

for cool kids & parents only

# *les jolies planches*

Who says smart and pretty don't go together ?

*don't flaunt your knowledge, hang it on your walls !*



Our mission is to make knowledge tangible  
again via educational illustrations that  
kindle curiosity and spontaneous learning  
for modern families.

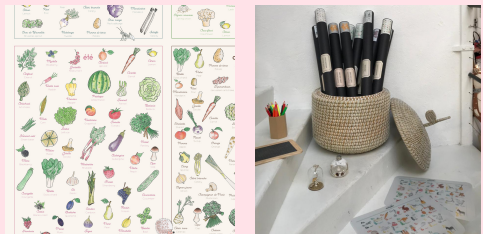
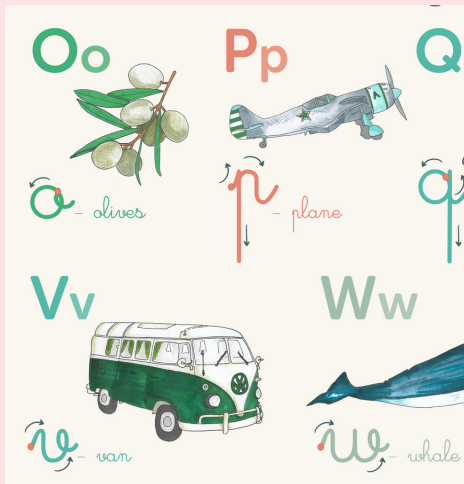
# Inspired by vintage designs, our sturdy canvases are 100% made in France

With a new take on vintage style, our French-made canvases are designed and created by passionate artists and artisans.

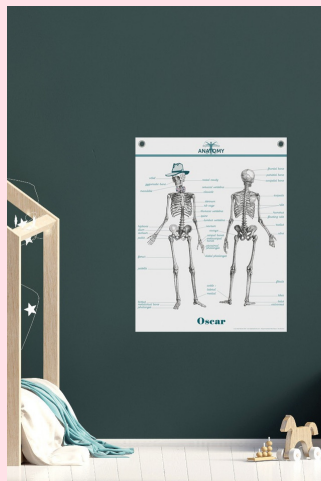
They cover a wide range of relevant themes to interest both children and adults : World Map, Alphabet, Anatomy, Seasonal fruits and vegetables, Wine map etc... We publish a new poster every month and translate existing designs on demand.

Thanks to their waterproof polycotton fabric and environmentally friendly ink, they are made to last. The content of each canvas is presented in an educational format, complete with color illustrations to kindle curiosity and encourage spontaneous learning, inviting viewers to learn at their own pace.





de saison à l'année  
**PETIT PRIMEUR**



# In the press

ELLE

VOGUE  
PARIS

to shop urgently



Smallable

Christmas catalogue 2018

BUBBLE

. LA MAISON .  
des  
MATERNELLES

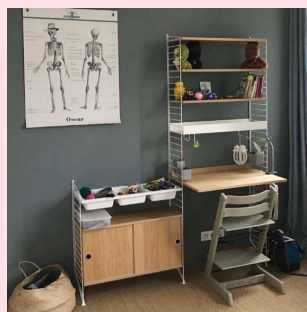
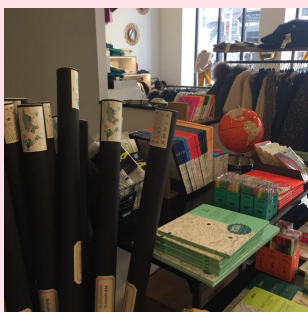


A brand to  
follow this season

Mag'in  
France

KiDs  
InTeRiOrS

learning becomes fun again



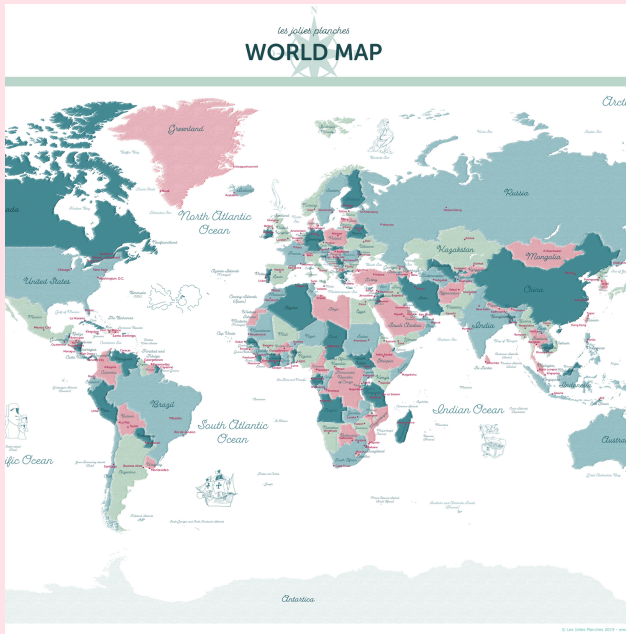
# 3500 units sold since commercial launch in Nov 2017

- Commercial launch in November 2017
- 20 canvases published
- November 2017 to July 2018 : development of direct sales with an engaged Instagram community (e.g. : canvases published based on popular vote)
- July 2018 : participated in Playtime - Les jolies planches named "Brand To Follow this season"
- September to December 2018 : growth from one to 28 points of sales including some very prestigious locations : Le Bon Marché, Smallable, Bonton, Womb ... and the best concept stores in France : Bordeaux, Deauville, Marseille, Bastia... as well as in Canada et Luxembourg.
- Since January 2019, we have continued to partner with new stores, such as Mombini, L'instant poétique, Diabolo Menthe...
- Most of our customers live in France but we ship more and more to European destinations as well as New York, London, Geneva or even Hong Kong
- 2019 : new posters will be published with the following themes in English : Space and constellations, Flowers...
- Second half of 2019 : Roll out of an international sales network and translation of our most iconic canvases into English

What about you ? Are you ready to share our  
adventures ?

# World Map

Size : 100 cm x 70 cm



This pastel-hued World Map with unique illustrations suits any decor - at home or at the office.

It is continuously updated to keep pace with geopolitics.

An invitation to daydream while traveling the world, learn capital cities or simply decorate.



# Alphabet

Size : 90 cm x 72 cm



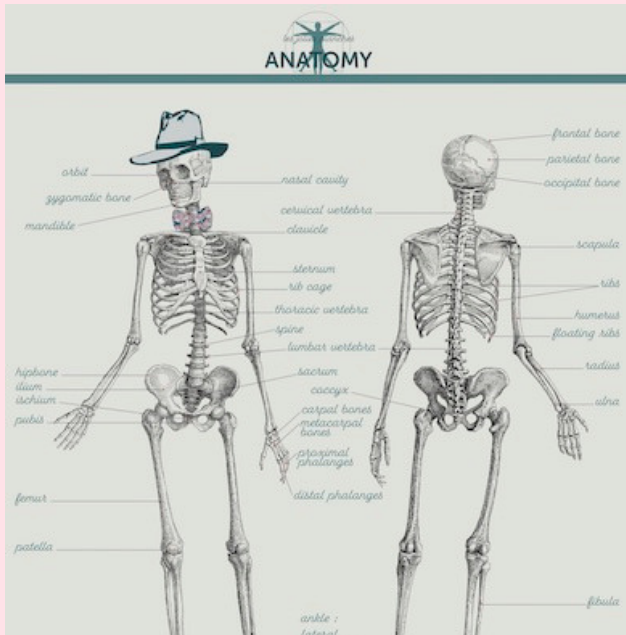
Featuring lively illustrations, our Alphabet canvas helps children learn how to write cursive letters by tracing them with their fingers.

The canvas was specially designed in a size that invites even the tiniest fingers to reach the first letters of the Alphabet.

It also makes a beautiful and original baby gift.

# Anatomy

Size : 70 cm x 90 cm



My name's Oscar. I'll help you learn about bodies and posture.

Bring me home right away for a handsome wall, to learn about the bones that help us stand tall !

Perfect for children and grown-ups alike, or even for healthcare

professionals eager to educate their patients.

I know how to make myself useful !



# French vineyards

Size : 70 cm x 80 cm



Two versions are available : understated Marsala Red and illustrated Safran Yellow.

This canvas covers France's major vineyards and their PDOs. Ideal for wine enthusiasts, curious minds, or anyone who likes beautiful decor.

# Petit Primeur

## Seasonal fruits and vegetables

Format : 70 cm x 100 cm



Let's eat with the seasons !  
Rutabagas and jerusalem  
artichokes will no longer  
have any secrets for you !  
This handy guide is yours  
for the taking, in English or  
in French.



Available mid September 2019

4 new posters translated in English

Garden in Flowers, Bold Women, Astronomy and Dinosaurs and Co.



## In stores

Each canvas comes in an attractive heavyweight charcoal-gray cardboard tube lined with pink tissue paper, ready to gift to a loved one or yourself. A sticker on the outside features a miniature version of the canvas, so there's no need to take it out to know what it looks like.

Our prices are competitive, ranging from €60 to €70 including VAT.

This ensures access to high-quality products (canvas made from waterproof polycotton fabric with eyelets) at an affordable price for gifts or just for you.

Quick restocking (approximately 15 working days in Europe) thanks to a very responsive printing/packaging/POS delivery network.

Less than 1% return or complaint rate since sales began (online and in-store sales combined).



Look  
Wonder  
Learn  
Dream  
Understand  
Decorate

made with love

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