

SOPHIE *La Belle Époque* MARCEAU



WHO IS SOPHIE MARCEAU?

OCCUPATION

- Sophie is an internationally-recognized actress, director and author that gained popularity in the 1980's.

LIFESTYLE/HOBBIES

- Off-screen, Marceau is known for her intellectual curiosity and artistic sensibilities. She enjoys reading, writing, and engaging in creative projects beyond her film career.
- Fluent in multiple languages and having traveled extensively, she appreciates diverse cultural experiences. Marceau has also been involved in environmental and social causes, expressing concern for sustainability and advocating for animal rights.

PERSONALITY

- Charming, graceful, elegant, insightful, and independent

LIKES/DISLIKES

- She likes yoga, the cello, film and cinema, reading, writing, fashion and archery.
- She dislikes jogging and sugary and fatty foods.

WHY SOPHIE MARCEAU X DIOR?

- A Dior x Sophie Marceau collaboration is ideal as both icons represent French elegance and a timeless style. Dior's heritage in Haute Couture aligns with Marceau's cinematic legacy, creating a refined celebration of French culture, femininity and luxury.
- This partnership offers the perfect opportunity for a creative, immersive pop-up, combining fashion and cinema through curated exhibits inspired by Marceau's iconic roles and personal style. It would attract fashion lovers and film enthusiasts, blending luxury and artistry.
- By featuring Marceau, Dior deepens its already set connection with powerful, sophisticated women, creating an authentic collaboration that elevates the brand's global appeal and also Marceau's presence worldwide.



PRODUCT MOOD BOARD

A collage of images representing a luxury fashion brand mood board. The images include: a close-up of a black leather bag with gold hardware; a woman in a white sweater painting; a 3x3 grid of various metallic and patterned textures; a black blazer with a "Christian Dior" label; a woman in a black coat holding a folder; a black quilted bag with gold hardware; a bottle of "HYPNOTIC POISON" perfume; a woman holding a martini glass; the Eiffel Tower; a pair of black Dior high-heeled shoes; a close-up of a hand holding a small object; a pair of tortoiseshell glasses; a Dior store window; and a restaurant interior.

SPECIAL PRODUCTS

"Cinematic Elegance"

The Sophie Marceau X Dior pop-up will offer exclusive items personally curated by Sophie Marceau from Dior's clothing, accessories, makeup, and perfume collections. A special package will be offered that contains Sophie's favorite cosmetics, such as a lipstick, lipgloss, blush, and a perfume. The pop-up will also showcase some of Marceau's favorite archive pieces from Dior, offering a glimpse of Dior's timeless fashion history, but will not be for sale. The walls of the pop-up will be adorned with Sophie's poetry, where customers can receive a personal poem written by her.



PRICE OF PRODUCTS

"Cinematic Elegance"

Clothing and Accessories:

- Dresses & Outerwear: €3,000
- Handbags & Accessories: €2,000
- Shoes: €1,000

Makeup and Perfumes:

- Lipsticks: €50
- Eyeshadow Palettes: €70
- Blush: €60
- Perfumes: €100

Specials:

- Sophie Marceau Signature Cosmetic Package: €250
- Handwritten Poetry: €300



BUDGET BREAKDOWN

Designing & constructing pop-up shop unit displays = (€5000) Outsourcing a local event designer, “Mevi Events” to cultivate an appealing/alluring experience with Parisian themes

Marketing/Advertising = (€3000) Sophie and Dior will both receive €1500 for promoting the pop-up event {further explained in the promotion section}

Insurance policy for property and public liabilities = (€1000) Working with, “Allianz” who provide property (EX: natural disasters) and liability (EX: infringement of I.P.) insurance

Electricity/ WIFI connectivity = (€500) / week (2) 4G+ Wifi Boxes €36.99 from “SFR”, 426.01 left for electricity costs

Obtaining legal licenses and permit for pop-up business operations = (€2,000) Through République Française at a CFE

Hired employees' (15) wages = (€2000) €22.16 / hour; totaling 133.33 for 6 hours of work per day

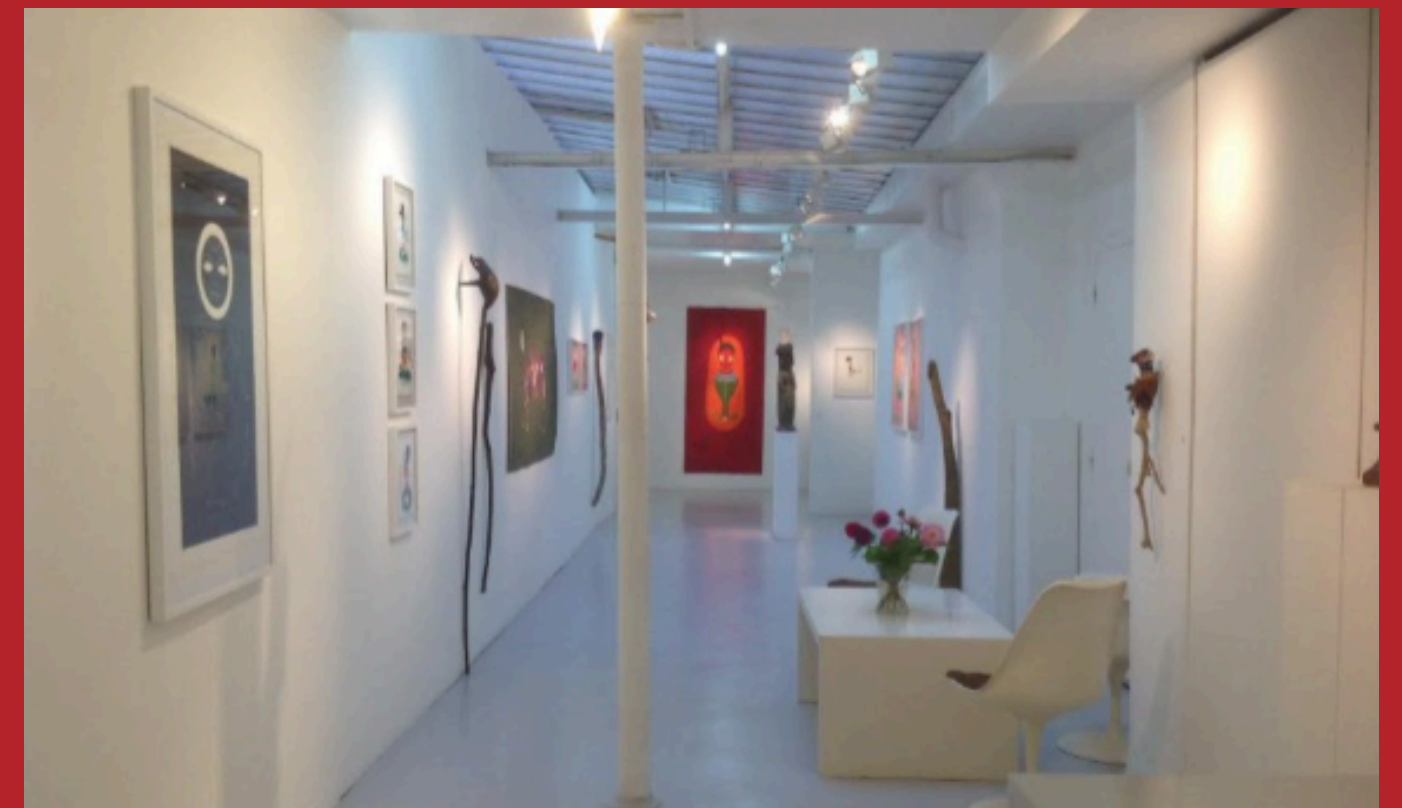
5 Days of Rent = (€3600) €720 / day

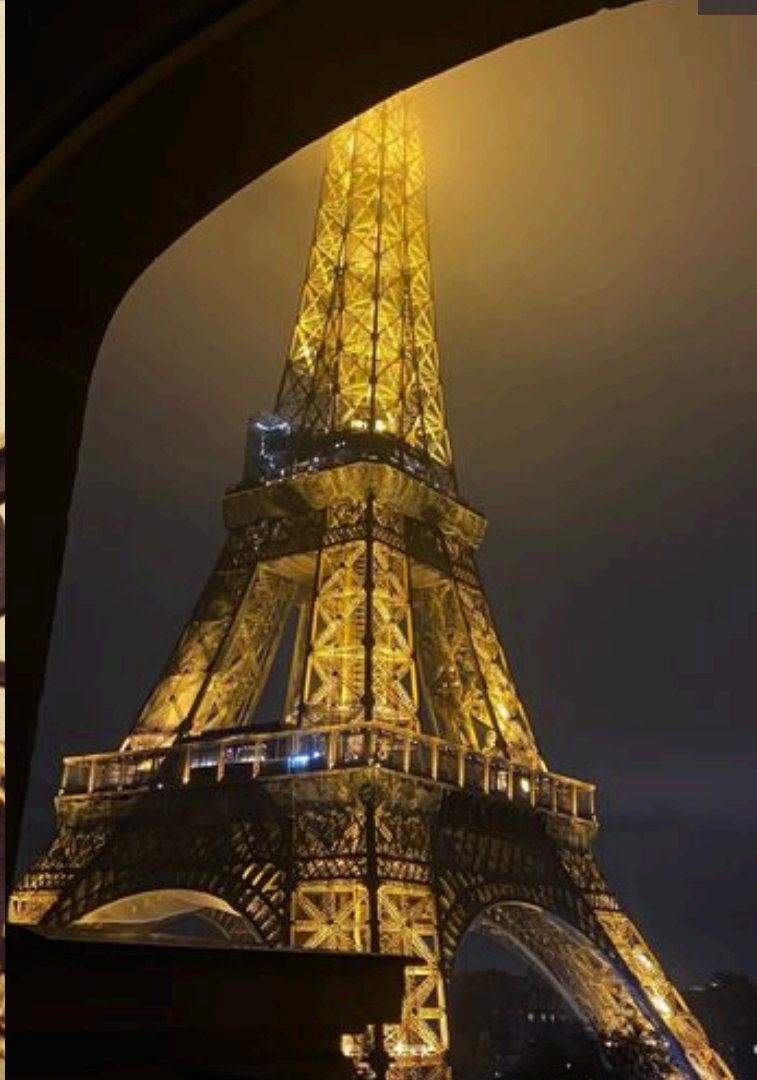


PLACE SAINT-GERMAIN-DES-PRÉS

"Cinematic Elegance"

- Paris 6th Arrondissement - Paris Saint Germain De Prés. Central Location, which is easy for Accessibility.
- A Former Art Gallery in the 6th is the best choice for our Pop-Up due to its rich cultural heritage, sophisticated ambiance and strong associations with the elegant, luxurious French Culture and Cinema and Literature.
- The ideal spot for the *Sophie Marceau x Dior* collab since it brings up the best of both parts, the Luxury of Dior and the Art of Sophie Marceau.
- Link to the Store:
<https://www.thestorefront.com/spaces/france/paris/14844-gallery-space-in-saint-germain>



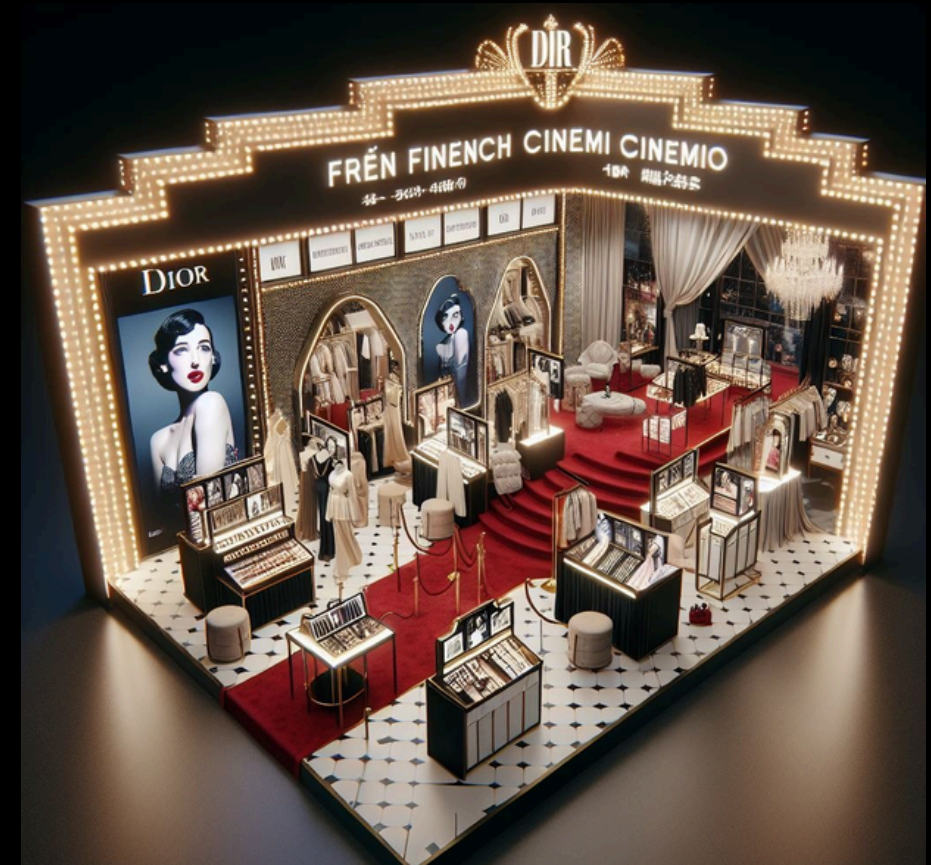


DIRECTED BY



La Belle Époque

"Cinematic Elegance"



EXTERIOR AND INTERIOR DESIGN

Facade and Exterior

- For the exterior, our team will mix Dior's signature colors (white and gold) with hints of vibrant red, nodding to the red-carpet glamour and Sophie's essence.
- The entrance will mimic a kind of vintage theater ceiling, with the name "**Sophie Marceau x Dior**" illuminated in elegant lettering, while adding touches of floral arrangements for an ultra-luxury and Dior feel.
- Outside and inside the pop up there will be large portraits of Sophie Marceau styled in Dior, which will be displayed to resemble the feeling of a movie premiere, while showcasing the actress relation to the brand.

Interior

- The pop up store will include a red-carpet arrival, so visitors will enjoy their experience like a true celebrity. This area will have stage lights, velvet ropes, and a large **Sophie Marceau x Dior** logo backdrop for photos.
- Inside the pop up we'll simulate the setup of a star's dressing room, complete with lighted mirrors, wardrobe racks filled with exclusive Dior pieces, and beauty products displayed on elegant vanities. There will also be a specific area showcasing some of Dior's archival pieces, in order to be even more appealing to visitors. These will be arranged as art pieces on mannequins and pedestal displays.
- Throughout the store, there will be some Sophie's personal items that hint her influence like books and handwritten notes.

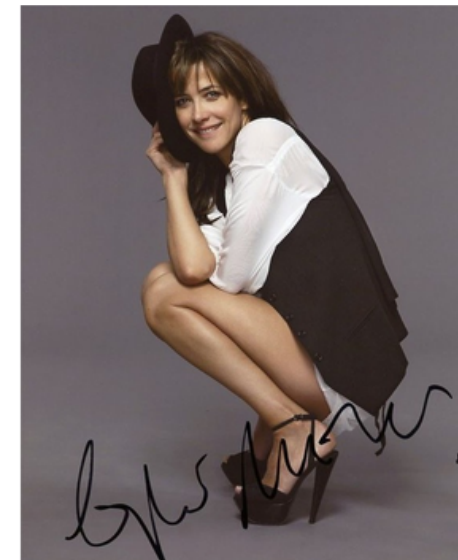


POP UP FEATURES

"Cinematic Elegance"



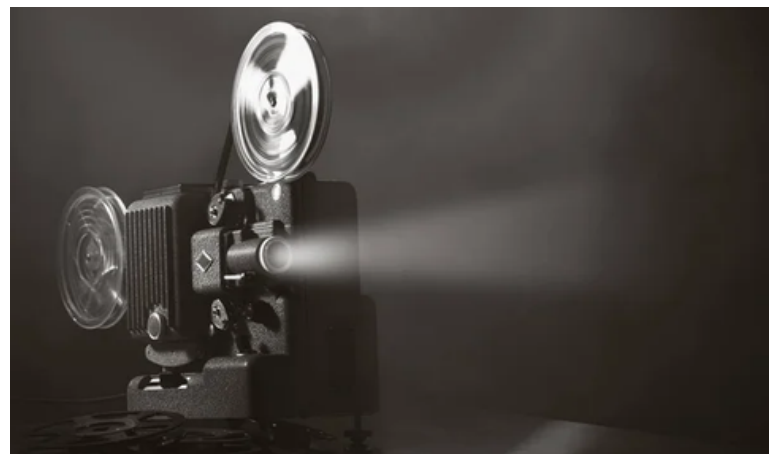
“A Night in Paris”
Photo Booth



Beauty Bar for Guests to
Try and Sample the
Products Sold at the
Pop-Up



Screening Room Featuring Short
Films and Memorabilia



LA BELLE ÉPOQUE PROMOTION

"Cinematic Elegance"

Digital Marketing:

- Share teaser videos on Instagram and TikTok leading up to the launch, revealing snippets of the store's setup (e.g., red-carpet entrance, vintage theater marquee, or Dior couture displays).

VIP Opening Night Event:

- Host opening featuring Sophie Marceau herself, with press coverage and influencers. Incorporate background music, an homage to French cinema, and even a small fashion show to unveil the collection.

Social Media Integration:

- Create Instagrammable moments, such as quotes from Sophie Marceau's movies, interactive brand walls, and the logo spot for visitors to take pictures. This generates high-impact, shareable content. Photos on social media could be tagged with #FeelLikeAMovieStar.

Exclusive Packaging Promotion:

- Promote the limited-edition "Sophie Marceau x Dior" packaging on Dior's social channels. Use countdowns and call-to-action posts like "Be the first to own this cinematic masterpiece."



SOPHIE MARCEAU X DIOR

THANK YOUR
FOR THE
ATTENTION

