

**XL LUXE**

THE POWER  
OF IDEAS,  
THE STRENGTH  
OF ADDING VALUE  
TO YOUR BRANDS,  
THE SPIRIT  
OF EXCELLENCE,  
THE IMPORTANCE  
OF A PASSIONATE  
TEAM...

01	.....	Company Timeline
02	.....	What we believe
03	.....	Where we are
04	.....	What we do
05	.....	Design Thinking Research & Analysis Trendforecasting Design Process
06	.....	Sourcing Responsibly Eco Design Process Factory Selection Process Risk Assessment & Compliancy Process
07	.....	Global E-Commerce Solutions XL Portal features COTY webshop example NYX webshop example
08	.....	Some of our loyal clients Portfolio
09	.....	Contact

# COMPANY TIMELINE

“

## MISSION

Our mission is to provide innovative and sustainable branded merchandise services that meet the needs of our customers and add long-term value to their brands.

1999



Established in 1999, Sassenheim, the Netherlands, Privately owned by 4 managing partners, with sourcing offices in Hong Kong and Shanghai.

Opening of sales office in France.

2002

Acquisition of Promit Ter Haar and moving headquarters to Amsterdam.



2015

2017



Next to the existing 100% subsidiaries in France, HK and Shanghai, our New York and Mexico offices opened their doors.

2018

Acquisition of IM Amsterdam B.V.

Opening up our Vietnam and Singapore office Q3 2018

About 50fte staff in Europe, Asia and US with multidisciplinary teams and an annual turnover which exceeds 40 mln USD.

## WHERE WE GO

We want to become **the most preferred** partner in the development and execution of innovative global non-strategic marketing materials supported by online e-solution to improve visibility and efficiency in our clients marketing spend.

# WHAT WE BELIEVE

---



We care about (our) people, we support entrepreneurship and we believe in being agile to remain innovative.



We believe in direct client partnership where competitiveness is embedded in brand relevant creative conception and -ideas executed with XL'lence.

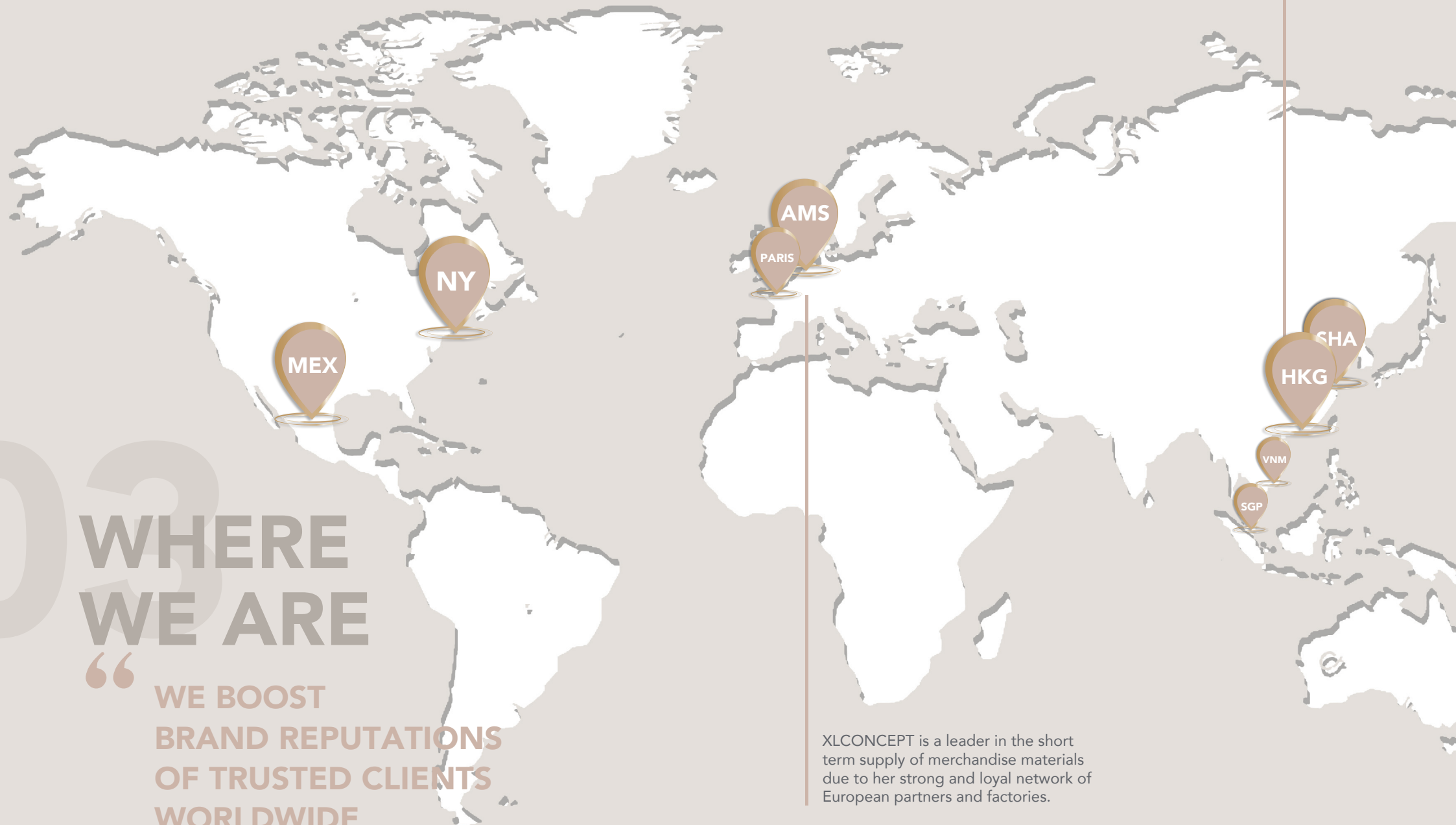


With our inhouse creative and conceptual thinking combined with our effective automated business processes across the supply chain, we deliver promotional services that distinguish themselves for their XL'lence.



It is our aim to establish long lasting relationships during which we guide our clients on a mutual road of XL'lence.

XLCONCEPT has built a trusted and contracted Asia supplier base with over 120 selected manufacturers that are compliant and competitive.



# WHERE WE ARE

“ WE BOOST BRAND REPUTATIONS OF TRUSTED CLIENTS WORLDWIDE

XLCONCEPT is a leader in the short term supply of merchandise materials due to her strong and loyal network of European partners and factories.

# WHAT WE DO

---



**DESIGN  
THINKING**



**QUALITY &  
RISK MANAGEMENT**

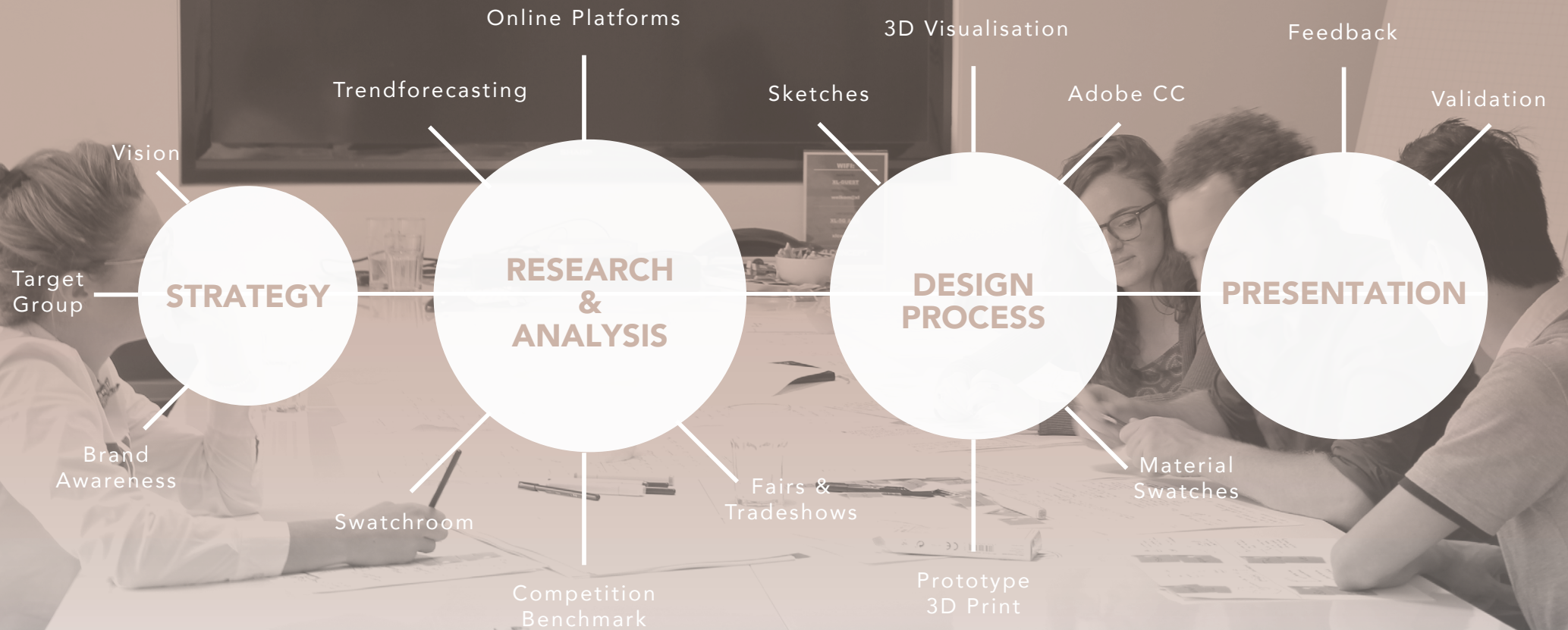


**SOURCING  
RESPONSIBLY**



**GLOBAL E-COMMERCE  
SOLUTIONS**

# DESIGN THINKING



## ONLINE PLATFORMS

### WGSN

WGSN is a leading platform for trend forecasts and analytics of the world's consumer industries.

- Catwalk Shows
- Trade Shows
- Forecast on Consumer Behavior
- Color Reports
- Material Reports
- Pattern Reports
- Trend Alerts
- NEW Products
- Packaging Trends

### Pinterest

Always inspirational to find new trends, DIY projects and other items.

### Instagram

The way to see how the target group shows their affection with a brand.

### KICKSTARTER

We use kickstarter as a tool to find new items that match our client's needs. We partner up with these companies and offer to do their production in order to control our client's quality expectations.

## FAIRS & TRADESHOWS



MAISON  
&OBJET  
PARIS

COSMOPROF  
WORLDWIDE BOLOGNA

LUXE PACK  
MONACO

PREMIÈREVISION  
PARIS

NOW  
TO SEE  
TODAY

NEW  
PREDICT  
TOMORROW

NEXT  
DESIGN  
THE  
FUTURE





DELICATE SHEERS

IRIDESCENT

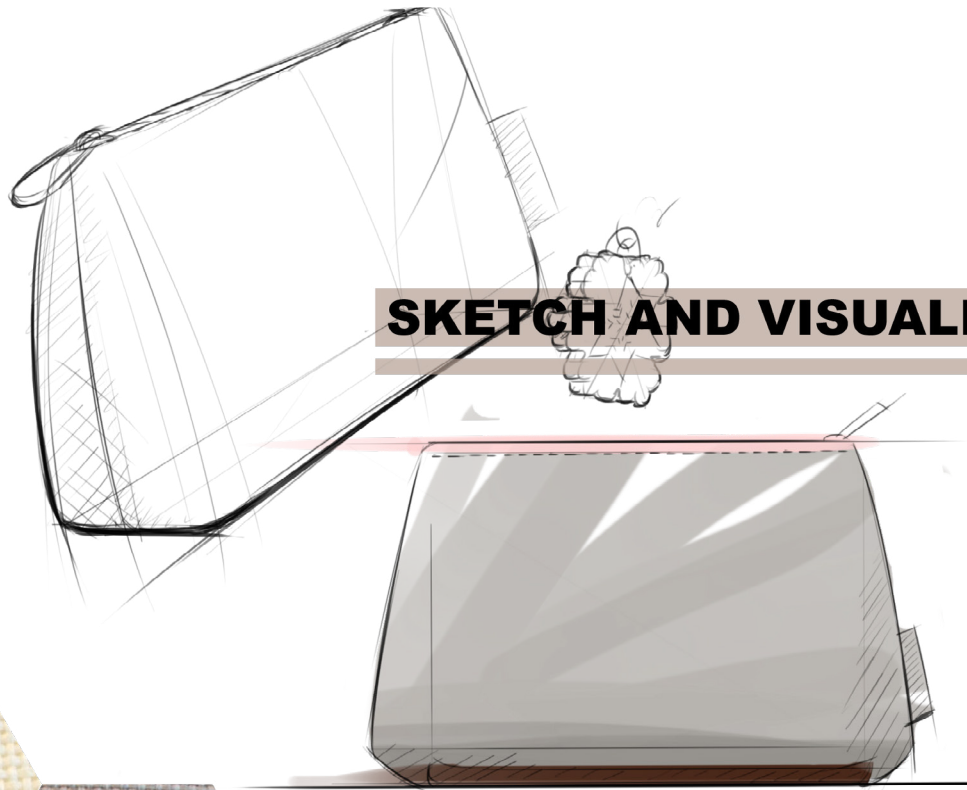
HIGH-SHINE

PEARL

TRENDFORECASTING



**TRENDS AND INSPIRATION**



**SKETCH AND VISUALISATION**



**FABRIC AND HARDWARE**



**FINAL PRODUCT**

XL LUXE

# SOURCING RESPONSIBLY



As one of the main players in the promotional business we are aware that Corporate Social Responsibility is critical for our business and our clients.

We acknowledge that our area of business is a high-risk area and needs a robust CSR policy which will guarantee production under safe, and fair working conditions.

We incorporate the role of social concern and the environment in our value creation.

Therefore we are continuously reviewing our processes, materials and operational concepts from a different perspective in order to include sustainability in a durable way into our supply chain management.

IN OUR PRODUCT DESIGN  
IN OUR PROCUREMENT OF MATERIALS  
IN PRODUCING OUR PRODUCTS  
IN PACKING AND SHIPPING THEM

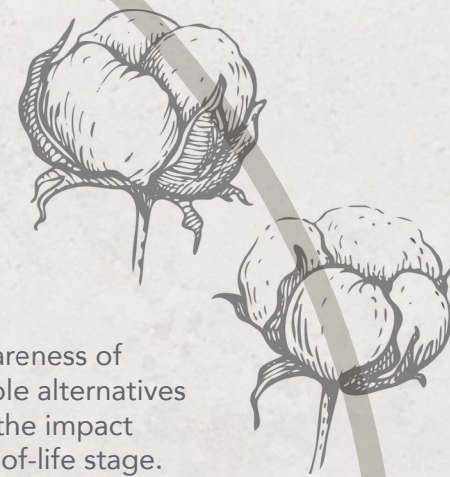
**ecovadis**  
SUPPLIER SUSTAINABILITY RATINGS

**PLATINUM**



Intelligent design based on a maximum reduction of environmental impact of the products life cycle and colors/prints used.

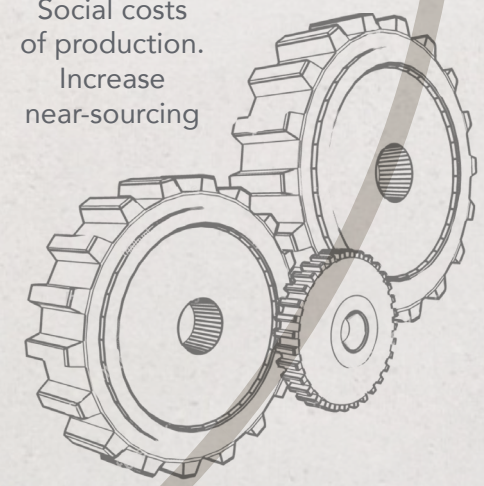
### DESIGN



Awareness of sustainable alternatives and the impact of end-of-life stage.

### RAW MATERIALS

Social costs of production. Increase near-sourcing



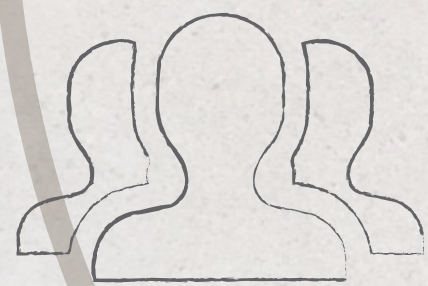
### PRODUCTION

### PACKAGING & TRANSPORT

Maximum reduction of packaging Limit volume and weight of product to optimize transport. Reduce CO2 impact due to near-sourcing.

### CONSUMER USE

Maximum durability in order to discourage consumer disposal of product.



### END OF LIFE

Reduce waste by checking if the product can be made recyclable or biodegradable.



# ECO DESIGN PROCESS

# PERFORMANCE

## QUALITY

QC acceptance rate  
Product Safety test / acceptance rate  
Problem shooting  
Claim rate / settlement

## DELIVERY

Sample lead time  
Production on time  
Shipment on time

# PRICE / COST

## PRICE EVOLUTION

Price break down  
Quotation lead time  
Competitive benchmark

## PAYMENT

Payment terms

# COMPLIANCE

## SOCIAL COMPLIANCE

Based on SA8000/SEDEX requirement / Pillar 4 minimum

## ENVIRONMENTAL COMPLIANCE

Based on ecodesign, sustainable alternatives for materials and packaging

## QUALITY MANAGEMENT

Based on ISO9001 requirement

# CAPABILITY

## SUPPORTIVE

Communication  
Product Design Capability

1

**INQUIRY PHASE**

Risk Assessment  
Norms & Regulations  
Factory Audit  
XLCONCEPT Compliance Committee

2

**PROCUREMENT PHASE**

QA & QC  
Requirement & Testing

3

**PRODUCTION PHASE**

Project management  
Control Schedules  
Dupro and FRI process  
Intervention  
Traceability Reporting



**PLATINUM**



# GLOBAL E-COMMERCE SOLUTIONS





### BRAND PROTECTION

Webshops with direct access to relevant brand catalogues with pre-selected and pre-approved products.



### SAVINGS

Simple order consolidation tool to leverage savings visible through the Buy Together function.



### SIMPLICITY

easy to use platform through which stakeholders can search for stock solutions, see and order central developed merchandise or send specific briefings



### TRANSPARENCY

Client access and auditable reporting on procurement activities done by XLConcept.



### REPORTING

Real time reporting providing a detailed insight into activities and used to drive a change in purchase behaviors



### COMPLIANCE

For our stock catalogue, only pre-approved products will be available with a print on demand option to guarantee corrected branded product within 5-7 days



### SECURITY

Webbased systems that can easily integrate with SAP, Ariba or other ERP systems. Secure log-in which can include single sign-on with approval if needed.



# COTY

[My account](#) [Logout](#)

[HOME](#) [CATALOGUE](#) [SPECIAL REQUEST](#) [BUY TOGETHER](#)

€ 0,00



## Highlighted Items



Welcome, Demo NYX

My account Logout

HOME CATALOGUE REQUEST INFORMATION BUY TOGETHER

€ 0,00



### Highlighted Catalogue Items

Buy together, save together

Buy together, save together



#### Large Vinyl Zipper Bag

Signature NYX Professional Makeup cosmetics bags are perfect for carrying beauty essentials anywhere you go.

10000 pieces  
€ 2,55

5000 pieces  
€ 2,70

4500 pieces



#### Teardrop Blending Sponge

A luxurious teardrop-shaped sponge, perfect for a smooth and even application of liquid and cream formulas. Comes in a pack of two.

10000 pieces  
€ 1,29

5000 pieces  
€ 1,40

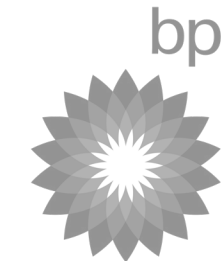
6000 pieces  
Signups



Nestlé



LOYAL CLIENTS



SOME OF THE AWESOME BRANDS WE WORK FOR IN LUXE

SEPHORA

URIAGE  
EAU THERMALE

NYX  
PROFESSIONAL MAKEUP

GUCCI

BOSS  
HUGO BOSS



JACQUES BOGART  
PARIS

VICHY  
LABORATOIRES

RIMMEL  
LONDON

LANCASTER

ESCADA

L'ORÉAL  
PARIS

THESE  
ARE OUR  
PORTFOLIO  
SLIDES



THESE  
ARE OUR  
PORTFOLIO  
SLIDES



THESE  
ARE OUR  
PORTFOLIO  
SLIDES



**XL LUXE**

**Madelon Eling**  
Global Luxe Director

Pilotenstraat 41 B  
1059 CH Amsterdam  
The Netherlands

eling@xlconcept.eu  
+31 (0)20 794 2070  
+31 (0)6 11 66 91 33  
www.xl-luxe.com

**Michaël Hagège**  
Account Director

29 rue Vauthier  
92100 Boulogne Billancourt  
France

hagege@xlconcept.eu  
+33 (0)98626 7435  
+33 (0)7 68 69 45 67  
www.xl-luxe.com