire.



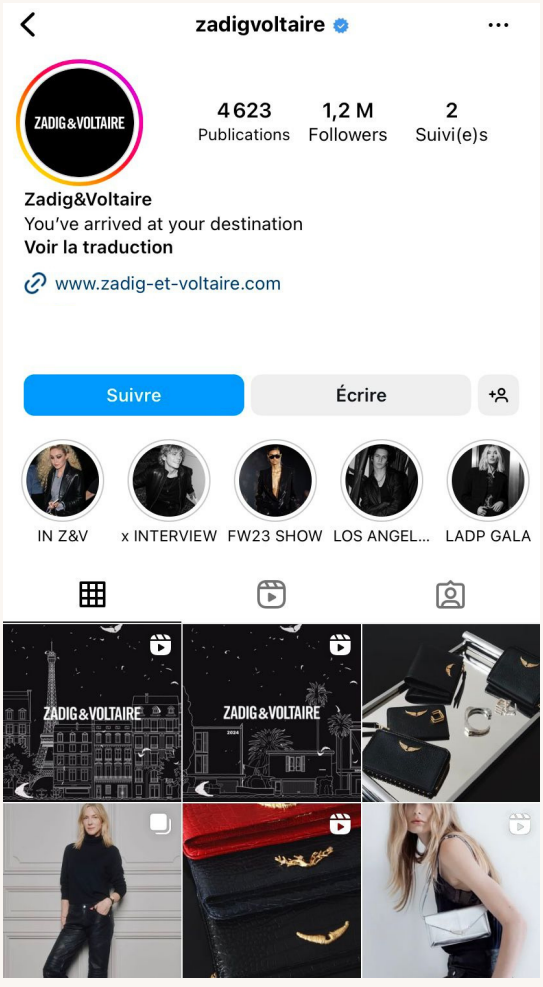
Their Instagram feed is updated several times a week, especially with the festive season approaching. They use few hastags and don't vary them: #zadigvoltaire #zadigetvoltaire. So they're easy to find because the hashtags are classic.

It has front-page stories, but there are few categories, so it's hard for consumers to find their way around.

There's an aesthetic consistency, with dark colours and a few bright touches, particularly for Christmas. The brand has also been playing with reality for some time now, developing new ways of showing more to their community.

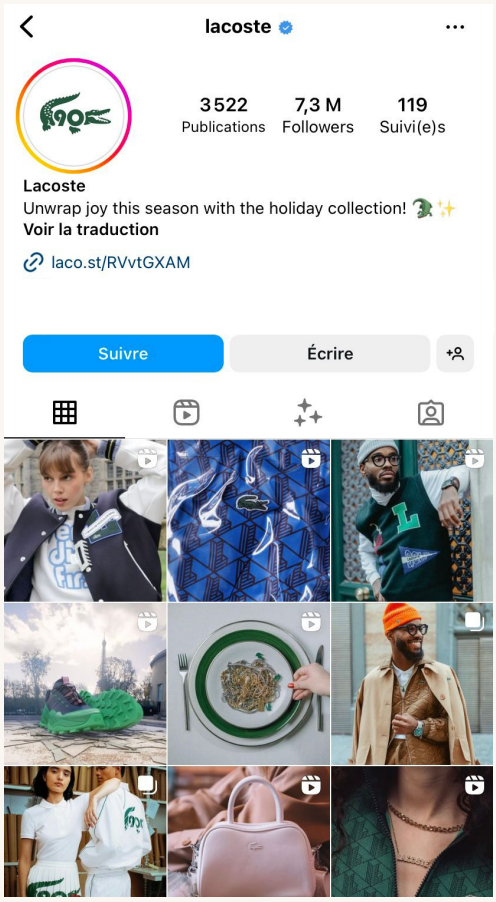
First of all, a little focus on the brands' social networks. We couldn't choose all the social networks, which is why we ended up choosing Instagram, which is currently the social network where the brands chosen carry the most weight.

They use hashtags, the most commonly used being #SandroParis #SandroFallWinter23 #FW23 for the end of the year. It keeps in touch with its followers by posting stories, which enables it to maintain a daily link with potential consumers. The brand also regularly puts stories on the front page, enabling consumers to find their way around and select the most important information, so we can see that at the moment the brand is positioning itself on environmental issues.



Green dominates, to reflect the spirit of the brand.
They use the real thing more than the other 2 brands mentioned in this magazine.
They don't put blinds on the front page.
On their Instagram, they highlight the filters they've created to liven up their community.

Lacoste has a much larger following on social networks than Sandro and Zadig & Voltaire. This is explained by the fact that Lacoste has been better known abroad for many years.



LACOSTE

Lacoste stands out for its sponsorships in the world of tennis and other cultural events, anchoring its presence in the sporting field. Sandro, for its part, targets a younger urban population and highlights collaborations with designers and brands to show its commitment to sustainable development. Finally, Zadig and Voltaire are banking on advertising campaigns with muses from various artistic backgrounds to strengthen their brand image.

Lacoste's website focuses on a seamless user experience, providing a simple platform where the brand's aesthetic and history are highlighted. The site highlights the collections, while offering intuitive navigation for online purchases or other information.

Lacoste uses its social networks to strengthen its presence and share ever more engaging content. The brand stands out by associating its image with major sporting events, particularly in tennis because it is present every year at the famous Roland Garros competition, thus perpetuating its link with its founder. This results in collaborations with renowned players and tournaments, sometimes even marking the history of sport.

Lacoste's advertising campaigns emphasize the brand's history and sporting heritage. They capture the essence of casual luxury associated with Lacoste, while aiming to maintain a distinctive position in the high-end fashion market, which is no easy feat.

When it comes to collaborations, most brands use partnerships to strengthen their image. Whether through collaborations with celebrities, athletes, artists or even sometimes with other brands. These alliances allow each brand to explore new horizons, whether for fashion, music or even sport.

LACOSTE



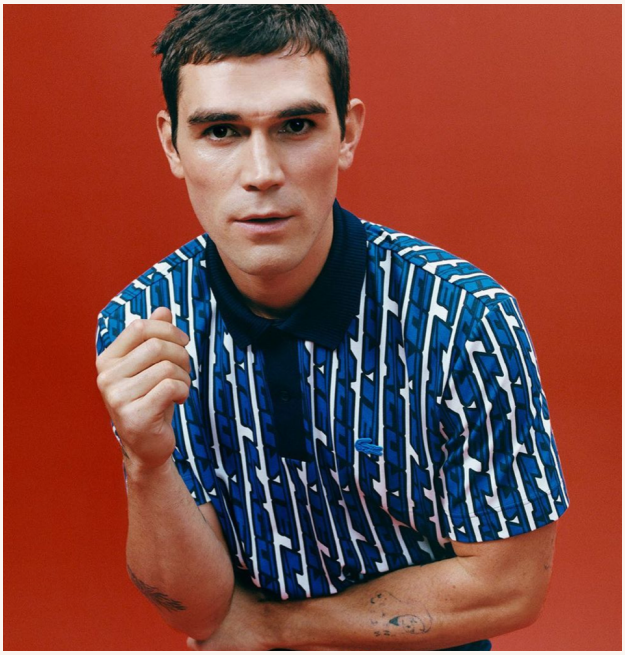
Campaign with tennis player Novak Jokovi



Campaign with tennis player Serena Williams



The iconic French duo Ärsenik who inspired generations of rap enthusiasts



American actor KJ Apa

SANDRO



Now let's take a look at Sandro's website and social networks.
Sandro favors a sober aesthetic, using neutral colors on his website and social networks.

The emphasis is on the products with the models adopting stoic poses to highlight the clothes and thus the models are therefore doomed to not be more highlighted than the clothing and only serve as a coat rack. Sandro's current approach shows a casual chic style, reflecting city life for a young clientele.

Collaborations and Sustainability.
Sandro stands out for its collaborations with designers, artists and other brands, demonstrating a commitment to sustainability. Partnerships, such as the one with Wrangler for a recycled polyester collection, show a desire to promote more environmentally friendly practices.

Gaming

Sandro, always at the forefront of innovation and social commitment, is unveiling a new facet of its communications for the Autumn-Winter 2022 season. In collaboration with the Cher Ami studio and Swipe Back, an agency specializing in the Metaverse, the brand is presenting "Believe", its very first video game. This initiative is not limited to simple artistic expression, but also has a social mission by supporting the "Pencils of Promise" association dedicated to access to education.



Participants are invited to embark on a virtual adventure in which they control a robot through a variety of worlds, including Paris, the jungle and outer space.
Personalizing the robot with elements from the new collection not only makes it fun to immerse yourself in the game, but also allows you to collect points that can be converted into donations to support this noble cause. This convergence between the world of video games and altruistic commitment reflects Sandro's innovative and socially responsible approach to communication.

Music

Since 2020, Sandro has created his own playlists on Spotify, presenting it as an extension of his musical universe. The 62 album playlist features an eclectic selection of artists including La Femme, Thérapie Taxi, Papoo, Clara Luciani and many others. We highly recommend you take a look, as it will give you a better idea of the musical atmosphere that accompanies Sandro's universe. In addition, for these end-of-year celebrations Sandro has even put together a Christmas playlist.





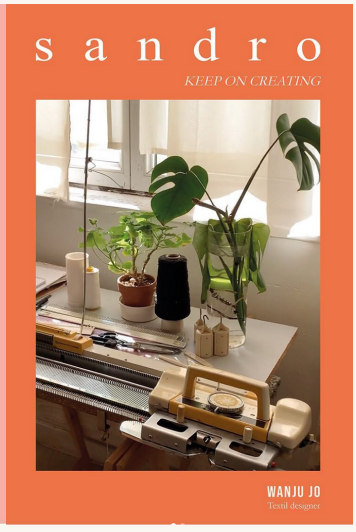






Here's a little word from Clara Luciani about the collection she made in collaboration with Sandro : *For the very first time, it's "me" transcribed in a way other than in song*.





Art

Sandro collaborates with artists to do various workshops, ceramic workshops and textile creation workshops.



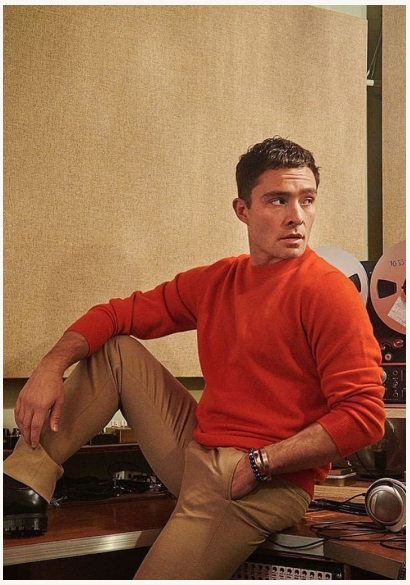


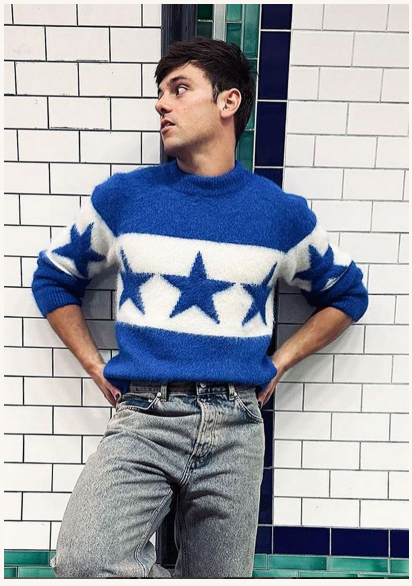


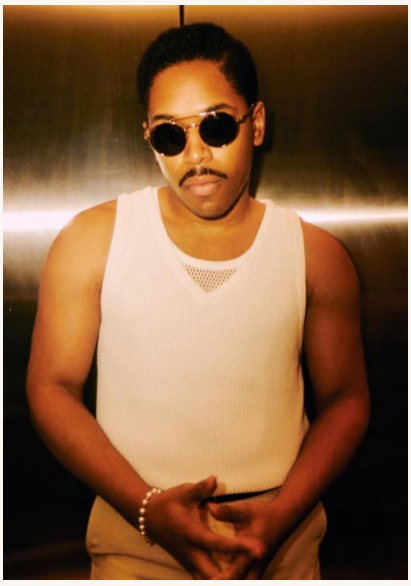


Influencers

Sandro works with many influencers, from all walks of life, to reach as many people as possible and diversify

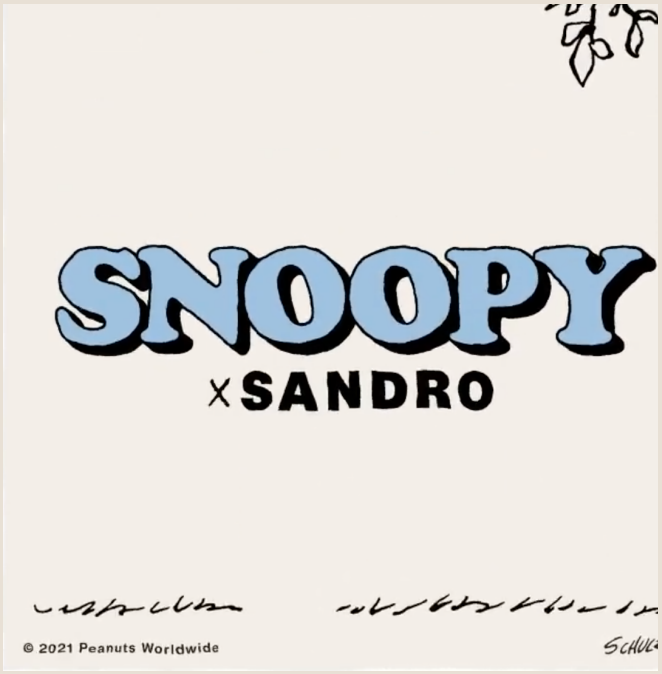









STAND
Together


SNOOPY
X SANDRO
© 2021 Peanuts Worldwide

SANDRO


SANDRO
X
MR. MEN™
LITTLE MISS™
Little
Miss Sunshine
Mr.
Happy
© THOIP


SANDRO
SMILEY®

ZADIG & VOLTAIRE

Partnerships and Advertising Campaigns: Zadig and Voltaire have marked their presence with prestigious collaborations with personalities such as renowned models, artists and even partnerships with sports teams like the NBA. The brand's advertising campaigns are based on stylish, English-speaking muses from the artistic circles of fashion and music, reinforcing their position as a reference in the fashion and perfume industry.

The Zadig et Voltaire website offers an elegant and refined experience, reflecting the sobriety of the brand. On social networks, notably Instagram, the brand shares content aesthetically consistent with its brand image, using color codes reminiscent of the black and white of its logo and its site.

Overall, although all of these brands use similar communication strategies by leveraging online platforms and collaborations, their differences lie in how they position their brand image and speak to their target audience. Lacoste is anchored in sport and lifestyle, Sandro targets a young urban population while emphasizing sustainability, while Zadig and Voltaire cultivate a sophisticated artistic image.



Collection by Zagig et Voltaire in collaboration with the NBA













Our three brands invest heavily in collaborations with celebrities. However, Lacoste particularly excels in this area, accumulating an impressive number of sportsmen and women representing the brand. This can no doubt be explained by the fact that, compared with the other two brands, Lacoste has already proved its worth and has managed to survive over time.

As for the other two brands, their strong point lies in their communication on social networks, seeking to interact as much as possible with their community. Each brand has its own specific strengths, and thanks to these they maintain a special relationship with their customers. These brands are getting closer to their communities by having a massive presence on social networks and sharing their stories. They are increasingly seeking to be transparent, like Sandro and Zadig & Voltaire.












lanc
× LOU
BEAUTY IS A


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UVRE
LIVING ART

Marketing

WINNING STRATEGIES: DECIPHERING THE MARKETING OF SANDRO, ZADIG & VOLTAIRE AND LACOSTE AND HOW THEY ARE EVOLVING IN THIS COMPETITIVE FIELD.

Let's delve into the marketing mysteries of these world-famous brands. How do they manage to maintain such innovation and appeal to such a wide range of consumers? How do they manage to retain their long-standing customers while attracting new fans? We'll find out in a moment.

The fast-growing semi-luxury sector is aimed at a high-end clientele, while remaining relatively accessible. It mainly targets people on modest or even higher incomes.

Let's start with a brand that's popular with trendy women aged 25-35 with a certain amount of spending power: Sandro. Although the brand offers a men's collection, it mainly attracts a female clientele. Personalities such as Lou Doillon and even Alexa Chung perfectly embody the brand's image, symbolising active, modern and independent women. To win over new targets and build customer loyalty, the brand frequently renews its collections, not hesitating to innovate even with its flagship products. Sandro creates quality items that are always at the cutting edge of trends.

Sandro loves to take on new challenges, collaborating with many like-minded brands and personalities to expand its potential audience. However, like any brand, it is not immune to risks, as the Brexit has shown, leading to price rises and increased competition.
However, there are also positive aspects: Sandro has 646 points of sale worldwide, contributing to the SMCP group's turnover, which reached €1 billion, including €500 million for Sandro in 2018.

Like all great contemporary brands, Sandro has a sophisticated and attractive website, allowing customers to shop online, adding a modern dimension to the shopping experience.

The only negative point that could belevelled at the Sandro brand concerns the sombre atmosphere of its shops, which lack a distinct visual identity, making them little different from their direct competitors, such as Zadig et Voltaire and Lacoste.
In terms of competition, Zadig et Voltaire is positioned as Sandro's direct rival, and vice versa. Although these two brands have distinct universes, they share many common competitors such as The Kooples, Bash, Comptoir des Cotonniers and Manoush.

Despite fierce competition, Sandro, which has been on the textile market for 26 years, is renowned for its quality and rock style, which sets it apart from its competitors. With more than 400 outlets in France and 350 worldwide, the brand already has a strong footprint. The current chairman has ambitions for expansion, particularly in Asia, and aims to increase the number of shops by 2025. Zadig & Voltaire's physical presence in China is still limited, despite the ability for Chinese people to order online. Since 2017, the number of shops in North America has doubled, with 38 shops, 27 franchises and 11 outlet shops across the country, in addition to corners in 27 Bloomingdale's stores.





Target diversification is crucial to a brand's growth. Zadig & Voltaire targets a mixed clientele, appealing to women and men aged 20 to 35, as well as children for some years now. Positioned as an affordable semi-luxury brand, Sandro stands out from the likes of Christian Dior and Hermès.
Zadig & Voltaire's customer base is specific, attracting free-spirited and creative individuals looking for a bold stylistic alternative, a characteristic that is distinct from Sandro and even more so from Lacoste.

Furthermore, in line with strict environmental regulations, the brands analyzed demonstrate a strong commitment to the environment. Zadig & Voltaire has set up the "VoltAIR" programme, while Sandro has developed a platform to offer a second life to its products. As well as meeting government requirements, these actions reflect a heightened awareness of the environment, influencing the purchasing choices of environmentally conscious consumers. In short, Sandro, with its ambitious expansion strategy and commitment to the environment, continues to stand out in the competitive world of fashion.

Zadig & Voltaire's reputation is also based on its expert use of raw materials and its unrivaled know-how. Even if the brand favors quality products, it already charges high prices, thus attracting a demanding clientele. Recently, Zadig & Voltaire deployed a new “price premium” strategy, aiming to target consumers ready to invest for quality. This approach, while attractive to some, carries risks, such as losing some consumers or creating disparities between middle- and upper-middle-class shoppers. To retain its customers and attract new ones, Zadig & Voltaire renews its collection every two months, a practice which testifies to its dynamism.

However, the use of raw materials can sometimes bring challenges, especially when it comes to water. In the case of Zadig & Voltaire, which mainly relies on leather, a material requiring water for various techniques, these challenges are apparent. The Maison is not content to be a fashion brand, it becomes a real lifestyle by diversifying with partnerships and events focused on art and music. She is also involved in causes such as diversity, generosity and ecology, values that you will discover more in the rest of this magazine.





As far as Lacoste is concerned, luxury seems impervious to crises, because wealthy individuals do not suffer from the problems linked to inflation. The brand positions itself as a high-end fashion brand focused on sport, combining casual luxury with the values of elegance and functionality. Present in 120 countries with 1,200 stores and 10,600 wholesale points of sale, Lacoste has extended its reach with 19 websites. Offering a variety of ready-to-wear products, from basic polo shirts to dresses, pants, shoes, as well as perfumes, bags and glasses, the brand targets a diverse clientele, from young people in precarious situations to people with middle-class incomes. and above, aged 25 to 30 years old.

However, Lacoste's communication with its target audience seems vague. Although the brand claims to be high-end and luxurious, it is sometimes associated with a young audience in precarious situations. This ambiguity has contributed to a decline in its turnover since the 2000s, accentuated by the proliferation of competitors. Lacoste aspires to regain its former prestige, lost due to a poorly targeted clientele.

Lacoste's instant recognition is undeniable, thanks to its iconic crocodile logo. In addition to this strong visual identity, the brand offers a vast palette of colors for all tastes, appealing to both lovers of bright colors and those preferring pastel tones. This chromatic diversity is also highlighted in Lacoste boutiques thanks to a clever strategy: furniture in neutral colors, such as white or black, serves as an ideal backdrop to display the richness of the shades offered.

Innovation and creativity remain at the heart of Lacoste's DNA, which constantly renews its collections through collaborations with designers, celebrities and even artists. These special partnerships reinforce the brand's reputation for originality and dynamism.

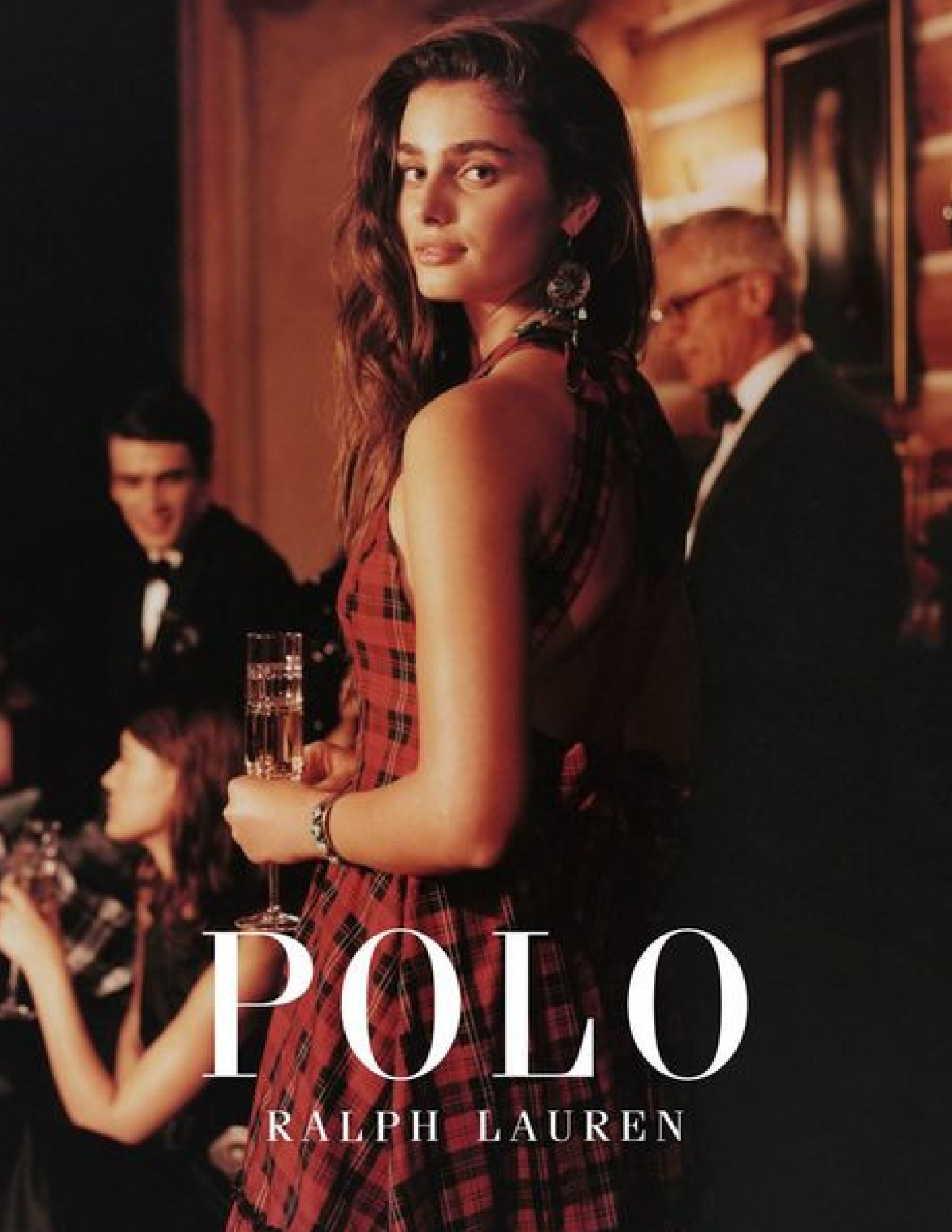


However, the competitive world is present, with brands from the sports field such as Ralph Lauren, Tommy Hilfiger, Nike and Adidas, which constitute formidable rivals. In addition to competition, Lacoste must face the threat of counterfeits, created to meet the demand of a potentially interested customer base with limited income.



In conclusion, these three semi-luxury brands adopt distinct marketing strategies, regularly renewing their collections through prestigious collaborations. Each of them strives to cultivate a positive image among its consumers and the general public, whether by implementing CSR programs or continually innovating with new products. These three brands are strongly established in the world, and must constantly find solutions to develop further so that their competitor does not take advantage of this.



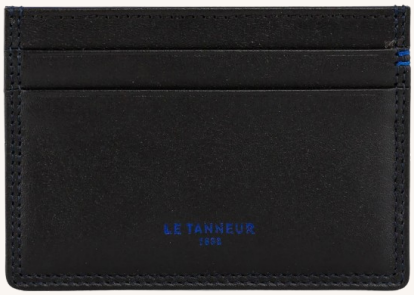

POLO
RALPH LAUREN

Gift ideas for your partner

The editors have put together a small selection to help you find a gift for your boyfriend or girlfriend if you haven't already done so.



TRENDY BARBER
Traditional shaving kit
56.95£



LE TANNEUR
Martin cardholder in smooth leather
99£



AUTRY
Sneakers medalist in leather - gray
195,00£

FOSSIL
Fenmore multifunction watch in stainless steel, smoked gray
189,00£





APPLE
iPad 10th generation
From **449£** or **37.41£**/mo. per month for 12 mo

AMI PARIS
Ami unisex red heart beanie
120,00£





BIRKENSTOCK
Boston mules in suede leather
140,00£



OMEGA AQUA TERRA 150M
Co-axial master chronometer38mm
7600,00£



GANT
Wool plaid print scarf
80,00£



A BATHING APE
T-shirt Bape X Highsnobiety
105,00£



POLO RALPH LAUREN
Cotton cord baseball cap
89,00£



RAINS
Mini backpack with carabiner loop
80,00£

Futur

CLOTHING AND ECOLOGY: DEMYSTIFYING THE ENVIRONMENTAL IMPACT OF THREE ICONIC BRANDS

The textile industry is one of the most polluting industries, which is why more and more brands are trying to find solutions to reduce their carbon footprint, while other brands that only want to 'look good' are concerned about climate change by doing things to give a good image. What about these three brands?

ZADIG & VOLTAIRE SANDRO

Fashion is one of the most polluting sectors. That's why many brands are reinventing themselves, including Sandro and Zadig & Voltaire. Let's take a look at how these 2 brands are implementing solutions. These two brands have set up a number of programmes to change the way they produce.

Sandro's programme is called "Sandro for the future", while Zadig et Voltaire's programme is called "VoltAIRe".

Let's start with Sandro, a brand that stands out from the rest with a second-hand category.

By visiting the Sandro website, you can take part in a cyclical process by buying or selling items. Here's how it works:

To Sell :

Go to the Sandro website and select the "Sell" option. Choose the item you want to sell, then follow the steps to get the best price in just a few clicks. Then send the item to the brand. As a reward, the seller will receive a voucher for the amount of the piece they've resold.

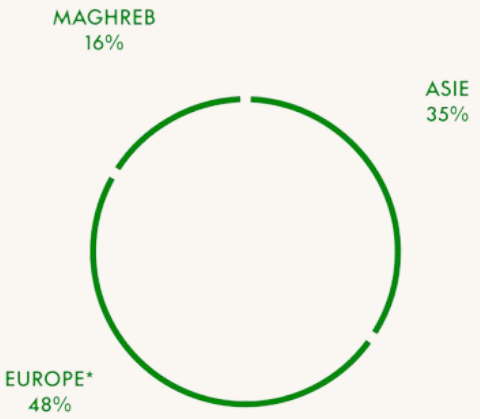
To buy:

Go to the Sandro website and select the "Sell" option. And make a purchase in the classic way, just as you would for new items.

SANDRO
SECOND HAND

Sandro for the futur

Since Sandro's founder was discreet by nature, the company has opened up to the issues involved in changing the second most polluting industry.
All this rests on several pillars:
It all starts with the selection of the materials they use.
Half of the collection is currently eco-responsible, and the aim is to reach 80% by 2025. Reaching 100% is not feasible at the moment because of the challenges associated with innovation. However, the key to this progress is investment in research and development by suppliers.



Distribution of production in 2022
(Tier 1 suppliers)

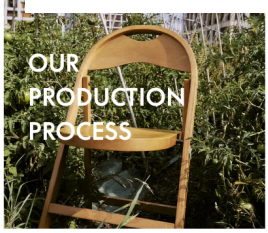
*Includes Turkey

Sandro also acts in the places where his pieces are produced. It tries to use countries with know-how. They also think about producing near to where they are going to export the product, to reduce carbon emissions linked to transport. The brand favours shipping (84%), which is less polluting than flying (11%).
The brand also provides for supplier audits, which help to govern the rules of commercial collaboration. 90% of Sandro's suppliers have been audited, and 55% with regard to environmental criteria. "There is a desire to know who makes what, where and how," says Isabelle Allouch, CEO of Sandro.

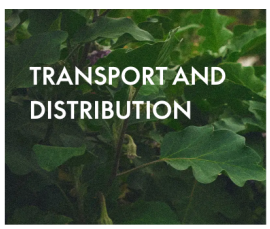
Sandro is also committed to reducing its carbon footprint by producing more responsibly. Between 2018 and 2020, the brand has streamlined its collection, reducing the number of references by 25%. The main objective is to ensure maximum sales of the products produced. This means constantly having the right product in the right place at the right time, as remaining stock often causes problems and questions in the fashion industry. Residual stock is then channeled into different channels, such as outlets, associations and destocking sites. Product destruction has not been practiced for several years. In the case of defective stock, working with a specialist company means that these items can be recycled rather than disposed of.

SPOTLIGHT ON...













VoltAIRe

The aim of this programme, as its name suggests, is to protect the air, combat pollution, protect biodiversity and combat climate change. It was not just created to give the brand a good reputation, but rather to add value for all members of the company, as well as for its customers. This approach was created in 2021. They want to protect the air while continuing to produce collections. In fact, they design products while respecting the environment.
What's more, as they say, protecting the air is part of their value, which is committed freedom.
To guarantee this, Zadig & Voltaire aims to make its contribution to the United Nations Sustainable Development Goals, with a particular focus on ten of them.

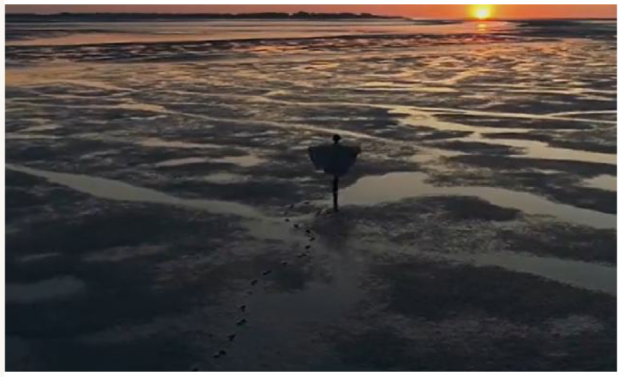


Zadig & Voltaire has set three ambitious targets to be achieved by 2025, demonstrating its commitment to sustainability and social responsibility.
The first goal is to develop sustainable products and packaging. To ensure this, the brand aims to use 100% raw materials from healthy environments, a significant increase on the 50% achieved at the end of last year. Another crucial aspect is the total elimination of virgin plastic waste from non-recycled energy sources. Until now, this measure has only been applied to all BtoC packaging and polybags, while all packaging is now recyclable and products traced, an initiative already in force.

SUSTAINABLE PRODUCTS & PACKAGING



CLIMATE & AIR



The second objective concerns climate and air. Zadig & Voltaire aims to achieve 100% green energy worldwide.
Currently, only France has achieved this objective, with 19% in Europe and 25% in the United States.
The company aims to extend this energy transition to all countries.
In addition, the aim is to open new shops and renovate existing ones to meet Sustainable Shopping standards, in particular by using LED lighting. Although the current percentage is 30%, the ultimate target is 100%. To maintain this approach, the brand aims to have 100% of its products compliant with Zadig & Voltaire's Sustainable Product Standards by the end of 2022, up from 21%.

Finally, the last objective, called "Made in Respect", aims to ensure that suppliers follow Zadig & Voltaire's ethical standards, with a current rate of 40%. Another crucial point is the gender equality index, a subject of growing concern. At present, the target has almost been reached, underlining the importance of this issue. Both new and existing employees will be trained in sustainability programmes, with most of them currently informed. Zadig & Voltaire thus remains resolutely committed to a sustainable approach to fashion, ready to meet the challenges in a transparent and responsible manner.

MADE IN RESPECT



VOLTAIRE

SAVE OUR SPECIES. IUCN

LACOSTE

On the Lacoste side, they have not implemented the same strategy. They are involved in much more publicized campaigns.
They were not directly interested in their footprint but rather in campaigns that highlight collaborations with different organizations. The best known is the one launched in with the International Union for Conservation of Nature (IUCN), called “Save Our Species”.
Each t-shirt in this limited collection featured an endangered animal, iconically replacing Lacoste's famous crocodile on the logo. Thus, species such as the rhino, the gorilla or the turtle were represented on these t-shirts, raising public awareness of the cause of wildlife preservation.
The quantity of t-shirts produced for each species corresponded to the estimated number of individuals remaining in the wild. For example, if only 30 Javan rhinos were still alive, only 30 rhino t-shirts were available for sale. This approach reinforced the message of urgency and the limited aspect of the collection, encouraging consumers to become aware of the rarity and the need to protect these endangered species.
Beyond raising awareness, Lacoste also donated part of the profits from this collection to IUCN conservation programs to support the protection and preservation of these endangered animals.
But what is really going on behind this imitative?

Indeed, we cannot say that Lacoste is the most transparent brand possible, they communicate very rarely. We can pause the question if it is not to “restore” the image of the brand. Indeed, the company was singled out by Greenpeace for its toxic releases in China, following which Lacoste had promised to make the substance in question disappear.



In addition to the ecological point of view, Lacoste is also committed to fighting against forced child labor with the Cotton Pledge campaign.

And she is committed to supporting the Everglades association which fights against the protection of various reptiles trying to put into oblivion the words of the founder of the time who wanted to make crocodile cases.

AFTER DELVING INTO THE WORLD OF THESE THREE BRANDS, WE DECIDED TO GIVE EACH OF THEM A SCORE:

SANDRO

14 / 20

Sandro scored 13 out of 20. The brand is committed to concrete sustainability projects.

Z&V

11 / 20

Zadig et Voltaire received a score of 10 out of 20. The brand is making efforts, and has even set targets for the year 2025. However, it is difficult to judge targets that have not yet been achieved.

LACOSTE

05/ 20

Lacoste received a score of 6 out of 20. We perceive this brand to be more about appearance than reality. Its main objective seems to be to improve its image, which we could describe as "greenwashing".




Dior
Dior

Economic

THE WORLD IS CURRENTLY EXPERIENCING A NUMBER OF CRISES, BUT WHAT ABOUT ITS BUSINESSES? BETWEEN INFLATION, WAR IN UKRAINE AND COVID.

The last three years have not been the easiest. Between the Covid-19 period, the Russian-Ukrainian conflict and current inflation, each brand has had to find solutions to various problems. We will examine how Sandro and Z&V have supported the medical profession during the Covid-19 pandemic. Next, we will analyze the impact of inflation on brands and how they have weathered this period. A return to these different periods is necessary.

SANDRO LACOSTE VS ZADIG & VOLTAIRE

During the Covid-19 epidemic period, some of the best-known major brands, such as Maje, Valentino, and in particular Sandro and Zadig & Voltaire, which we will mainly talk about in this article, have undertaken significant actions in the medical field.

The creator and artistic director of Sandro, Evelyne Chefrite, had the idea of making protective masks with remaining fabric scraps from old collections. She was helped by all her teams, and thanks to them, more than 10,000 masks were created.

During the pandemic, when surgical and FFP2 masks were out of stock, these masks were first distributed to healthcare professionals, such as doctors and nurses, before being put on sale to the general public.

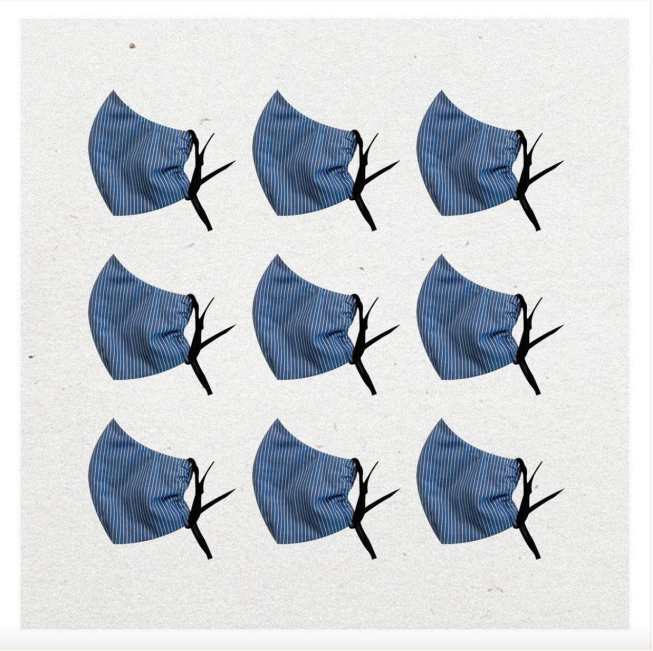
This laudable action was not limited to there, because every Friday the brand offered breakfast to hospitals located in the areas most affected by the virus, from Paris to Milan via London, Berlin and New York.

Concerning the Zadig & Voltaire brand, they also carried out a great action. From the start of the year until December 31, they contributed to the Fondation des Hôpitaux de Paris - Hôpitaux de France, by donating nearly 20% of their profits on new collections.

The artistic director of the Zadig & Voltaire brand declared: "*France is a country which welcomed me more than 20 years ago, and for which I must show solidarity*". This demonstrates the love she has for France and the simplicity of the brand.

Lacoste has also contributed positively during this pandemic. They launched the sale of the L.12.12 "*Polo Merci polo shirts*", all of the profits from which were donated to the International Federation of Red Cross and Red Crescent Societies. In addition, thanks to their foundation, Fond Lacoste, 5% of the sale price of the masks was collected to support various social and solidarity actions around the world.
Beyond the pandemic, Lacoste is also committed to various associations. The brand is strongly committed to young people and their social integration, as evidenced by their collaboration with the talented tennis player Novak Djokovic. This collaboration made it possible to raise nearly €150,000, distributed equitably between 5 associations (*Gol de Letra, Novak Djokovic Foundation, Apprentis d'Auteuil, Sport dans la ville, Etendart*).

During this pandemic, Lacoste faced challenges related to changes in customer behavior. In order to attract and retain



customers, the brand has implemented new digital strategies, focusing its efforts on the creation of a new platform linked to its internal site to facilitate purchases. In addition, Lacoste has strengthened its digital presence to maintain a strong link with its community.

In conclusion, the last three years have been difficult at times for some businesses. The Covid-19 pandemic has impacted physical sales, but it has also encouraged certain brands to show solidarity with the medical profession by producing masks or donating part of the profits to a federation. Some have gone even further, like Lacoste, by establishing a collaboration with a tennis player to raise funds for associations supporting young people in precarious situations in the practice of sport. Despite the negative effects of the pandemic on certain aspects, noble actions have emerged, although inflation has not spared all companies.

The conflict between the two countries, Ukraine and Russia, has created tensions in all other countries, particularly in Europe and France.
Faced with inflation which is reducing their purchasing power, households are refocusing on the purchase of essential products, leaving aside so-called discretionary consumer goods such as clothing.

SANDRO

Or Sandro, although the company has resisted the crisis in the clothing sector rather well in recent years, the current situation is forcing the French company to revise downwards its objectives for the current year. The growth forecast, usually high, is revised downwards, also affecting the profitability of the brand. The prolonged crisis is impacting the company's finances.

As for SMCP, a specialist in “accessible luxury”, the company is facing difficulties in the market. Economic conditions have deteriorated since the last update in July. Growth in Europe, particularly in France, has slowed as French consumers cut spending in the face of rising prices since the start of August. In addition,

Brexit led to uncertainties and an increase in prices, slightly impacting Sandro, one of SMCP's brands.

Faced with this complex and constantly evolving economic environment, SMCP expects modest sales growth for the remainder of the year, with a flat to slightly down third quarter. However, the company expects an improvement in the fourth quarter, a positive trend already seen in China.

SMCP
sandro maje claudie pierlot



ZADIG & VOLTAIRE

LACOSTE

If the fashion world is experiencing difficulties, Zadig & Voltaire and Lacoste are facing problems with the supply of raw materials, leading to an increase in production costs. It is important to emphasize that Zadig & Voltaire favors quality materials and exceptional know-how. The majority of their raw materials come from the Asian continent, including lace from India and cashmere from China. The shoes are made in Portugal because of the quality of the craftsmanship in this country.

In France, other brands such as Zadig & Voltaire do not see any difference, or even a positive increase, in their turnover. However, it is relevant to point out that Zadig & Voltaire is part of ZV Holding, and according to the annual reports for the last three years, the turnover has experienced fluctuations. A decline was observed over the previous two years, with €513,000 in 2020 and €290,000 in 2021. On the other hand, for the year 2022, significant growth was recorded, with turnover reaching 1.03 million euros, significantly exceeding previous performances.

Concerning Lacoste, the brand was bought in November 2012 by the Swiss group Maus Frères Holding, which already held 35% of the capital. At the end of that year, they acquired the remaining shares for 1 billion euros.

Lacoste's French production, representing around 10% of volumes, was particularly affected.





The five production sites, employing 1,500 people, saw their energy bills increase significantly. Energy efficiency measures have enabled a reduction in consumption of 15%, but such an increase is not sustainable in the long term.
It should be noted that Lacoste anticipated inflation by increasing its prices from 2019, with an increase of 6%. This decision was made due to the growing popularity of the brand. Although this strategy was not initially designed to address the current situation, it has lessened the impact of inflation on consumers.

For 2023, Lacoste was forced to adjust its prices upwards again, this time by 6 to 8%. Employee salaries have also been increased to keep pace with inflation. Rising commodity prices, particularly cotton, over the past three years have also contributed to these adjustments. Since 2023, the brand has adopted a more sustainable approach by using 50% cotton from organic farming and eco-designed materials. However, demand for these new materials exceeds supply, leading to continued price increases. Organic cotton costs 5 to 7% more than conventional cotton.



“ Buy me. Buy better. Make it last. Quality, not quantity. “
Vivienne Westwood

Regarding transport, the price of sea freight has not had a major negative impact. On the other hand, land transport has been affected by the constant increase in fuel prices, even though price caps have been established by distributors, maintaining a high level.
All companies are witnessing a change in customer attitudes and behaviour that did not exist before. This trend is also reflected within brands. Today's consumers are focusing on essentials such as hygiene rather than clothing. However, not all brands have suffered a drop in sales. Lacoste, for example, opted for a strategy of raising prices, motivated by its popularity.
During these crises, companies realized the importance of rethinking their approaches, in particular by returning to more local production. Some brands have favoured Europe for outlets in that region, to the detriment of Asia. However, it is interesting to note that for some brands, this transition has been accompanied by an increase in sales in Asia. This is particularly notable for Sandro and Zadig & Voltaire, which are actively seeking to appeal to the Asian continent by highlighting the charm of French elegance. This strategic direction demonstrates the determination of these brands to adapt to new consumer trends and capitalize on growing markets.


BURBERRY
ESTABLISHED 1856


HERMÈS



Horoscope



From 25 December to 31 December 2023

What's going on for you in this last week of 2023 ?
What are the stars preparing for you ? Find out here.

ARIES

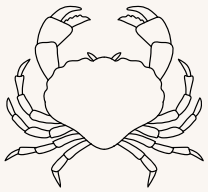
From 21 March to 19 April



Love ●●●
Work ●○○
Cash ●●○

CANCER

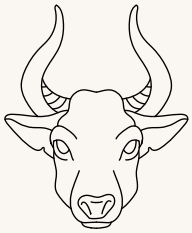
From 22 June to 22 July



Love ●○○
Work ●●○
Cash ●●○

TAURUS

From 20 April to 20 May



Love ●●○
Work ●●○
Cash ●○○

LEO

From 23 July to 22 August



Love ●○○
Work ●●●
Cash ●●●

GEMINI

From 21 May to 21 June



Love ●●●
Work ●●●
Cash ●●●

VIRGO

From 23 August to 22 September



Love ●●●
Work ●○○
Cash ●●○

LIBRA

From 23 September to 23 October



Love ●●○
Work ●●○
Cash ●●○

CAPRICORN

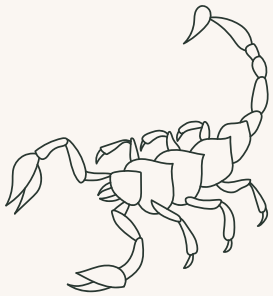
From 23 December to 20 January



Love ●●○
Work ○○○
Cash ●●○

SCORPIO

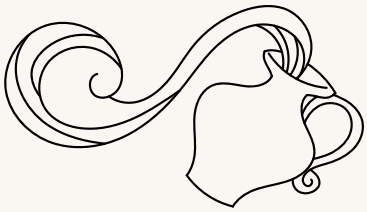
From 24 October to 22 November



Love ●○○
Work ●○○
Cash ●○○

AQUARIUS

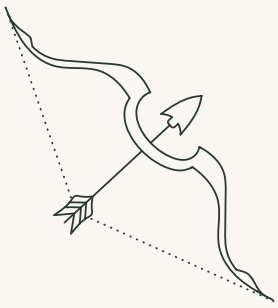
From 21 January to 19 February



Love ●●○
Work ●●○
Cash ○○○

SAGITTARIUS

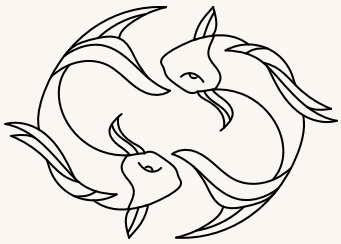
From 23 November to 22 December



Love ●○○
Work ●●○
Cash ●●●

PISCES

From 20 February to 20 March



Love ●●○
Work ●●○
Cash ●●○

Celebrity born this week:

SIENNA MILLER, BORN 28 DÉCEMBRE 1981



SEE YOU SOON

Sadly, it's time to say goodbye, but don't worry, we'll see you in next month's issue !

We hope you've found this dive into the world of these three great brands informative. Sandro, Zadig & Voltaire and Lacoste, with their distinctly different styles - rock chic, Parisian chic and sporty - have undeniably left their mark on our lifestyles and clothing styles. These brands are ubiquitous, and who hasn't owned a Sandro, Zadig & Voltaire or Lacoste piece at home? Or if you've never worn one, you've already seen one of these ubiquitous brands on social networks at least once. All you have to do is stroll down the street to see the influence of Lacoste, pass young girls proudly wearing the iconic Zadig & Voltaire clutch, or travel to London to be seduced by the chic outfits of Sandro.

These brands have all been through difficult times, but they have bounced back, demonstrating their resilience. Even in the midst of the COVID-19 pandemic, they showed compassion by setting up philanthropic initiatives. They have also demonstrated flawless communication and numerous techniques for countering these crises and ensuring that they continue to grow. At the same time, they are undertaking many projects for the future. Now it's up to them to continue writing their future, and maybe in a few years' time, we'll meet up again to talk about these brands.

Stay tuned for more fascinating stories in the next issue!

Find out exclusively what's in store in our next edition!

In the forthcoming edition of our magazine, dive into the fascinating world of three prestigious new brands: Fusalp, Moncler and Rossignol. Go behind the scenes of these fast-growing brands and discover the secrets behind their increasing success. On top of that, our issue will reveal exclusive tips on how to stay at the cutting edge of fashion during the winter season, highlighting the essential elegance of a ski holiday, where the ski suit becomes your everyday outfit.

Explore the must-see ski destinations and let us help you choose the one that's right for you. Will you be interested in our next issue? We're well aware of the anticipation surrounding this eagerly-awaited magazine, so stay tuned by following us on our various social networks to make sure you don't miss a thing.



Happy Holidays see you next year !

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