

MAISON PIERRE MARCOLINI BRINGING THE *BEAN TO BAR* PHILOSOPHY TO CHINA

- 30 employees in China
- 2 years established in China
- Full collection : chocolates, macarons, pastries, ice creams
- 5 Boutiques: Shanghai (Plaza 66, K11, Grand Gate Way), Nanjing (Deji Plaza), Hangzhou (Mixc)
- Ecommerce developpement : Secoo, Tmall, WeChat Store



PIERRE MARCOLINI
BRUSSELS

KPIs

- CN Turnover : + 60% vs YTD
- 15k followers on WeChat and Weibo
- >70 Collaborations with corporate clients in China

CORPORATE CLIENTS

Private tasting, customized boxes, master classes...

CELINE

Cartier

✦ VACHERON CONSTANTIN

Salvatore Ferragamo

Roger Vivier
PARIS



RÉMY MARTIN

Dior



LIMITED EDITION COLLECTIONS

- Les Coeurs de Victoria Beckham by Pierre Marcolini Launch 2018.10



- Christmas 2018
- Chinese NY 2019
- Mid Autumn Festival 2019

