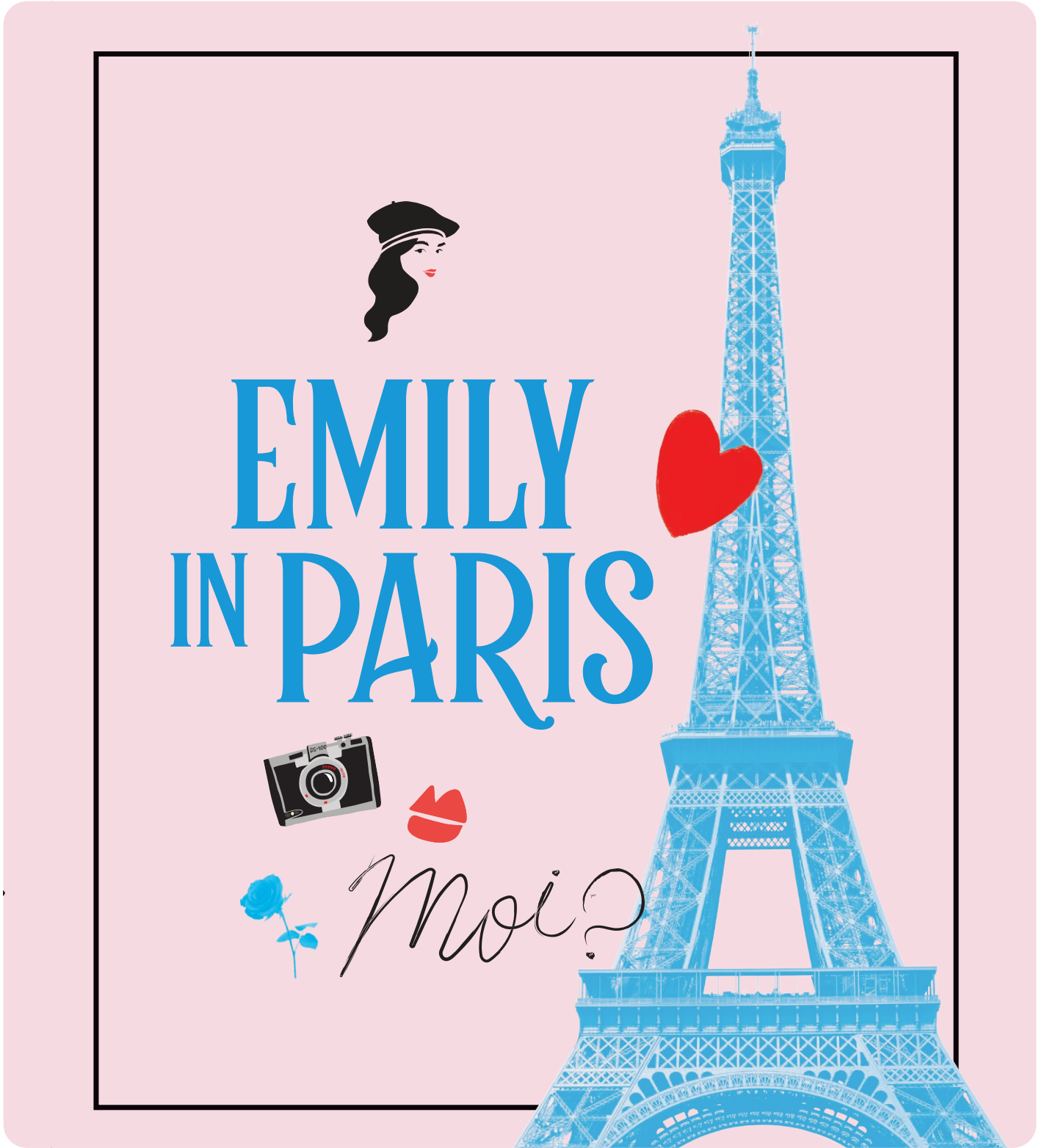


BACK TO SCHOOL 2025

EMILY IN PARIS



EMILY IN PARIS



American-French television series created by Darren Star, the creator of *Sex and the City*, broadcast since October 2, 2020 on Netflix. When she lands her dream job in Paris, Emily, an ambitious young executive from Chicago, adopts a new life while juggling marketing, friends and love.



- **No. 2 English series in the world** since 2020.

Seasons 1-3 available on Netflix. Season 4 confirmed for end of 2024.

Season 5 announced on 17/09/24 for launch in 2025

- 60% year-over-year **viewership growth**
- Accumulate **+25 million subscribers** across all social networks. Posts in the series generate a lot of likes, comments and shares.
- **Audience:** young (16-34 years old), female, urban and CSP+. The series is aimed at people who love fashion, romance, comedy and who dream of living in Paris.
- **Popular derivative products** (clothing, accessories, beauty, perfumes, etc.), however women are more interested in products whose design is inspired by the series than by logos or characters

CREATING STYLE BUZZ
WITH EACH EPISODE

EMILY IN PARIS



FROM THE MIND
OF DARREN STAR,
CREATOR OF
'SEX AND THE CITY'



+60%
VIEWERSHIP
GROWTH
YEAR OVER YEAR



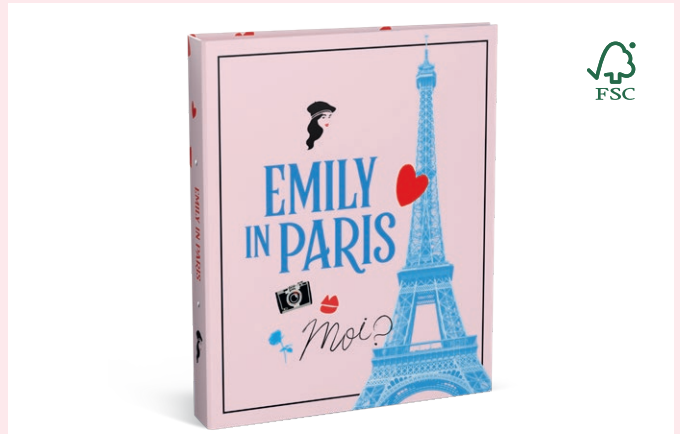
WATCH THE EMILY
IN PARIS SEASON 4,
PART 2 TRAILER





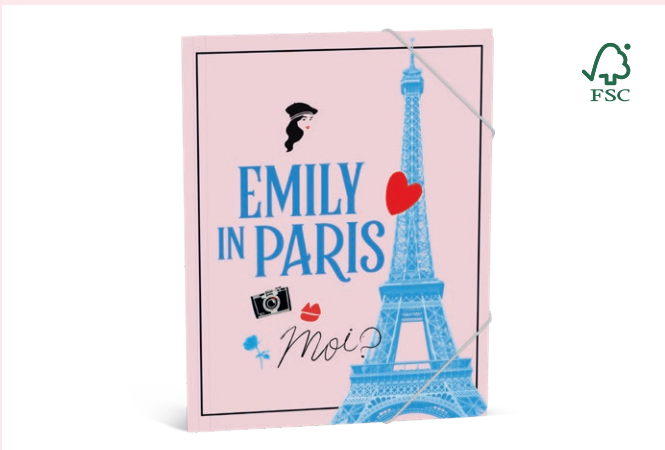
1. SCHOOL DIARY INTERNATIONAL

561183 | Size: 125 x 175 mm
 1 day/page, 11 languages*, standard interior,
 Features: glossy lamination, 16 personalised full colour illustrations



2. RING BINDER A4

2R: **561497** | 4R: **561312** | 23R: **561695**
 Features: spine 4,5 cm,
 glossy lamination



3. ELASTIC FILE A4

562029
 Features: glossy lamination



4. BACKPACK 43CM

562890 | 23 L
 Features: polyester, heat transfer printing,
 screen printing, woven sidelabel,
 heartshaped metal zipper pullers



5. BACKPACK 42CM TWEENS

563019 | Size: 30 L
 Features: polyester, heat transfer printing,
 screen printing, woven sidelabel,
 heartshaped metal zipper pullers



6. TOTE BAG

563262
 Features: polyester, heat transfer printing,
 screen printing, woven sidelabel,
 heartshaped metal zipper puller



7. PEN CASE COSMETIC

563156

Features: polyester, heat transfer printing, screen printing, woven sidelabel, heartshaped metal zipper puller



8. PEN CASE ROUND

563149 | Size: 23 cm

Features: polyester, heat transfer printing, screen printing, woven sidelabel, heartshaped metal zipper puller



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