



La Cotonnière
La mode au naturel



BECOME A RESELLER
JOIN THE WORLD OF 100% COTTON

DISCOVERING A AUTHENTIC BRAND

LA COTONNIÈRE IS A BRAND OF SUMMER READY-TO-WEAR AND
100% COTTON CLOTHING FOR THE WHOLE FAMILY.

25 YEARS OF 100% COTTON STYLE

La Cotonnière is a French family business founded in 1999, by the sea, on the French Riviera.

The brand was created with the aim of offering natural clothing with excellent value for money, entirely and exclusively made from 100% cotton.

Today, our products are present in many countries around the world.

Building on its success, La Cotonnière has developed its own network of reseller stores in France and internationally.

Thanks to its know-how and 25 years of experience, La Cotonnière has become an essential brand for 100% cotton.

Manufacturer and wholesaler, the brand is also the reference supplier of 100% cotton clothing for professionals in the sector.

AN AUTHENTIC BRAND

The La Cotonnière brand was built around strong values, with the aim of offering sustainable and timeless collections with a 100% natural material, cotton.

More than a slogan, « natural fashion » reflects the state of mind of the brand.

We wish to preserve the know-how of yesteryear, thanks to artisanal manufacturing, a guarantee of authenticity and quality.

The entire team works transparently and honestly with its customers. Being authentic and honest is fundamental for the brand which advocates naturalness and well-being !



LA COTONNIÈRE

DISCOVER A UNIVERSE 100% COTTON

NATURAL FASHION



AN ETHICAL AND RESPONSIBLE BRAND

La Cotonnière is an ethical brand, which is committed to sustainable development. Our desire is to favor the durable rather than the consumable, thanks to timeless collections and clothing that resists time. The brand cultivates the spirit of « sustainable » clothing, the piece that we keep for a long time and which respects people and the environment, while being « trendy » and fighting « fast fashion ».

Concerned about respecting the environment, short circuits are favored and the clothes are designed with respect for the environment and respect for the skin, combining comfort and elegance.

A HUMAN ENTITY

La Cotonnière is a family business on a human scale. Humanity and listening are fundamental values. The involvement of employees guarantees a warm and close welcome to our customers.



A COMPETENT TEAM

Over the years, La Cotonnière has surrounded itself with collaborators with rich and varied skills to form a multidisciplinary « styled in France » team.

The entire team is at your disposal to share their expertise and guide you in your choices.



A STRONG PRESENCE ALL AROUND THE GLOBE

Building on its success, La Cotonnière is present all over the world, 250 stores located mainly near sunny shores.

250 STORES AROUND THE WORLD

**A PRODUCTION SITE
A CENTRALIZED TEAM**

FRENCH RIVIERA ° CARIBBEAN ° SPAIN ° FLORIDA ° CROATIA



OUR 100% COTTON RANGE

We design clothing exclusively and entirely in cotton for women, men and children.

We offer a wide choice of models and sizes, which allows us to address a very varied clientele.

Our collections are meant to be timeless and timeless thanks to their styles and qualities. Our desire is to design durable clothing that will last for several years.

Our goal is to offer clothing that is suitable for all body types and in which everyone feels comfortable and highlighted.



LA MODE AU NATUREL

THE 100% COTTON STYLE

Our collections are inspired by the sunny art of living on the Côte d'Azur, and are focused on summer ready-to-wear.

All our collections are stylized to offer clothes that are pleasant to wear with a perfect cut finish and designed to enhance all silhouettes.

All our models are worked with taste and attention to detail, with the key words: quality, comfort, lightness and well-being.

We pay particular attention to details, embroidery and lace which allow many models to be personalized.



CREATION & MANUFACTURING



COTTON HARVEST

Our cotton comes mainly from Peru, where the harvests are the best. We choose the best cotton in very specific countries because we pay particular attention to the quality of our raw material.

UNIQUE CREATIONS

We also carefully choose all our other raw materials : buttons, lace... Nothing is left to chance to design quality clothing.

Our stylists' mission is to create exclusive and timeless models, which can be worn for several years !



HANDCRAFTED PRODUCTION

Our desire is to preserve the artisanal character of our manufacturing. For us, preserving old-fashioned know-how is a guarantee of quality.

Our dyes are produced in an artisanal manner and our embroideries are exclusively created by hand.

OUR 100% NATURAL COTTON

WE HAVE ALWAYS SELECTED THE BEST COTTON TO HAVE AN EXCEPTIONAL FABRIC IN ORDER TO PRODUCE QUALITY AND DURABLE CLOTHING.

OUR COTTON IS RECOGNIZED BY OUR CUSTOMERS FOR ITS HIGH QUALITY, IT MAKES THE REPUTATION OF OUR BRAND.

OUR DIFFERENT 100% COTTON FABRICS



COTTON

This is our premium, classic 100% cotton fabric. It is a strong and durable fabric, the thickest in our range but light to wear.



FINE COTTON

Our fine cotton is softer, lighter and less thick than our classic cotton.



COTTON VOILE

Cotton voile, a very fine and very light fabric, allows you to make airy clothes. It is the lightest fabric in our range.



COTTON GAUZE

Thicker than cotton voile, it is a soft and breathable fabric with a slightly wrinkled appearance.

THE ADVANTAGES OF OUR COTTON

The natural cotton that we use is a natural fiber that has many advantages and benefits. It is a resistant and breathable fiber which makes it possible to make comfortable, light and pleasant clothing that is also easy to maintain.

OUR 100% COTTON CLOTHES ARE :

- COMFORTABLE
- HYPOALLERGENIC
- NONTOXIC
- THERMAL REGULATOR
- ANTI-IRRITANT
- ANTIPERSPIRANT



BECOME A LA COTONNIÈRE RESELLER

ARE YOU LOOKING FOR A SUPPLIER OF 100% COTTON CLOTHING ?
JOIN OUR INTERNATIONAL NETWORK OF STORES !

THE ADVANTAGES OF A GREAT BRAND

**La Cotonnière is 25 years old, and above all,
unique know-how !**

Joining us is :

- Take advantage of the notoriety of the brand which has built its reputation over several years and which today has a strong brand image and identity.
- Be part of a network of stores in continuous growth and benefit from the advantages of a major and expanding brand !
- Benefit from a permanent logistics service
- Benefit from our brand communication: social networks, press publications, event organization...

BECOME THE COTTON REFERENCE

**Become the reference in the world of 100%
cotton, thanks to :**

- A complete range of 100% cotton clothing for women, men and children
- Quality clothing at the best price
- A wide choice of sizes and models to suit all body types
- Timeless collections designed to enhance all silhouettes

THE ADVANTAGES OF OUR RESELLERS

- Benefit from unbeatable value for money and preferential prices
- Benefit from a permanent stock with restockings all season long
- No minimum quantity per size, color or model
- High margins, between 2.7 and 3
- Fast delivery times, guaranteed within 48 hours for mainland France and 3 to 5 days for international markets.
- Take advantage of our website dedicated to all our resellers
- Support in choosing your references according to the type of customer base and location of the store
- Advice on your point of sale and its layout
- Have the POS and posters, and all the accessories brand stores
- Work in collaboration with our different teams, competent and at your service



DIFFERENT CHOICES OF ESTABLISHMENT



EXCLUSIVES STORES

Do you want to be an entrepreneur and do you share our values? Open an exclusive La Cotonnière store and benefit from additional advantages! Opt for our concept store and its unique boutique model.



CORNERS

Do you have a multi-brand store and would like to expand your offering and offer 100% cotton clothing? Introduce your customers to the La Cotonnière brand and create an attractive corner !

OUR CONCEPT STORE

We offer a unique concept for our La Cotonnière stores !

A boutique model was created in order to standardize our network of exclusive boutiques and to be more identifiable to our customers. We designed a contemporary, warm and attractive boutique design. It is based on a strong visual identity in compliance with our graphic charter.

Our architectural concept is intended to be elegant, in the colors of La Cotonnière, with a touch of natural materials, reflecting the values that we wish to convey. A point of sale in the image of the brand, a place dedicated to natural fashion and 100% cotton style.

Our store concept has been studied, offering an optimized layout and merchandising, which will increase your image and your visibility !



BECOME A RESELLER EXCLUSIVE

THE ADVANTAGES OF OUR CONCEPT STORE

- Contemporary and attractive boutique design
- Optimized layout and merchandising
- 30 pieces per linear meter
(1m² = 1 linear meter) or approximately €600 of purchase
- A margin of approximately 3, on all of our articles
(1m linear = €1,800 gross profit)
- A guarantee of exclusivity in your geographical area
- A possible financing plan depending on insurance

We support you throughout your project by offering you a personalized offer and custom made !

YOUR OFFER ALL YEAR

As an exclusive reseller of the brand La Cotonnaire, benefit from a privileged discount :

10% OFF
ON ALL YOUR ORDERS
(NO MINIMUM PURCHASE)



**THE ADVANTAGES OF A FRANCHISE,
WITHOUT THE DISADVANTAGES !**



LA COTONNIÈRE STORES

COMMERCIAL OFFER

BENEFIT FROM AN IMMEDIATE DISCOUNT
ON THE FIRST INSTALLATION ORDER
(WHEN THE STORE OPENS).



10% OFF

BETWEEN €10 000 AND €29 999

12 OFF

BETWEEN €30 000 AND €49 999

15 OFF

FROM €50 000

POS PACKAGE FREE

- A tailor-made La Cotonnaire sign (around €200)
- A 100% cotton round patch – 40cm (value €10)
- A “values” panel – 50x50cm (value €15)
- A panel “100% cotton style” or “natural fashion” – 40x30cm (value €8)
- A “cotton clothes” panel – 50x20cm (value €8)
- 2 sign style panels – 60x15cm (value €20)
- 1 women’s collection panel – 50x25cm (value €10)
- 1 men’s collection panel – 50x25cm (value €10)
- 1 children’s collection panel – 50x25cm (value €10)
- 4 rigid posters of your choice – 60x40 cm (value €48)
- 1 La Cotonnaire rug – 85x60 cm (value €58)
- 6 branches of cotton (value €26)

KEY INFORMATION

GEOGRAPHIC LOCATION

Seaside resort or tourist town (main street, pedestrian, seaport, etc.)

Priority to location !

EXCLUSIVITY

By geographic area

SHOP SURFACE

25m² minimum + outdoor terrace (if possible)

PERCENTAGE OF PRODUCTS

La Cotonnière: minimum 75%

(60% woman, 25% man, 15% child)

INVESTMENT

Store opening layout: around €4,000

Goods: around €15,000 at the start of the season (according to m²)

COMMERCIAL MARGIN

Between 2.7 and 3

FORECAST TURNOVER (LA COTONNIERE)

Minimum €200,000 per season (April to October)

Turnover varies depending on the characteristics of the store

AVERAGE BASKET

€130

ENTRY FEE & ROYALTIES

€0

PAYMENT

Deposit (before delivery) : 30%

Then transfers at 30 / 60 / 90 days

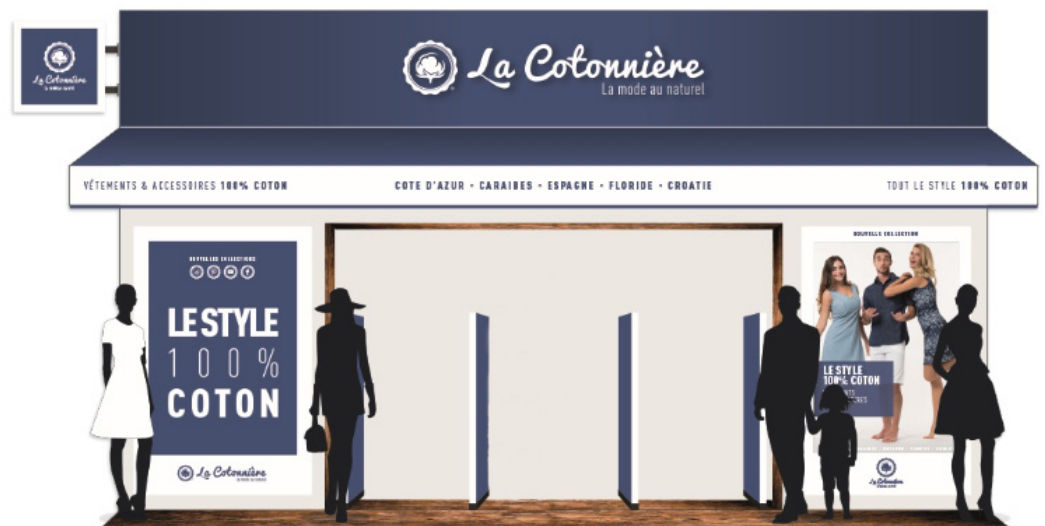
FUNDING

Financing plan possible according to our insurance agreement



PROJECT STEPS

- 1 Documentation request
- 2 Information sheet to complete
- 3 Analysis of the application
- 4 Support in carrying out your project. Development plan tailor-made and personalization of your store
- 5 Signature of the marketing contract and Terms of Sales
- 6 Work and layout of the store
- 7 Implementation order
- 8 Preparation, shipping and delivery of the goods
- 9 Layout and merchandising
- 10 Opening of the store





La Cotonnière
La mode au naturel

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FOLLOW US



BECOME A RESELLER

BENEFIT FROM THE STRENGTH OF A NETWORK
INTERNATIONAL

WWW.LACOTONNIERE.FR