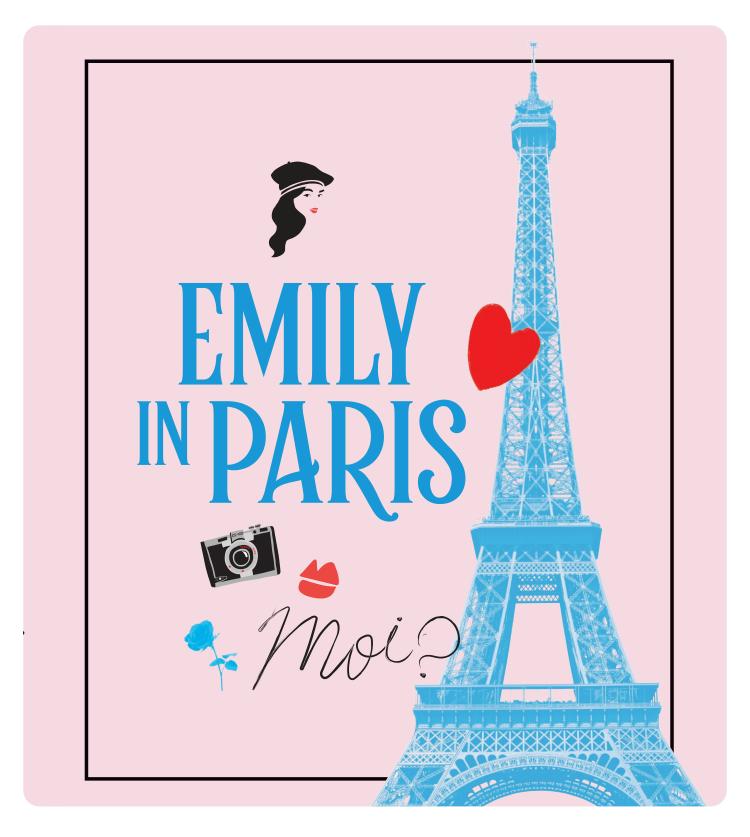
### **EMILY IN PARIS**





## 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

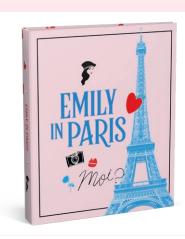






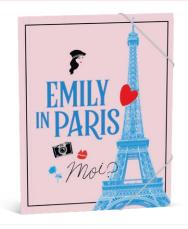
#### 1. SCHOOL DIARY INTERNATIONAL

**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

# NOTES

Clean air, clear waters, healthy children. Wild fauna and flora to lift our spirits.

What was once self-evident, is no longer. We are all in need of a sustainable way of life.

But this also holds opportunities. It's a chance to search for new, fresh ways of doing business.

For this reason, we created a sustainability panel', and defined it up to 3 main goals:

- 1. We want to be climate neutral on/before 2030 by reducing or compensating our carbon emissions.
- 2. We want to inform, motivate, and inspire the people around us.
- 3. We want to be a pioneer in sustainable development and distribution.

Paper is one of the few truly sustainable materials. The most thorough approach to having the lowest impact, is to take into consideration every stage in the paper-making process: from forests, water and energy use to carbon emissions and waste. At each stage of the process, there are international certifications that set a standard for best practice e.g.,

FSC certification ensures wood is sustainably sourced from well-managed forests.

All back to school paper items are FSC®-certified supporting responsible forest managements.





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