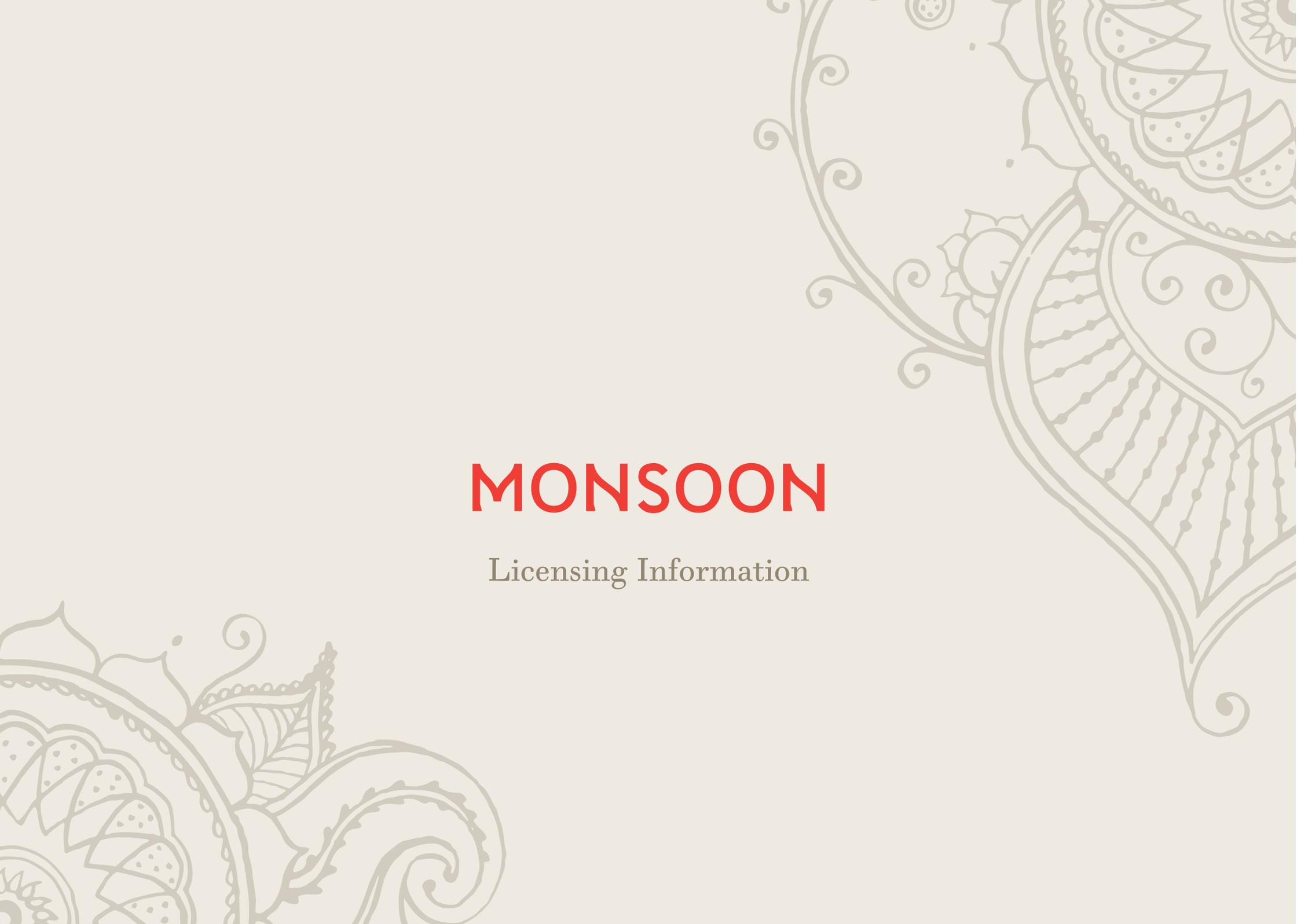




MONSOON & **MONSOON**
HOME

Licensing Information

The background features intricate, light-colored floral and vine patterns in the corners. The top-right corner has a large, detailed floral motif with a scalloped edge and internal patterns. The bottom-left corner has a similar but less detailed floral motif. The rest of the background is plain white.

MONSOON

Licensing Information

Profile

COMPANY PROFILE

In 1973 Monsoon founder Peter Simon returned home having travelled extensively through exotic lands, with a vision inspired by treasured eastern craft traditions, vivid colours and rich fabrics.

For four decades, Monsoon designers have followed in his footsteps to the far corners of the world, celebrating global culture and fashion that speaks to women who dress with a sense of adventure.

Monsoon's philosophy remains the same today, passionate about creating clothes that celebrate individuality and make dressing for the occasion more exciting.

Today, there are around 360 Monsoon stores worldwide, and 220 in the UK alone. Monsoon enjoys strong growth, in the UK but especially overseas, with overseas sales now accounting for a large part of the business.

Licensing forms an integral part of Monsoon's brand extension strategy.

CUSTOMER PROFILE

Bohemian, chic and ethnic, Monsoon appeals to a wide range of ages and women, so the customer base is diverse.

The archetypal "Monsoon Woman" is aspirational and has a high disposable income. She is part of a homeownership household and is likely to be in the ABC1 categories. She is sophisticated, eclectic and feminine. She has her own sense of style; she's influenced by fashion, but not dominated by it. The Monsoon brand has broad appeal, however the core customer is 35 years of age.

Licensing & Licensee Support

LICENSING STRATEGY

A global licensing programme is in place, which sees Monsoon licensed product in new retail outlets as well as some of Monsoon's own channels. Licensing forms an integral part of the brand expansion strategy, and marketing support is made available to all licensing partners.

DESIGN

Licensees have advance access to Monsoon's prints and styles, as well as the most popular past designs. All licensed products are showcased in the Licensing Showroom.

LICENSEE SHOWCASE

There is the potential for licensees to showcase and sell their product on the Monsoon website. The Monsoon website is one of the largest online women's retailers in the UK.

MARKETING

New product launches can be actively promoted via Monsoon's extensive marketing database. "Cross-product leaflets" can be included with online orders and displayed instore on countertops.

PRESS AND PROMOTION

In 2013 the Monsoon brand achieved £14 million on public relations. Licensed products are included in the press promotion, and routinely attract national media interest. There are also over 1.8 million loyal account card customers, and seasonal offers are made in monthly mail-outs.

OUR RETAIL PARTNERS

John Lewis

DEBENHAMS


HOUSE OF FRASER

■ Edgars  boardmans

V&D

Superdrug[★]



Littlewoods

B&Q

HOMEBASE

Ferwick

BED BATH &
BEYOND

★ macy's

MONSOON

Monsoon continues to inspire women across the UK and beyond with bohemian yet chic designs, channelling femininity and sophistication.



Fragrance



MONSOON SECRET

Launching S/S 2014, Secret will capture the emblematic nature of Monsoon; sophisticated and eclectic, with a touch of the exotic.



MONSOON SIGNATURE

“Sophisticated and elegant, this fragrance combines top notes of Neroli and Bergamot with the delicate sweetness of lychee, for an exotic fruity infusion.”

Technology Accessories



APPLE, SAMSUNG, UNIVERSAL PHONE AND TABLET CASES

Staying up-to-date with the latest releases, the technology lines use silk screen printing and gold foil detail to ensure the beautiful finish and special detail that makes give that special Monsoon touch.

Eyeglasses



SUNGLASSES AND OPTICAL GLASSES

Encompassing intricate temple detail, subtle colour and discreet branding, the glasses stay true to Monsoon's traveller's roots and bohemian spirit. From oversize retro sunglasses to soft curves on Optical the range has options to meet the desires of the most style-conscious.

MONSOON

HOME

Produced entirely under license, the Home collection blends together the allure of Eastern styling with a bohemian influence. From wallpaper and bedding to tableware and home accessories, all the designs work together to create the perfect eclectic style for the Monsoon customer's home.



Wallpaper



“An expression of individuality, and that little extra ‘something’, the collection is influenced by a bohemian, timeless style, which fuses old with new, East with West”

Dining



“The ranges have the exotic allure of Eastern colour and prints, with a Western bohemian style and influence”



Bedding



“The range has all the charm you would expect from Monsoon, with pretty cushions and sumptuous throws to accessorise”



Cutlery & Outdoor Dining

“Featuring super sleek and flowing elegant lines, Eloquence adds a beautiful finishing touch to your dining table”



MONSOON OUTDOOR

With melamine and hampers, the outdoor line brings an exclusive range of outdoor dining and picnic items in some of Monsoon's most beautiful designs.

Ladies' Store Breakdown

Armenia	1		
Austria	3	Serbia	3
Azerbaijan	1	Singapore	1
Bahrain	2	Ukraine	1
Croatia	3	UAE	12
Cyprus	1	Vietnam	3
Denmark	5	UK	220
Egypt	5		
Germany	1	TOTAL	364
Gibraltar	1		
Greece	4		
Holland	7		
India	2		
Indonesia	5		
Italy North	1		
Jordan	5		
Kazakhstan	6		
Korea	1		
Kuwait	2		
Lebanon	5		
Libya	3		
Malta	2		
Morocco	2		
Norway	1		
Oman	2		
Pakistan	2		
Qatar	4		
Russia	22		
Saudi Arabia	25		

Kid's Store Breakdown

Armenia	1		
Austria	5	Malta	6
Azerbaijan	1	Montenegro	2
Bahrain	7	Morocco	2
Bosnia	1	Norway	10
China	1	Oman	2
Croatia	4	Pakistan	4
Cyprus	3	Poland	2
Denmark	6	Qatar	6
Egypt	6	Russia	53
Finland	1	Saudi Arabia	50
France	3	Serbia	4
Germany	3	Singapore	7
Gibraltar	1	Spain	10
Greece	16	Sweden	1
Holland	1	Taiwan	2
Hong Kong	1	Turkey	1
Ibiza	1	Ukraine	10
Iceland	1	UAE	26
India	2	Venezuela	2
Indonesia	4	Vietnam	3
Italy North	12	UK	114
Italy South	30		
Jordan	4	TOTAL	466
Kazakhstan	3		
Korea	12		
Kuwait	5		
Lebanon	11		
Libya	3		

To join the Monsoon licensing programme and for more information on becoming a partner, contact:

THE PARTNERSHIP

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