

# Kiabi International Development



**KIABI**  
la mode à petits prix



# Welcome to the KIABI family



"KIABI has been supporting families through all the different stages in life since 1978. What is the key to our success? Our originality in the world of fashion! We abide by a one-of-a-kind business model, and offer unmatched value for money and style. Added to this is a family-friendly and accessible shopping experience and specific know-how in terms of partnerships since 2005. But above all, at KIABI, we are doing a job that we love, working with the people we love, for the people we love. We have strong ambitions for the coming years. Thanks to the commitment from our 100 partners all over the world, and to the new partnerships for the future, we are developing our market coverage, in line with the expectations of families, and using an omnichannel approach for our powerful digital strategy. Together with our partners, we are building a model that is best adapted to each country.



François Haimez,  
International Leader  
KIABI

"Our goal? With support from the strong experienced Association Familiale Mulliez (Auchan, Leroy Merlin, Décathlon, Kiabi...) we aim to provide a unique experience and support families to make their lives easier by creating a sustainable approach to fashion.

Welcome to the KIABI family. "







# KIABI in figures

  
**2,2**  
billion euro  
turnover in 2021

  
**579**  
contact points  
worldwide

  
**2005**  
First franchise

  
**25**  
countries

**81%**  
of our partners are satisfied  
with their working relationship  
with our brand (Study  
carried out in France in 2020)

  
**10,000**  
employees  
1 dedicated  
international team

  
**23**  
million customers  
around the world

  
**277**  
million articles sold

# A collective dream: Kiabi in 2030

Our actions, priorities and decisions are guided by our Vision approach, created together with our 10,000 Kiabers. This optimistic, innovative, unique and transformative approach boosts us for the cocreation of the KIABI of the future. What is our goal? To become the favourite brand for families, all over the world, and thanks to our omnichannel approach, to become a responsible fashion platform that makes life easier for our customers, for the future.



TO MAKE LIFE EASIER  
FOR FAMILIES  
BY WORKING TOGETHER  
TO BUILD RESPONSIBLE  
FASHION AND SUSTAINABLE  
SOLUTIONS



**Become the favourite brand  
for families**

#Relationshipapproach  
#Inclusiveness #Consumerknowledge



**Think  
local**

#Independence #Entrepreneur  
#Diversificationofbusinessmodels



**Make our products  
and services more accessible,  
with a positive impact**

#Cocreation #Sustainable  
#Affordableprices



**Join our network of  
entrepreneur Kiabiers  
in our open ecosystem**

#Localorganisation #Partnership  
#Community



**At Kiabi, fashion is much more than just fashion.**

We are aware of the need to rethink fashion to reconcile pleasure, affordable prices and respect for the planet. Kiabi is working toward this balance as quickly as possible #moresustainablefashion

As humans and citizens, we are compelled to act every day. The proof is there:

**ACTING FOR A BETTER WORLD.**





# ACTIONS

## OUR 3 PILLARS



### Building a more environmentally friendly world

Eco-design is central to our collections:

- More sustainable materials
- 10 litres less water for every pair of jeans
- No wasted fabric with our Zero Waste design
- Less air travel
- Bye-bye plastic
- Taking care of your clothes helps too
- Managing the end-of-life of products is also important
- Designing fashion for you first, based on supporting evidence



Offsetting our environmental impact with Reforest'Action

### Tailoring our actions

Designing fashion for you first!

- Affordable fashion - our DNA
- Trendy clothing does not stop at Size 10 - it's for all sizes up to 4XL
- Easy dressing and undressing
- Participating in more than just fashion #pinkoctober
- Our stores adapt to you - not the other way around



### Acting for the underprivileged

Concrete commitment with the most vulnerable population

- Creating jobs for inclusive recruitment
- Supporting our KIABERS' initiatives





Always  
more  
for  
families

9€  
Children's  
sweater

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Family life is a never-ending flow of love, change, and quality time together, but it also requires organisation! The campaign is much more than just clothes and a price tag. It's an opportunity for KIABI to demonstrate our commitment to making families' lives easier by providing sustainable fashion at affordable prices to suit families of all ages. But our fashion is also inclusive to provide style for all tastes and a range of services to facilitate everyday life for families. This new campaign is all about making a powerful and heartfelt commitment: "Always more for families". For the first time, this stance is the clear expression of Vision 2030 codeveloped with our 10,000 Kiabers: "Make life easier for families by creating ethical fashion and sustainable solutions together.

## Always more style

### An inhouse design office producing fashionable and accessible collections

Our goal, our mission is to think outside the box to come up with accessible fashion items every day with up-to-date fashion that is responsible and committed. Inspired by the latest styles observed by KIABI's inhouse TrendsLab, Kiabi creations are all designed in France at the group's headquarters in an open ecosystem: Kiabi stylists invite customers, brand

partners, influencers and upcoming designers to take part in the creative process with must-have collections and ethical capsule wardrobes. This process guides and inspires our 55 stylists to innovate and make life easier for families all over the world!

# Always more quality at best prices

**Helping families with an enduring commitment to low prices!**

As part of our mission to «make life easier for families», KIABI has been supporting families since 1978. We propose affordable fashion for all shapes and sizes. Our quest to make families' lives easier

continues. We contribute to their purchasing power by offering KIABI style and quality at the most attractive.



## Kiabi Best Sellers: our must-haves at unbeatable prices

Doing always more for families also means ensuring that the favorite products of our customers are always accessible. Here are our best-sellers; stylish, comfortable and essential pieces at the best value for money!

With our Best Sellers, you'll always make the right choice!



## Making our customers life easier and always doing more for them is our mission at Kiabi!

Our teams have developed a selection of products that have been thought out in detail: ultra-resistant jeans that are not afraid of soccer matches or hut constructions, the super soft bodysuit with pressure springs that makes it easier for baby's head to pass through, or even the reversible jacket, to multiply your looks without spending too much...

More comfortable, more adapted, more practical, more resistant and even more durable... but always at small prices, discover The Selection + at Kiabi stores.

Products developed for our customers, thought by our teams!





## Feel-good, body-positive fashion since 1978

At KIABI, fashion is not about size. Our collections have always been designed for all body types, for both men and women as well as for children. Our products are available for very premature babies up to size 6 XL. Our collections are also tailored to all body types. 20% of our future adult collections will be dedicated to plus sizes.



## Inclusion at the core of our collections

Since 2015, Kiabi has been developing fashion collections for men and women with disabilities, and a range of post-surgery lingerie for women with breast cancer. Great clothes, discreet technology and always at affordable prices!



# KIABI - the best spot to shop

Our French brand with stylish identity and renowned merchandising is now available in multiple formats. In shopping centres, retail parks or in more original locations, KIABI has created concept stores which are always changing and always innovating.





### Kiabi in shopping centres

Sales floor area over 1,000m<sup>2</sup>  
Reinforced cross-channel approach and Full Concept  
Locations with family customer base

**Goal:** be one step ahead all the time! Our concepts are innovative and smart, thus reinforcing our originality. Our stores have been designed to ensure they remain modestly sized, and are increasingly responsible thanks to second-hand areas, customisation workshops and fun, educational spaces for the whole family. We are continually working on creating the store of the future, one that reflects our values and originality in the world of fashion, and one that will be adapted to the needs of each country.



### Retail park

Sales floor area over 1000m<sup>2</sup>  
Basic digital technology  
Premium location in the Retail Park



### Others formats

Kiabi Kids, shop-in-shops  
and downtown

# An omnichannel shopping experience

Thanks to our visionary cross-channel concept, we are able to offer all our customers a seamless shopping experience. Click and collect, e-reservation, our wide range of services makes life easier for families. The leader in low-price fashion and a pioneer in e-commerce in 2000, the brand is constantly innovating to make life easier for families and to offer them a unique shopping

experience. A useful player in the daily lives of all families, KIABI is accelerating its digital transformation to win over new families, who are sometimes far from its shops, by offering them a rich range with more choice and product diversity. With 15,000 products today, KIABI will offer more than 200,000 products by 2025. . What is our goal? Significantly develop our unique model across the globe.

## Through our e-commerce sites

The marketplace is another strategic area for development. Showing and selling KIABI on relevant international marketplaces is an ideal opportunity to reach local consumers - not only those who know us - but the existing loyal marketplace customer base. This strategy helps KIABI reach new customers with different purchasing habits. The partner also benefits from KIABI's attractive offer and price.

## Through new business

KIABI continues developing new business models to make families' lives easier wherever they are, reinforcing our strong leadership in countries where we are already established and developing new regions. KIABI has been developing a range of shop-in-shops since 2021, with Cora in Belgium, Coop in Italy, and a strong development plan with Auchan in France. This model provides fantastic exposure to the brand which benefits from the traffic of another brand to develop the brand's reputation. It's powerful leverage for arousing curiosity in customers who don't know the KIABI brand.





## kiabi.com key figures



27

countries where our  
e-commerce websites  
are available

### **E-commerce Kiabify:**

To establish itself in  
cross-channel KIABI  
proposes to franchise  
e-commerce sites with a  
fast and robust solution  
Shopify Plus





# Seconde Main by KIABI is the brand's unique second-hand omnichannel model

We are working towards a circular model with the launch of [www.secondemain.kiabi.com](http://www.secondemain.kiabi.com) and new shop-in-shops for second-hand fashion in France and around the world.

By building on our unique cross-channel model, we offer easy access to second-hand clothes both digitally and in physical stores. Customers can get rid of their clothes - any brand - and buy second-hand clothes online. Buyers and sellers are rewarded with vouchers of matching value to spend in KIABI

stores or on the [www.kiabi.com](http://www.kiabi.com) e-shop. What's more, we provide our customers with the first digital clothing collection service (web and mobile app): KIABI BAG.



## 2.9M

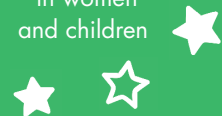
articles have been deposited since January 2021



## 107

stores have second-hand corners in France, Spain, Belgium, Portugal and Italy.

Strong interest in women and children



## 1.3M

in fashion available on the site in November 2022

KIABI's second-hand service Seconde Main is also available on the mobile app [secondemain.kiabi.com](http://secondemain.kiabi.com)

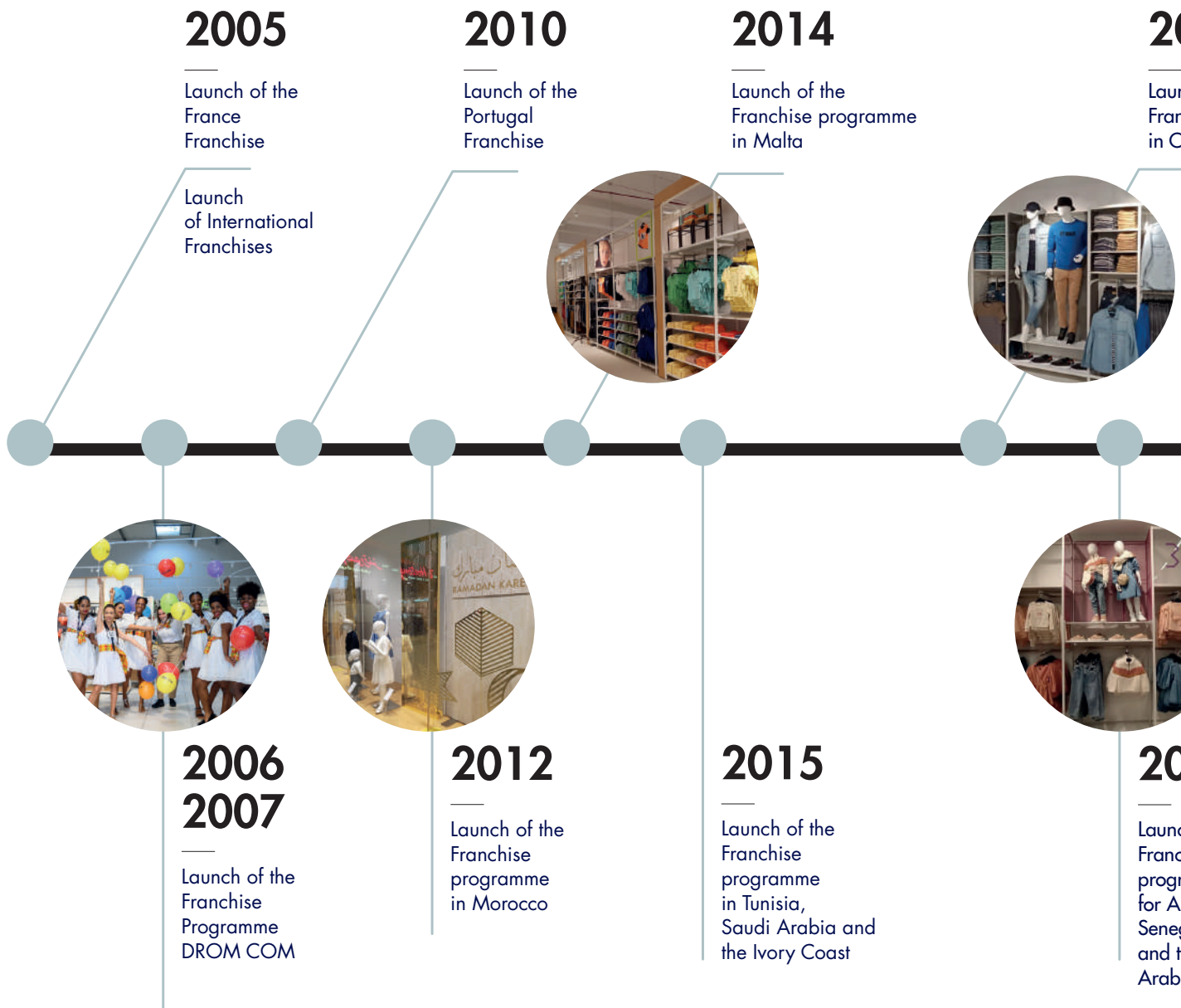


## L'ATELIER

Repair and customization workshops: KIABI offers customers to give a second life to their favorite clothes thanks to a customization repair workshops available in stores.



# Partnership success stories Kiabi



Since 2005, we have been working with our partners on building a cross-channel strategy, brimming with innovative services. We offer unique know-how built over 40 years of retail experience, over 20 years of e-commerce experience and through the force of our network of 538 contact points and the promising potential shown by our e-shop now accessible in 27 countries.

**2016**

Launch of the Franchise programme in Congo



**2018**

Launch of the 1st website as part of the Franchise programme in the United Arab Emirates



**2020**

Launch of the Franchise programme in Cameroon

Testing new formats (Cora in Belgium, Marketplaces, etc.)



**2022**

Opening franchises in Armenia, Ecuador, Market place Zalando



**2017**

Launch of the Franchise programme for Algeria Senegal and the United Arab Emirates



**2019**

Launch of the Franchise Programme In Gabon

**2021**

Launch of the Spain and Italy Franchise

Launch of the Franchise programme for Cyprus

**2023**

Opening Franchises in Uruguay and New Caledonia

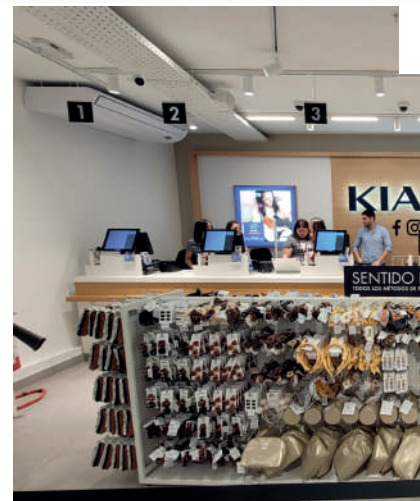
# KIABI worldwide

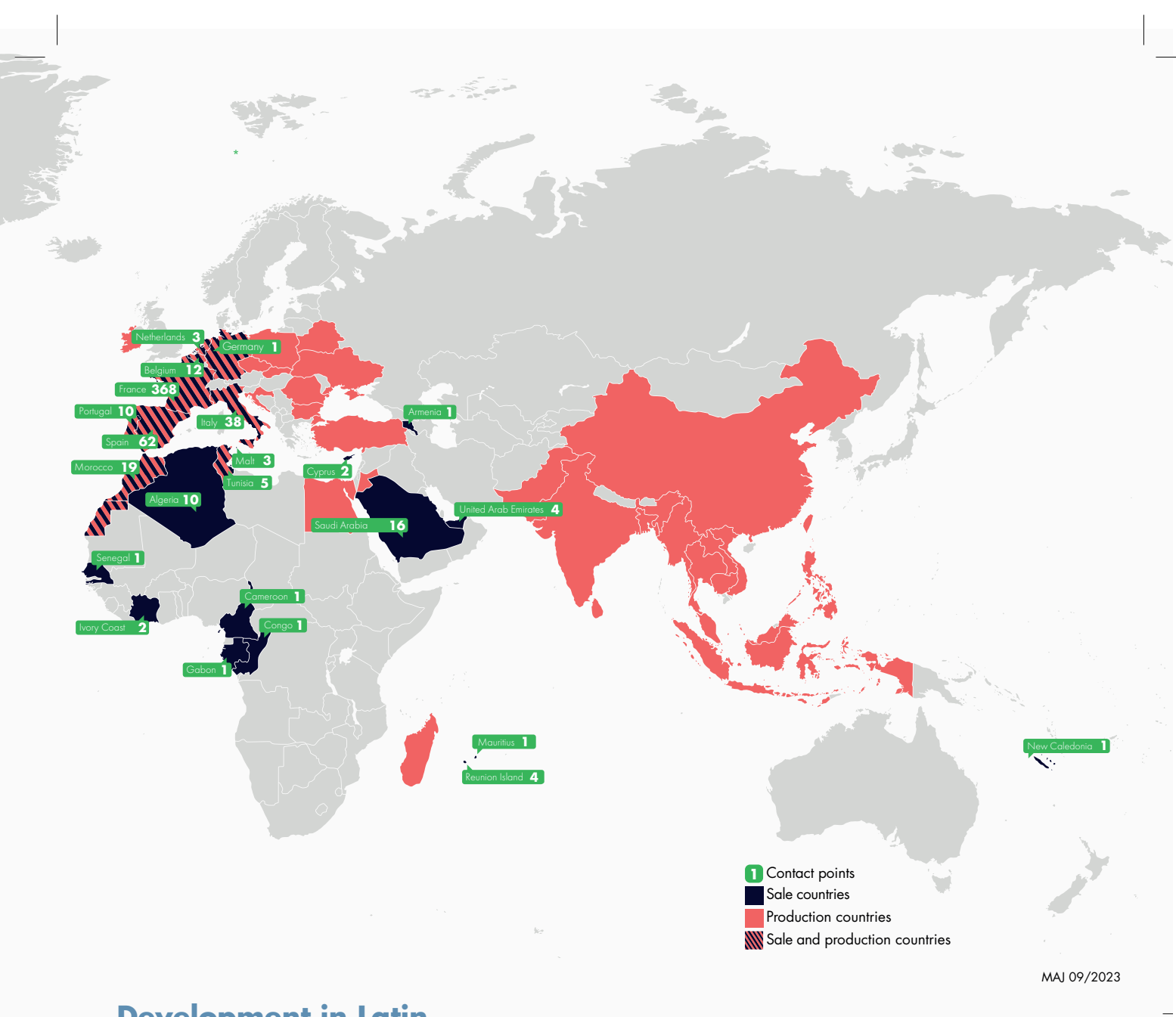
To develop our international presence, we focus on pooling our expertise, combining your perfect knowledge of the local ecosystem with our expertise to support you in optimising your markets. Working together, we have the potential to be a powerful omnichannel brand, making lives easier for families all over the world. Our strategy is clear: with our network of partners, we plan on strengthening our position as market leader and tapping into new markets to satisfy our customers' needs!

**“Our goal:  
230 stores  
in 30 new  
countries  
by 2030”**



**Development  
in Europe and  
Eastern Europe**





MAJ 09/2023

## Development in Latin America and Asia



**Boosting the African market**

# KIABI & YOU

KIABI is active in 24 countries, working to build a sustainable sharing relationship with each partner in a fair model. Our business model coupled with our expertise means we can aim for outstanding performance together by applying solutions adapted to local needs. It's not just a partnership. We invite you to join our family.



**“Benefit from support completely adapted to your needs thanks to our unique know-how.”**

### **Store concept & layout**

We provide support for each of your projects from the early stages: for your store concept and layout to merchandising and beyond.



### **Digital**

We work with you to launch new e-commerce sites adapted to your country. (Shopify, Market Place, multi-brand sites, etc.)



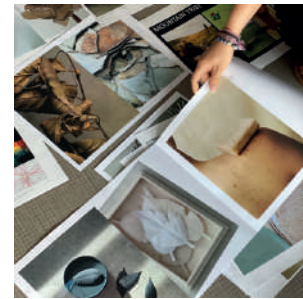
### **Stock and logistics**

We adapt your stock to your size, region and sales potential with guaranteed automatic restocking.



### **Fashion design**

Our sustainable and inclusive collections grow every week with new additions designed by our 55 inhouse stylists. And always at affordable prices!



### **IT**

We offer IT support and tools that allow you to always be connected.



### **Marketing**

Thanks to our marketing potential, we can generate a buzz and create new customer bases wherever new stores are opened.

### **HR - Training**

Initial and ongoing training for all employees and all positions.

### **Expansion**

We help you make the right decisions when choosing your locations.

### **Developing performance**

An area manager will be your point of contact in monitoring the business generated by your store.

# The partner point of view

"We started working with Kiabi early in 2022 via the B2B model. Given the quality of the clothes and the excellent partnership with the KIABI team, we visited stores in France and took a step further into our business relationship. Experienced in franchising, the Semaan Group is very excited to represent KIABI in Ecuador with store openings planned for 2023. Representing a brand with an unprecedented fashion concept for the whole family at affordable prices makes us proud.

We are excited to pursue this path to growth and strong results."



**Joseph Semaan, founding President of Semaan Group, Ecuador**

"We greatly appreciated the quality of our discussions with Kiabi's international development team, their professional approach, and tailored support. The two weeks we spent working with the KIABI teams was key in the opening of our first store in Erevan. It was an incredible opportunity to be part of a team with over 15 years of professional experience at Kiabi. The transmission of skills, the agility and guidance, especially for visual merchandising, contributed significantly to our new venture's success.

Our customers include people who knew KIABI abroad, and others who are delighted by the discovery. A successful partnership!"



**Astghik Ananikyan, Brand Manager, Armenia**

We are very happy to have joined the Kiabi family. In addition to the quality of the clothes and the beauty of the collections, we appreciate working with the franchise team, it has been a very rewarding and enriching experience.

From day one they have been sharing their experience and knowledge with us. And we continue to work together to adapt the collections to our country and climate, making our store better every day.

Working on our training with the Kiabi team before and during the opening has been key to make the first Kiabi store opening in Latin America a great success.

Most of our customers did not know Kiabi, but they have been very surprised by the great value for money of the products, and by Kiabi's sustainability and inclusion goals, which have been very well received in Uruguay.

We are delighted to be part of the Kiabi family.



**Elisa Tabarez, Brand Manager, Uruguay**







# Join us?

## You are

- An open-minded, dynamic, active and robust company
- Focused on customer relations and team management
- Passionate about fashion and the retail market
- Open to omnichannel development
- Expert in your country's retail market





**KIABI target store**

- Sales floor area 1,000/1,200m<sup>2</sup>
- Warehouse 200/300m<sup>2</sup>
- Ideal store frontage 21m
- High traffic of family shoppers

# Kiabi International Development



## Contact us

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[kiabi.com](https://www.kiabi.com)

[https://www.kiabi.com/ouvrir-un-kiabi\\_LP953352](https://www.kiabi.com/ouvrir-un-kiabi_LP953352)