



Melijoe

Melijoe.com is a children’s fashion e-tailer that targets a clientele of fashion-savvy mums who appreciate designer clothes for themselves and their children. It is recognised by its suppliers as the multi-brand website that best represents their image, besides being the worldwide reference for the sector. In that role, Melijoe is a strategic partner for brands that are in the process of reviewing their distribution strategy to reflect global, multi-channel retail reality.

When ambition meets ambition

Melijoe’s growth is happening against a dynamic background of turbulence in the global distribution landscape of lifestyle brands. New consumer purchasing habits force the sector to adapt its distribution strategy. Kidswear is a perfect example of this development. Therefore, Melijoe.com **wants to improve customer experience, develop its international business and build the brand and the organisation.**

Our decision to enter into a partnership with Melijoe.com was not a matter of investing in e-commerce in a general way, but based on **specific insights into the sector and our belief that Melijoe.com has all the ingredients to succeed in these changing conditions.**

This new investment fits perfectly within our Connected Consumer platform, which focuses on companies with a clear vision of what and how tomorrow’s consumers will buy.

Together, we build a leading company

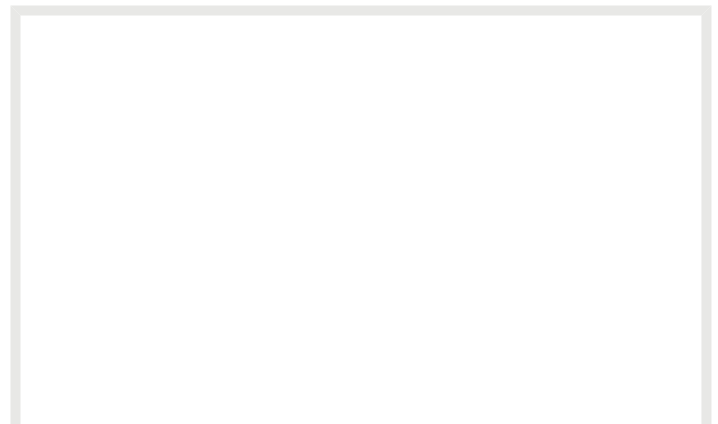
In our partnership, we implemented a **pre-agreed plan covering both the sales and the purchase side** to improve fundamentally the contribution margin. This enabled Melijoe.com to invest more in marketing and international business development, paving the way to accelerate its mission to become a true lifestyle brand.

This partnership is also built on a **strong alignment between founder, management and shareholders** – all recognising the value of developing an international brand in a global mass niche. Melijoe.com appreciates being associated with a financial partner that has an **international mindset, and to deal directly with people who have the practical knowledge of running and growing a**

consumer business.

Summary

Activity	Children’s multi-brand fashion e-tailer
Location	France
Entry	2014
Platform	Connected Consumer
Staff	35
Website	www.melijoe.com



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PARIS