

RIFLE PAPER CO.

presents

Garance Doré

COLLECTION PREVIEW & INTRODUCTION

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INTRODUCTION

Entering into our fifth year Nathan and I have spent a lot of time talking about where we can go and what we can do with Rifle Paper Co. Of course, we have numerous plans for the brand but we also wanted to do something different... something a little more unexpected. In Summer 2013 we were contacted by Garance Doré, a French fashion and lifestyle blogger, about collaborating on a product. I have been a longtime fan of Garance's blog and her illustration style so I immediately dreamed up the idea of not only collaborating on one product but working together on a capsule collection of stationery and gifts.

Together we have worked on a collection of over 30 SKUs for its debut release in Spring 2014 with plans to launch two more groups of products at the New York trade shows in May and August. I have worked closely with Garance to guide her illustrations into products, art direct the look and style of the collection, and design each item. We are bringing Rifle's attention to detail, product quality, and expertise to a group of products that are new and unique yet complementary to our own brand.

We're incredibly excited about the collection and feel that the style fills a void in the market. No other brand looks like this and Garance's work will bring a unique voice and style. Garance's highly-respected place in the fashion industry also adds an interesting element to our collection. We expect that having a foot in the stationery and fashion world will allow access to a new customer base that is ready for something a little more chic and refined, all while remaining within affordable price points.

—ANNA BOND, Co-Owner & Creative Director

PREVIEW





SOCIAL STATIONERY PREVIEW

THE DETAILS

APPROX. **30** SKUs

GREETING CARDS, JOURNALS,
CALENDARS, NOTEPADS, ART PRINTS,
SOCIAL STATIONERY, IPHONE CASES



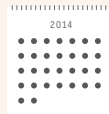
SAME ACCOUNTS TEAM
HANDLING ALL ASPECTS OF
SALES & QUESTIONS

Garance Doré

NEW BRANDING AND PACKAGING
CO-BRANDED WITH
RIFLE PAPER CO.



SEPARATE WHOLESALE CATALOG
AND ORDER MINIMUM
FOR GARANCE DORÉ



DEBUT AT JANUARY'S NYNOW
AND EXPECTED DELIVERY IN
SPRING 2014



ALL PRINTING, PRODUCTION, QUALITY
CONTROL, AND SHIPPING HANDLED
BY THE RIFLE PAPER CO. TEAM

MEET GARANCE DORÉ



Garance Doré is a French photographer, illustrator, author and best known for her popular fashion blog, garancedore.fr. Her original illustrations have been featured by Louis Vuitton, Dior, Kate Spade, and more. She currently resides in New York City with her boyfriend Scott Schuman, of *The Sartorialist*. Scott and Garance were the first bloggers to be awarded the CFDA Eugenia Sheppard Media Award for their respective sites.

GARANCEDORE.FR

MONTHLY PAGEVIEWS	6 MILLION
MONTHLY VISITS	2 MILLION
MONTHLY UNIQUES	500,000

Named one of the top 20 fashion blogs by Forbes, 2010

Ranked #20 in the most influential fashion and beauty blogs in the world by Style99, 2013

SELECT CLIENTS & PARTNERSHIPS

DIOR, LOUIS VUITTON, CÉLINE, KATE SPADE, CHLOÉ,
TIFFANY & CO., CHOPARD, REED KRAKOFF, PARIS VOGUE,
JCREW, MACY'S, CLUB MONACO

"There are cool girls you love to hate, and then there are cool girls that you love to love. An example of the latter? Garance Doré, the French style blogger who captures the hearts of style-conscious readers on the regular.

Always aspirational but somehow never, ever pretentious..."

—REFINERY29

SOCIAL

TWITTER	250,000
INSTAGRAM	150,000
GOOGLE+	215,000
FACEBOOK	129,000

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