



TRADITION MEETS MODERN DESIGN

Koupa is a new, original, modern ethnic-style homeware brand. Fabricated prototypes are already available for over one hundred products in three major categories:

- tableware (ceramics, porcelain, glassware, crystal, scented candles, candle holders, accessories);
- home furnishings (pillows, duvets, bedlinen, carpets, runners, towels, tablecloths and serviettes);
- small furniture and lighting (lamps, stools, tables, coffee tables, chests of drawers, small wardrobes).

A **distinctive visual** image and identity has been created for Koupa, and includes a trademark, graphic design, a unique packaging system and striking visual presentation for retail environments.

Products are developed by a large **international group of designers** and engineering technologists (Ljubljana, Milano, London), and produced by individual artisans, small and medium-sized enterprises and large European companies. Currently we are working with various businesses in Slovenia, Croatia, Italy, Germany, Poland, Slovakia, Lithuania and Spain.



Koupa differs from its competitors in the following respects: it offers a completely unique brand image, identity and philosophy, based on a geographically specific visual **style of ornamentation**. There are, of course, some well-known ethnic styles around the world – Provençal, Tuscan, Japanese, English Country, Scandinavian – but there is practically nobody offering a concept based upon Central and Eastern European designs. Giving our brand a strong visual identity is therefore already a distinct added value. Furthermore, the wide range of Koupa collections consists of various products, which are all **compatible** in various combinations and are all upgradable.

So far four separate collections have been produced since in our experience retailers prefer collections to single products, principally because it is easier for them to present them attractively and therefore sell them to their customers. The design of the first collections deliberately utilised strong graphic elements to emphasise the **unique visual identity** of the brand. In the future collections, more neutral, monochromatic and calmer colour combinations and patterns will, of course, also be available.

The concept of the brand allows for **great flexibility** – new products can be introduced quickly, depending on demand – and controlled organic growth. This growth will involve clusters of more than ten companies, who will participate in the entire chain of production. This concept allows for practically unlimited **expansion of the range** of products in both indoor and outdoor elements of the brand.



Retail outlets for a brand with such a concept can be opened gradually and organically, from online sales and participation at trade fairs to working with chain stores, branches within large stores and dedicated shops. The very first showroom is planned for a strategically chosen location either in France, Italy, Germany or the United Kingdom, and it would also serve as both headquarters of the company and the **flagship store** of the new brand.

The business model is based on **creative engineering**, which means that we will deal with the development, design, marketing and sale of collections, whereas the production itself will be outsourced to the best subcontractors. This means that the project is considerably less risky than if we were producing everything in-house. It also means that with a relatively small number of employees and other associates not only production of a large number of various products can be controlled but also their distribution and sale.

Our business model also allows us to **adapt quickly** to the market: we can rapidly change quantities as demand requires, introduce new lines and retire less successful ones, increase production of the most successful products and so on. Koupa is a **premium quality niche brand** in a medium and high price range. Its products are both designed and **made in Europe** and are labelled as such.

Until now, we have been investing our own capital, both financial and intellectual. But now a new phase has begun, in which we are actively seeking **investors and partners** in order to achieve a more comprehensive and systematic entry to the market.





Collection No. 1 CrossStich







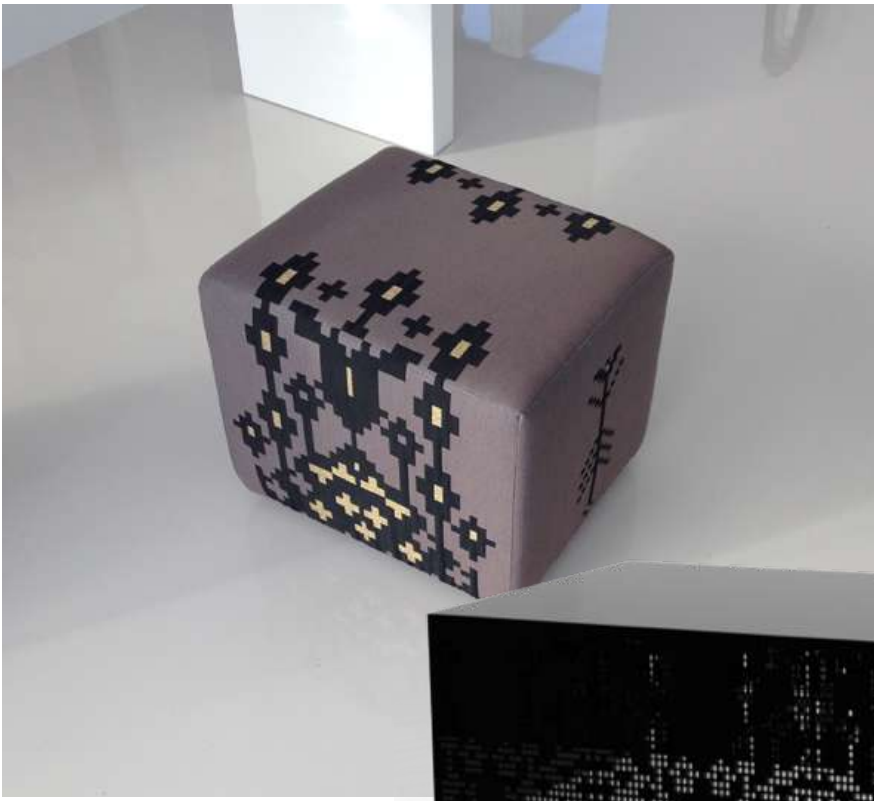


KOUPA

Collection #2
GoldenBrown









Collection #3
Red&White







Collection #4 SpruceTwigs



