

Princesse tam.tam Launches in Japan as part of UNIQLO MARCHÉ PRINTEMPS GINZA Store

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Princesse tam.tam Overview

A 25 yr old French brand, fashion–lingerie leader

- Established in France since 1985 by 2 sisters
- Now, Princesse tam.tam has 160 stores in France and is available in more than 40 countries around the world, especially in a number of prestigious fashion department stores

More than a brand, a global concept

- Lingerie with French chic laces
- Homewear cocooning, féminine and fashionable – to feel good at home
- Swimwear and beachwear for a woman that wants to be glamorous and modern

A unique positioning

- A brand created by women for women
- Strong personality with its colored and bubbly spirit: a leading fashion lingerie brand with daring, refinement, and natural sensuality values



Princesse tam.tam in Japan

PRINCESSE tam•tam
PARIS

A wonderful project

Princesse tam.tam is delighted to become part of UNIQLO MARCHÉ
– a truly fashion environment

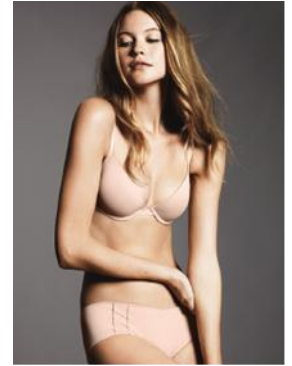
Princesse tam.tam's opportunity

The market offers basics and extremely sexy products: Princesse tam.tam will create a fashion lingerie segment, unique and different: a brand that make women feel good and pretty

Our target market

Japanese women – 25 –35 years old – urban, fashion oriented

This is the first step in Japan with what we hope many more to come!



Bienvenue chez Princesse tam.tam!

