

Presented by Camille

WHAT IS PUFF?

AN AWARD-WINNING FINNISH DESIGN AND FASHION CONCEPT STORE IN THE HEART OF TURKU

&

SHOWCASING MORE THAN FIFTY DIFFERENT DESIGNERS FROM ALL OVER FINLAND



"HOME TO FINNISH DESIGN BRANDS BY NATURE. PLAYGROUND FOR THE CURIOUS."



HOW THEY DO IT?

SENSE OF COMMUNITY

PUF is a channel where new designers and customers meet

RESPONSIBILITY

Many of the brands they represent are pioneers in responsible consumption in terms of production, material selection and design philosophy.

TURNOVER

PUF welcomes new contributors every month.



WHY IMPORT IT IN FRANCE?

ORIGINAL CONCEPT

EPHEMERAL & SEVERAL BRANDS

TREND OF FINNISH DESIGN

LOCAL, ECOLOGICAL AND RESPONSIBLE

target

TRENDY
FASHION
HYPE
CONSCIOUS
CURIOUS



PUFF STORES?
POP UP STORE PUFF?
DESIGN MARKET STALL?



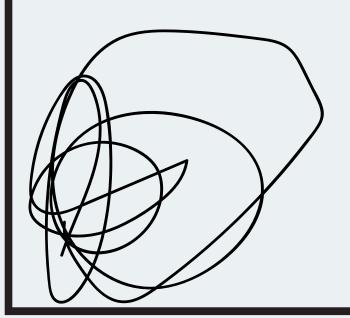
HOW IMPORT IT IN FRANCE?

DIFFICULTIES ...

COST OF IMPORTATION

FAR AWAY: NOT ECOLOGICAL

ONLY ONE SHOP HOW IMPORT SHOP?



PREPARATION OF THE EXPORTATION

STRATEGY FOR PUFF

FIRST OF ALL, WHAT ARE THE ESSENTIAL THINGS TO KNOW WHEN EXPORTING TO EUROPE?

THESE ARE REFERRED TO AS IMPORT ACQUISITIONS AND EXPORT SHIPMENTS.

FIND OUT ABOUT CUSTOMS FORMALITIES AND PREFERENTIAL AGREEMENTS BETWEEN COUNTRIES IF THERE ARE ANY: CUSTOMS DUTIES, DOCUMENTS REQUIRED FOR THE TRANSACTION, ETC.

TO TRADE WITH ONE OR MORE OF THESE COUNTRIES YOU NEED AN INTRA-COMMUNITY VAT NUMBER.

CHOOSING THE MOST SUITABLE MEANS OF TRANSPORT IN TERMS OF TIME AND COST: ACCOMPANIED LUGGAGE, SEA TRANSPORT, AIR TRANSPORT, ETC.

KNOW THE RISKS OF BREAKAGE, LOSS, DELAY, THEFT, ETC.: I
MAKE SURE THAT THE TRANSPORTED GOODS ARE WELL
INSURED. PLEASE NOTE THAT IN CASE OF A PROBLEM, THE
RESPONSIBILITY OF THE CARRIERS IS VERY LOW, AND POSSIBLE
REFUNDS FROM THEM ARE LIMITED.

KNOW THE COUNTRIES I WANT TO DO BUSINESS WITH: WILL THE PRODUCTS I BUY ABROAD BE SOLD IN FRANCE? OR CONVERSELY, WILL FOREIGN PRODUCTS BE SOLD THERE?

WHICH EXPORT STRATEGY DO I PROPOSE TO PUFF?

1: ANALYZING THE FRENCH
MARKET: PREFERENCE, TASTE,
TREND TO KNOW WHICH TYPE OF
PRODUCT CAN WORK

2: CHOOSE IN THE PRODUCTS
WHICH COULD PLEASE TO THE
FRENCH THE BEST SELECTION OF
PRODUCTS: 10 PRODUCTS IN
VOGUE AT THE MOMENT

3: CONTACT FRENCH CONCEPT STORES IN PARIS AND ASK THEM FOR A SMALL SPACE IN THEIR STORE TO DISPLAY THIS PRODUCT SELECTION AND SEE IF THE PUBLIC IS RECEPTIVE: SEND PRODUCT IN A SMALL BOX.

IN WHICH PARISIAN CONCEPT STORES DID YOU IMPORT THIS SELECTION?

MYLO





BABEL



LES BOUDEUSES



PAPERDOLLS

NEXT STEP: CONTACT PUFF BY MAIL AND PROPOSE THE PROJECT

THANK YOU FOR YOUR ATTENTION