

The Line, the reference brand all over the world for skyline silhouettes is looking for distributors that perfectly knows the design and Concept Stores environment in their region

Summary

Profile type	Company's country	POD reference
Business Offer	France	BOFR20230213016
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	<ul style="list-style-type: none">• Germany• United Kingdom• Israel• Turkey• Japan
Contact Person	Term of validity	Last update
Masae Ozawa	27 Feb 2023 27 Feb 2024	27 Feb 2023

General Information

Short summary

Since 2015, The Line crafts with care wall mountings in the spirit of poetic silhouettes. In one stroke, cut out in metal, The Line reveals panoramas of cities, legendary mountain tops, island outlines, or even mythical music tracks visually represented by their soundwaves. Present in more than 500 Boutiques in the world, including the most iconic stores of the globe, the brand is now looking to expand in Europe, Asia and Middle East.

Full description

Since 2015, The Line crafts with care wall mountings in the spirit of poetic silhouettes. The Line has developed 4 collections to answer to the needs of its clients: City collection, Summit, Music and Island

The Line is present in more than 500 Boutiques in the World, including the most iconic stores of the globe such as MoMA (NYC), Tour Eiffel (Paris), Conran Shop (London), EATALY(Dubai), MoroniGomma (Milan), Kapok (Hong Kong) among others.

The Line is now looking for distributors able to extend the presence in the other most iconic museums stores, concept and design Stores, as well as high-end Department stores

Furthermore, given the strong attachment to the brand to a travelers spirit, the Line looks for partners able to place their products at high touristic landmarks along with travel retail selling points to touch all travelers interested in getting an elegant souvenir of the city they are visiting.

Advantages and innovations

For more than 7 Years, The Line has established as the reference brand all over the world for skyline silhouettes. All silhouettes are designed from an existing point of view, identifying thus the most iconic point of view of the city.

The Line puts a strong focus on social and environmental responsibility. All the metal lines are completely Made in France : the line are laser-cut by cooperatives and assembled by facilities classified as ESAT (employing disabled persons with a view to professional reintegration). The brand uses recycled and reusable materials for the packaging.

Technical specification or expertise sought

The Line is looking for a distributor with:

- an extensive knowledge in the design sector
- access to design retailers: more iconic museums stores, concept and design stores as well as high-end department stores
- access to travel retailers: DUFREY, HEINEMANN, LAGARDERE as well as TR bookshops as Hudson News or RELAY.

Stage of development

Already on the market

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 12: Responsible Consumption and Production**

Partner Sought

Expected role of the partner

Distributor

Type of partnership

Commercial agreement

Type and size of the partner

- **SME <=10**
- **SME 11-49**
- **Big company**
- **SME 50 - 249**

Dissemination

Technology keywords

Targeted countries

- **Germany**
- **United Kingdom**
- **Israel**
- **Turkey**
- **Japan**

Market keywords

- **07004005 - Furnishing and Furniture**
- **07004003 - Home furnishing and housewares**

Sector groups involved

- **Creative Industries**
- **Tourism**
- **Retail**

Media

Images



[CITY-MULTI-A-2-LIFESTYLE-VERTICAL-SD.jpg](#)



[CITY-MULTI-A-1-LIFESTYLE-VERTICAL-SD.jpg](#)

Videos

[Découvrez les personnes qui fabriquent The Line](#)