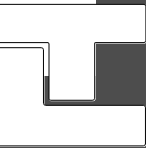


TED LAPIDUS

PARIS

BRAND PRESENTATION





TED LAPIDUS

PARIS

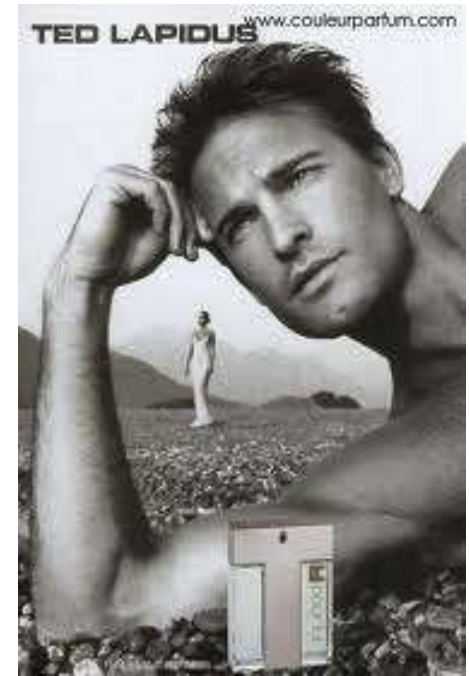
BRAND HISTORY



THE BRAND...SINCE 1951



The Ted Lapidus label was created in 1951 but really took off in the 1960s. Here, models pose outside the Paris shop in 1964



DOUBLE EFFECTS OF TED LAPIDUS DEATH

- Ted Lapidus, an iconic figure for Europe, symbolizes more than a half-a-century of a **strong brand identity**
- Considered the pioneer of the **Unisex fashion** look, he made fashion accessible to the woman and the man in the street.
- French President **Nicolas Sarkozy** paid tribute & referred to Ted Lapidus as the '**Poet of French Couture**'
- The brand becomes legendary & enters definitively in the patrimony of the **French Haute Couture Brands** (exactly as Yves St Laurent after his death in June 2008)
- Overexposure of the brand and its history in the medias

INTERNATIONAL PRESS

LE FIGARO

Le «couturier de la rue» Ted Lapidus est mort

Marie Perle
22/12/2008 11h04 > jour / 14:45 | Commentaires (0) | Ajouter à ma collection



Ted Lapidus en 1976.

ELLE

ELLE 7 Issue 7 Les best models / Le 100ème Ted Lapidus est mort

LE STYLISTE TED LAPIDUS EST MORT



Hier, le couturier le plus en vogue des années 1960 est mort, à Cannes, suite à une insuffisance respiratoire. Ted Lapidus avait révolutionné le monde de la mode des années avec un style unisexe, décontracté et androgyne : une véritable révolution pour l'époque. Célébrité pour avoir lancé le style safari, militaire mais surtout pour avoir introduit le jean dans le haute Couture, Ted Lapidus avait su se démarquer en habillant des stars telles que Françoise Hardy, Brigitte Bardot, Marie Laforêt, Violette... Souffrant depuis plusieurs années d'une leucémie, Ted Lapidus avait 79 ans. Il avait reformé au côté de Pierre Lachaux à Paris, vendant pochets K.M.

30/12/2008

Gala.fr

Le couturier a habillé plus d'une célébrité dans les années 60-70



Ted Lapidus ne reçoit pas bien de Dior, Chanel ou Yves Saint Laurent (à part peut-être en ce qui concerne l'accessoire d'ailleurs Pierre Bergé)... Le styliste a révolutionné la mode et la rendre plus accessible, plus confortable et révolutionnaire. Ses atouts non négligeables au yeux des célébrités.



GLAMOUR FASHION

The Death Of A Couturier, The Rebirth Of A Design House, And More From The Blogosphere

Tuesday, 12/30/2008 at 12:37 PM

Comments (0)

Maybe Madonna thought that with everyone out of town on Christmas and New Year's vacation, her little fling with a 20-year-old Brazilian male model would go unnoticed—as if. But Ted Lapidus died, Bill Blasi is return, and the rest of the best of the web, after the jump.

More de Ted Lapidus

Un grand couturier s'est éteint



Ted Lapidus, 'the poet of French couture,' dies at 79 (The Huffington Post)

Bill Blasi returns just may be resurrected, after all (Heard on the Runway)

Are you dying to get your hands on a celebrity face? We know where to score one (Fashionista)

Salvatore Ferragamo goes green (FabSugar)

French fashion designer Ted Lapidus dies

The designer known for creating the 1960s unisex image has died at age 79

Associated Press
updated 9:17 p.m. ET Dec. 28, 2008

PARIS — Ted Lapidus, the fashion designer who redefined chic with the 1960s unisex look, died Monday. He was 79.

President Nicolas Sarkozy, in an homage to the designer, said Lapidus "demonstrated French elegance and classism" and "made fashion accessible to men and women in the street."

An assistant of Ross Tomento-Matt, Lapidus' sister, said the designer died Monday in a hospital in Cannes, on the Riviera, suffering from pulmonary problems. The colleague spoke on condition of anonymity because she was not authorized to discuss the death. Lapidus' sister has founded her own thriving fashion house, Tomento.

Born Edmond Lapidus on June 23, 1929, in Paris, the son of a tailor, Ted Lapidus learned his trade in 1951, and in 1963 he became a member of the prestigious Paris fashion club that runs haute-couture, La Chambre Syndicale de la Haute Couture.





TED LAPIDUS
PARIS

BRAND DYNAMIC



NEW STORES IN NEW MARKETS AROUND THE WORLD...



Al Dablan Homs, SYRIA



Moscow, RUSSIA



Sharjah, UAE



Istanbul, TURKEY



Dubai, UAE



Shanghai, CHINA



TED LAPIDUS

PARIS

**BRAND PRESENCE IN
INDIA**



AMIR KHAN INAUGURATES TED LAPIDUS STORE IN MUMBAI



Stores in Delhi, NCR,
Pune, Cochin, Surat, etc.



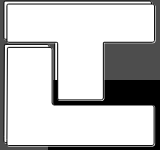


TED LAPIDUS
PARIS

BRAND POSITIONING







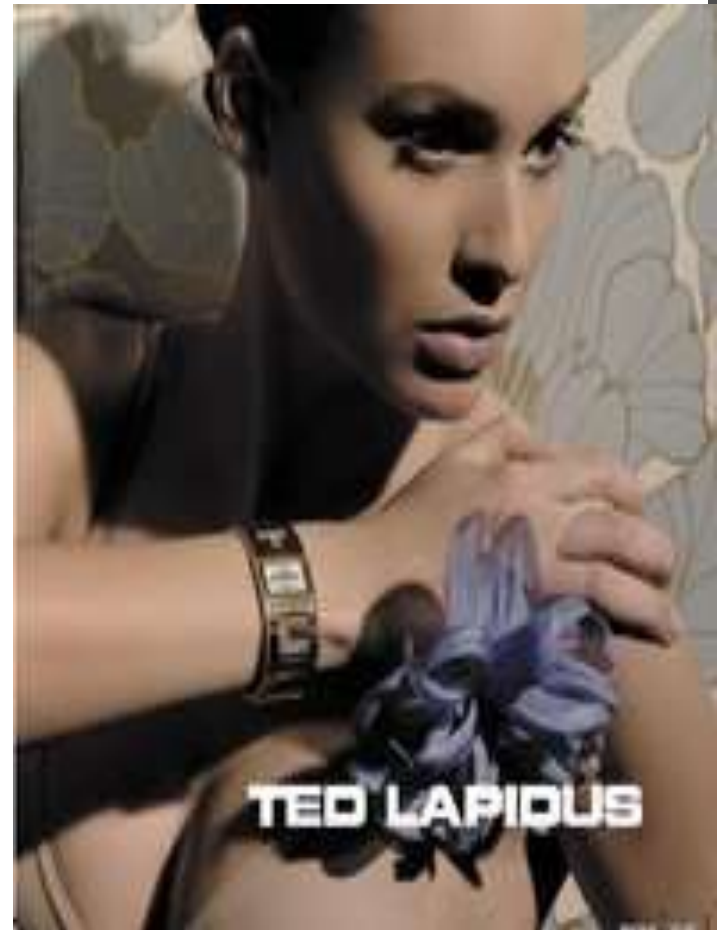
TED LAPIDUS - MEN & WOMEN POSITIONING OF WATCHES

TARGET MARKET

Image & Fashion conscious Men & Women in the age bracket of 20-40 years of age is the ideal customer set for Ted Lapidus watches.

PRICE RANGE

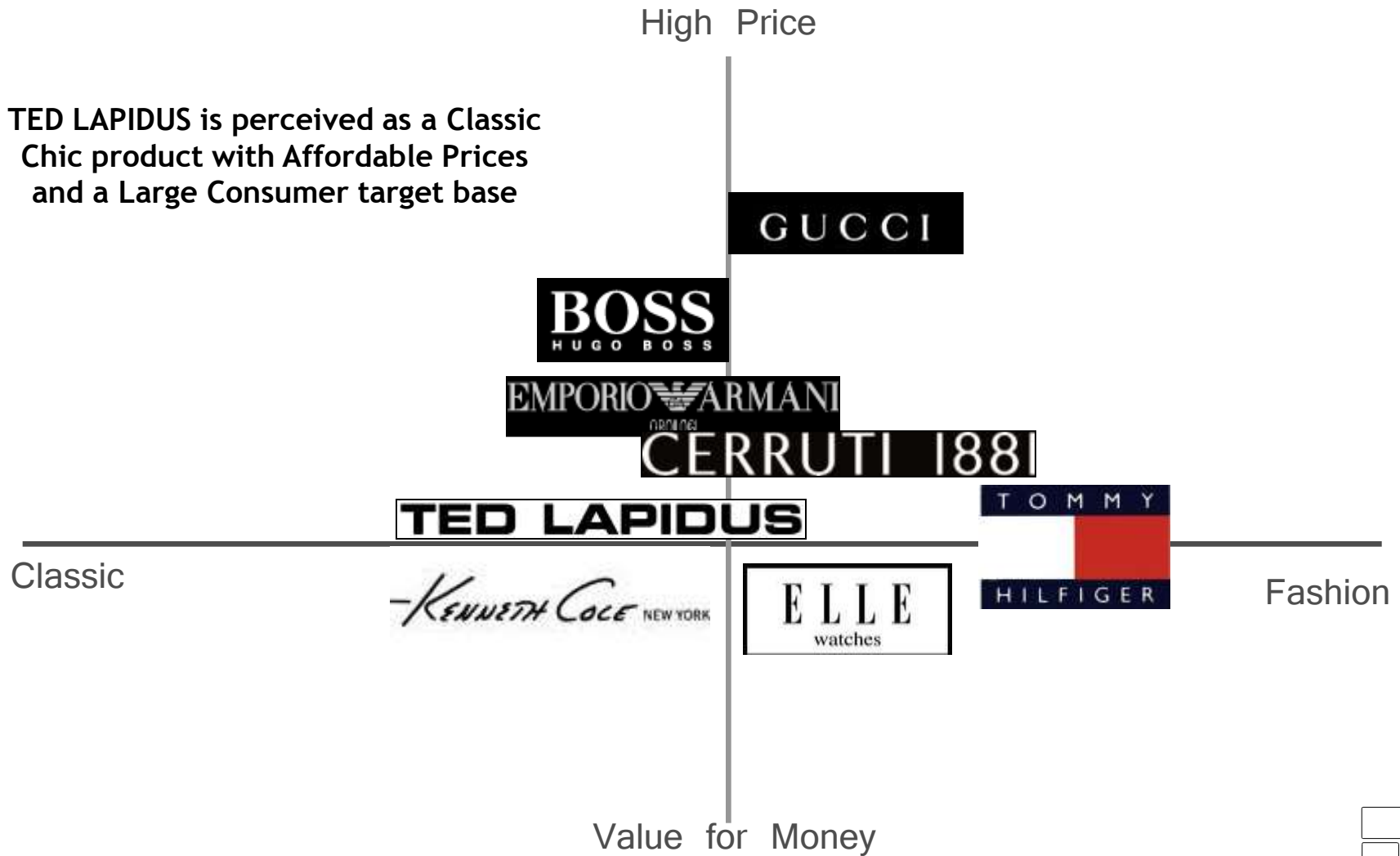
Ted Lapidus is synonymous with Luxury & Perfection and yet is an extremely affordable brand. In India it is retailed at between Rs.6,000 to Rs.18, 000.



Very Performing Triptych
Brand / Product / Price

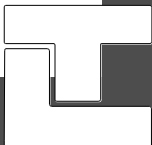
TED LAPIDUS : ACCURATE POSITIONING

TED LAPIDUS is perceived as a Classic Chic product with Affordable Prices and a Large Consumer target base



IMPORTANT BRAND AWARENESS & RECALL

- 72% Awareness Rate
- The brand is very much present in Consumers Imagination
- Haute Couture Brand with very Strong Awareness and Affordable Prices
- A Renewed Watch Making Success
- A Strong and Trendy Creativity
- Ted Lapidus belongs to the Haute Couture Universe and takes advantage of its strong Aura!



TED LAPIDUS

PARIS



WOMEN ACCESSORIES

PRODUCTS THAT FIRE IMAGINATION



TED LAPIDUS WOMEN: KEY ELEMENTS



- Attractive Designs
- Large Selection & huge Variety
- Unique Positioning
- A genuine Sell Out Success

**TOP 2 IN VOLUME
ON THE FRENCH MARKET!**



TED LAPIDUS

PARIS



MEN ACCESSORIES

PRODUCTS THAT FIRE IMAGINATION



STRENGTH OF TED LAPIDUS MEN COLLECTION

- Timeless, Classic & Modern
- Status Enhancing image
- Superior Quality of Finishes and Details
- Affordable and Unique Price range



TED LAPIDUS offers a unique positioning matching with men demand for timeless & modern watches with affordable price

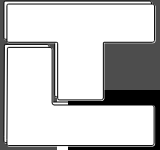




TED LAPIDUS
PARIS

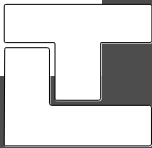
MARKETING SUPPORT

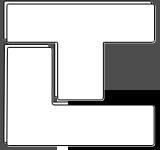




MARKETING SUPPORT

ADVERTISING CAMPAIGN SS10





MARKETING SUPPORT

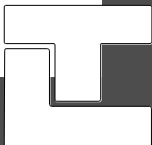
POS MATERIAL & PACKAGING

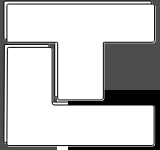
WOMEN WATCHES DISPLAY



Dimensions : 95L x 38,4P x 38H cm

WATCHES BOX





MARKETING SUPPORT

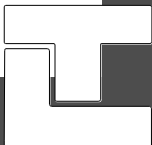
POS MATERIAL & PACKAGING

MEN WATCHES DISPLAY



Dimensions : 95L x 38,4P x 38H cm

WATCHES BOX





TED LAPIDUS

PARIS

**THANK YOU VERY
MUCH!**

