

# SWEET PANTS®

THE ORIGINAL SINCE 1982

## COMPANY PROFILE



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# P R E S E N T A T I O N

**SWEET PANTS® is a label which was born around a single product : « the sweat pant ».**

For this brand which is the first of its kind this strong piece in your dressing room is both timeless and addressed to every generation.

« A wide selection of colors & choice of fits to be adapted to all styles & looks.»

The french label develops its collection and introduces new lines of Swimwear and Underwear and in 2016 unveils the Bags line.

The brand brings together men, women and kids. Sweet Pants® coordinates and manages the participation through community management and an audacious creative visual.

Because of its diverse associations the sweat pants is back on the front scene with shapes that are chic, casual, ingenious or sporty...

**SWEET PANTS® uses premium materials with a particular focus on details to make this absolute must have and experience.**

**SWEET PANTS® est un label qui a émergé autour d'un produit unique : le pantalon de jogging.**

*Pour la marque, qui est la première à s'y être consacrée, cette pièce phare des dressings est à la fois mixte, intemporelle et trans-générationnelle.*

*« Une grande diversité de fits et une multitude de couleurs pour s'adapter à tous les styles. »*

*La griffe française accélère son développement et lance ses collections de maillots de bain et de sous-vêtements. 2016 est l'année du lancement de la ligne Bagagerie.*

*La marque fédère hommes, femmes et enfants. Sweet Pants® anime et engage grâce à une communication participative et se caractérise par ses visuels audacieux.*

*Grâce à des associations décalées, le pantalon de jogging est revenu sur le devant de la scène. Des silhouettes chics, urbaines, casual ou sportives...*

**SWEET PANTS® utilise uniquement des matières premium, en accordant un soin particulier aux détails pour faire de ce must have un produit unique.**



BRAND SPIRIT  
L'ESPRIT DE LA MARQUE



**CHOOSE  
YOUR  
FIT\***

**"Choose your fit"**

Because the lines are developed under various forms to fit to all morphologies.

**"Choisis ta coupe"**

Car les lignes sont élaborées sous différentes formes, afin de s'adapter aux différentes morphologies.

BRAND SPIRIT  
L'ESPRIT DE LA MARQUE



**CHOOSE  
YOUR  
COLOR\***

**"Choose your color"**

Because collections are presented under a very wide multitude of colors and prints, which answer to all "dressing rooms" and desires of each of us.

**"Choisis ta couleur"**

Car les collections sont présentées sous une très large multitude de couleurs et d'imprimés, permettant de répondre aux dressings et aux envies de tout un chacun.

# BRAND IDENTITY

## IDENTITÉ DE MARQUE

### ORIGIN OF THE BRAND'S NAME

The denomination of the brand was naturally made around its central product: «the sweat pants».

Originally from english «Sweat Pants», the founders declined with the same phonetic echo the brand Sweet PANTS which translates the sweetness of the various materials and the colored spirit from which are developed the various lines.

### LES ORIGINES DU NOM

*La dénomination de la marque s'est faite naturellement autour de son produit central : «Le pantalon de Jogging».*

*De l'anglais «Sweat Pants» , les fondateurs ont décliné avec la même résonance phonétique la marque SWEET PANTS qui traduit la douceur des différentes matières et l'esprit coloré à partir desquels sont élaborées les différentes lignes.*

### ORIGIN OF CIRCLE SIGN

Ardent supporters of the vintage, the creators of the brand wanted to define the same timeless and universal graphic identity. Their encircled logo became the sign of recognition of the brand and is the logical continuity of it.

### LES ORIGINES DU LOGO CERCLE

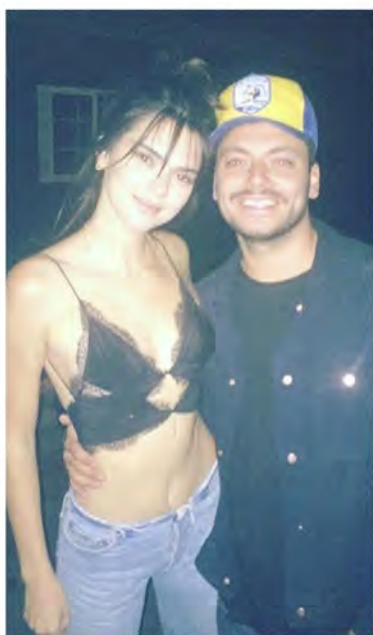
*Inconditionnels du vintage, les créateurs de la marque ont souhaité définir une identité graphique à la fois intemporelle et universelle.*

*Son logo cerclé est devenu le signe de reconnaissance de la marque et s'inscrit dans la continuité logique de son nom.*

**SWEET PANTS<sup>®</sup>**  
THE ORIGINAL SINCE 1982

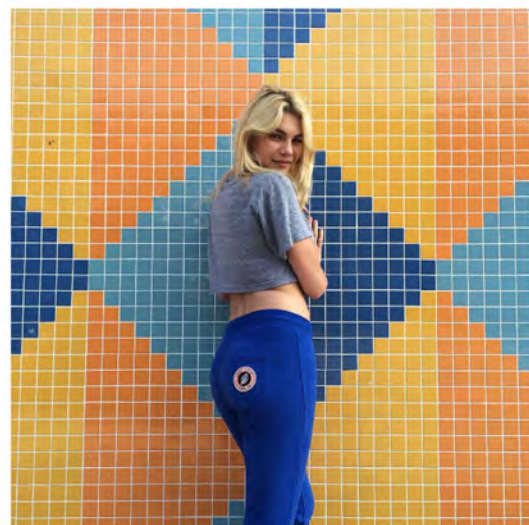
**SWEET PANTS<sup>®</sup>**  
THE ORIGINAL SINCE 1982





THANK YOU

@SWEETPANTS1982



# TIMELINE



## 2012

- . Creation of the Parisian stylist's studio
- . Launch of the first Unisex collection
- . Shooting the first lookbook with fan of the brand from Instagram Community
- . Creation of the french distribution structure
- . 150 points of sale in France

## 2013

- . Launch of the first Kids Line
- . Launch of the Premium Line
- . Creation of the first print lines (camouflage print and 82)
- . Creation of the first logistic platform 5000 ft²
- . Development of the European distribution structure (Germany, Italy, Finland, Belgium, Switzerland, Denmark)
- . Creation of the digital department
- . Opening of the online store platform
- . Creation of the first Sweet Pants's lookbook
- . 300 points of sale in France and all Europe

## 2014

- . Launch of the women line
- . Opening of the Worldwilde distribution structure (USA, CANADA, JAPON, CHINA and MIDDLE EAST)
- . First campaign (lifestyle and PLV)
- . Shooting of the first ClerChanel campaign with 250 display points in Paris
- . Launch of the Cargo line and 2 Tones line
- . 450 points of sale in France and all Europe

## 2015

- . Opening of the first Sweet Pants® store in the Marais in Paris (february)
- . Second store opening located in the 16th in Paris (august)
- . Launch of the swimwear collection men and kids
- . Opening of the new logistic plateforme 10 000 ft²
- . 3 AD campaign in Paris and the French riviera (by Mediakiosk)
- . 1 sweepy poster campaign
- . 600 points of sale in France and Worldwilde



## 2012

- . *Création du bureau de style Parisien (design, développement, recherche, création des fits ...)*
- . *Lancement de la première collection Unisexe*
- . *Shooting du premier lookbook par des instagramers fans du concept*
- . *Mise en place du réseau d'agents en France*
- . *150 points de distribution en France*

## 2013

- . *Lancement de la première collection Kids*
- . *Lancement de la collection Premium*
- . *Création des premières lignes imprimées (Camouflage et 82)*
- . *Ouverture de la première plateforme de logistique de 500 m²*
- . *Ouverture de distribution Européenne (Allemagne, Italie, Finlande, Belgique, Suisse, Danemark)*
- . *Création du Département Digitale*
- . *Ouverture de la plateforme de vente en ligne.*
- . *Création du premier Lookbook de la marque*
- . *300 points de distribution France et Europe.*

## 2014

- . *Lancement de la collection et des Fits Femmes*
- . *Ouverture de distribution internationale (USA, CANADA, JAPON, CHINE, MIDDLE EAST)*
- . *Shooting des premiers visuels publicitaires (lifestyle et PLV)*
- . *Lancement d'une campagne ClearChanel 250 points d'affichage sur Paris*
- . *Lancement du fit Cargo et de la ligne 2 Tones*
- . *450 points de distribution en France et à l'International*

## 2015

- . *Ouverture de la première boutique en France, dans le Marais à Paris (février)*
- . *Ouverture de la deuxième boutique en France, dans le 16ème à Paris (août)*
- . *Lancement de la collection Swimwear Hommes et Kids*
- . *Création de la nouvelle identité visuelle de la marque*
- . *Ouverture de la nouvelle plateforme logistique de 1000m²*
- . *3 campagnes publicitaires à Paris et en région PACA (réseau Mediakiosk)*
- . *1 campagne d'affichage sauvage*
- . *600 points de distribution en France et à l'International*



# TIMELINE

## 2016

- Opening of the first store in French riviera, Marseille "Les Terrasses du Port"
- Opening of the 3rd Parisian store, rue de Courcelles Paris XVII
- Launch of the underwear collection
- Launch of the bags line
- Launch of new lines: Jumpsuit Jump & Jumpy
- Launch of models patch and destroy line
- Signature of a collaboration with Moovway (Hoverboard) and launching of the new collection
- 3 AD campaign in Paris and the French riviera (by Mediakiosk)
- 1 AD national campaign JC Decaux 300 display terminals
- Shop in Shop in Citadium Caumartin Paris
- 650 points of sale in France and Worldwilde



## 2017

- . Opening of the first store in Corsica, Ajaccio (summer 2017)
- . Opening of the 5th Parisian store rue Etienne Marcel (summer 2017)
- . Opening of the first boutique in Montpellier (summer 2017)
- . Opening of the first store in Canada, Toronto (summer 2017)
- . Shop in Shop in Galeries Lafayette Paris Haussmann
- . Launch of the Headwear collection (cap and bonnet)
- . Capsule collections Warner Bros, Smiley & The Simpsons
- . Development of the collection Ranger and Warrior in "canvas" (warp and weft)
- . Launch of news lines: MiniSquirt, Loose Crop, Free
- . Launch of new line: SWEAT CONCEPT with optional sutomisation
- . Around 750 points of sale in France and Worldwilde



## 2016

- . Ouverture de la première boutique en région PACA, Marseille «Les Terrasses du Port»
- . Ouverture de la 3ème boutique Parisienne rue de Courcelles Paris XVII
- . Lancement de la collection Underwear
- . Lancement de la collection Bagagerie
- . Lancement de nouveaux fits Combinaisons Jump & Jumpy,
- . Lancements des modèles customisés (patch) et de la ligne destroy
- . Signature d'une collab Moovway (Hoverboard) et lancement de la collection en ligne
- . 3 campagnes publicitaires à Paris et en région PACA (réseau Mediakiosk)
- . 1 campagne publicitaire nationale JC Decaux 300 points d'affichage
- . Shop in Shop au Citadium Caumartin Paris
- . 650 points de distribution en France et à l'international

## 2017

- . Ouverture de la première boutique en Corse, Ajaccio (été 2017)
- . Ouverture de la 5ème boutique Parisienne rue Etienne Marcel (été 2017)
- . Ouverture de la première boutique à Montpellier rue de l'ancien courrier (été 2017)
- . Ouverture de la première boutique au Canada à Toronto (été 2017)
- . Shop in Shop aux Galeries Lafayette Haussmann
- . Lancement des collections Headwear (casquettes et bonnets)
- . Collections capsules Warner Bros, Smiley et The Simpsons
- . Développement de la collection Ranger et Warrior en «canvas» (chaîne et trame)
- . Lancement de nouveaux fits Mini squirt, Loose Crop, Free
- . Lancement de la collection SWEAT CONCEPT avec option de cutomisation
- . Environ 750 points de distribution en France et à l'international

# IMPLANTATION

## SHOP SPIRIT - L'ESPRIT DES BOUTIQUES

**SWEET PANTS® promotes a sober and purified design which create a seamlessness between interior and exterior architecture: sober furniture and white moulding store front in a typical Parisian style.**

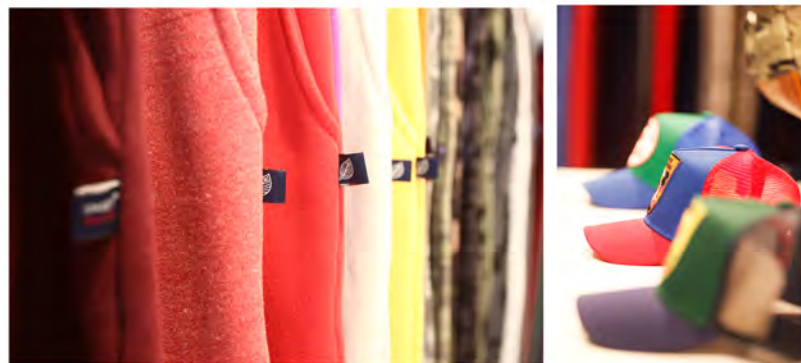
Upon entering the space, the customer is invited to explore the SWEET PANTS® story on his or her terms, to discover the diversity of the product offering in areas dedicated to each category, and to learn about SWEET PANTS® by interacting with each collection.

This open-concept space is in neutral tones and clean lines. Mixing up natural wood and graphic furnitures permit to associate a very modern appeal that owes a bit to the vintage style.

The careful selection of quality materials as a grey wood floor and the bare stone walls give the place a particular charm.

The neutral tones and clean lines contrast with the Sweet Pants® collection and dramatically enhance the bright colors and different fits of our sweatpants and other lines.

**The strategic merchandising design is a quick-access to different fits, colors and prints in a visually enticing manner at the point of sale.**



**Le design sobre et épuré des boutiques SWEET PANTS® permet une harmonie parfaite entre l'architecture extérieure et intérieure. La façade est blanche et avec des moulures dans un esprit Parisien.**

*L'aménagement de la boutique est faite de façon a ce que le client ait une vue d'ensemble sur la collection dès son entrée dans le magasin.*

*Le volume graphique du mobilier dans les tons neutres et les matériaux utilisés, bois naturel et inox, permettent d'associer une ambiance chaleureuse dans un écrin de modernité.*

*Le choix de matériaux nobles tels que le parquet dans les tons gris et les pierres apparentes redonnent au lieu son charme d'origine.*

*Ce choix de couleurs et l'agencement de la boutique contraste et met ainsi en valeur la collection SWEET PANTS® colorée.*

**La disposition ergonomique dirige le client intuitivement vers les différents fits, imprimés et coloris proposés par la marque.**

# IMPLANTATION

## SHOP IN SHOP

**Sweet Pants® is extending its boutique concept through a series of shop in shops opening in France and abroad.**

These corners implanted in the most prestigious stores all around the world permit to promote our collection and the brand universe: le Printemps, Citadium, les Galeries Lafayette, le Bon Marché in Paris, Harrod's in London, Kitson in Los Angeles, Stockmann in Helsinki, Hudson's Bay, etc...

In the coming years, we plan on opening new shop in shops in different continents.



**Sweet Pants® étend son concept de boutique à travers une série de shop in shops en France et à l'international.**

*Ces véritables "mini-boutiques" implantées au sein de prestigieux grand magasins permettent de mettre en valeur nos collections et l'univers de la marque: le Printemps, Citadium, les Galeries Lafayette, le Bon Marché à Paris, Harrod's à Londres, Kitson à Los Angeles, Stockmann à Helsinki, Hudson's Bay, etc..*

*Dans un futur proche, nous comptons multiplier les shop in shops dans différents continents.*

# SWEET PANTS®

THE ORIGINAL SINCE 1982

PRINTEMPS

CITADIUM

GALERIE LAFAYETTE

HUDSON'S BAY

BON MARCHÉ

HARROD'S

KITSON

MENLOOK

SMALLABLE

SLUIZ

SOKOS

STOCKMANN

## IMPLANTATION DISTRIBUTION



### **BOUTIQUES SWEET PANTS® IN FRANCE AND ABROAD**

*In Paris in 2015, opening of the first concept store. The following year, we opened 4 more stores in France. In 2018, we plan to extend the number of shops in France and Europe.*

### **650 DISTRIBUTORS IN FRANCE AND ABROAD**

*In 2017, Sweet Pants® is available in 650 shops in shops and distributors in France 80% and abroad 20%.*

*Following its phenomenal success, Sweet Pants® develops the shop in shops structure on the Asiatic market (Japan, China) and others areas such as: Middle East, Usa and Canada.*

### **BOUTIQUES SWEET PANTS® EN FRANCE ET A L'ETRANGER**

*Inauguration de la première boutique à Paris en 2015. Ouverture de 4 autres boutiques l'année suivante. Notre objectif est d'étendre le réseau Sweet Pants® à 10 boutiques en propre en France et en Europe d'ici 2018.*

### **650 DISTRIBUTEURS EN FRANCE ET A L'ETRANGER**

*Sweet Pants® s'est aussi développé grâce à un réseau de partenaires multimarques de confiance. En 2017, la ligne est disponible au sein de plus de 650 boutiques dont 80% en France et 20% à l'étranger.*

*Après avoir rencontré un vif succès, Sweet Pants® continue son développement à l'international et à s'exporter sur le marché asiatique (Japon, Chine), Moyen Orient, Etats-unis et Canada.*

# TRADE-SHOWS

## SALONS

### EUROPE

#### WHOS NEXT - PARIS

Dedicated to the most talented young designers.  
*Dédié aux jeunes créateurs les plus talentueux.*

#### BREAD AND BUTTER - BERLIN

A public fashion event and music festival.  
*Un événement ouvert au grand public et un festival de musique.*

#### PITTI UOMO - FLORENCE

The most important International event for menswear.  
*Le salon le plus important du prêt à porter masculin.*

### U.S.A

#### PROJECT - NY

The premier men's contemporary fashion event.  
*Un événement majeur dédié à la mode masculine contemporaine.*

#### LIBERTY - LAS VEGAS

Its one of the largest global marketplaces dedicated to fashion in LAS VEGAS.  
*Un des plus gros événements de l'industrie textile, organisé à LAS VEGAS.*



**SWEET PANTS®**  
THE ORIGINAL SINCE 1982





PANTS & JOGGER

COLLECTION

COLLECTION

PANTS - MEN 1 / 2



LOOSE



SLIM



THIN



LOOSE CROP



SHORT



LOOSE SHORT

COLLECTION

PANTS - MEN 2 / 2



WARRIOR



RANGER



SMART



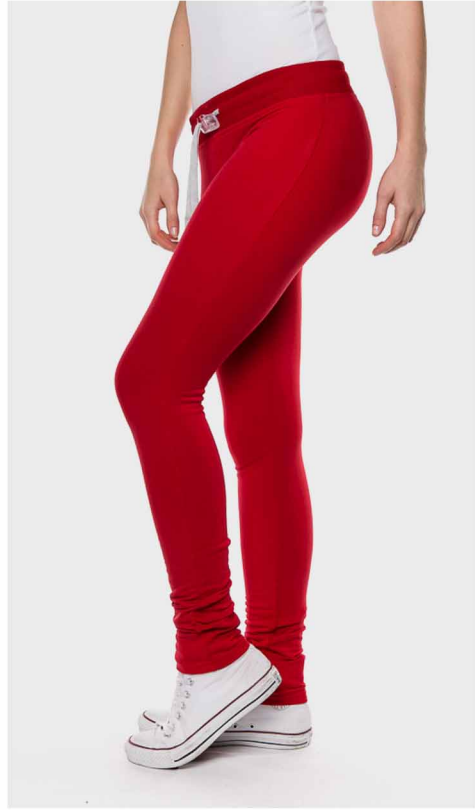
BIKER



JUMPHOOD



COLLECTION  
PANTS - WOMEN 1 / 2



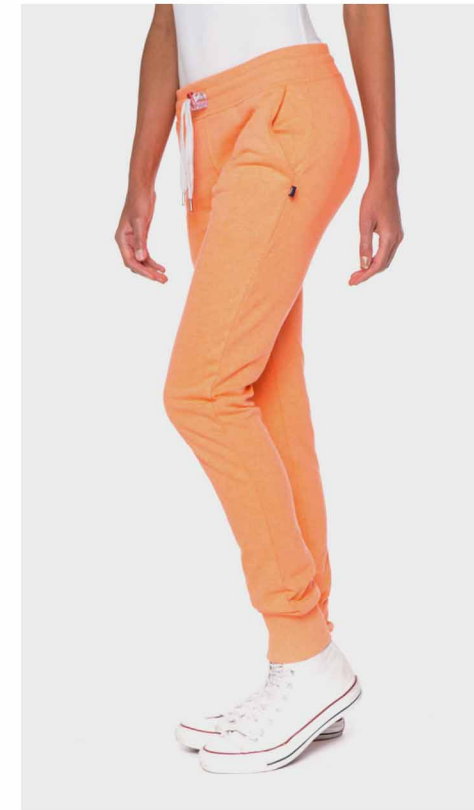
SKINNY



HIGH



LOOSE



SLIM



ELASTIC JOGGER



FLARE



BIKY



MILITARY



WARRIOR



RANGER

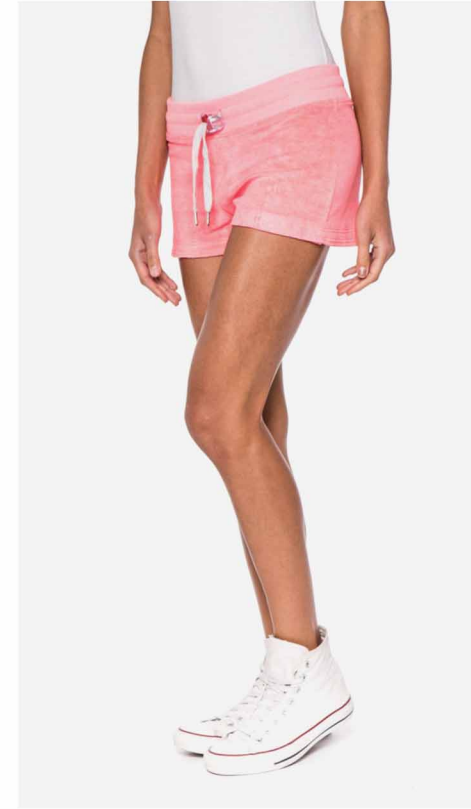
COLLECTION  
PANTS - WOMEN 2 / 2



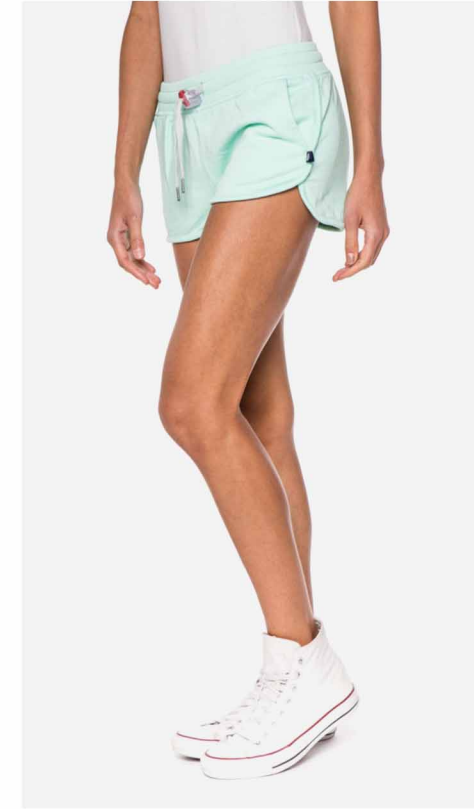
LOOSE CROP



FREE



SHORTY



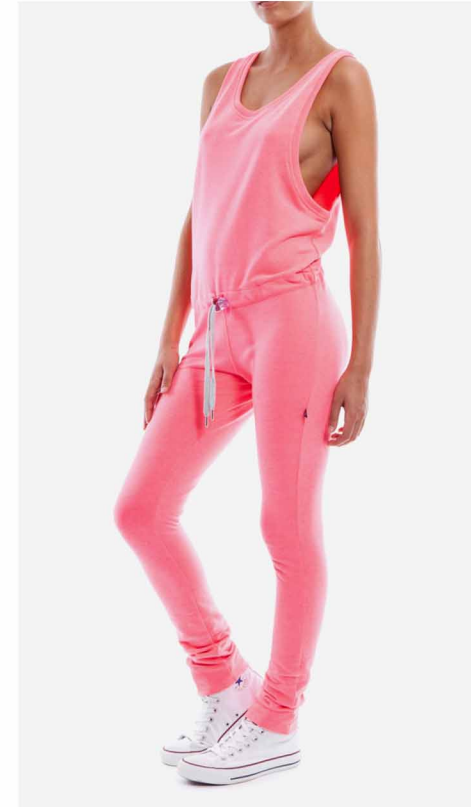
RUNNY



MINI SKIRT



JUMPY



JUMP



JUMPHOOD

COLLECTION

NEW FIT UNISEX



SEVENTIES



COSY



FRENCH



SNAP



TROUSER



URBAN BAGGY



INTER



S W E A T

C O L L E C T I O N

COLLECTION

SWEAT - MEN 1/2



OVER HOOD



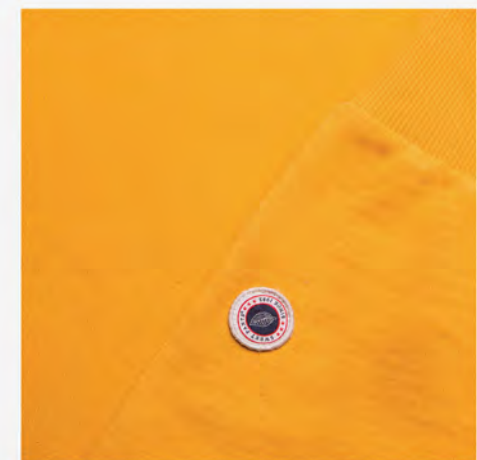
CLASSIC HOOD



ZIP UP HOOD

COLLECTION

SWEAT - MEN 2 / 2



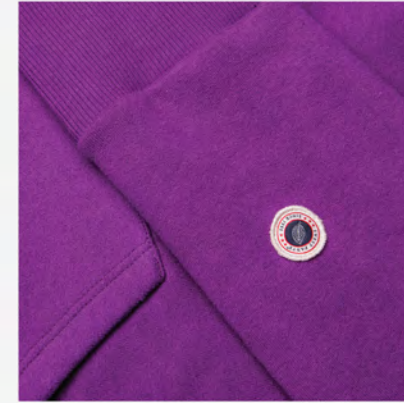
CLASSIC CREW

OVER CREW

COLLECTION  
SWEAT - WOMEN 1/2



OVER HOOD



CLASSIC HOOD



ZIP UP HOOD

COLLECTION

SWEAT - WOMEN 2 / 2



CLASSIC CREW

OVER CREW



COLLECTION

SWEAT - MEN 3 / 3



RAGLAN HOOD



RAGLAN ZIP UP



FRENCH ZIP UP



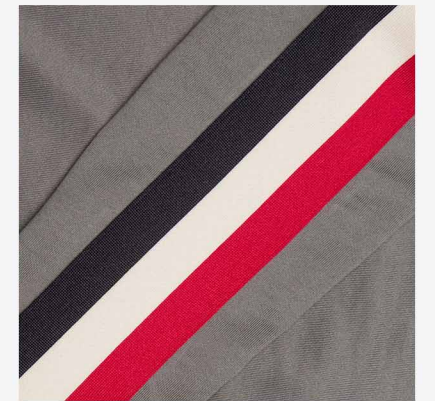
COLLECTION  
SWEAT - WOMEN 3 / 3



RAGLAN HOOD



RAGLAN ZIP UP



FRENCH ZIP UP



H E A D W E A R

C O L L E C T I O N

COLLECTION

BASIC CAPS



# COLLECTION

## BASIC CAPS



COLLECTION

PATCH CAPS



# COLLECTION

## PATCH CAPS



COLLECTION

BASIC BEANY





COLLECTION

TOWN BEANY



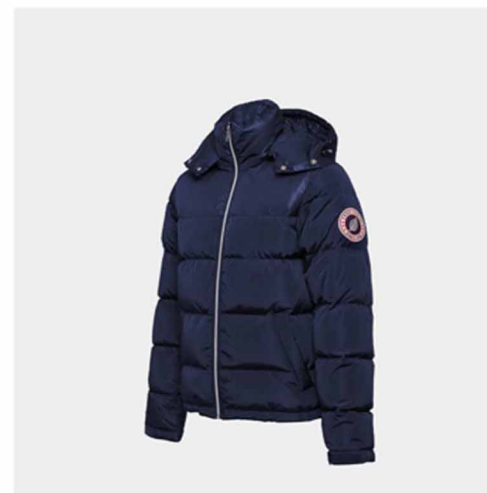


J A C K E T

C O L L E C T I O N

COLLECTION

SWEAT - WOMEN 3 / 3



COLLECTION

SWEAT - WOMEN 3 / 3





K I D S  
C O L L E C T I O N

COLLECTION

PANTS - KIDS 1/2



SKINNY



LOOSE



SLIM



CARGO



ELASTIC JOGGER



SMART



BIKER



THIN



WARRIOR



RANGER

COLLECTION

PANTS - KIDS 1/2



SHORT



LOOSE SHORT



SHORTY



JUMPY



JUMPHOOD



HAPPY



HOLIDAY



SPRING



S W I M W E A R

C O L L E C T I O N



S W I M W E A R

F I T S - C O U P E S



**SUNNY**  
MAILLOT DE BAIN COURT.  
SHORT LENGTH SWIM SHORTS



**HAPPY**  
MAILLOT DE BAIN MI-LONG.  
MID-LENGTH SWIM SHORTS



**HOLIDAY**  
MAILLOT DE BAIN COURT, LISERÉ DE COULEUR.  
RUNNER SWIM SHORTS, BORDER COLOR.



**SPRING**  
MAILLOT DE BAIN MI-LONG CEINTURE ET LISERÉ DE COULEUR.  
MID-LENGTH SWIM SHORTS, BICOLOR

# BACKPACKS

BAGAGERIE



## "Choose your accessory"

Because the bags line fits in seamlessly with the rest of the label : trendy timeless cut and a multitude of colors.

## "Choisis ton accessoire"

Car la ligne de bagagerie est élaborée dans l'ADN de la marque : formes intemporelles et branchées dans une multitude de couleurs.

# BACKPACKS LINE

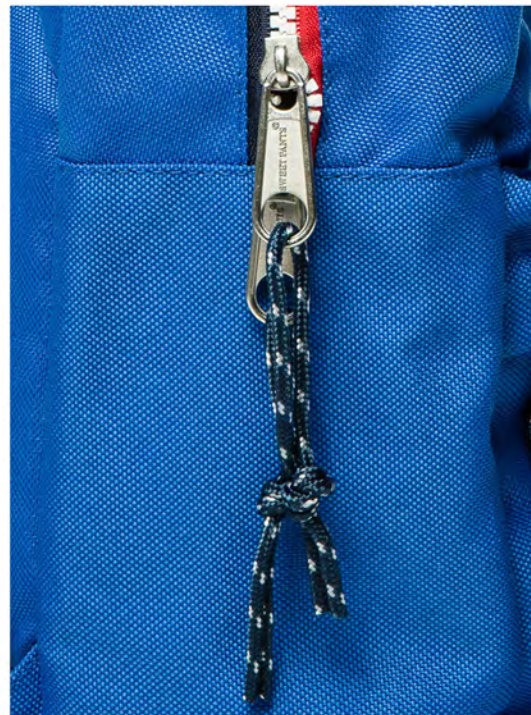
LIGNE DE BAGAGERIE



city  
32 X 14 X 48 CM  
23.5 X 5.5 X 18.39"



buddy  
25,5 X 15 X 32 CM  
9,8 X 5,9 X 12,5"



loops  
30 X 14 X 44 CM  
11.8 X 5.5 X 17.3"



daily  
30 X 14 X 44 CM  
11.8 X 5.5 X 17.3"



mills  
30 X 10 X 44 CM  
11.8 X 3.9 X 17.3"

A man and a woman are shown from the waist up, modeling underwear. The man is on the left, shirtless, wearing black briefs with a white waistband that says "SWEET PANTS". The woman is on the right, wearing a white tank top and white briefs, also with a waistband that says "SWEET PANTS". She has her hand on the man's arm. The background is plain white.

**U N D E R W E A R**  
L I N E

UNDERWEAR

MEN - HOMMES



boxer



boxer +

UNDERWEAR  
WOMEN - FEMMES



shorty



bralette



string



**U N D E R W E A R**  
P R I N T S

# UNDERWEAR

## PACKAGING





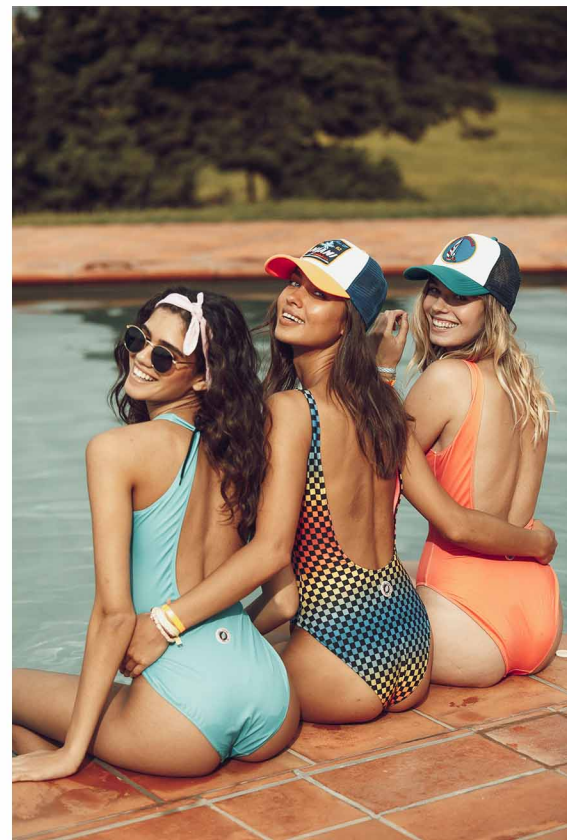


LOOKBOOK

PREVIEW SS19

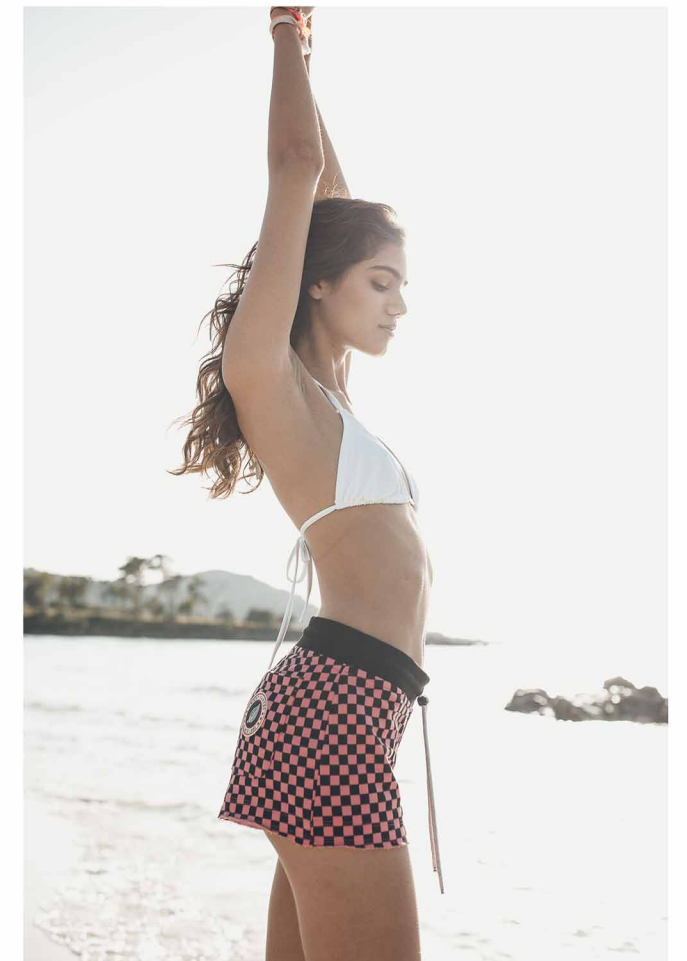
# LOOKBOOK

PREVIEW SS19



# LOOKBOOK

PREVIEW SS19

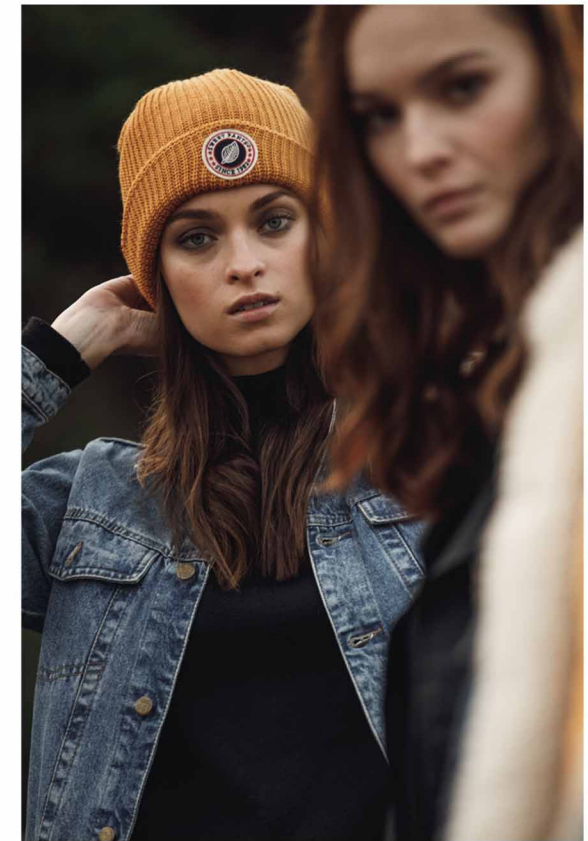




LOOKBOOK

FW 18

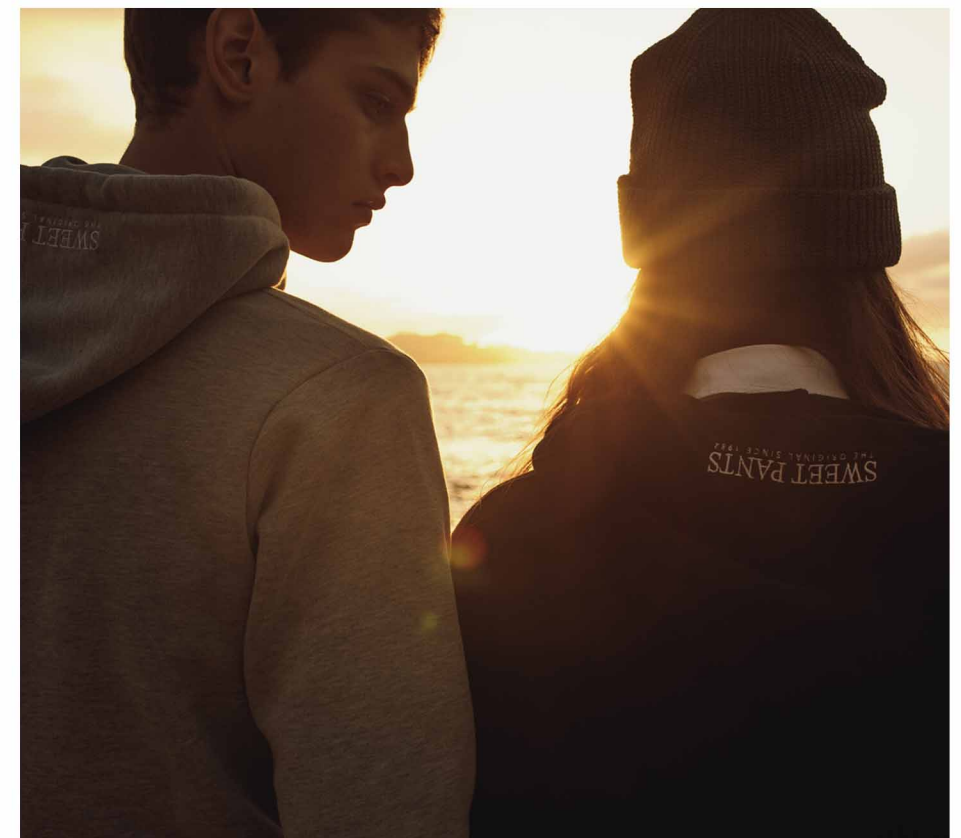
LOOKBOOK  
FALL WINTER 2018



LOOKBOOK  
FALL WINTER 2018



LOOKBOOK  
FALL WINTER 2018





LOOKBOOK

SWEET PANTS®  
THE ORIGINAL SINCE 1982

Schott  
N.Y.C.



SWEET PANTS®  
THE ORIGINAL SINCE 1982

Schott  
N.Y.C.



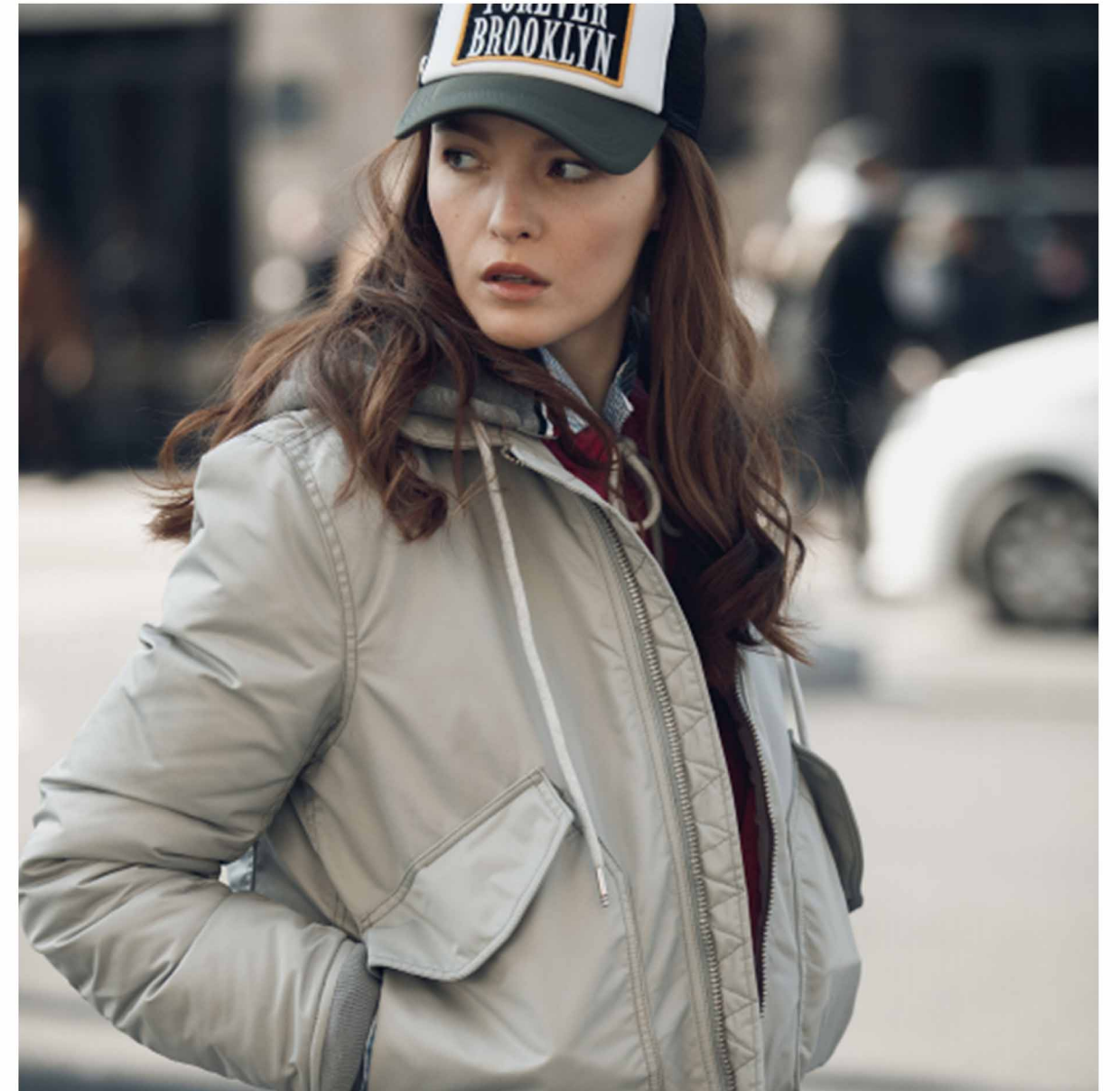
SWEET PANTS®  
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LOOKBOOK

SS18

NEA  
DAY

EVERY  
SKAT

california  
dream

S  
N

I DO WHAT  
I WANT

I'M  
FUT

# LOOKBOOK

SPRING SUMMER 2018



LOOKBOOK  
SPRING SUMMER 2018



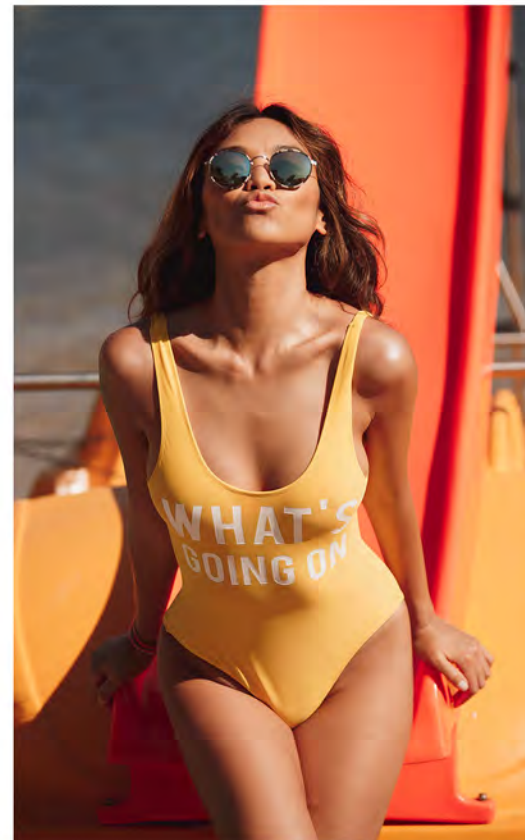
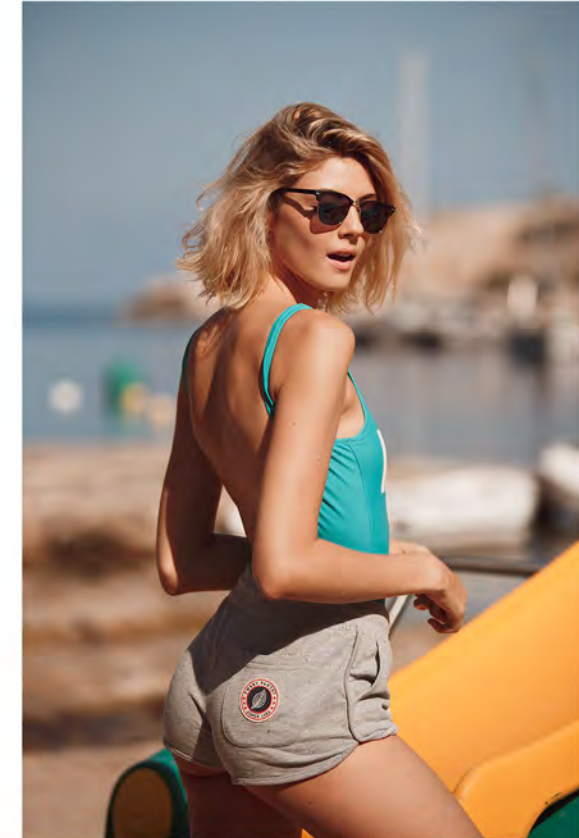
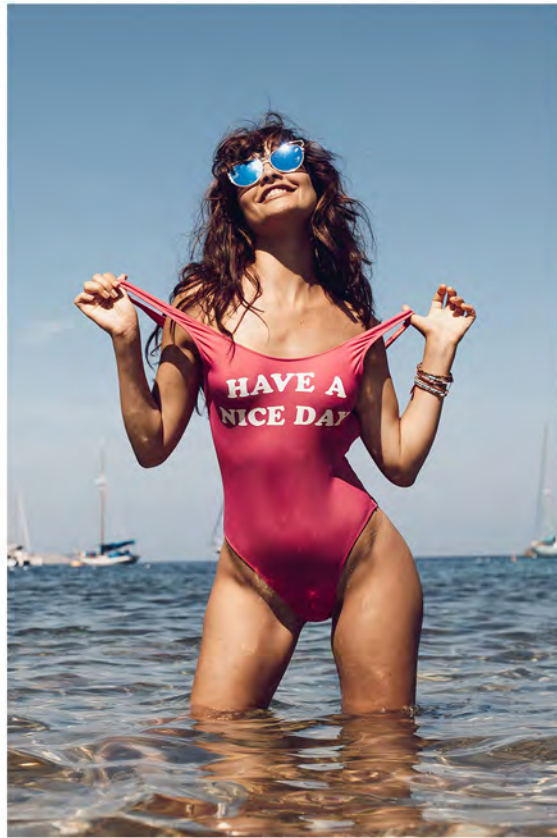


# LOOKBOOK

SPRING SUMMER 2018



LOOKBOOK  
SPRING SUMMER 2018



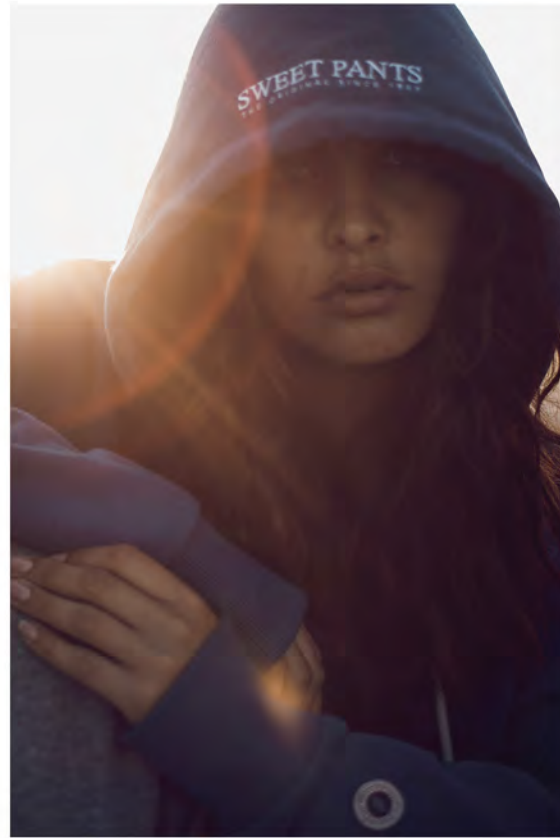
LOOKBOOK  
SPRING SUMMER 2018



LOOKBOOK  
SPRING SUMMER 2018



LOOKBOOK  
SPRING SUMMER 2018





L O O K B O O K

S W E A T L I N E



STUDIO FW17-18



STUDIO FW17-18





STUDIO FW17-18



STUDIO FW17-18

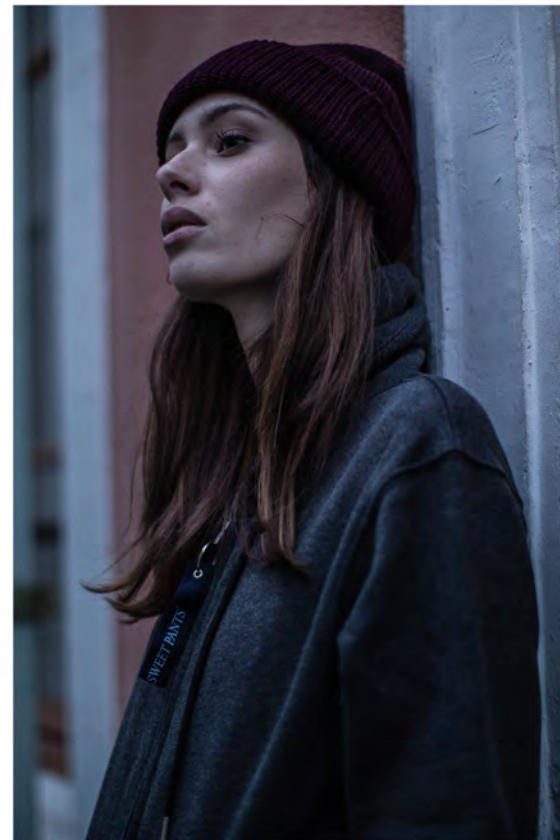
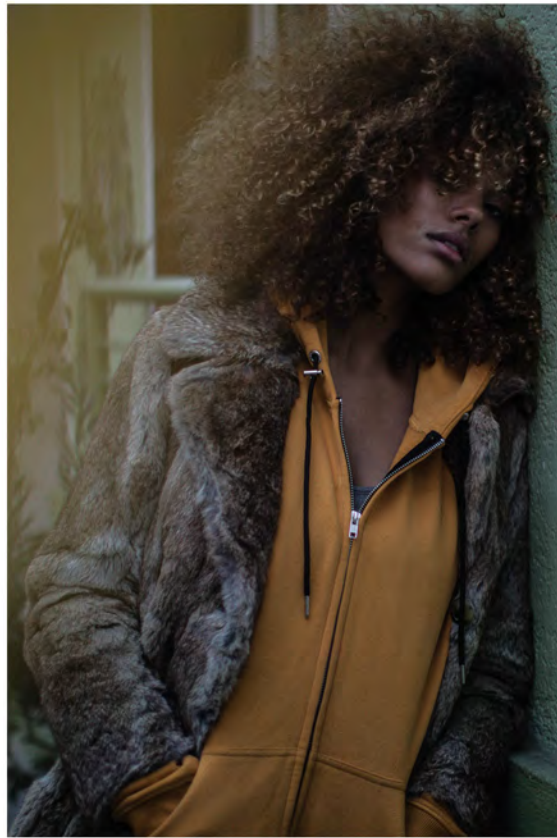
SWEET PANTS  
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LOOKBOOK

FW 17 - 18

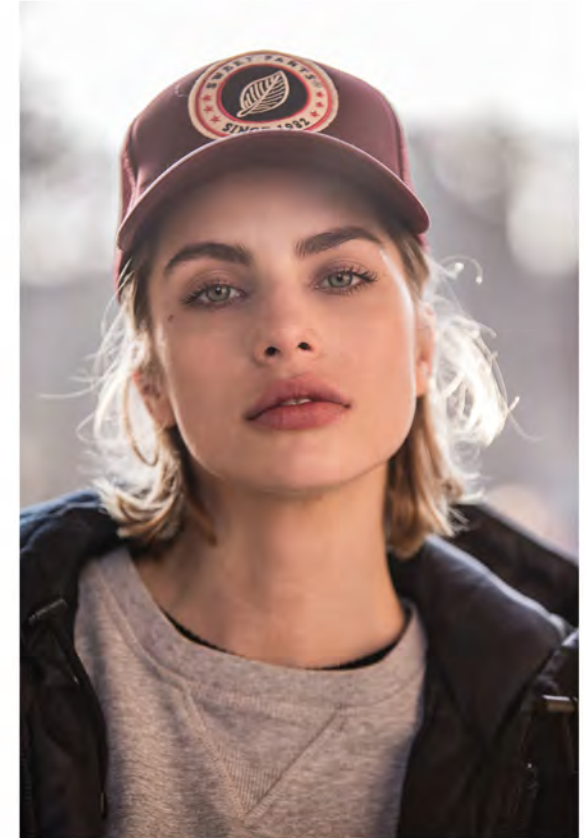
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FW 17-18



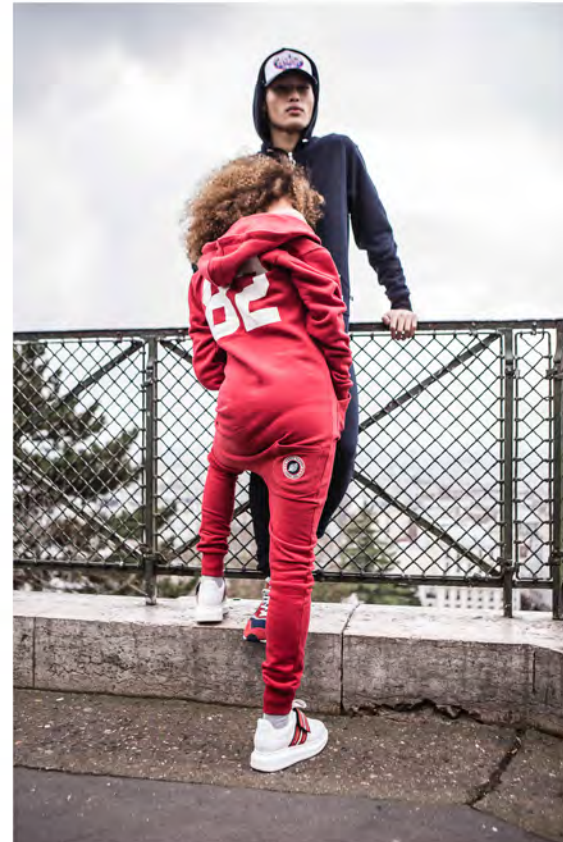
# LOOKBOOK

FW 17-18



# LOOKBOOK

FW 17-18



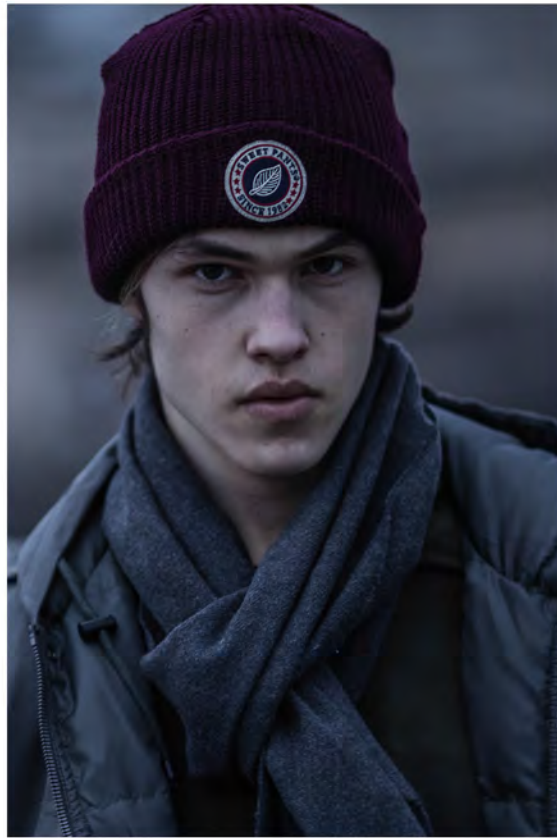
# LOOKBOOK

FW 17-18



# LOOKBOOK

FW 17-18





A photograph of four people standing on a beach at sunset. From left to right: a person in a black hoodie and a black hat; a person in a neon green sports bra and shorts with 'SWEET PANTS' on the waistband; a shirtless person in camouflage shorts; and a person in a grey hoodie and a neon green cap. The scene is backlit by the setting sun, creating a warm, golden glow. The text 'LOOKBOOK' is overlaid in white, bold, sans-serif font across the center of the image.

LOOKBOOK

SS 17

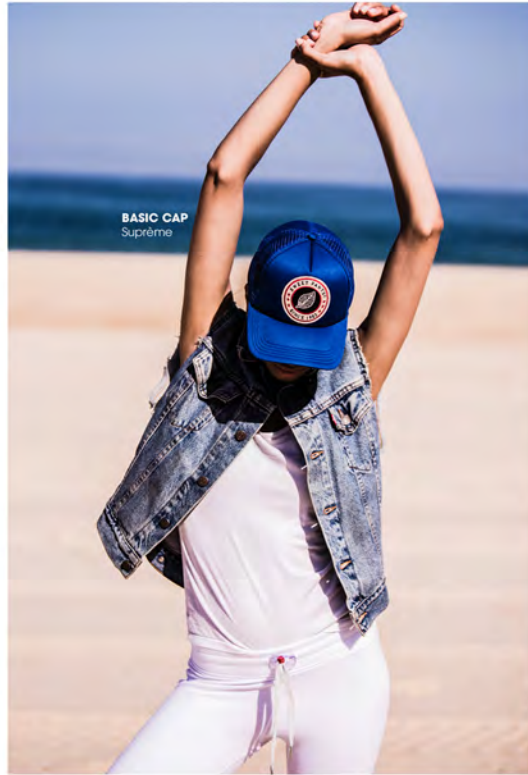
# LOOKBOOK

SS 17



# LOOKBOOK

SS17



BASIC CAP  
Suprême



BASIC TOWEL  
Carnou Kiki



MARINE Washed Runny Water Pink - THOMAS Short Neon Yellow - ALISON Basic Towel Rick Red



KAREN Jumpy Toucan - THOMAS Retro Slim Azur / White - TRISTAN Happy PHOTO - ALISON Shorty Tie and Dye Snail Blue

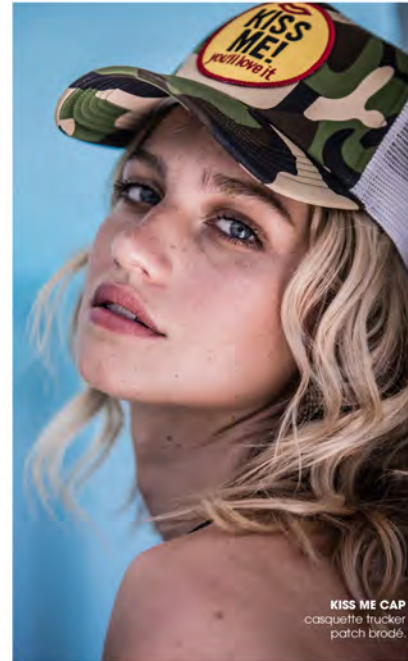


CALIFORNIA CAP  
casquette trucker  
patch brodée



# LOOKBOOK

SS17



THOMAS Spring Military / Neon Pink - ALISON Free - TRISTAN elastic jogger - KAREN Elastic Jogger  
EMERIC Slim crop Flamingo - MARINE SLIM CROP Tie and Dye Shal Blue - MARIE Happy Ancres

# LOOKBOOK

SS17



KAREN Shorty Black - ALISON Runny Rick Red Marl



TRISTAN Patch Cap Rick Red Surfboard - KAREN Shorty Black - EMERIC 2 TONES Loose Short ELM / Black - ALISON Runny Rick Red Marl - THOMAS Loose Crop Crackle White



JUMP LOUNGE  
Island

SHORT  
Island



BASIC CAP



ALISON Runny Ice marl - TRISTAN Slim Crop Tie and Dye couleur LINE PINK - THOMAS Happy Photo - KAREN Mini Skirt Neon Pink

# LOOKBOOK

SS17



CALIFORNIA CAP  
casquette trucker  
patch brodé.



SLIM CROP  
TIE and DYE  
Bleach black.



THOMAS two tones jogger - KAREN skinny fit imprimé "pois" - TRISTAN elastic jogger - MIMI patch cap rainbow navy & jupe imprimée perroquets  
MARINE brassiere navy marl & elastic jogger - ALISON flare fit bleu suprême & basic cap rouge - EMERIC short patch



KAREN Jumpy loucan - THOMAS Retro Slim Azur / White - TRISTAN Happy PHOTO - ALISON Shorty Tie and Dye Snail Blue

A fashion lookbook featuring models in military-style clothing. The models are wearing cargo pants in black, olive green, and red, along with leather jackets and denim. One model is lying on the floor in the foreground, wearing a black leather jacket and black pants. The background is plain white.

LOOKBOOK

RANGER & WARRIOR

WARRIOR  
WOMEN LOOKBOOK





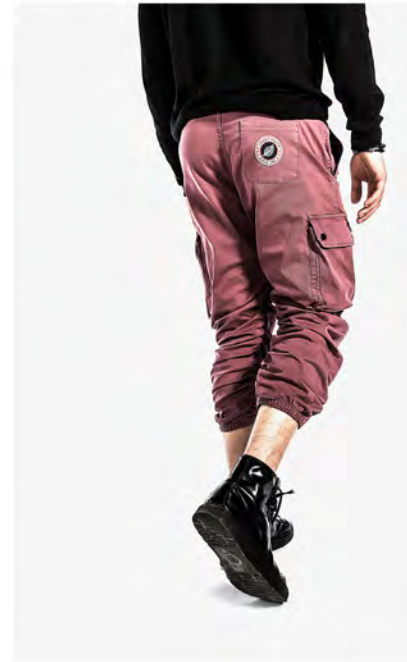
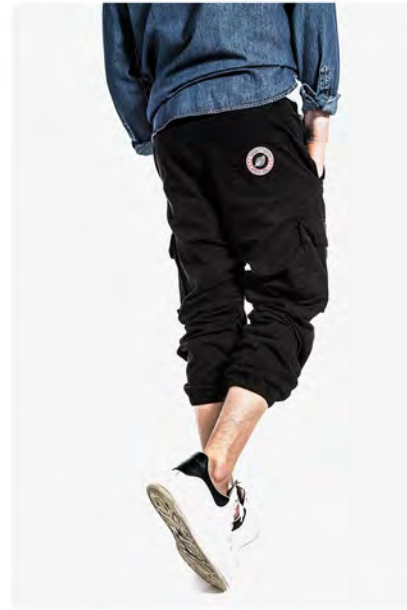
RANGER  
WOMEN LOOKBOOK



RANGER  
MEN LOOKBOOK



WARRIOR  
MEN LOOKBOOK





LOOKBOOK  
MUST HAVE 2017

# MUST-HAVE LOOKBOOK

SMART FIT



# MUST-HAVE LOOKBOOK

BIKER & BIKY FIT



# MUST-HAVE LOOKBOOK

## JUMPHOOD



MUST-HAVE LOOKBOOK

SLIM FIT CAMO







LOOKBOOK

KIDS

LOOKBOOK

KIDS



# LOOKBOOK

KIDS



LOOKBOOK

KIDS

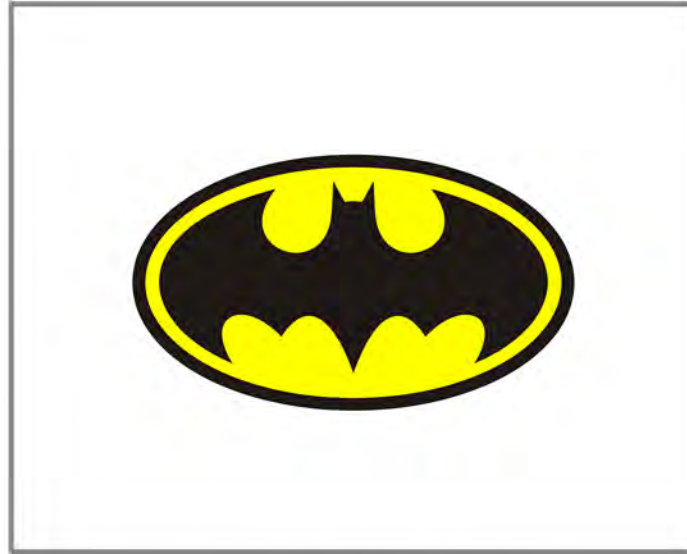


LOOKBOOK

KIDS



COLLAB'  
LICENCES



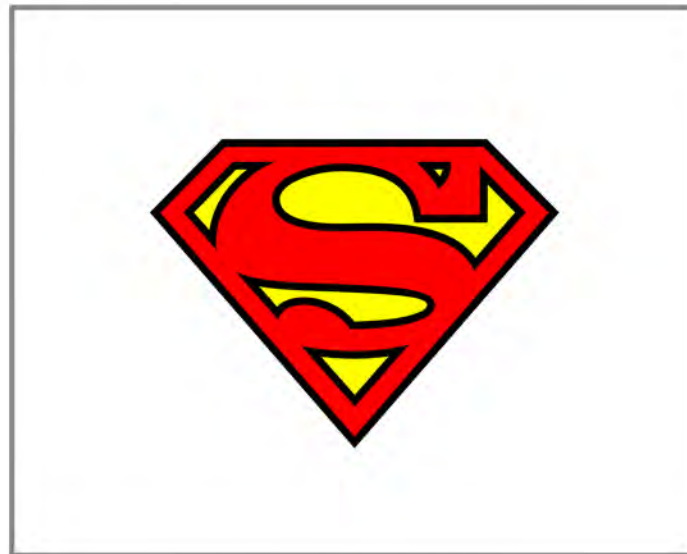
SWEETPANTS X BATMAN



SWEETPANTS X THE SIMPSONS



SWEETPANTS X DEFEND PARIS



SWEETPANTS X SUPERMAN



SWEETPANTS X LOONEY TUNES



SWEETPANTS X MOOVWAY

**SWEET PANTS®**  
THE ORIGINAL SINCE 1982



**LOONEY  
TUNES™**



I HAVE  
A  
DADBOY









SWEET PANTS® | LOONEY TUNES™  
THE ORIGINAL SINCE 1982



# ADVERTISING

DISPALY CAMPAIGN - CAMPAGNE D'AFFICHAGE



## PARIS

**NOVEMBER 2015 -2016/ Novembre 2015-16**

500 posters on Paris Prestige display.

500 affiches sur le réseau Paris Prestige.

**DECEMBER 2015-16 / Décembre 2015-16**

1 000 posters on Paris Prestige display.

1 000 affiches sur le réseau Paris Prestige.



# ADVERTISING

DISPALY CAMPAIGN - CAMPAGNE D'AFFICHAGE

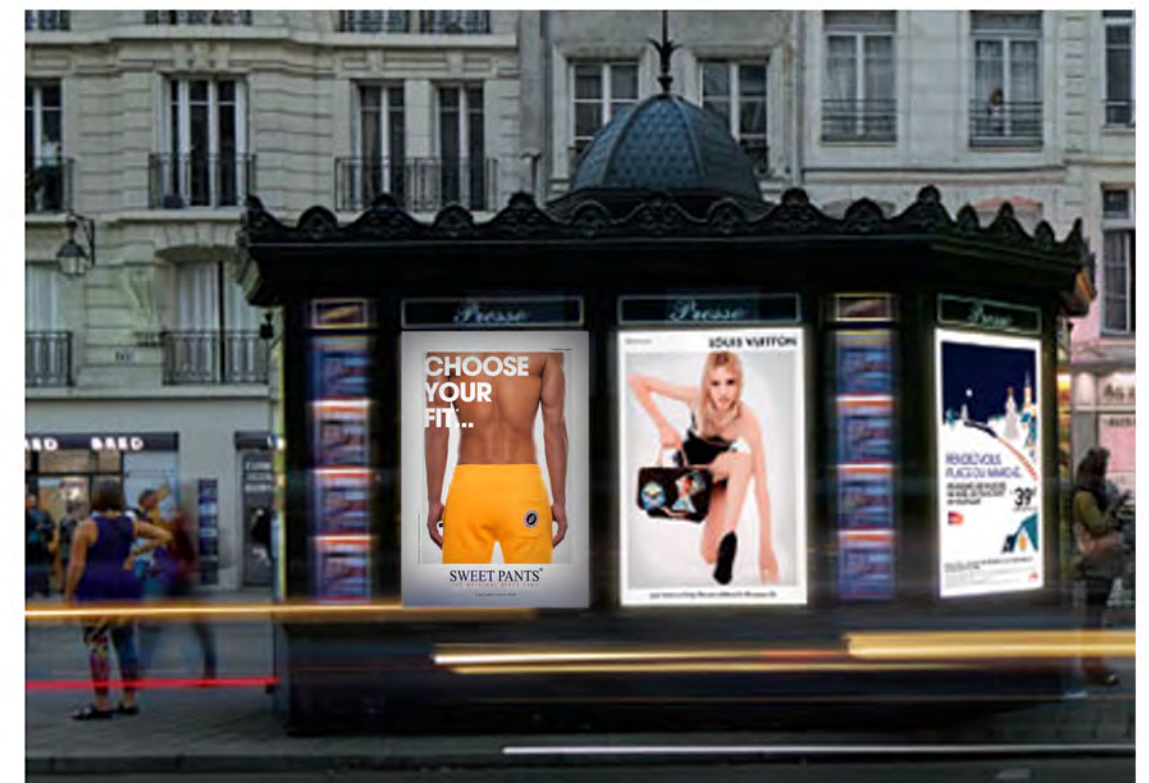
## FRENCH RIVIERA

**NOVEMBER 2015-16 / Novembre 2015-16**

500 posters on French Riviera Prestige display  
*500 affiches sur le réseau PACA Prestige*

**FEBRUARY 2016 / Février 2016**

250 posters on French Riviera Prestige display  
*250 affiches sur le réseau PACA prestige*



STREET MARKETING  
GUERRILLA MARKETING

PARIS - MARSEILLE

NOVEMBER 2015 / *Novembre 2015*

5 000 posters on PARIS

5 000 affiches réseau PARIS

FEBRUARY 2016 / *Février 2016*

5 000 posters on French Riviera

5 000 affiches réseau PACA



PRESS VISIBILITY...  
QUELQUES PRESSES ...



SOME PRESS VISIBILITY...

QUELQUES PRESSES ...



Cover / Stella Cadente  
 Skirt / Ravish Prasad Singh at L'Esclaireur  
 Jogging / Sweet Pants  
 Opposite  
 Jacket and cardigan / Arantxe Zui at L'Esclaireur  
 Trousers / Sage DeChis  
 Gloves / Glorie Stry  
 Boots / Pire Sorentin



timur  
 photographer: zephane valdano  
 fashion: june

**INFOS LECTEURS**

ALIBELLUS + : [www.alibellusplus.com](http://www.alibellusplus.com)  
 BENETTON : [www.benetton.com](http://www.benetton.com)  
 COP COPINE : [www.cop-copine.com](http://www.cop-copine.com)  
 DIESEL : [www.diesel.com](http://www.diesel.com) / Tel lecteurs : 01.40.13.65.55  
 ISABEL BENENATO : [www.isabelbenenato.com](http://www.isabelbenenato.com)  
 JALAN JALAN : [www.jalanjalan.fr](http://www.jalanjalan.fr)  
 JEAN-BAPTISTE RAUTUREAU : Tel lecteurs : 01 45 49 95 83  
 JOHN LOBB : [www.johnlobb.com/fr](http://www.johnlobb.com/fr) - tel lecteurs 01 45 61 02 55  
 LAURENCE TAVERNIER : [www.laurencetavernier.fr](http://www.laurencetavernier.fr)  
 MINELLI : [www.minelli.fr](http://www.minelli.fr)  
 PAUL SMITH : [www.paulsmith.co.uk](http://www.paulsmith.co.uk) - Tel : 01.53.63.13.19  
 SWEET PANTS : [www.sweet-pants.com](http://www.sweet-pants.com)  
 SEVEN TEES : [www.seventees.fr](http://www.seventees.fr)  
 TED BAKER : [www.tedbaker.com](http://www.tedbaker.com)  
 ZANA BAYNE : [www.zanabayne.com](http://www.zanabayne.com)

Robin B : Débardeur 49 € COP COPINE  
 Pantalon 250 € SWEET PANTS  
 Chaussures 675 € JOHN LOBB

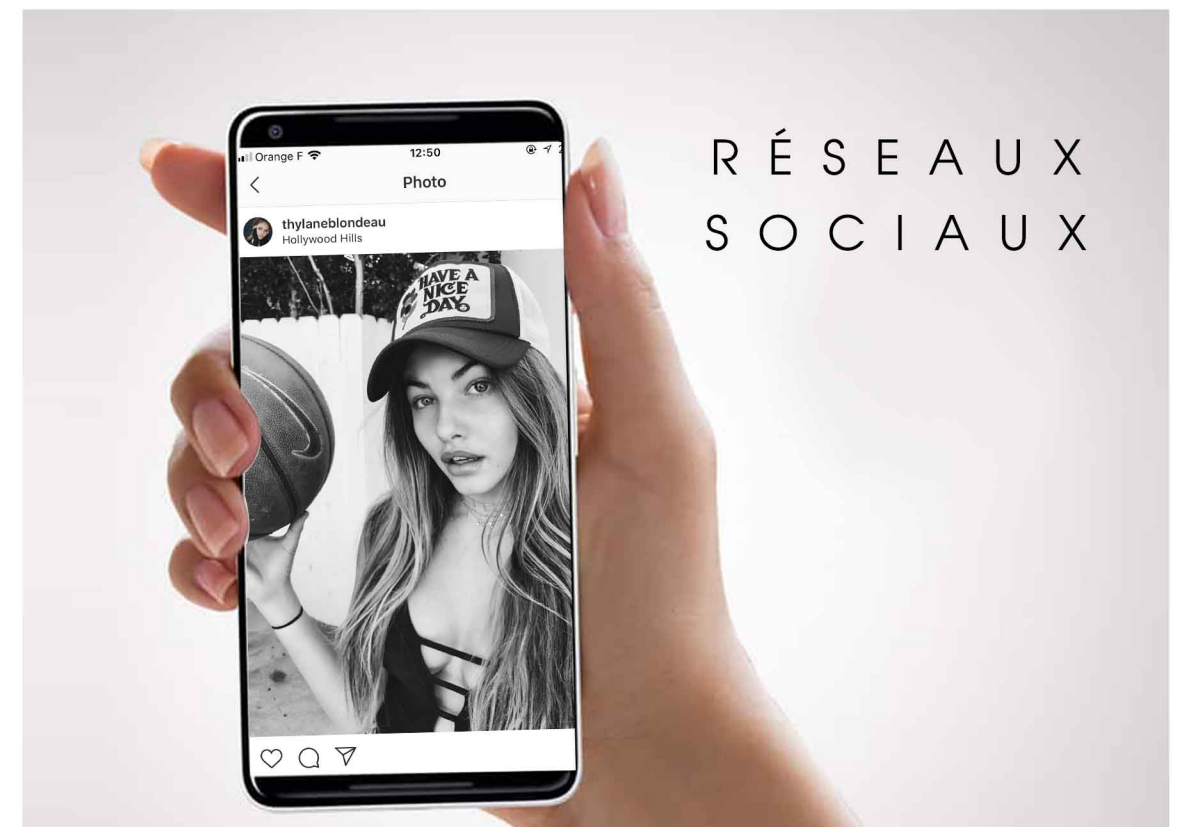
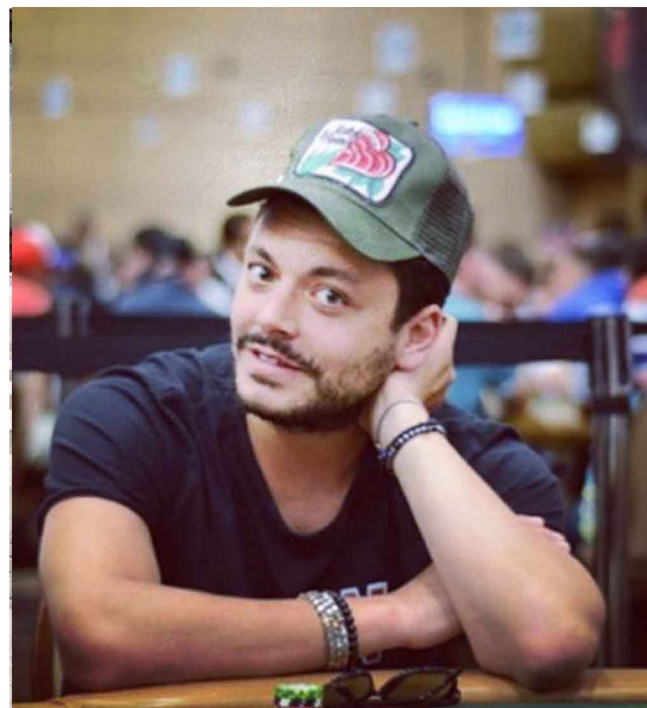
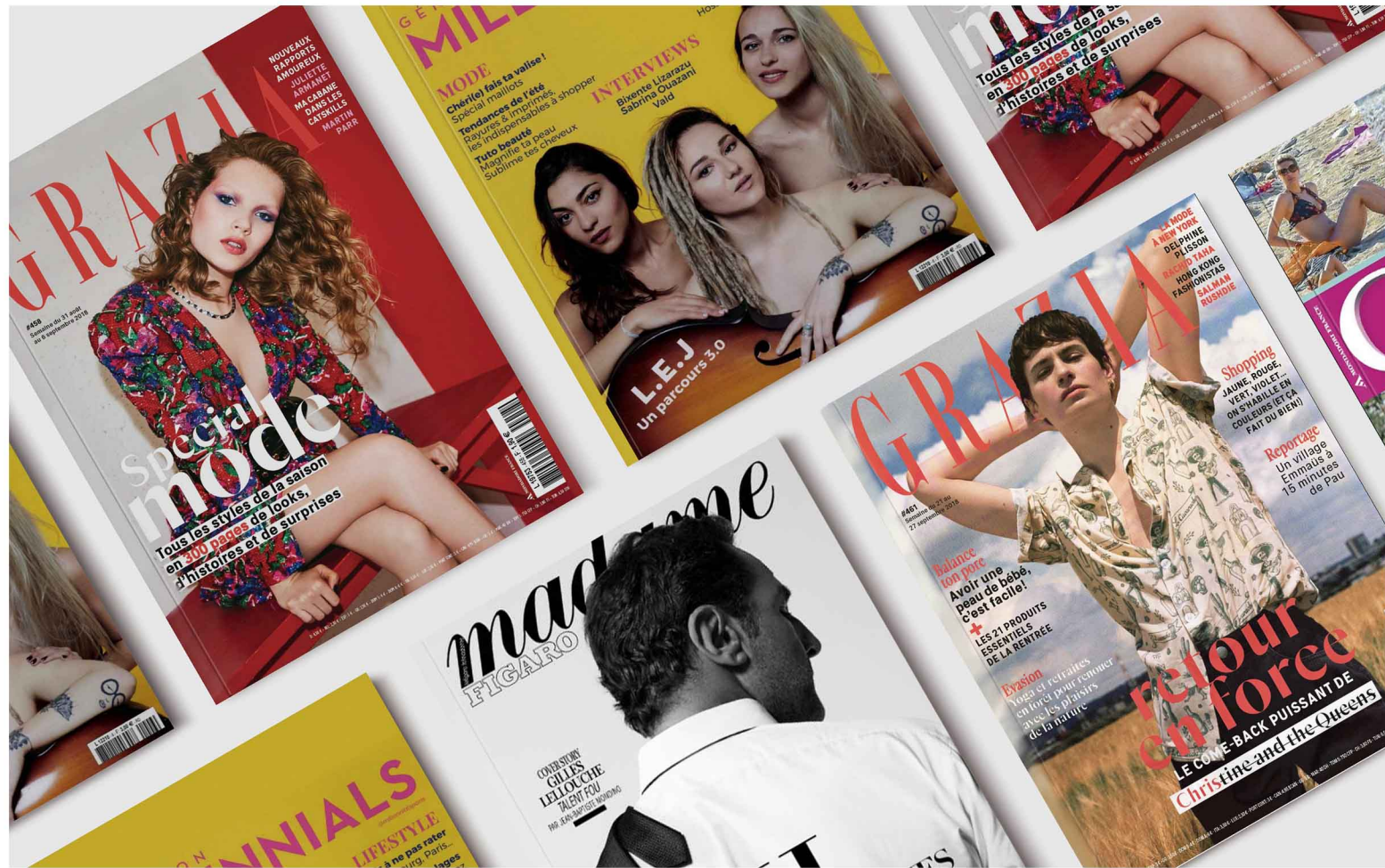
Corentin : Blouson 60 € BENETTON  
 Pantalon 80 € SWEET PANTS  
 Chaussures 395 € PAUL SMITH

Chris : Sweat-shirt 89 € SWEET TEES  
 Pantalon 175 € BROWNIE AND BLONDIE  
 Chaussettes 14 € COLLÉGIEN  
 Chaussures 199 € UNITED NUDE



# PRESS VISIBILITY...

QUELQUES PRESSES...

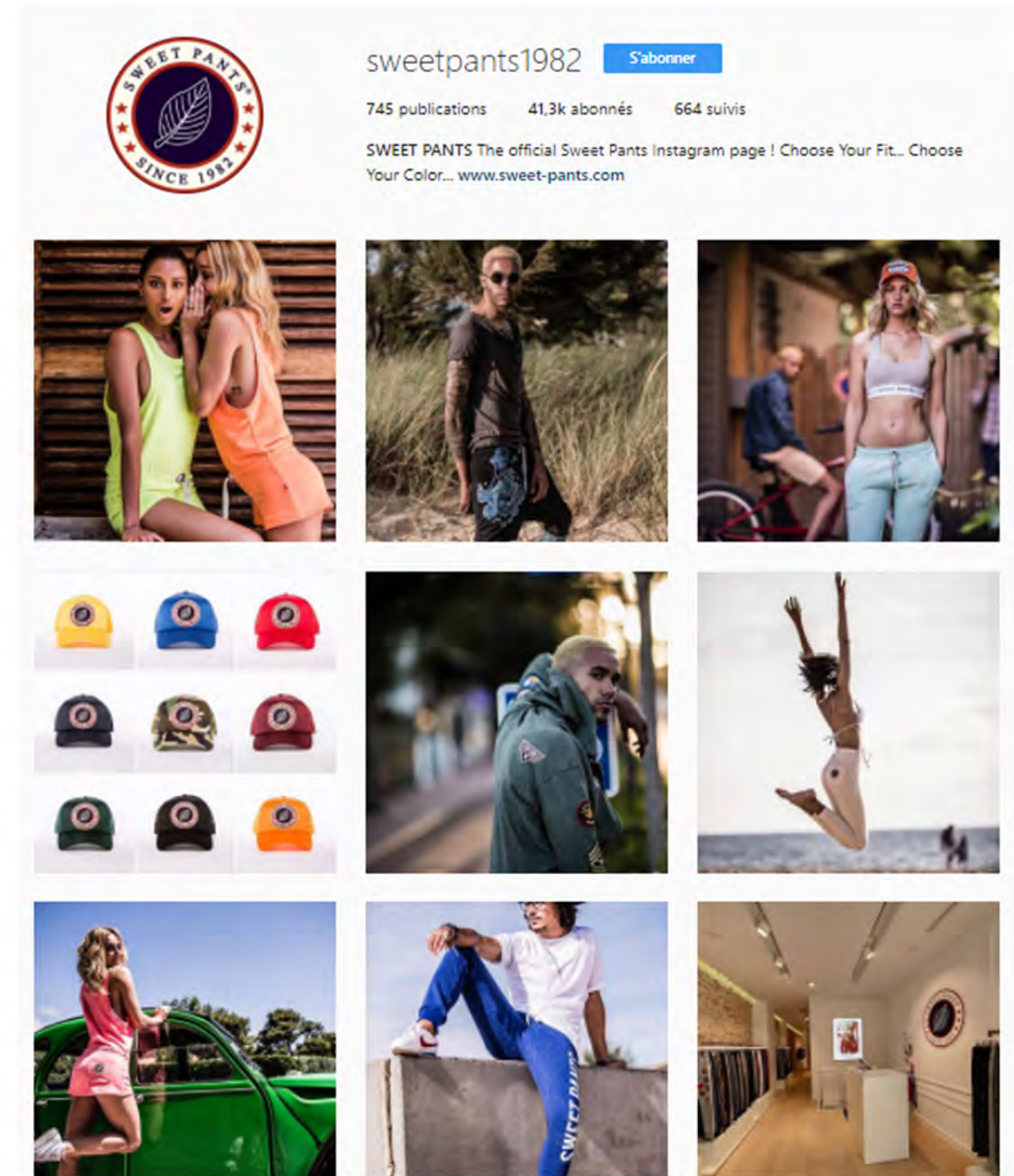
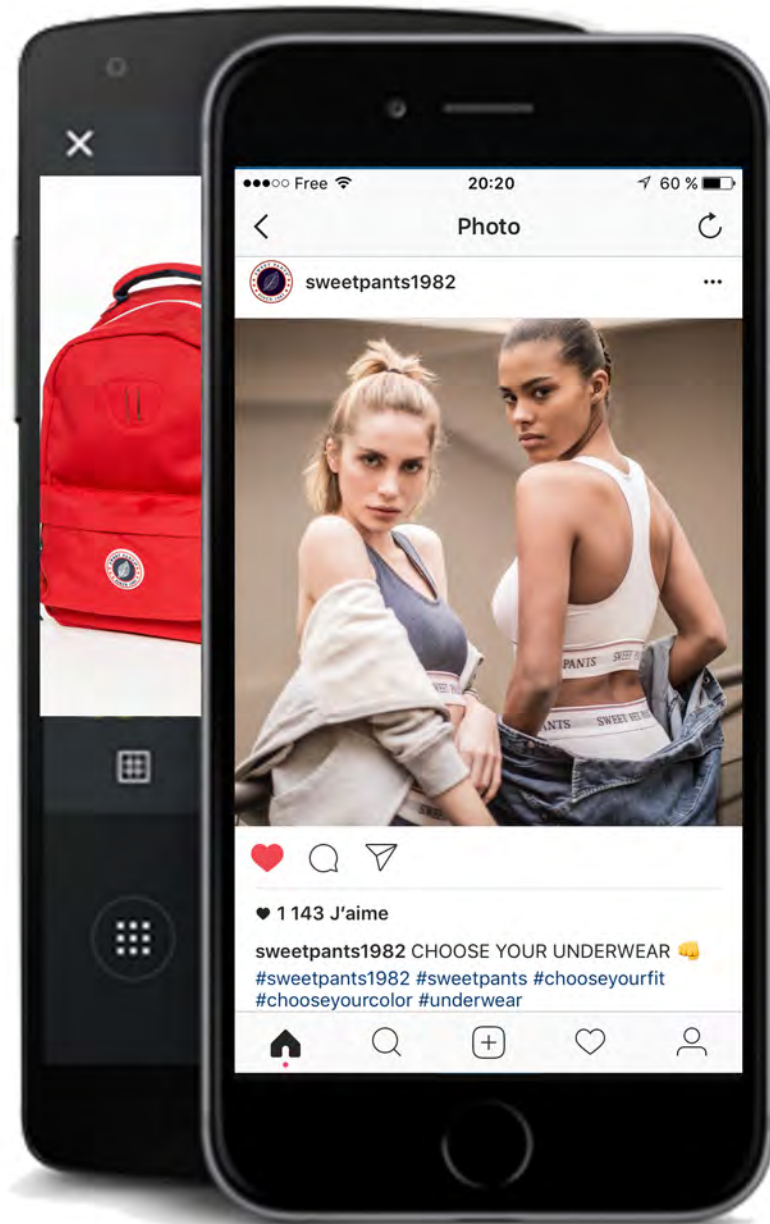


FASHION SHOW

DÉFILÉ

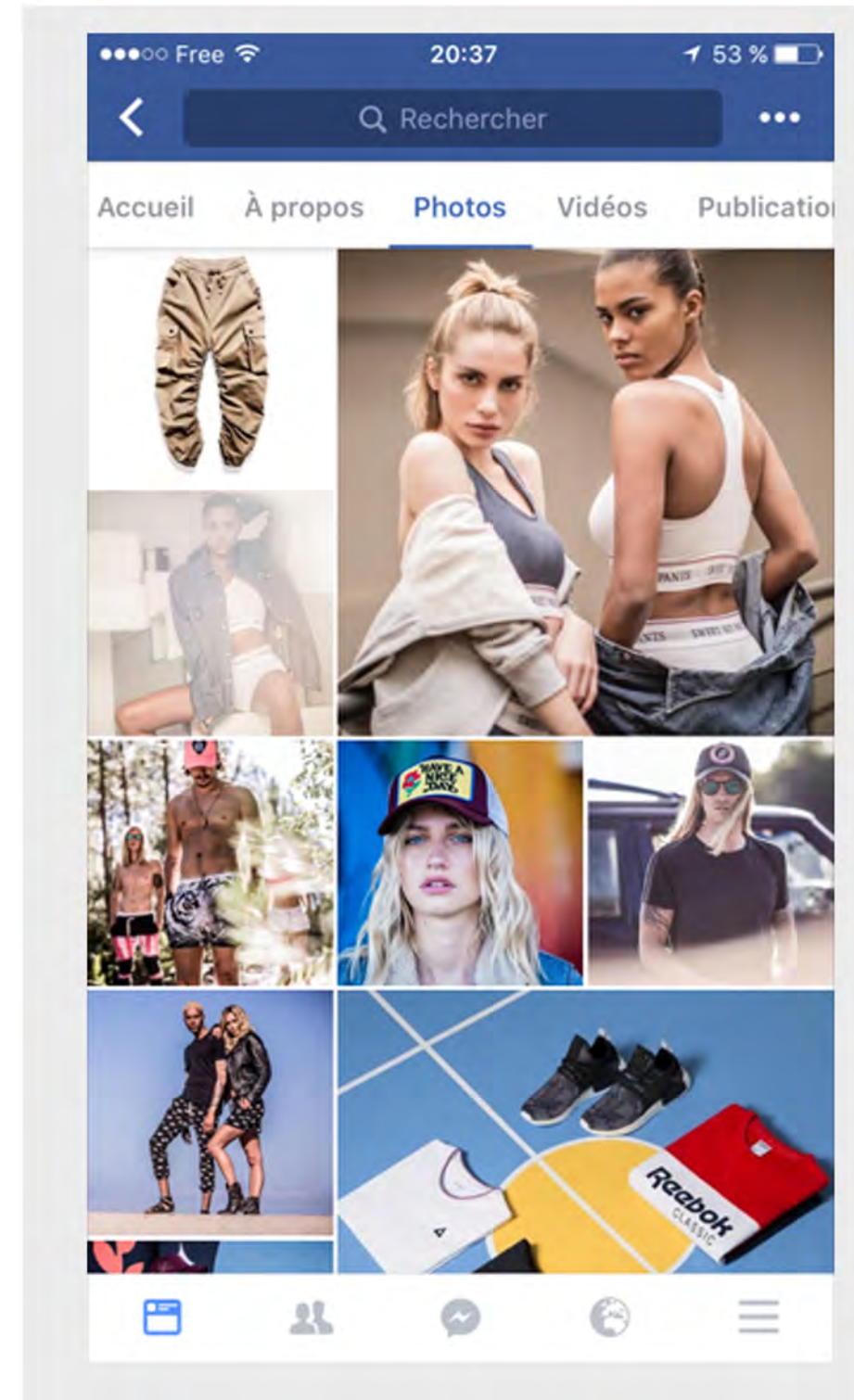
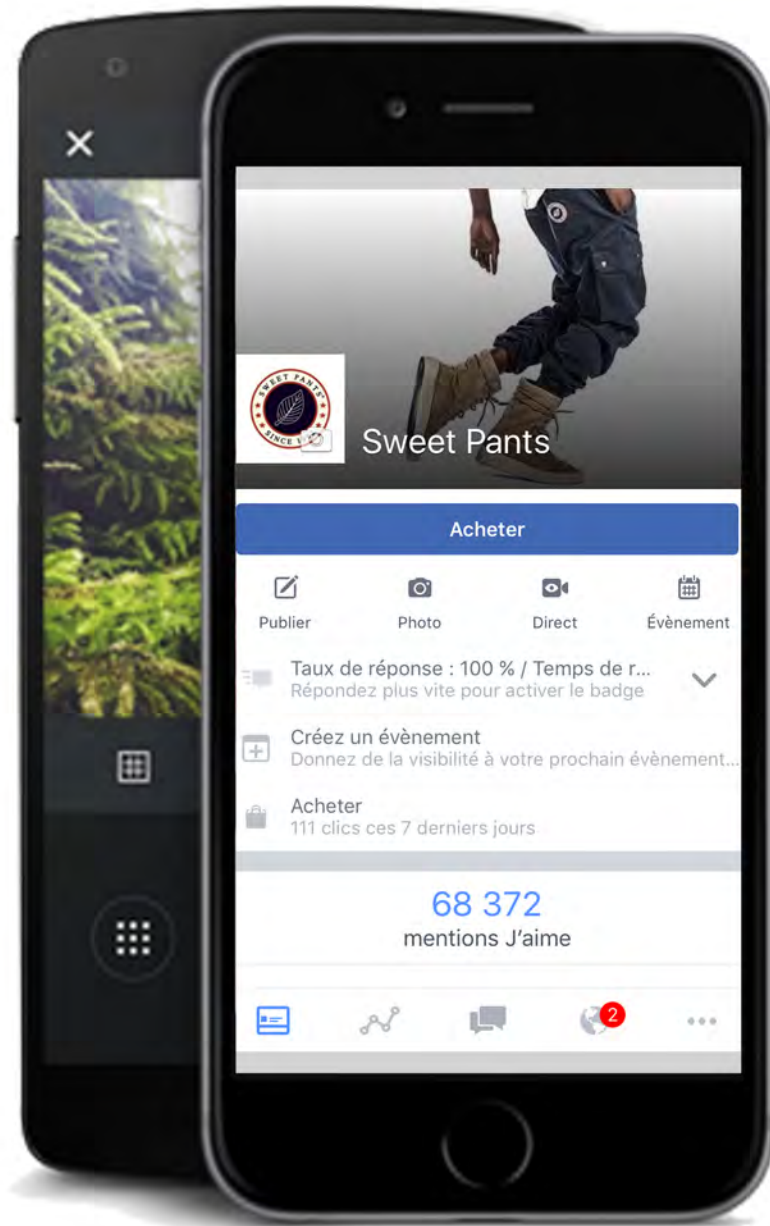


S O C I A L   B U Z Z I N G

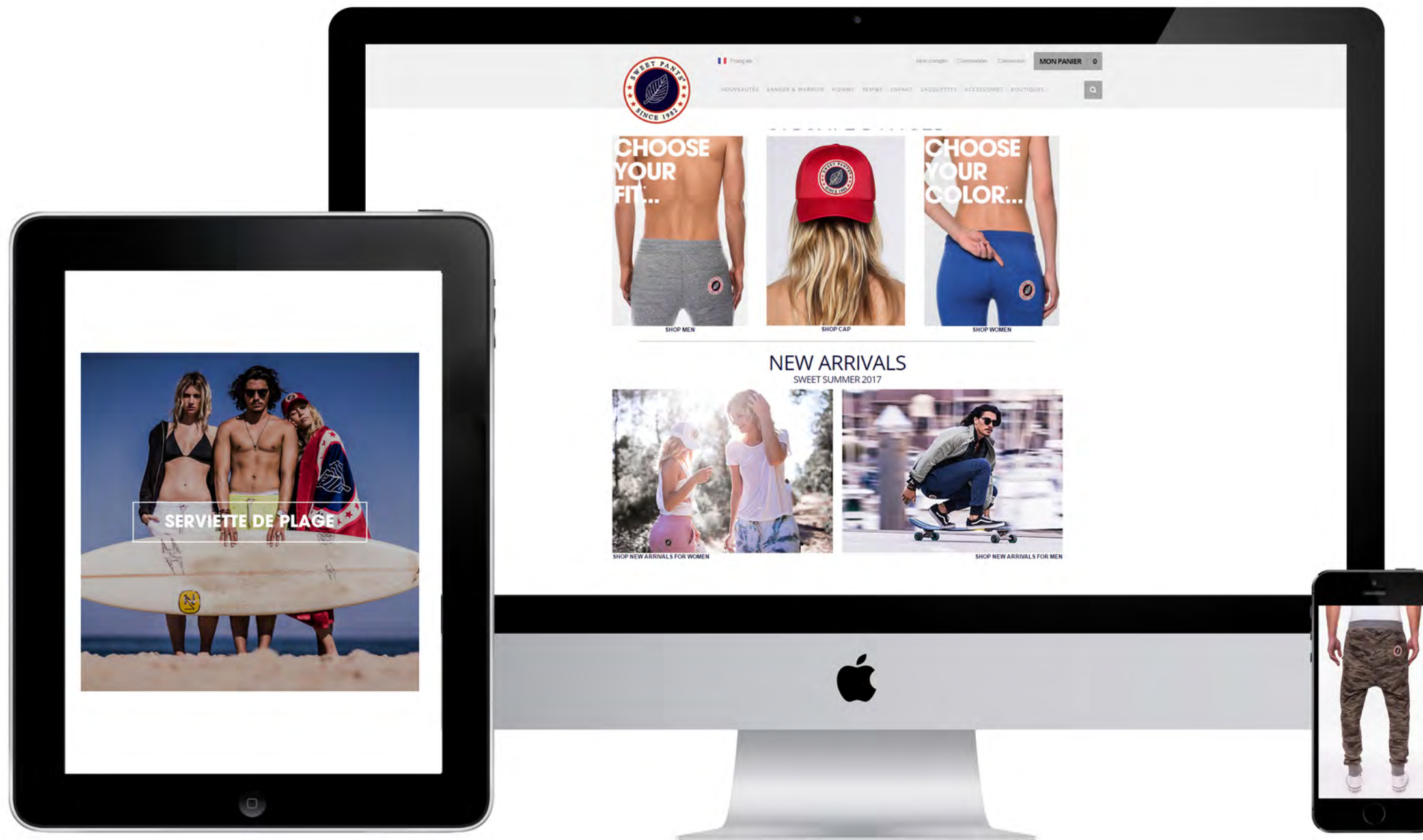


S O C I A L   B U Z Z I N G

facebook.



# WEBSITE PLATEFORME DIGITALE



## 2016 KEY FIGURES

800 408 Sessions  
4 510 903 Pages view  
59,71% New Visitors  
Average visit 3,27 min / 5,64 pages

## 2017 FROM JANUARY TU JUNE KEY FIGURES

626 769 Sessions  
4 292 297 Pages view  
51,93 % New Visitors  
Average visit 3,42 min / 6,85 pages

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