



flormar

COMPANY PRESENTATION



FLORMAR



FLORMAR
HISTORY



FLORMAR HISTORY

Founded in Milano, the capital of the fashion industry, Flormar was acquired by the Şenbay Family in the year 1970 and began production in Turkey. Flormar became an indispensable brand for women with its yearly production of 120 million units, as well as its wide range of products consisting of blushes, foundations, eyeshadows, mascaras, lipsticks, nail polishes, accessories and skin care products.

Flormar, as one of the world's leading make-up companies, also has a 21% share in the color cosmetics market of Turkey. Focusing on foreign operations since the year 2008, Flormar has covered a long distance in order to become a global brand with its 650 shops located in 250 cities in 93 countries.

Also one of the top 500 exporting companies in Turkey, Flormar provides added value to Turkey's economy by reaching women across the world through its presence in over 40,000 retail outlets.

With its years of experience and expert staff, Flormar continues to push forward. In 2012, it signed a deal with Groupe Rocher, a leading brand worldwide, and passed on 51% of its shares. Flormar continues to grow over 20% on an annual basis, and it aims to maintain its consistent growth, aspiring to reach a retail sale value of 1.1 billion 100 million Turkish Liras by the year 2020.



WHO ARE WE ?

We are the #1 make up brand in Turkey with 21% market share.

We are present around 93 countries mostly growing in emerging markets in 5 continents.

We hold in-depth knowledge in fast & flexible production for shade & texture customization.





OUR TARGET



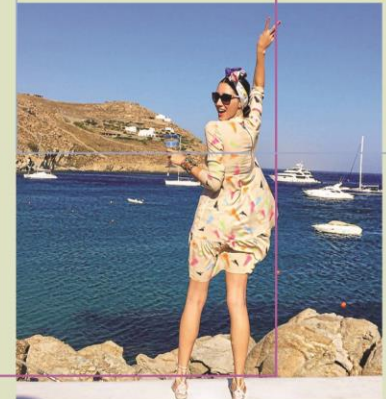
SHE IS 18 – 24 YEARS OLD
WITH MIDDLE
INCOME





OUR TARGET

SHE IS YOUTHFUL,
CURIOUS,
LIVELY & ENERGETIC





OUR TARGET



SHE DEFINITELY
LIKES TO EXPRESS
HERSELF TO GRAB
ATTENTION





**SHE IS YOUTHFUL,
CURIOUS,
LIVELY & ENERGETIC**

**SHE DEFINITELY LIKES TO
EXPRESS HERSELF
TO GRAB ATTENTION**



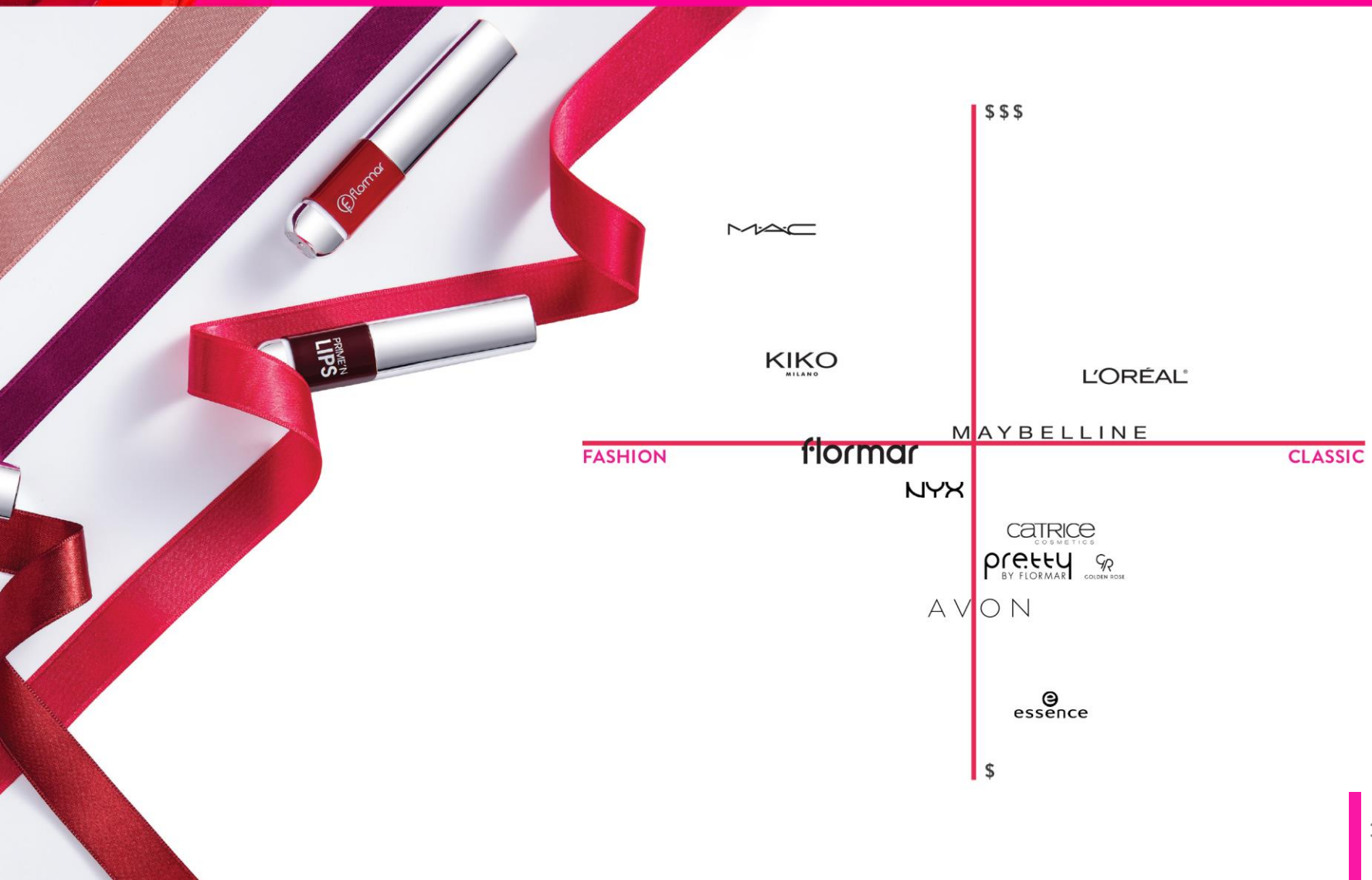
OUR TARGET



SHE IS A
MILLENNIAL



OUR POSITIONING





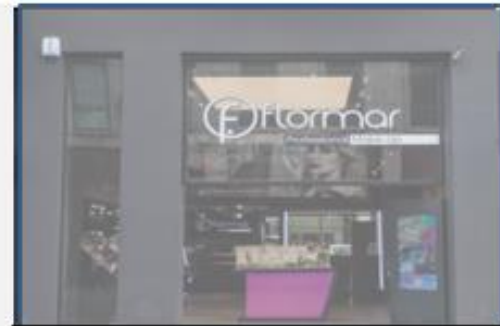
FLORMAR & GROUPE ROCHER



1998- Entered into international market



**2012
Partnership with
YVES ROCHER**



2008-Opened its first mono-branded store





FLORMAR



FLORMAR
as a brand



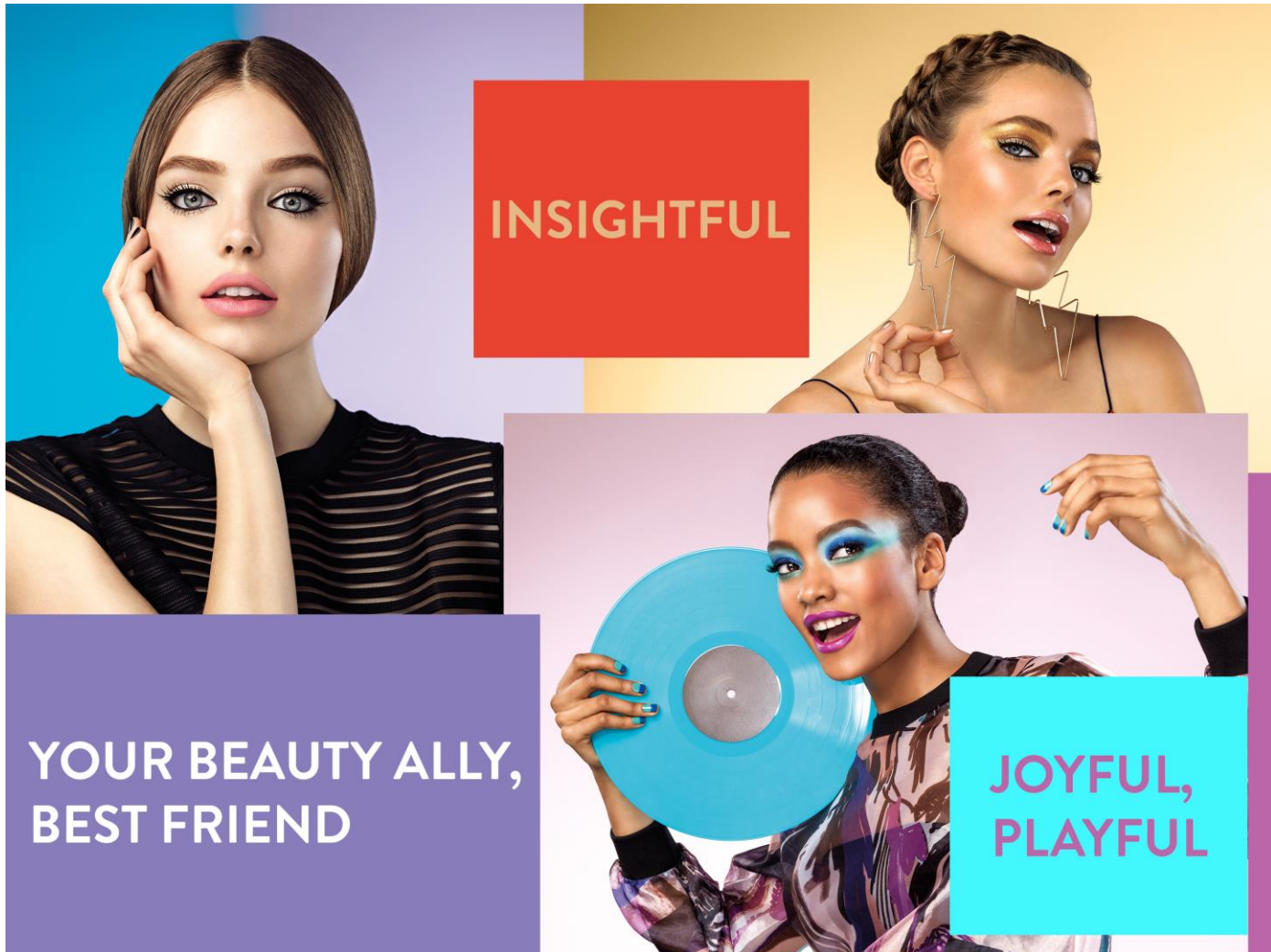
BRAND STRATEGY



“My brand that
I can find everything
for my beauty”



BRAND PERSONALITY





MARKET PENETRATION FORMATS



MARKET PENETRATION FORMATS

Kiosks, Shops, Display Units



FLORMAR WORLDWIDE

Flormar supports retail operations with additional sales channels such as drug stores, department stores, perfumeries etc.

650 mono brand stores in 93 countries...
40.000 points of sales all around the world...
Flexible formats for all kinds of sales channels



POINT OF SALES

Douglas

 PARKSON 百盛

Watsons
your personal store

dm

 **lilly**
DROGERIE



DISPLAY UNITS





SHOPS





DISPLAY UNITS



Located in: drug stores, department stores, perfumeries etc.

Different dimensions and module options

21 modules:

W: 100cm x D: 47,6cm x H:200cm

28 Modules:

W: 120cm x D:47,6cm x H:200cm

35 Modules:

W: 150cm x D:47,6cm x H: 200cm



DISPLAY UNITS



Width: 198,8 cm
Depth: 96,4cm
Height: 155 cm
45 modules / 216 SKU





DISPLAY UNITS



Professional Tester Display-Metal

Located in: perfumeries
Wooden and Metal options

Width: 107,4cm
Depth: 73,5cm
Height: 172,3 cm
20 tester modules



DISPLAY UNITS



Nail Enamel Display

Product Capacity: 72 sku x 6 stock = 432

Size: 47w x 145h x 28d

Nail Enamel Mini Display

Product Capacity: 36 sku x 6 stock = 216

Size: 47w x 145h x 28d

Located in: perfumeries, drug stores



PREPACKS

Prepack displays are designed for product launches in perfumeries and other POS.



Smooth Touch Foundation Prepack Display
Size: 38,3w*16,5h*19,6d



Creamy Stick Blush
19,5w*17h*19,3d



COUNTER DISPLAY

Extensive usage of counter displays designed for best selling product ranges to increase distribution and maximize visibility in point of sale.



Counter Display
Size: 52w*50h*40d



Metal Nail Enamel Display
Product Capacity: 96 pcs
Size: 65w*48h



COUNTER TESTER DISPLAYS

Extensive usage of counter displays designed for best selling product ranges to increase distribution and maximize visibility in point of sale.



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Product Capacity: 96 pcs
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MARKET PENETRATION FORMATS

Customized stand alternatives located in department stores with flexible dimensions





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MARKET PENETRATION FORMATS

Customized stand alternatives located in department stores with flexible dimensions





WHY FLORMAR?



REASON TO JOIN



FLORMAR WORLDWIDE



Flormar has been developing more than 3.000 shades on a year basis since 1970s.



FLORMAR WORLDWIDE

5
Continents

650
Stores

1998
Started export



93
Countries

2008
Opening of first
mono brand store

250
Cities

75
Store in
spain



MEDIUM-BIG SIZE STORE CONCEPT



LOCATION: shopping centers, popular main streets

SIZE: 40-60 sqm

ENTRANCE : at least 4,5 m

VISUAL: 1/2 in the entrance



TURKEY - ISTANBUL TAKSIM

flormar



flormar

FUTURE FLESH



TURKEY-ISTANBUL TAKSIM 2

flormar





HOLLAND-AMSTERDAM





GREECE-ATHENS





PANAMA-PANAMA CITY





AUSTRIA-WIEN





SPAIN-BARCELONA





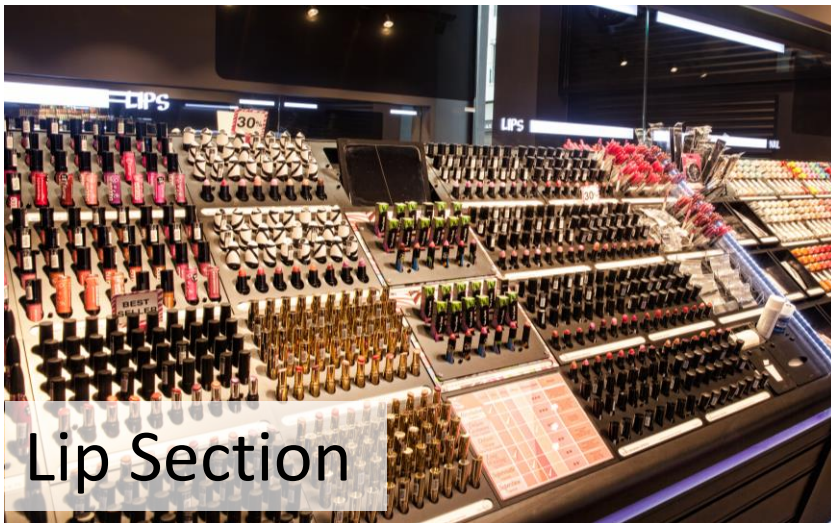
BIG SIZE FLORMAR STORE SECTION



Face Section



Eye Section



Lip Section



Nail Section



SMALL SIZE FLORMAR STORE SECTIONS



LOCATION: shopping centers, popular main streets; also considered as Shop in Shop concept.

SIZE: 20-40 sqm

ENTRANCE : at least 3,5 m

VISUAL: 1/2 in the entrance



SMALL SIZE FLORMAR STORE SECTIONS





FRANCE-DINAN



Shop in shop concept



FRANCE-DINAN



Shop in shop concept



FRANCE-RENNES ALMA



Shop in shop concept



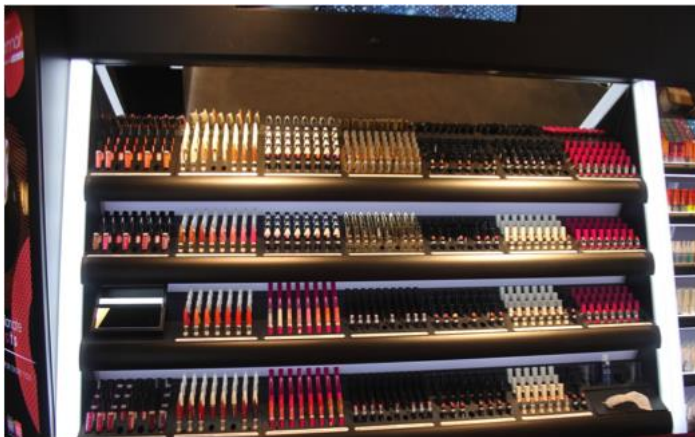
SMALL SIZE FLORMAR STORE SECTIONS



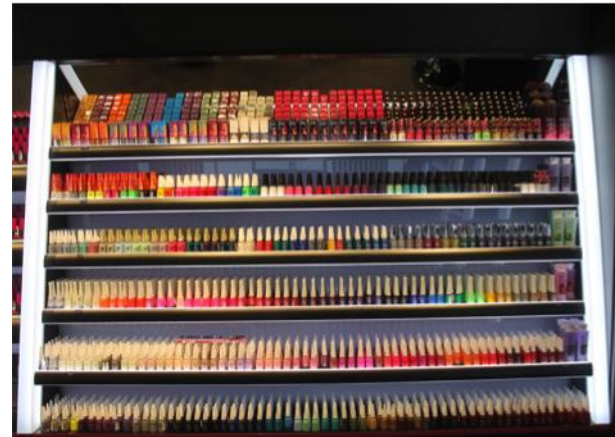
FACE SECTION



EYES SECTION



LIP SECTION



NAIL SECTION



COMMON SECTIONS OF FLORMAR STORE CONCEPTS

MAKEUP STATIONS:

Makeup stations are the zones where our makeup artist apply makeup and give advices to our consumers about makeup tips and products.





COMMON SECTIONS OF FLORMAR STORE CONCEPTS



MIDDLE BENCHES

Tables are the hottest zone in the stores that take the attention of consumers at first and used to place both products on sales and new launches.



COMMON SECTIONS OF FLORMAR STORE CONCEPTS

CASHIER

Cashiers are the crucial area of stores for sudden purchase decisions





COMMON SECTIONS OF FLORMAR STORE CONCEPTS



Personal Care Section



COMMON SECTIONS OF FLORMAR STORE CONCEPTS

VISIT WALL

To get credentials and to provide customers a space to express their opinions.





COMMON SECTIONS OF FLORMAR STORE CONCEPTS

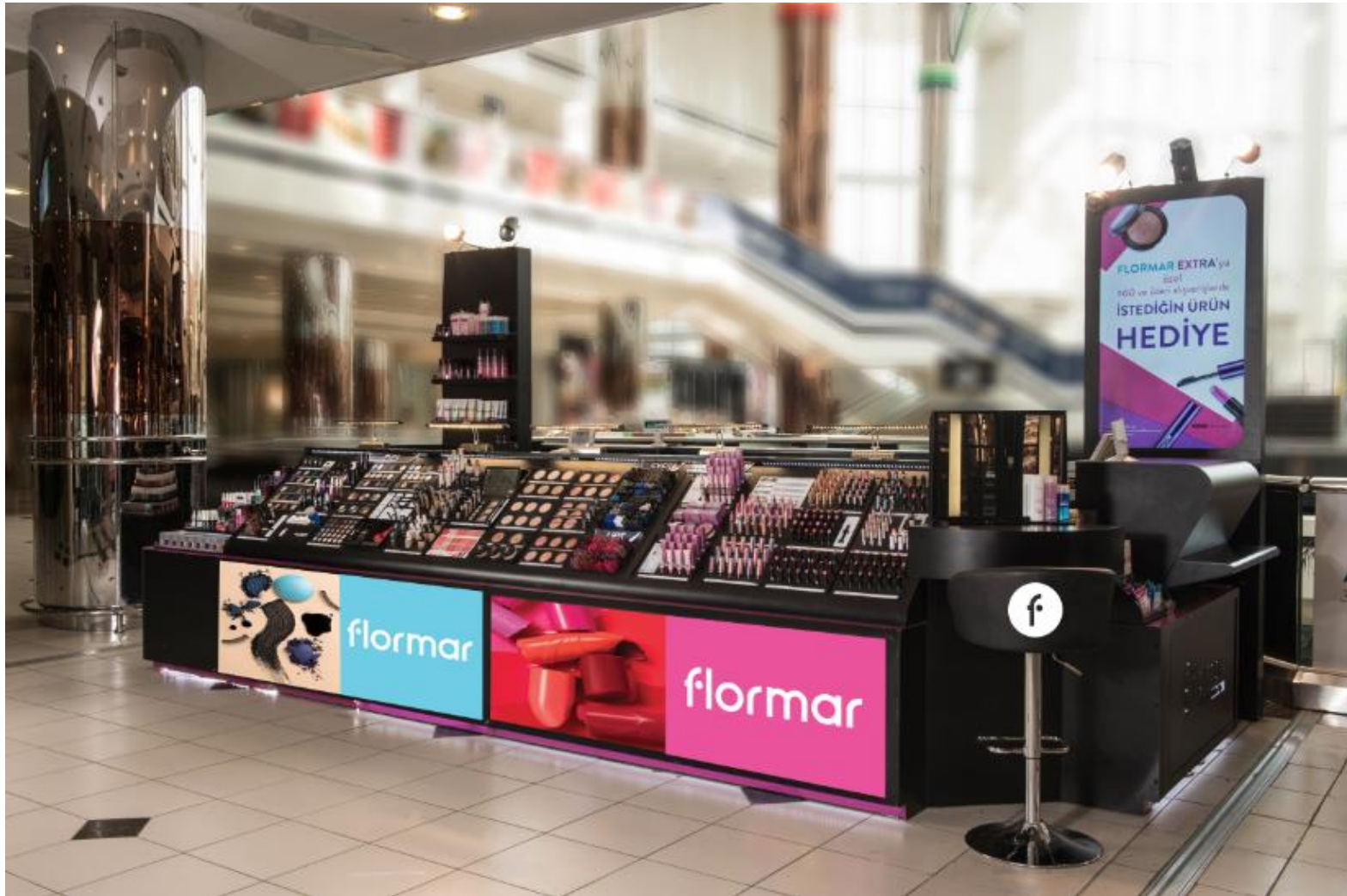
DIGITAL LED SCREEN

To raise the attention of consumers and increase attractiveness.





KIOSK CONCEPT





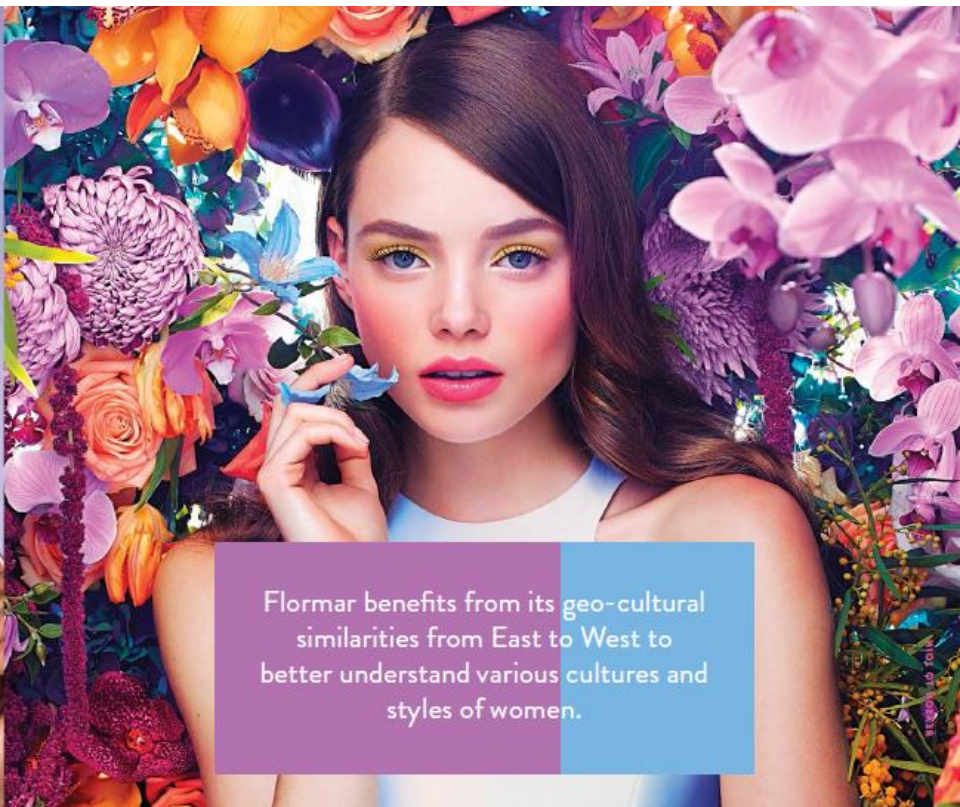
FLORMAR WORLD

**What makes us
unique compared
to other retail
brands?**





FLORMAR WORLD



Flormar benefits from its geo-cultural similarities from East to West to better understand various cultures and styles of women.



FLORMAR WORLD



We enable consumers to
play with make up
and to express
the way they feel...



FLORMAR WORLD

BRAND VALUES



DIVERSITY
BEAUTIES, STYLES



SELF EXPRESSION
AT THE SERVICE
OF WOMEN



RESPECT
PLANET, SKIN,
HEALTH





FLORMAR WORLD



Informative and enjoyable make up experience and special activities.





FLORMAR WORLD

Each month

- New collections in line with world trends and colors...
- Agressive monthly/weekly promotions, different products with special discounts



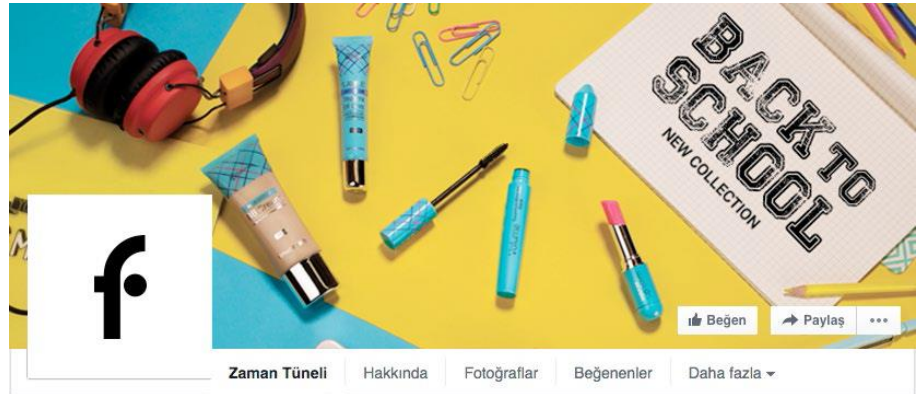


COMMUNICATION



PR ACTIVITIES:

- **Every quarter:** Blogger events
- **Monthly** Pr communication for new launches



SOCIAL MEDIA

- **Daily** posts on facebook; twitter, instagram
- Special contests



MARKETING ACTIVITES





FLORMAR WORLD

We invite
you
to be a part of
Flormar's exciting,
colorful world...