

leo & ugo

PARIS

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OUR BRAND
and story

In the beginning

Founded in 1978, Leo Guy specializes in women's ready-to-wear. In 2012, Leo's oldest son, Ugo, stepped into the world in which he had always evolved, and immediately showed a desire to expand this family know-how. And thus, Leo & Ugo was born.

Today.

Leo & Ugo is a Parisian womenwear brand from the Leo Guy group, specializing in colorful garments and accessories, adorning women's wardrobes around the world with vibrant collections thanks to 46 years of expertise and craftsmanship.

OUR DNA

Our primary DNA is craftsmanship and fantasy. Our vocation gathers the skills of embroiderers, pleaters and printmakers. The mastery they perpetuate and constantly reinvent contributes, under the guidance of our creative team, to making each creation an exceptional piece.

TIMELINE

1978

: Founding of Leo Guy; manufacturer of women's suits

2012

: Ugo, the eldest son, joins the family business

2013

: Emergence of a father-son partnership

2014

: Launch of the first **Leo & Ugo** collection

2015

: Development of a network of national and international distributors and agents

2019

: Start of retail operations: launch of a B2C website & inauguration of our first store: 54 rue des Rosiers, 75004 Paris

2023

: Implementation of a communications team: integration of a 360° strategy

2024

: Innauguration of our second store: 84 rue st Romain, in Rouen

FABRICS *and expertise*

Today, we work with all kinds of knits: viscose for its excellent hand feel, and noble knits such as wool, cashmere and alpaca.

We also create complete wardrobes and choose our fabrics with the utmost care to offer ever more exclusive and colorful collections.

The craftsmanship of our designers enables us to develop unique pieces for every woman, using the finest raw materials.

Our inspirations come from all over the world, from European to Korean fashion, from haute couture to leather goods.



PLEDGE

We create timeless and exclusive garments made to last through colorful collections, highlighting our know-how expertise.

&

Our exclusive, handpainted prints, beading, embroidery and accessories are manufactured in our Paris workshops. They give our collections a unique touch, which we call "métier d'art".

leo & ugo
PARIS

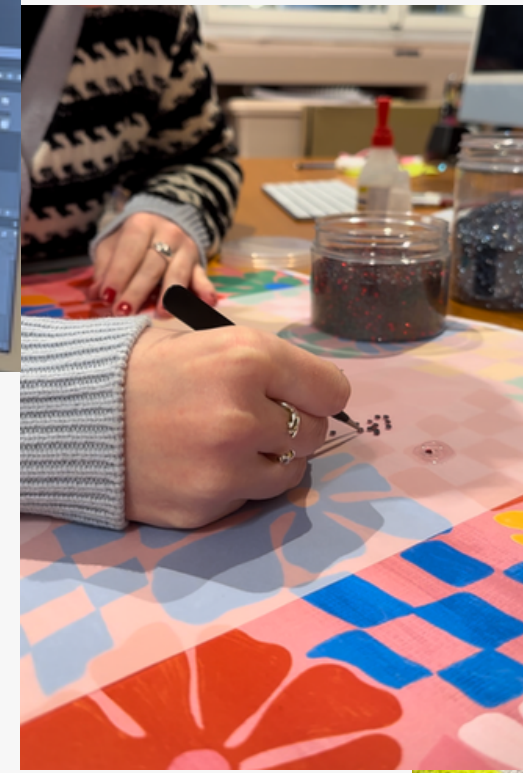
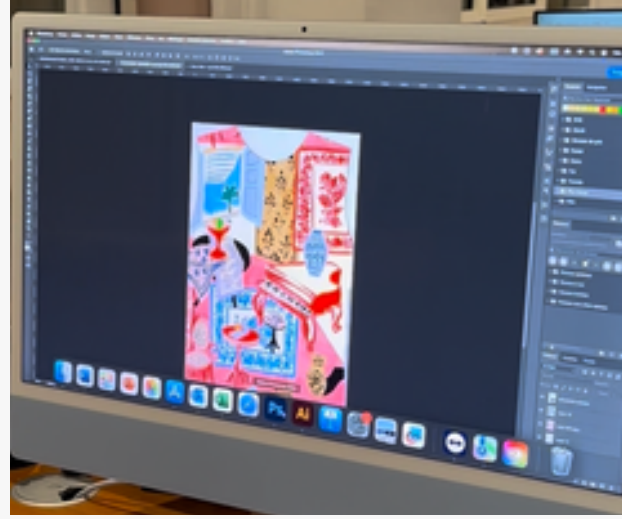
OUR *Know-How*

In the fashion world, know-how is crucial to creating unique, high-end pieces that stand out for quality and style. It emphasizes mastery of traditional techniques as well as the ability to innovate and challenge the boundaries of design.

At Leo & Ugo, our craftsmen are hard at work making embroideries, beadings and all the finishing touches by hand to create particularly refined collections.

Each print (stripes, checks...), each drawing is imagined by our designers, independent artists and painters who create unique and exclusive works filled with poetry and softness.

Our aim? To offer unique creations, highlighting our crafts at fair prices.



STAR
products



OUR MESHES



OUR TOPS



OUR BAG

THE LEO & UGO *Woman*

The Leo & Ugo woman is an international woman, from the Upper Socioprofessional Class, aged 35 to 65, who embodies the concept of the modern woman.

She values fashion and considers her purchases as a reasoned choice. She seeks to distinguish herself through her fashion style.

Leo & Ugo is a brand for women who are looking for originality and exclusivity in their wardrobe. The spotlight is on materials, cuts, details, and finitions, with our "métier d'art" department, as well as on colors. Our collections are inclusive, catering for women sizes ranging from 36 to 50. Our core audience is 40 to 45 years old, with an upper socioprofessional profile, constantly on the lookout for exclusivity.



EXPOSURE



A 360° Communication Strategy :

- Active on Instagram, Facebook, Pinterest, TikTok and LinkedIn.
- Immersive photoshoots: each season, we invite our customers on a journey and develop a dedicated capsule.
- Influence : influential events all year round (Roche Agency), TV product placements (France TV and Canal +).





FW15



FW16



FW17



FW18



FW19



FW20



FW21



FW22



FW23



FW24



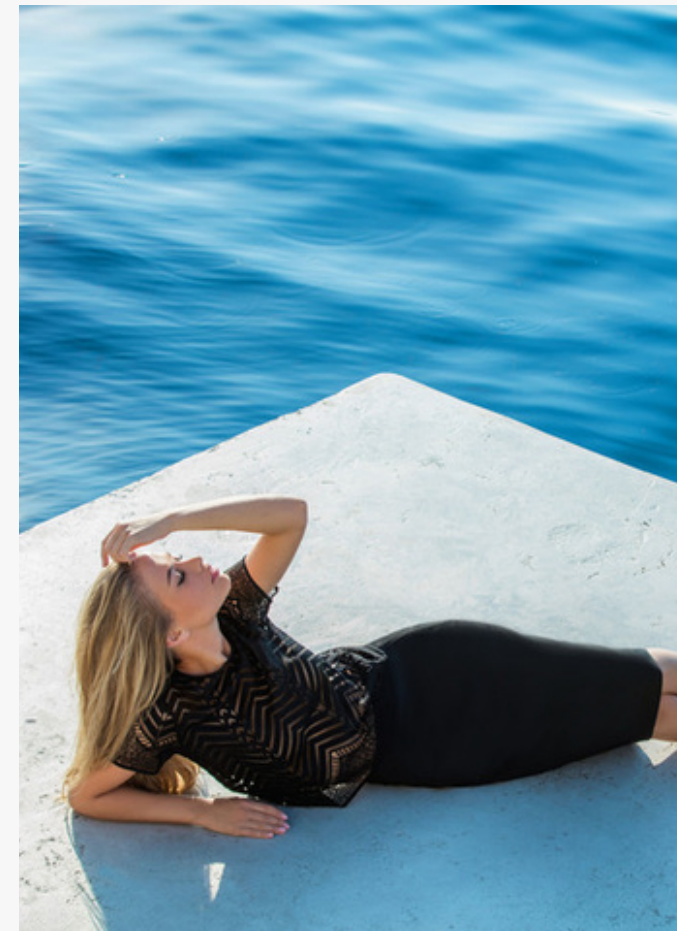
SS15



SS16



SS17



SS18



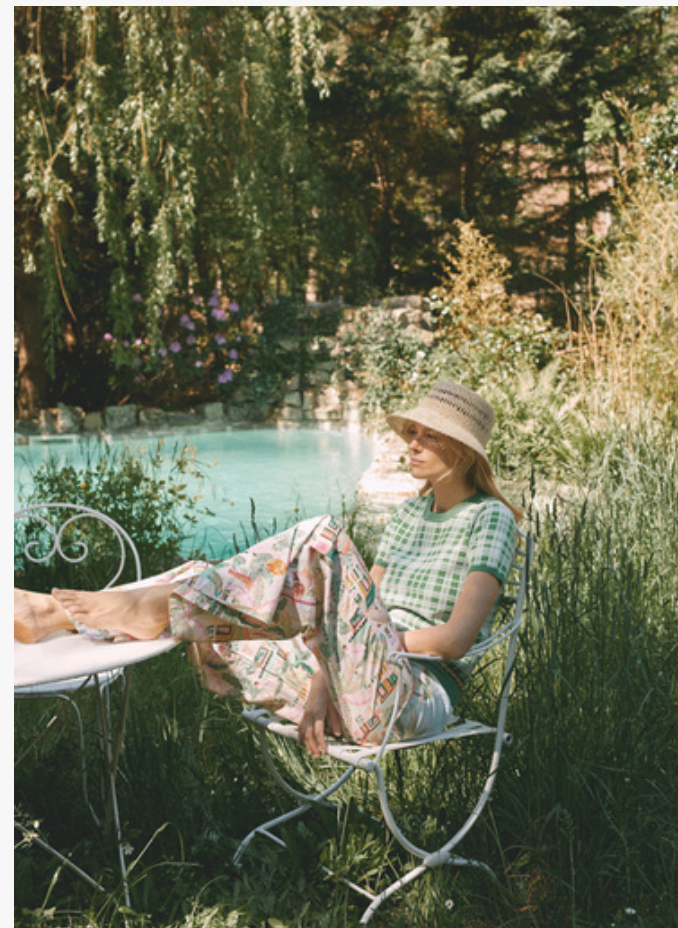
SS19



SS20



SS21



SS22



SS23



SS24

INFLUENCE



MEDIA COVERAGE

MENU FRANCE

FASHION NETWORK

CONNEXION INSCRIPTION

BUSINESS DISTRIBUTION DÉFILÉS CRÉATION COMMUNICATION INDUSTRIE INNOVATIONS COLLECTION PEOPLE ÉVÉNEMENTS NI >

AUTEUR :
Emma RUFFENACH

Leo & Ugo ouvre sa seconde adresse à Rouen

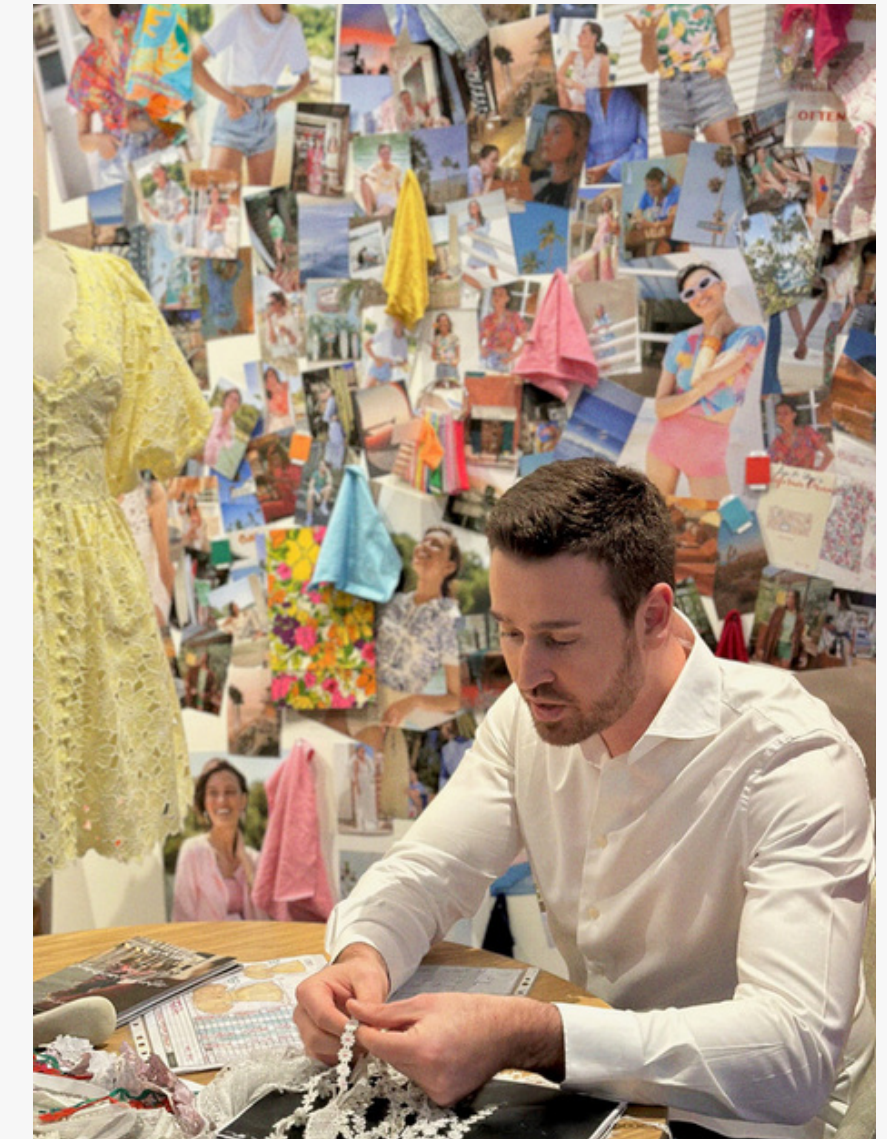
Après le Marais, direction Rouen. La griffe de mode féminine Leo & Ugo (anciennement baptisée Léo Guy) ouvre sa seconde boutique dans la "Ville aux cent clochers" - comme l'écrivait Victor Hugo. Depuis 1978, la marque mise sur le style chic de "la Parisienne" pour séduire ses consommatrices comme ses revendeurs internationaux.

PUBLIÉ LE
14 févr. 2024

TEMPS DE LECTURE
3 minutes



FASHION
NETWORK



Challenge^s

LÉO & UGO habille les femmes façon haute couture

Fort d'un savoir-faire dans la fabrication de prêt-à-porter féminin de plus d'un demi-siècle, Léo & Ugo avance à contre-courants. Dans un marché tendu, l'entreprise familiale aux valeurs artisanales continue de progresser de 12 % par an, et s'apprête à ouvrir de nouvelles boutiques. Explications avec Ugo Amsellem, dirigeant.



Quelle est l'histoire de Léo & Ugo ?

Dans la lignée d'un grand-père revendeur à Toulouse, mon père avait créé son entreprise de fabrication de mode en B2B à Paris, Léo Guy. Sa spécialité : le fait-main des broderies fines et du crochet qui apportent des touches de haute couture aux collections. Quand j'ai repris les rênes en 2012, j'ai ressenti une frustration que la marque ne soit pas connue du grand public, j'ai alors décidé de capitaliser sur notre savoir-faire et de lancer Léo & Ugo. Nous avons aujourd'hui deux boutiques à Paris, une à Rouen et envisageons l'ouverture d'une troisième à Paris ainsi qu'un développement en Belgique.

« Nous sommes des irréductibles dans les métiers de la mode »

Comment s'explique un tel succès ?

Notre équipe de cinq stylistes conçoit et développe deux collections par an, comptant entre 250 et 300 pièces différentes chacune, déclinées du 36 au 50. Nous travaillons sur des quantités modérées, qui n'excèdent jamais 500 pièces par modèles, pour être sûrs de pouvoir conserver l'excellence d'une qualité artisanale. Ensuite, ce sont de véritables professionnels des métiers d'art qui travaillent les pièces à la main, offrant un côté exclusif et haut de gamme à un dressing à prix accessibles. Nous développons également une gamme de maroquinerie.

CHIFFRES CLÉS

- 30 collaborateurs
- 9 M€ de CA en 2023
- 3 boutiques, 2 nouvelles en projets

leo & ugo
PARIS

www.leoetugo.fr

MEDIA COVERAGE



LEO & UGO

Introducing Leo, the coveted handbag making waves in Parisian fashion circles.

Following its triumphant debut in a large size, the iconic Leo bag from Leo & Ugo now also comes in a chic mini version. Crafted in leather and



canvas, this timeless accessory is perfectly sized for your daily adventures. Already a staple in Parisian wardrobes, it is available in four irresistible colors that will effortlessly elevate any outfit. Do not miss out – snag yours before they are gone!

Capital

ELLE

MEDIA COVERAGE

76actu

Nouveau à Rouen. Leo et Ugo, une boutique de vêtements chics à la mode parisienne

Spécialisée dans le prêt-à-porter féminin, l'enseigne française Leo et Ugo va ouvrir début mars 2024 une boutique en plein cœur de Rouen (Seine-Maritime), rue Saint-Romain.



BFM BUSINESS 09.54

PME

leo & ugo

- Lancement en 2014
- 25 collaborateurs
- Distribué dans le monde entier
- 9 M€ de CA

LEO & UGO : PRÊT-À-PORTER FÉMININ FRANÇAIS

Good Morning Business Philippe Etienne, ancien ambassadeur de France aux États-Unis de 2019 à 2023 est invité lundi à 8h15.

CAC 40 8 028,01 pts +0,15%

ORANGE 10,60 € +0,93%

DÉCOUVREZ **TECH 20 BFM IA** TOUTE L'ACTUALITÉ DE L'INTELLIGENCE ARTIFICIELLE www.bfmia.fr

actu.fr



KPI

Monthly growth of our Instagram community

+ 7%

(or 1900 followers)

Newsletter subscribers

5000

Instagram followers

24K

Purchase recurrence rate on our website

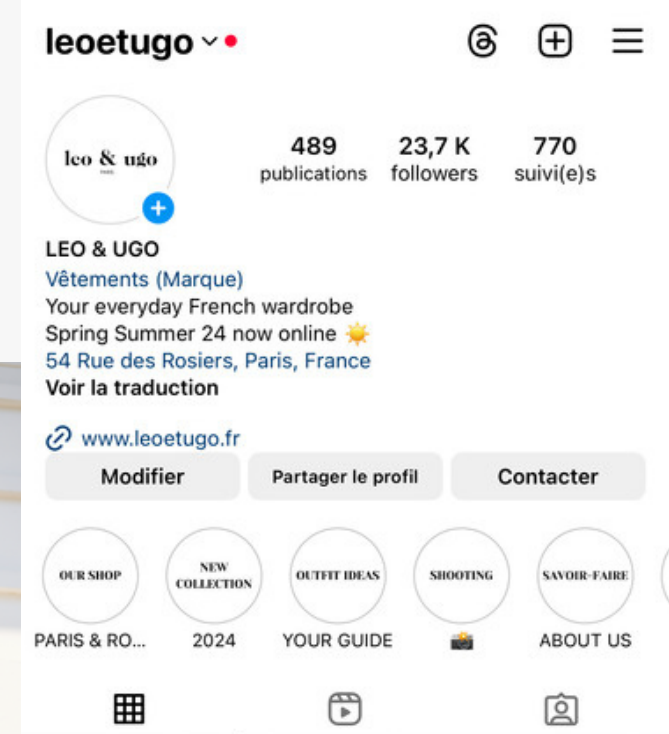
49,05%

Worldwide Retailers

2600

Online conversion rates since January 2023

3,4%



KEY FIGURES

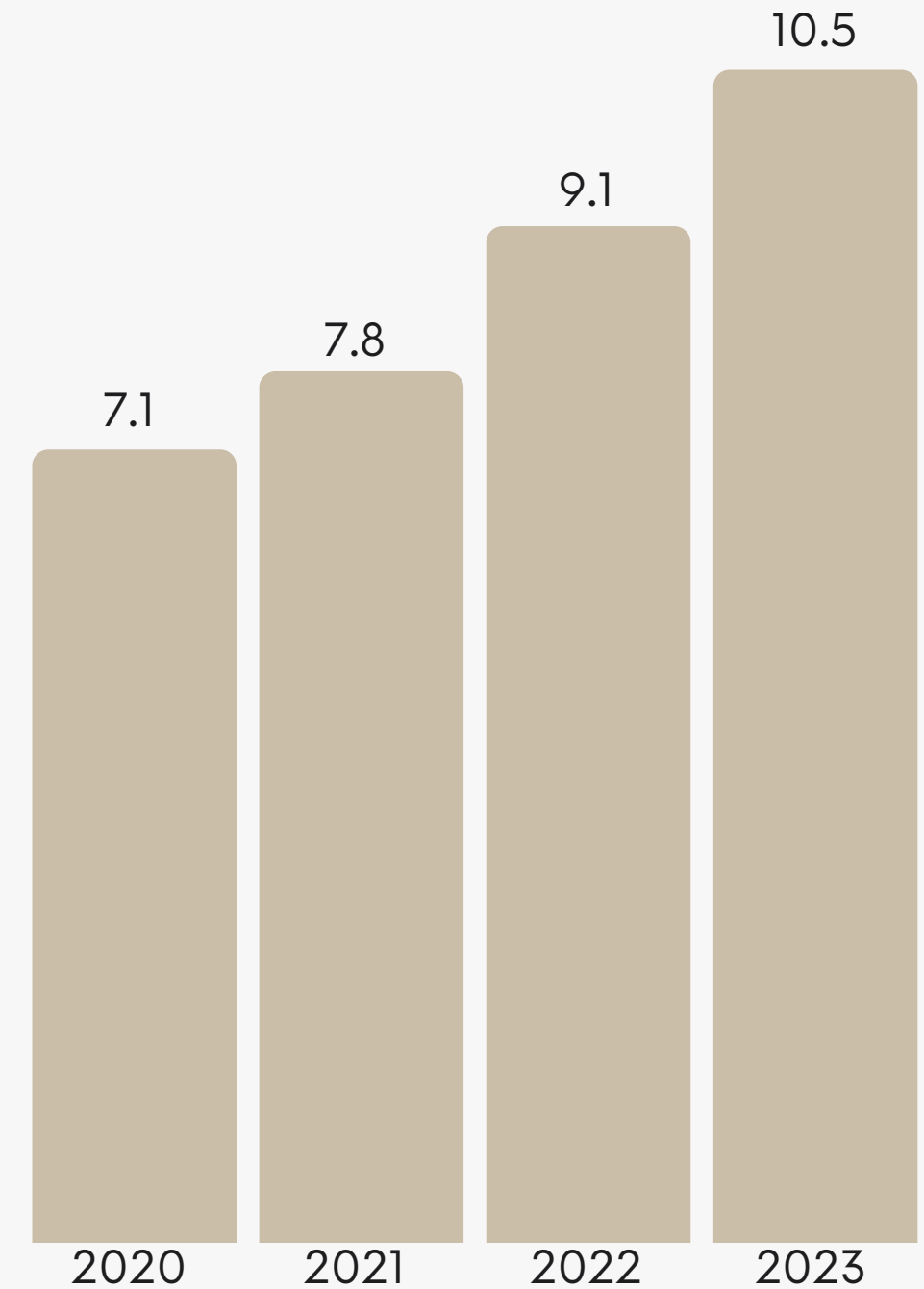
30
Employees

2
Leo & Ugo
retail stores

50
Markets

2011
Company
creation date

15%
Annual growth in
2023



**REVENUE
IN MILLION EUROS**

GLOBAL *presence*

FRANCE

Paris
Lyon
Deauville
La Baule
Cannes
Nice
Strasbourg
Courchevel
Martinique
Guadeloupe
Reunion

SWITZERLAND

Geneva
Lausanne
Bern

BELGIUM

Bruxelles
Liège
Bruges
Antwerpen

SPAIN

Madrid
Barcelona
Marbella
Canary Islands
Majorca
Valencia

GERMANY

Berlin
Frankfurt
Dusseldorf
Hanover
Stuttgart

ITALY

Rome
Milan
Puglia
Sicilia
Florence

AUSTRALIA

UNITED KINGDOM

London
Manchester
Birmingham

EUROPE

Croatia
Greece
Ireland
Holland
Sweden
Portugal
Hungary
Lithuania
Latvia

RUSSIA & CIS

Moscow
St Petersburg
Kyiv
Sochi
Kazan

AMERICA

Canada
Mexico

MIDDLE EAST

Dubai
Abu Dhabi
Beirut
Amman
Kuwait

ESTONIA

Tallin

ASIA

Taiwan
Tokyo
Kyoto
Seoul
Hong Kong
Osaka

UNITED STATES

New York
Los Angeles
San Francisco
Miami
Chicago

SOUTH AFRICA

THEY PUT THEIR TRUST IN US

- Harvey Nicols, Doha
- Demsa, Turkey
- BHV, Beirut
- Corte Inglès
- Via Moda, Andorra



OUR RETAIL STORES



WE OFFER OUR CUSTOMERS AN EXCLUSIVE EXPERIENCE WORTHY OF A LUXURY DESIGNER BRAND

WE POSITION OURSELVES AS AN ESSENTIAL FRENCH BRAND WITH IMPECCABLE QUALITY, CATERING TO A HIGH-END CLIENTELE

EACH PIECE IS DESIGNED AS A WORK OF ART

OUR VALUES & commitments

We have always been committed to slow fashion. As a result, we offer handmade craftsmanship and produce only two collections a year, which we develop in Paris.

We have relocated our production to Europe when possible, and mainly use natural fibers for our garments, with full traceability on animal fibers.

Our production is very limited, and therefore sustainable.

Furthermore, each supplier is carefully chosen for their expertise and work ethic.

We have implemented a clothing reconditioning program by opening an "Archives" store; giving a second life to our garments.

We are constantly improving and thinking of new ways to produce quality, responsible clothing.

WHAT'S NEXT

The wholesale strategy we chose in the beginning is in constant development.

Our objective for the upcoming years is to develop our retail network: we have opened our first store in the Marais, Paris, second in Rouen, and a third, "Archives", Rue d'Aboukir, Paris.

Our online store is being redesigned, and we have implemented a dedicated customer success management team to secure growth and guarantee customer trust.

*Opening a fourth store in
Paris' 7th district*

Leatherworking expansion

CONTACT & *social media*

HEADQUARTERS

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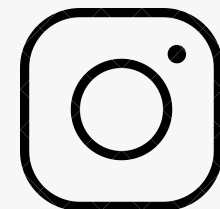
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Thank You



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