

DUMAS – Paris USA

Market Entry Strategy

Detectic & Implementing Business Opportunities
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MARKETING TEAM



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AGENDA

- 1** Diagnosis
- 2** Competitive Benchmark
- 3** Target Population
- 4** Key Objectives
- 5** Strategic Pillars
- 6** Marketing Strategy
- 7** Marketing Budget
- 8** Marketing Calendar
- 9** KPI's

DIAGNOSIS

The US Market

The United States is experiencing a growing demand for luxury bedding, with consumers seeking high-quality materials and innovative designs.

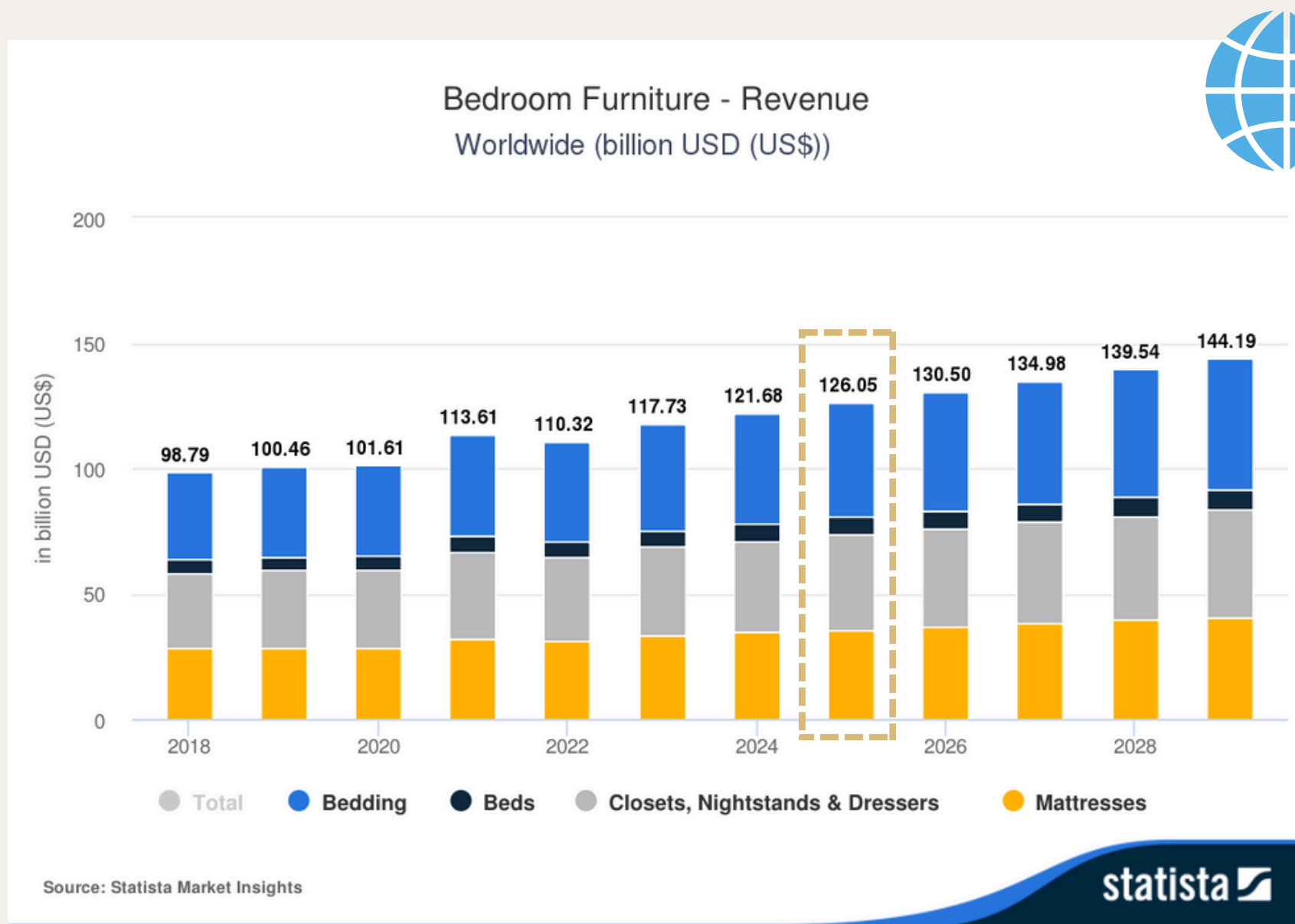
- In 2025, the revenue in the Bedding market in the United States is expected to reach US\$18.01bn and is projected to experience an annual growth rate of 4.08% (CAGR 2025-2029).
- Compared to other countries worldwide, the United States generates the highest revenue in this segment (US\$18.01bn in 2025)

Source: Statista. (2025). Bedding – United States. <https://www.statista.com/outlook/cmo/furniture/bedroom-furniture/bedding/united-states>



MARKET INSIGHTS (1/2)

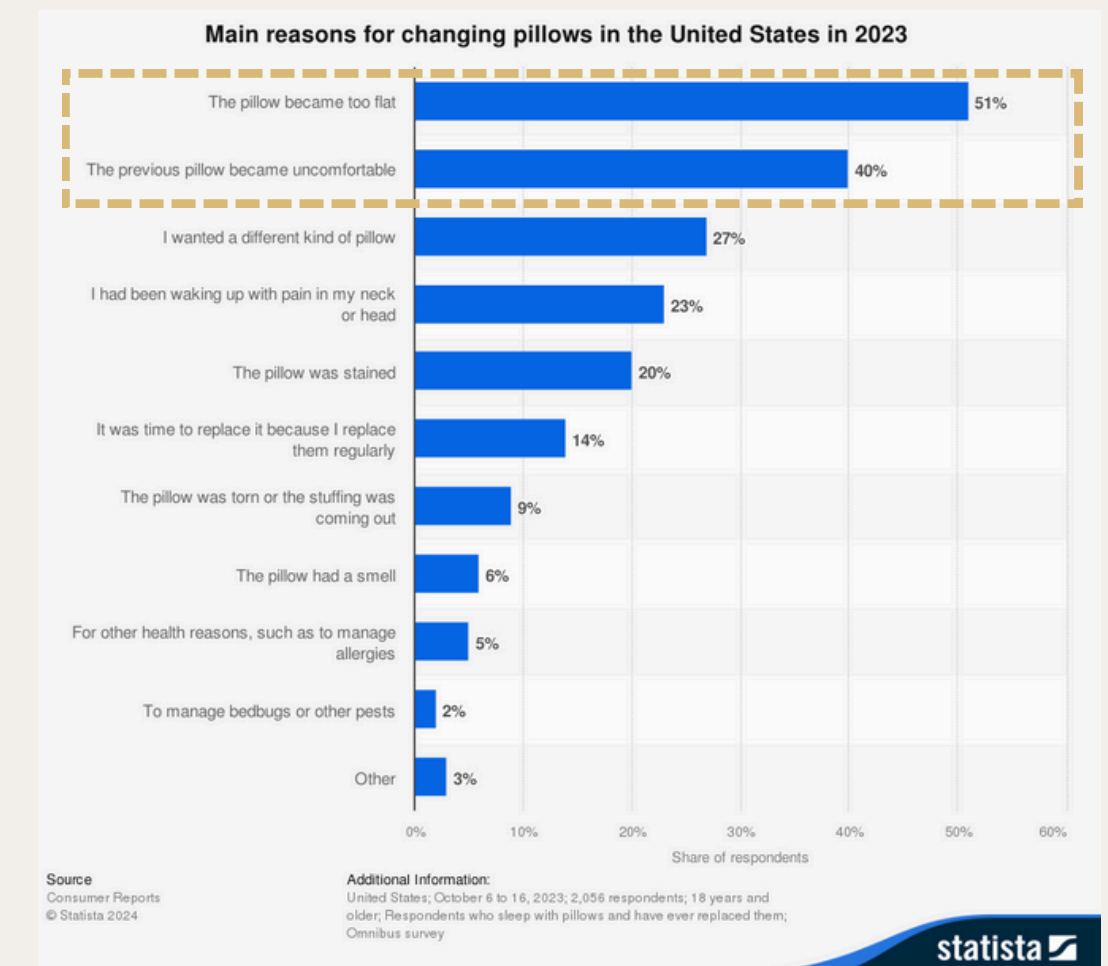
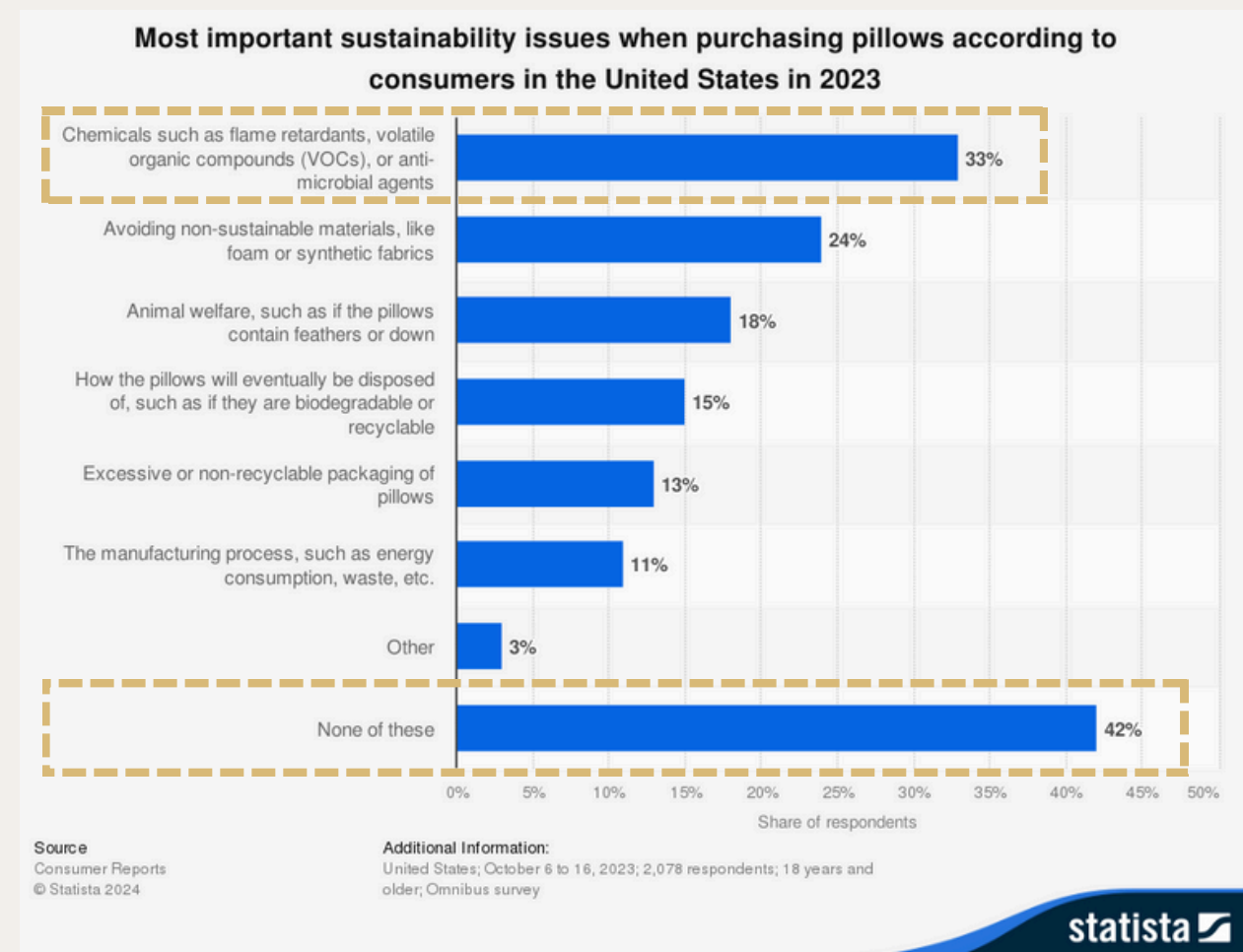
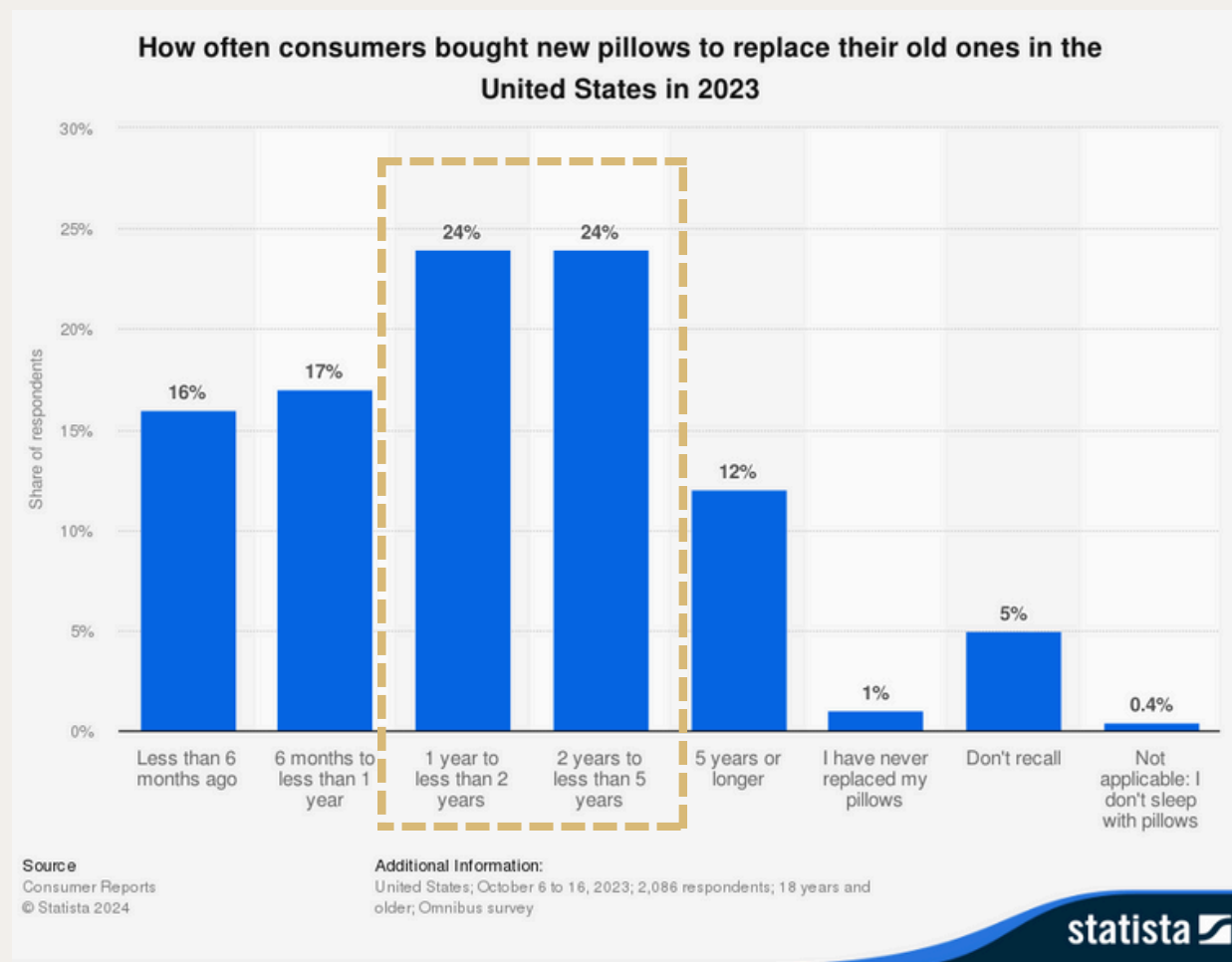
Bedding



Learning: With an increasing consumer demand for premium sleep experiences and materials, Dumas can differentiate itself particularly by leveraging its luxury craftsmanship & heritage bedding that aligns with evolving market preferences.

MARKET INSIGHTS (2/2)

Pillows



Learning: Dumas has a strong opportunity to cater to consumer preferences for comfort, durability, and sustainability. Since 51% of U.S. consumers replace pillows when they become too flat and 40% due to discomfort, Dumas emphasizes long-lasting, ergonomically designed pillows.

OPPORTUNITIES & BARRIERS – US MARKET

OPPORTUNITIES

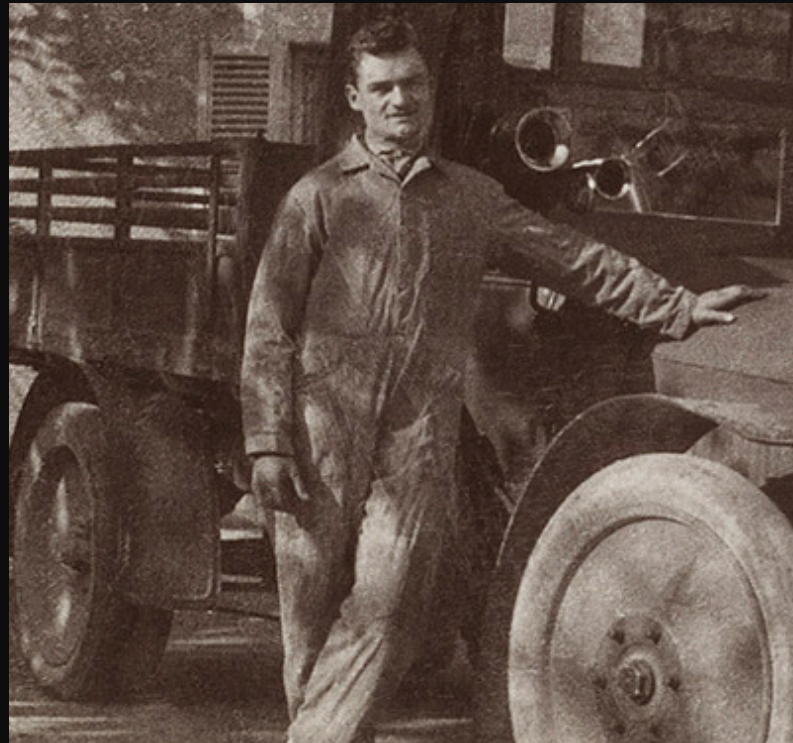
- Growing Luxury Bedding Market
 - The US bedding market is valued at \$25.7 billion in 2023, with a projected 7.1% CAGR (2024–2030).
 - Increasing consumer spending on high-end bedding and real estate growth fuel demand.
- Expanding E-Commerce and Digital Presence
 - Over 30% of luxury bedding sales now happen online, providing brands with global reach.
 - Digital platforms allow luxury hotels to source premium bedding easily.
- Strong Appeal of French Craftsmanship
 - “Made in France” represents quality, exclusivity and artisanal expertise.
 - Demand for products made from sustainable materials and processes.

BARRIERS

- Intense Market Competition
 - Major US brands dominate this market → higher brand awareness and customer loyalty, making it difficult for new entrants
- High shipping costs, tariffs & long duration
 - Import duties and longer delivery times impact price competitiveness against local brands
- No physical touch of the product
 - 70% of American consumers prefer to buy bedding in-store. (*Statista*)
 - Customers cannot touch and experience the products first-hand before placing their order

DUMAS PARIS – USP FOR THE U.S.

*Dumas Paris embodies the **finest French bedding tradition**, combining five generations of savoir-faire, prestigious EPV-certified craftsmanship, and the world's most luxurious down to redefine the art of sleep.*



HERITAGE

A fifth-generation, family-owned French Maison with a century-old legacy of excellence



CRAFTSMANSHIP

More than just “Made in France” – certified with the prestigious EPV label, a mark of exceptional artisanal craftsmanship.

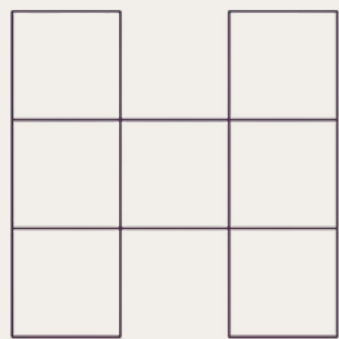


HIGHEST QUALITY

Crafted with the finest materials, featuring at least 70% premium down, ensuring unmatched softness, comfort, and durability

COMPETITIVE BENCHMARK

Given the user personas identified for the campaign, elaborate on the branding identity that the campaign will project.



SOHO HOME

saatva



PARACHUTE



BOLL & BRANCH

SFERRA



brooklinen

PACIFIC COAST FEATHER

ANICHINI

Peacock Alley

BRAND				BOLL & BRANCH	PARACHUTE			
GLOBAL PRESENCE	<p>-Present throughout the world</p> <p>-Distribution channels: department stores, e-commerce sites (Sferra.com) and online retailers such as Neiman Marcus)</p> <p>-Target markets: North America, Europe, Middle East, Asia</p> <p>Partnerships: luxury hotels, interior designers, high-end shops</p>	<p>-International presence</p> <p>-Distribution channels: Physical shops in world capitals, online sales</p> <p>-Target markets: North America, Europe, Asia, Middle East.</p> <p>-Partnerships: Luxury hotels, yachts, private clubs.</p>	<p>-Presence in the United States & Canada</p> <p>-Distribution channels: Online sales on Brooklinen.com, partnerships with retailers such as Target</p> <p>-Target markets: Primarily the United States, with expansion into Europe and Canada</p> <p>-Partnerships: Collaborations with influencers and interior designers</p>	<p>-Mainly focused on the US market</p> <p>-Distribution channels: Online (BollAndBranch.com), selected physical luxury retailers in the US</p> <p>-Target markets: United States, with gradual international expansion</p> <p>-Partnerships: Collaborations with hotels and interior design projects</p>	<p>-Mainly focused on the US market</p> <p>-Distribution channels: Online sales (ParachuteHome.com), physical shops in the United States</p> <p>-Target markets: United States, Canada, Europe</p> <p>-Partnerships: Luxury hotels and interior design projects</p>	<p>-Mainly present in the United States, but has begun to extend its reach to Canada</p> <p>-Distribution channels: Online (Saatva.com), with distribution partners such as Amazon</p> <p>-Target markets: Mainly the US, with recent expansion into Canada</p> <p>-Partnerships: Hotels and design companies</p>	<p>-Shops in cities around the world</p> <p>-Distribution channels: Soho House shops, online sales at SohoHome.com</p> <p>-Target markets: Mainly major international cities</p> <p>-Partnerships: Hotels and spaces in the Soho House network, and a clientele of interior designers</p>	<p>-Established in the United States, but with a limited international presence</p> <p>-Distribution channels: Online sales and via distribution partners such as Bed Bath & Beyond and Macy's.</p> <p>-Target markets: United States, with limited international presence</p> <p>-Partnerships: Hotel suppliers, superstores</p>
BRAND STRATEGY	Timeless elegance and Italian craftsmanship	Luxury bedding emblematic of 5-star hotels	Affordable, simplified luxury, sold direct to the consumer	The first 100% organic and fair trade bedding brand	Elegant simplicity, inspired by Californian lifestyle and well-being	Top-of-the-range bedding and mattresses, focused on health and ecology	Decoration brand inspired by Soho House hotels, exclusive design	Quality bedding at a competitive price, known for its down duvet
PRODUCT RANGE & QUALITY	<ul style="list-style-type: none"> • High-thread-count sheets • Duvets • Pillows • Mattresses 	<ul style="list-style-type: none"> • Sheets • Duvets • Pillows 	<ul style="list-style-type: none"> • Sheets • Comforters • Pillows • Blankets 	<ul style="list-style-type: none"> • Sheets • Blankets • Pillows • Mattresses 	<ul style="list-style-type: none"> • Sheets • Duvet Covers • Quilts • Pillows 	<ul style="list-style-type: none"> • Mattresses • Sheets • Pillows • Bedding accessories 	<ul style="list-style-type: none"> • Duvet Covers • Fitted sheets • Pillowcases • Bedspreads 	<ul style="list-style-type: none"> • Pillows • Comforters • Feather Beds
PRICING STRATEGY	Ultra luxury Duvets between \$1,000 and \$3,000	Ultra luxury Duvets between \$1,000 and \$3,000	Accessible Premium Duvets between \$200 and \$500	Accessible Premium Duvets between \$200 and \$500	Accessible Premium Duvets between \$200 and \$500	High-end Duvets between \$300 and \$800	High-end Duvets between \$300 and \$800	High-end Duvets between \$300 and \$800
DISTRIBUTION CHANNELS	<ul style="list-style-type: none"> • Official Website • High-end Retailers (Bloomingdale's) 	<ul style="list-style-type: none"> • Flagship Stores • Official Website • High-end Retailers 	<ul style="list-style-type: none"> • Official Website • Physical Retail 	<ul style="list-style-type: none"> • Official website • Retail Locations (Nordstrom) 	<ul style="list-style-type: none"> • Official Website • Physical retail • Brick-and-mortar stores across the U.S. 	<ul style="list-style-type: none"> • Official website • Flagship stores (NYC, Washington, D.C., LA, & San Francisco) 	<ul style="list-style-type: none"> • Official Website • Physical Retail • Flagship stores (Duke of York Square, Chelsea, London) 	<ul style="list-style-type: none"> • Official website • Major department stores • Online retailers
SUSTAINABLE & ETHICAL PRACTICES	Sustainable initiatives are not widely published	Sustainable initiatives are not widely published	<p>-Ethical sourcing practices</p> <p>-Marlow pillow is OEKO-TEX certified (no toxic substances)</p>	<p>-GOTS-certified products (use of organic cotton)</p> <p>-Fair Trade certified (fair working conditions throughout their supply chain)</p>	Offers OEKO-TEX Standard 100 certified products (no toxic substances)	Lofton sheets by Saatva are GOTS certified for organic cotton and are produced in Fair Trade certified factories	Sustainable initiatives are not widely published	Offers an organic pillow and duvet (100% organic cotton)

TARGET POPULATION B2C



Ultra-HNWIs

They prefer top-of-the-range products, ready to invest in luxury and comfort.



Expatriots and Francophiles

Passionate about French know-how, looking for products that embody French quality and craftsmanship.



Wellness Enthusiasts

Lovers of well-being, seeking quality, naturalness and comfort for a balanced lifestyle.

TARGET POPULATION B2B



Hotels

Offer top-of-the-range bedding for a luxurious, unforgettable sleep experience.



Resorts

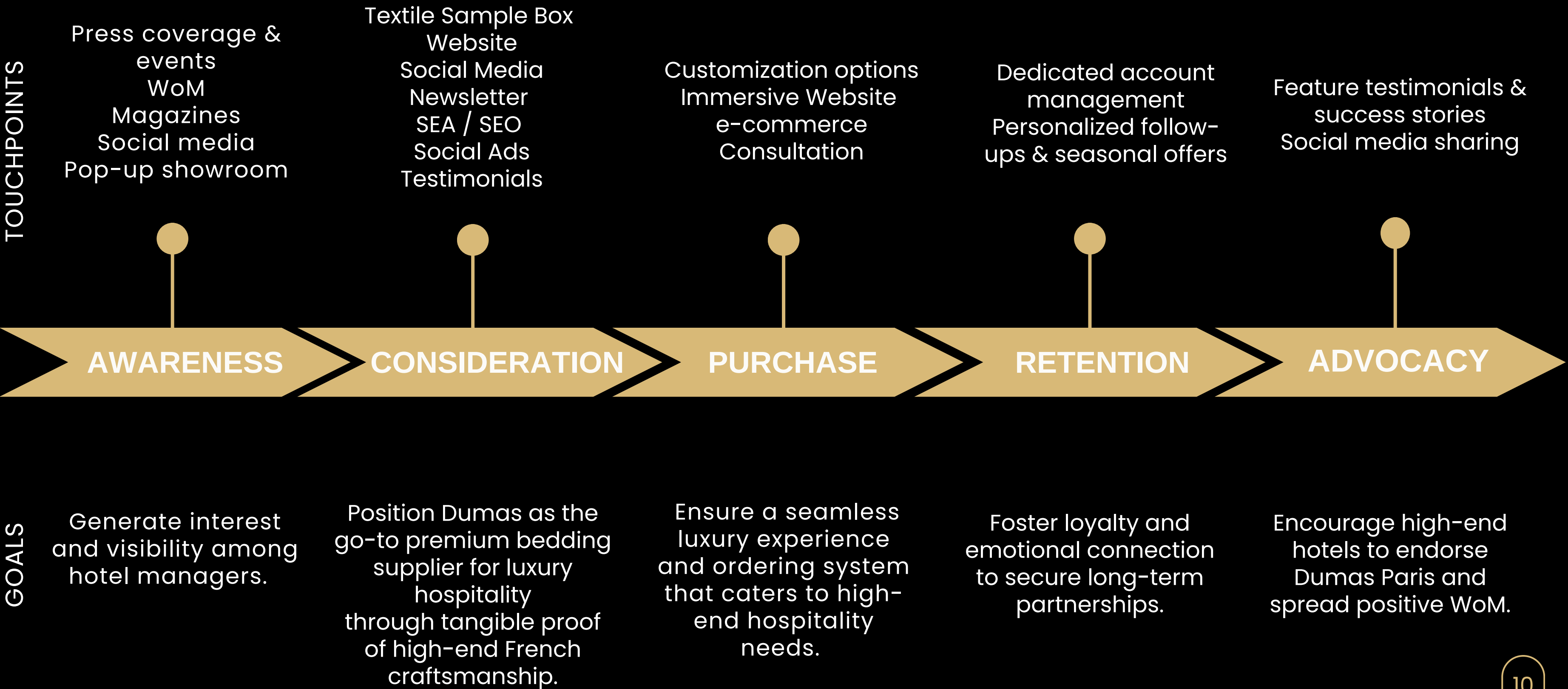
Premium comfort to guarantee relaxation and absolute well-being.



Private Aviation

Demand exceptional products combining luxury, comfort and exclusivity in flight.

B2B CUSTOMER JOURNEY



POTENTIAL B2B CLIENTS

Hotels

THE PENINSULA
HOTELS


ACCOR

EST • 1911
GRAND
GALVEZ
QUEEN OF THE GULF
AUTOGRAF COLLECTION®
HOTELS

 pullman
HOTELS AND RESORTS

Resorts


AMANGIRI
UTAH


THE RANCH AT ROCK CREEK
Montana


Post Ranch Inn
AT BIG SUR

ĀMAN
RESORTS

Private Aviation

VISTA  JET


PRIVATEFLY

NETJETS®

TOOLS TO IDENTIFY NEW CLIENTS

New Hotel Openings

SCROLL DOWN FOR MORE

The List

BY THE ORANGE STUDIO

Explore THE LIST curated by The Orange Studio to find out about the most relevant and upcoming openings of luxury and lifestyle hotels.

We strive to keep this list of hotel openings accurate. If you have suggestions or spot any amends, please let us know at hello@theorangestudio.com.

We are constantly adding new and exciting hotel openings, so be sure to subscribe to stay in the know.

Naples Beach Club, a Four Seasons Resort	UNITED STATES	2025	⌵
Waldorf Astoria New York	UNITED STATES	2025	⌵
Aman Miami Beach	UNITED STATES	2026	⌶

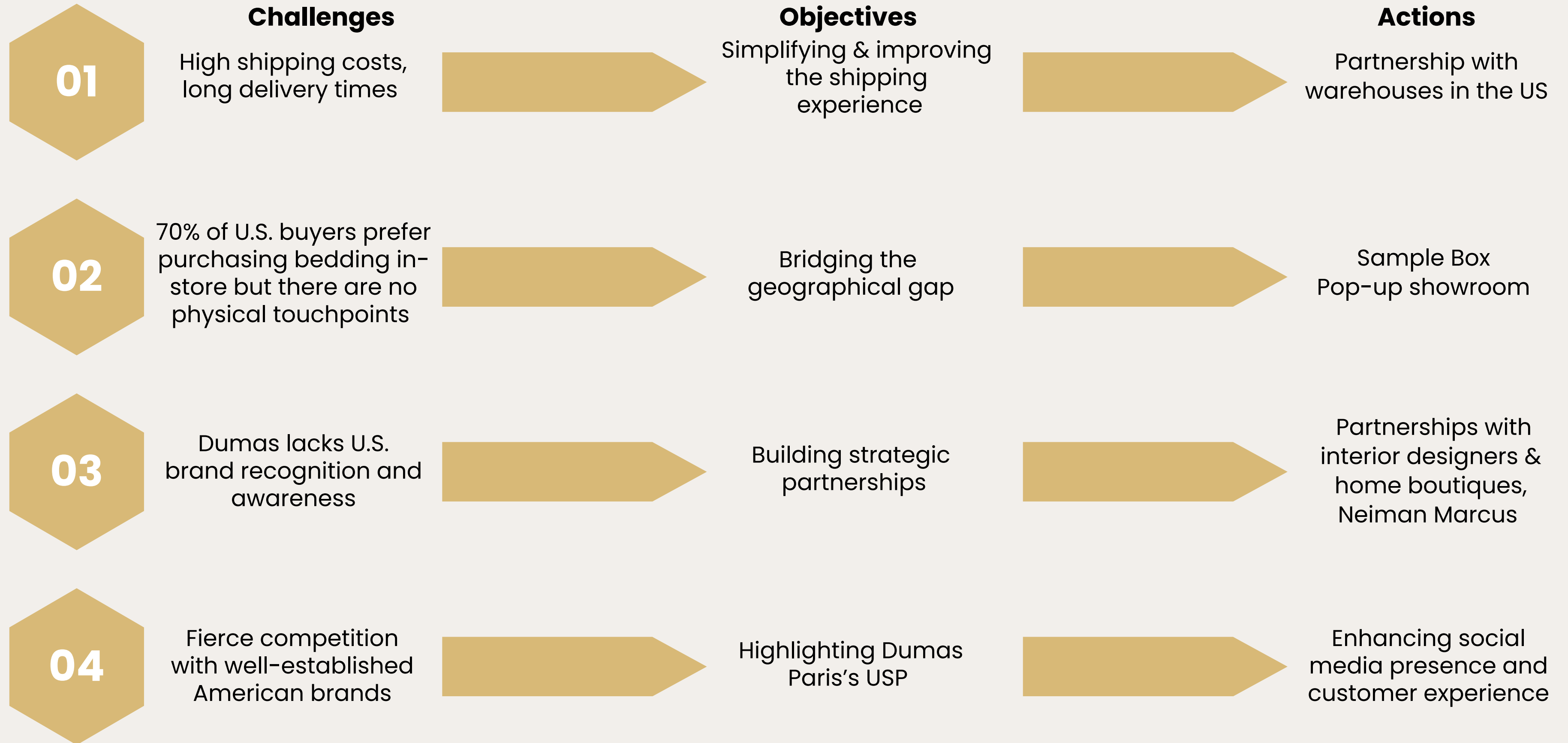
Aman Miami Beach in the Faena District will blend serene luxury with Miami’s vibrant energy. Set in the restored Art Deco Versailles Hotel, the 56-suite hotel offers ocean views and direct beach access. Guests and residents will enjoy an Aman Spa, exclusive dining, and the private Aman Club.

[Visit website](#) ↗

The website “The Orange Studio” provides a curated list of upcoming luxury hotel openings in the U.S., offering valuable insights into potential new clients for Dumas Paris.

By identifying high-end hotels at the pre-opening stage, Dumas can engage with potential new clients early on.

KEY OBJECTIVES & STRATEGIC PILLARS

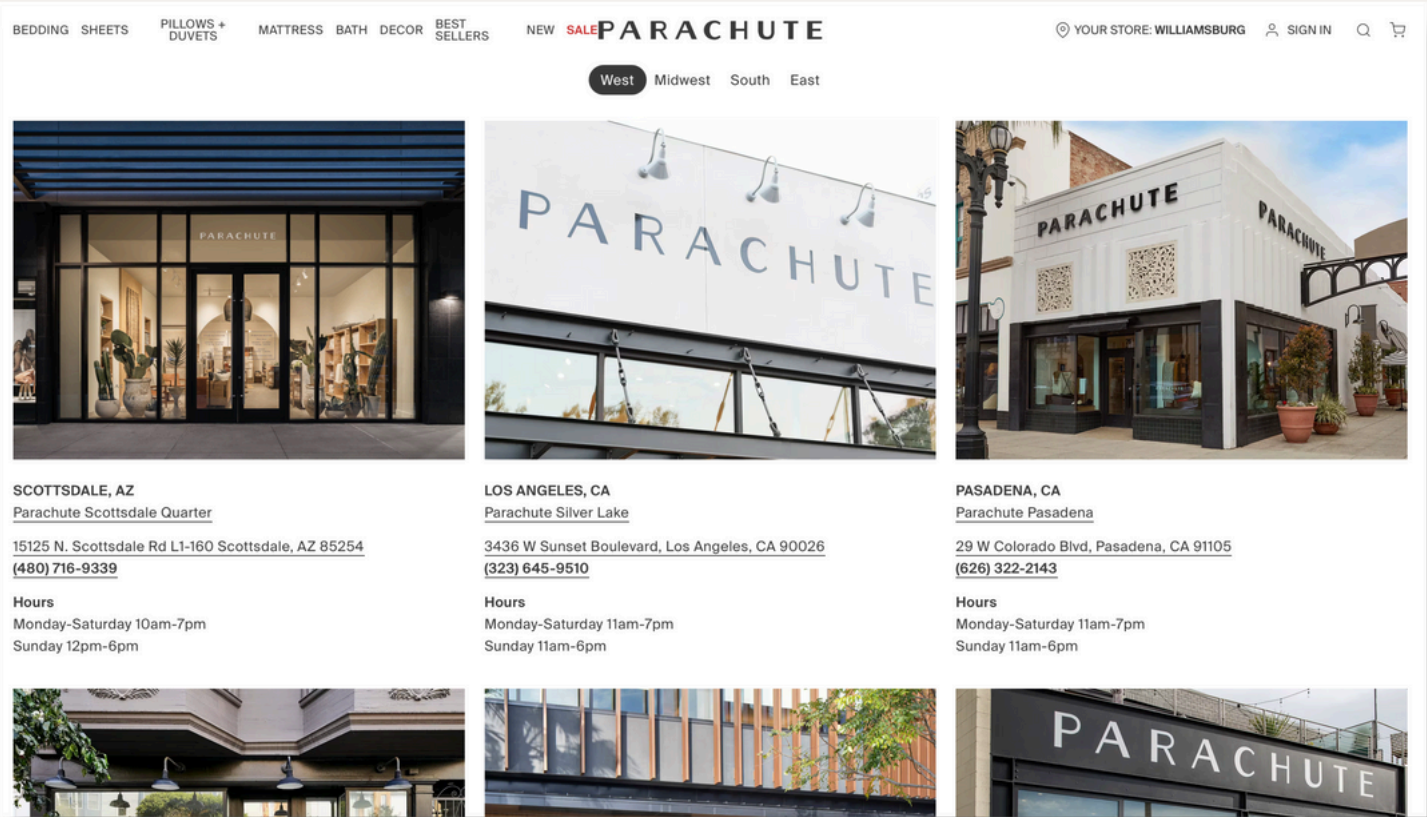


SIMPLIFY & IMPROVE THE SHIPPING EXPERIENCE

Solution:

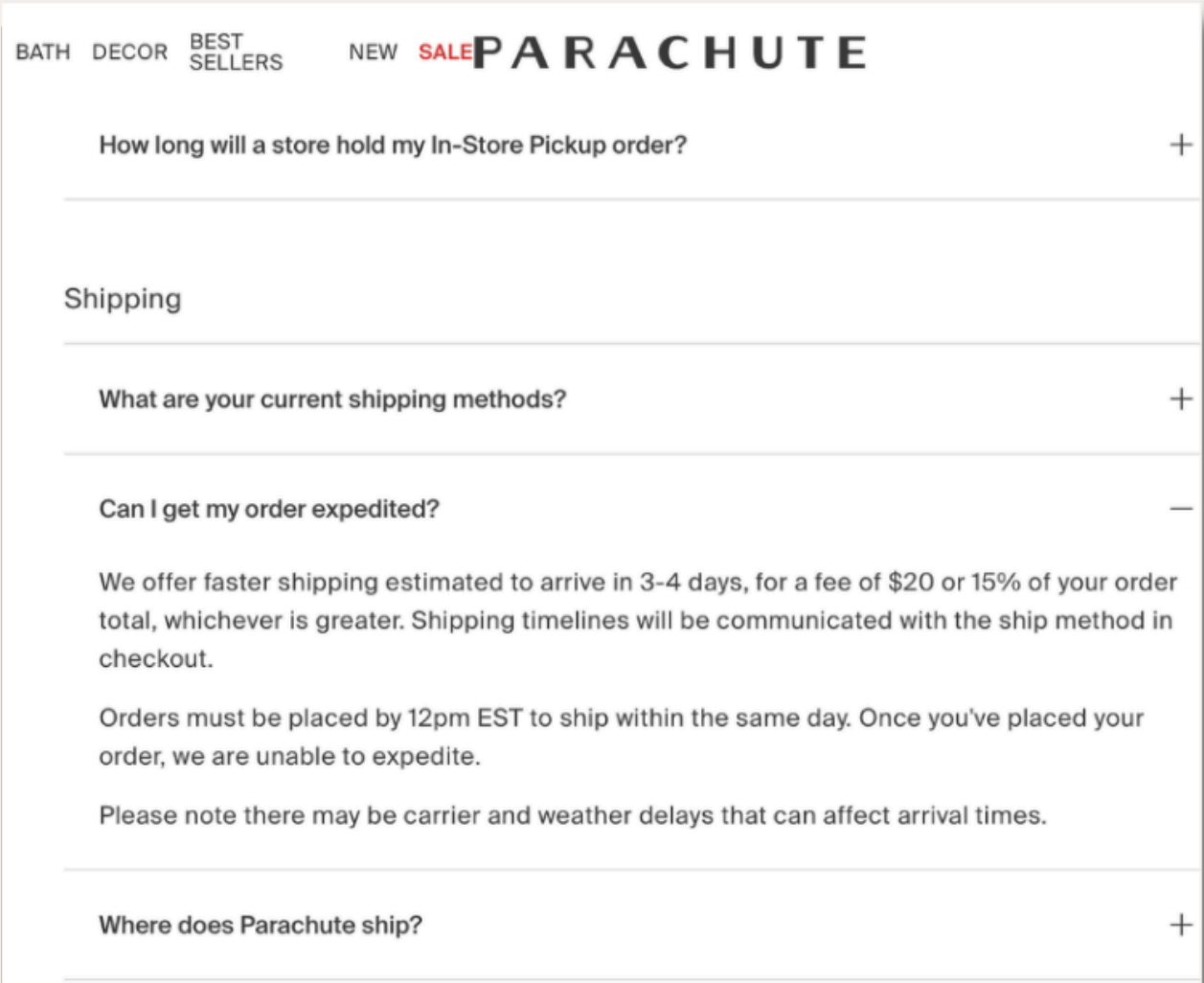
Partner with a U.S. warehouse
Faster domestic shipping.

Offer express shipping for luxury customers
Transparent pricing & packaging improvements



Benchmark – Parachute Home

Uses local warehouses to offer 3-4 days shipping on premium bedding.



EXAMPLES:

Investing in shared warehouses through cargo shipping in key import areas in the United States

New Jersey (Northeast Hub)

Close to major ports (New York & Newark) for efficient transatlantic shipping
Direct access to high-demand markets like New York, Philadelphia, and Boston
Well-developed logistics network for seamless B2B distribution



Miami, FL (Southeast Gateway)

Proximity to Miami's luxury hotel and tourism market
Strong international trade connections, especially with wealthy European Travellers
Ideal for reaching high-end resorts and hospitality businesses in Florida



Houston, TX (Central U.S. Distribution)

Major logistics hub with strong infrastructure for nationwide distribution
Cost-effective storage and shipping compared to coastal locations
Strategic access to both East and West Coast markets



BRIDGING THE GEOGRAPHICAL GAP

Solution

- Textile sample → Send fabric swatches for online customers.
- Pop-up Showrooms to establish a physical presence

Benchmark:

Saatva (U.S. premium mattress brand)
→ Uses showrooms to let customers test before buying

180-night home trial on all mattress toppers

Give your body the time it needs to acclimate to your new mattress topper with our generous trial period.

Sleep on it for up to six months

- After a few nights, your brand new mattress topper should soften a bit and contour to your curves
- Allow your body at least a few nights to get used to your new sleep surface

Free returns*

* We currently do not have an exchange policy for mattress toppers. If you would like to exchange, simply return your order and purchase another topper.

** Saatva Viewing Room locations cannot accept returns or exchanges of any kind. Please call, email or start a chat with one of our sleep guides to start your return/exchange.



Saatva Viewing Rooms

Experience Saatva comfort in real life in an inviting, pressure-free environment before enjoying your 365-night home trial.

West Southwest Midwest Southeast Northeast

West

LOS ANGELES • CALIFORNIA



Saatva West Hollywood

8715 Melrose Ave
West Hollywood, CA 90069-5056

SAN FRANCISCO • CALIFORNIA



Saatva Union Square

128 Post Street
San Francisco, CA 94108

SAN DIEGO • CALIFORNIA



Saatva Westfield UTC

4505 La Jolla Village Drive
San Diego, CA 92122

PORTLAND • OREGON

SEATTLE • WASHINGTON

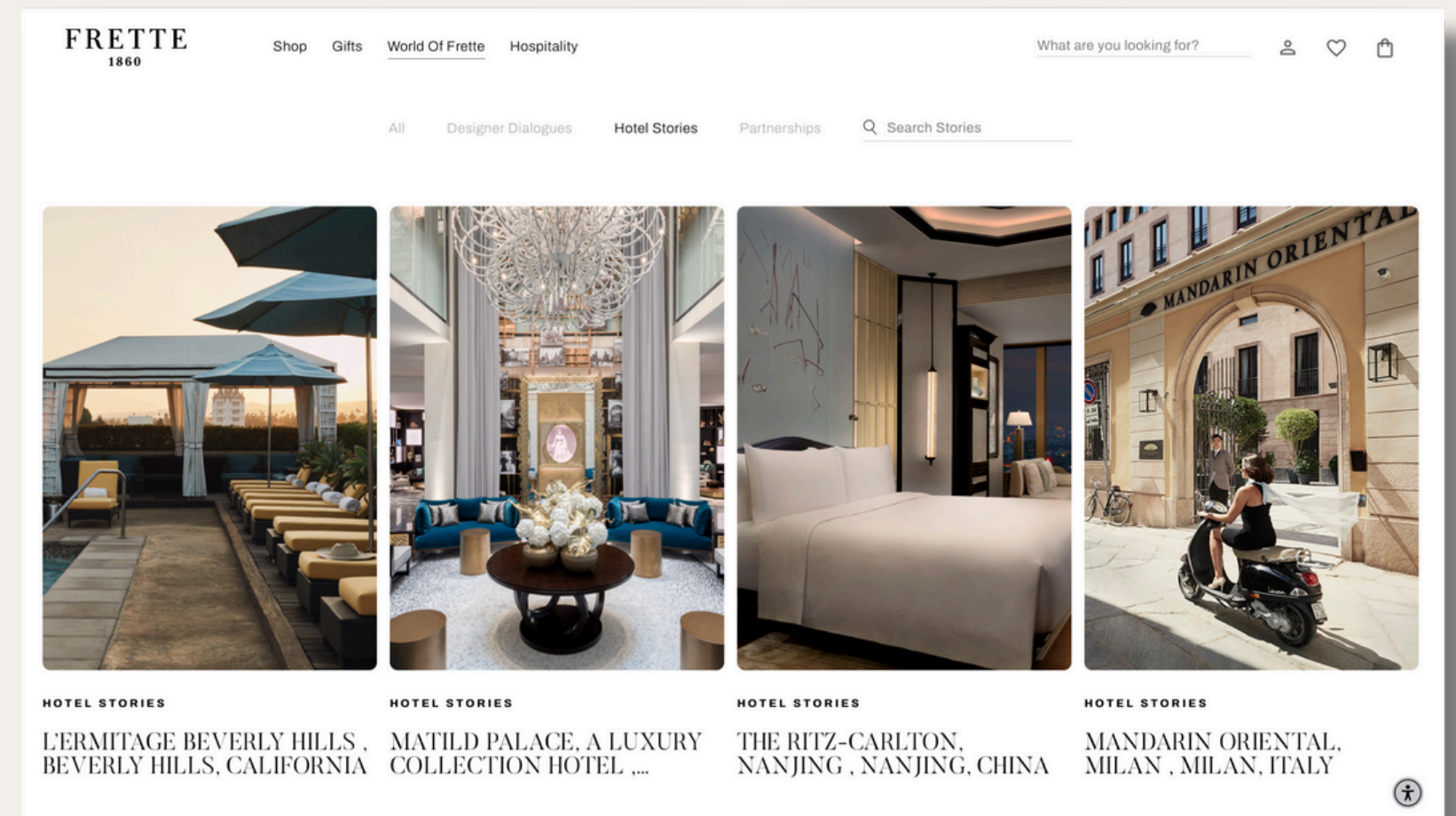
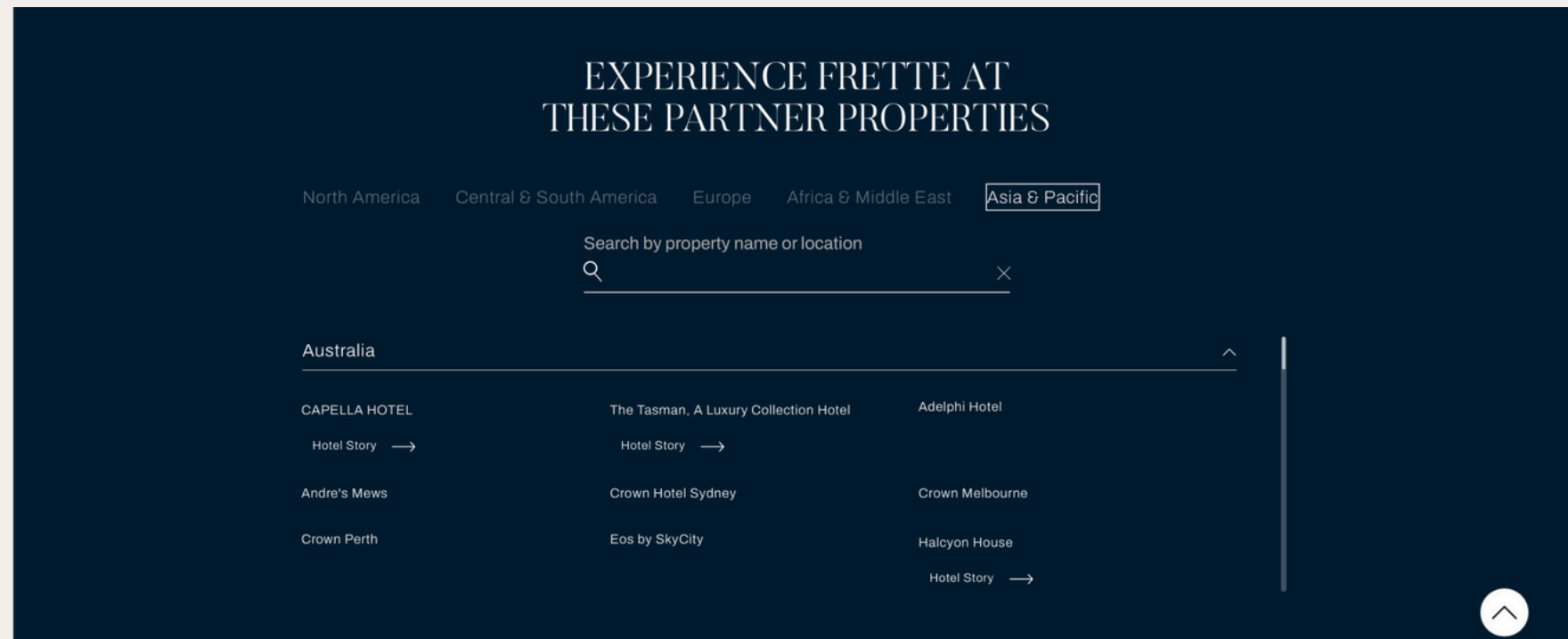
BUILDING STRATEGIC PARTNERSHIPS

Solution :

- Establishing exclusive partnerships with interior designers & home boutiques
- Considering a partnership with Neiman Marcus
- Collaboration with another fashion brand, spas or retreats

Benchmark : Frette (Italian luxury bedding brand)

→ Found in luxury hotels worldwide, boosting credibility & sales.



HIGHLIGHTING DUMAS PARIS' USP

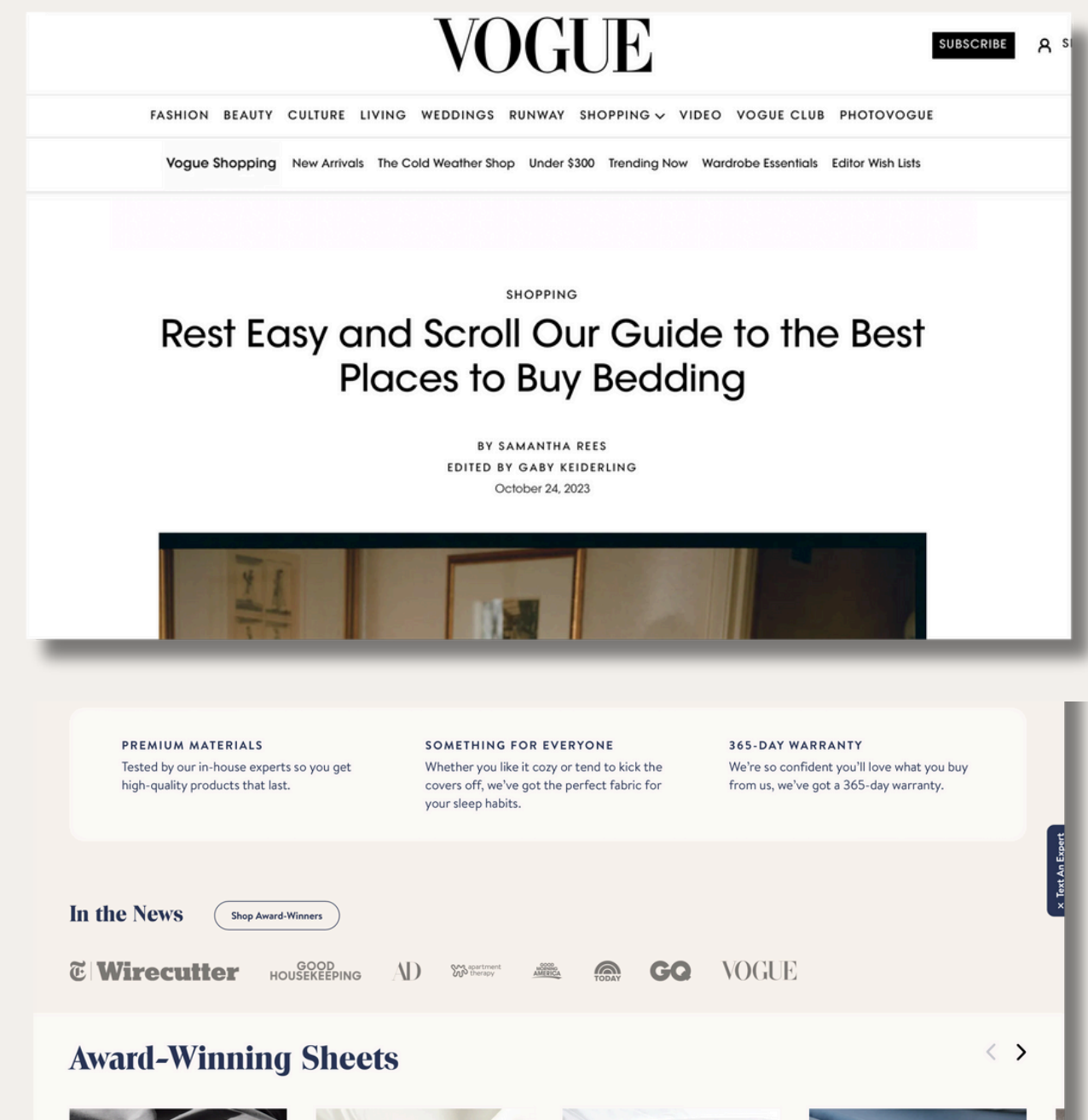
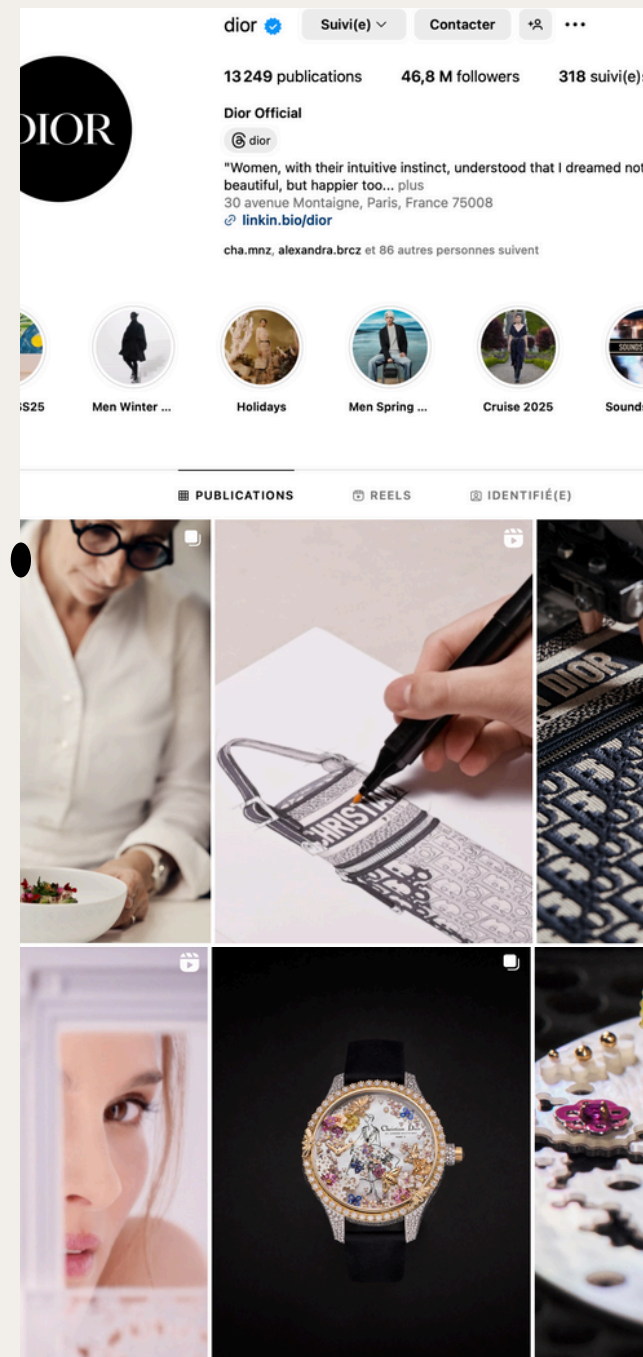
Solution :

- Instagram, Pinterest, Website → Focus on aesthetic, storytelling-driven content.
- Short-form videos → Craftsmanship & production process.
- Deeper + detailed insights about the materials & craftsmanship on YouTube
- Features in magazines
- "Behind the Craft" page → Feature artisans, materials, process.
- Hotel partnerships & collaborations → Build credibility & heritage appeal.

Benchmark:

Brooklinen → highlights its appearances in magazines such as Vogue.

Dior → highlight their “savoir-faire” and the craftsmanship of certain products, adding to the storytelling online.



MARKETING STRATEGY

Objectives:

- Build brand awareness & credibility in the U.S. luxury market
- Differentiate Dumas -> craftsmanship, heritage, storytelling
- Leverage country of origin to enhance top-quality
- Create visually stunning, storytelling-driven content

Channels: YouTube, Instagram, LinkedIn, Pinterest, newsletter
SEO -> focus on English keywords

Objectives:

- Showcase a high-end brand image with premium aesthetics and seamless navigation
- Reinforce immersive storytelling
- Bridge the gap between physical & digital
- Showcase partnerships to gain credibility

Channels: Dumas Paris official website

Objectives:

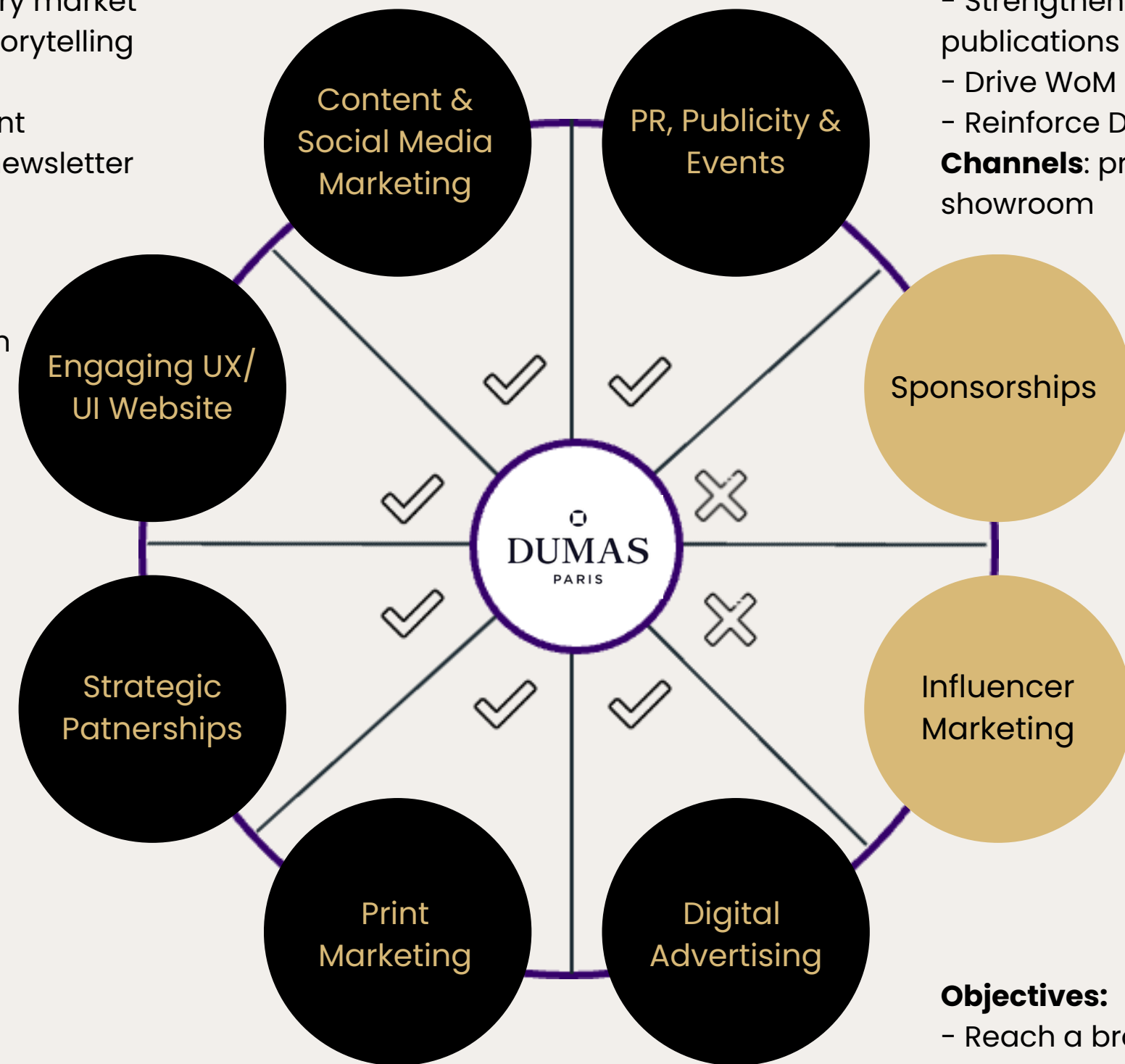
- Position Dumas as more than just a bedding brand—but a luxury (sleep) experience
- Expand brand reach through synergetic collaborations

Channels: Spas, fashion brands, wellness retreats, bed furniture company, Neiman Marcus

Objectives:

- Reinforce the brand's high-end image
- Highlight craftsmanship, material excellence, and luxury experience
- Reach wealthy clientele, interior designers, and key luxury industry players via specialised magazines & exclusive catalogues

Channels: Luxury & interior design magazines, articles in the hotel and luxury travel press, high-end lifestyle magazines (B2B & B2C)



Objectives:

- Strengthen credibility with features in top-tier luxury & business publications
- Drive WoM awareness through curated press events
- Reinforce Dumas' top-tier positioning in the U.S. luxury market

Channels: press releases, conference, exclusive media events, pop-up showroom

- High costs with uncertain ROI
- Risk of misalignment with the Dumas Paris brand identity

- Risk of diluting luxury brand image
- Influencer collaborations can easily be perceived as inauthentic in luxury markets

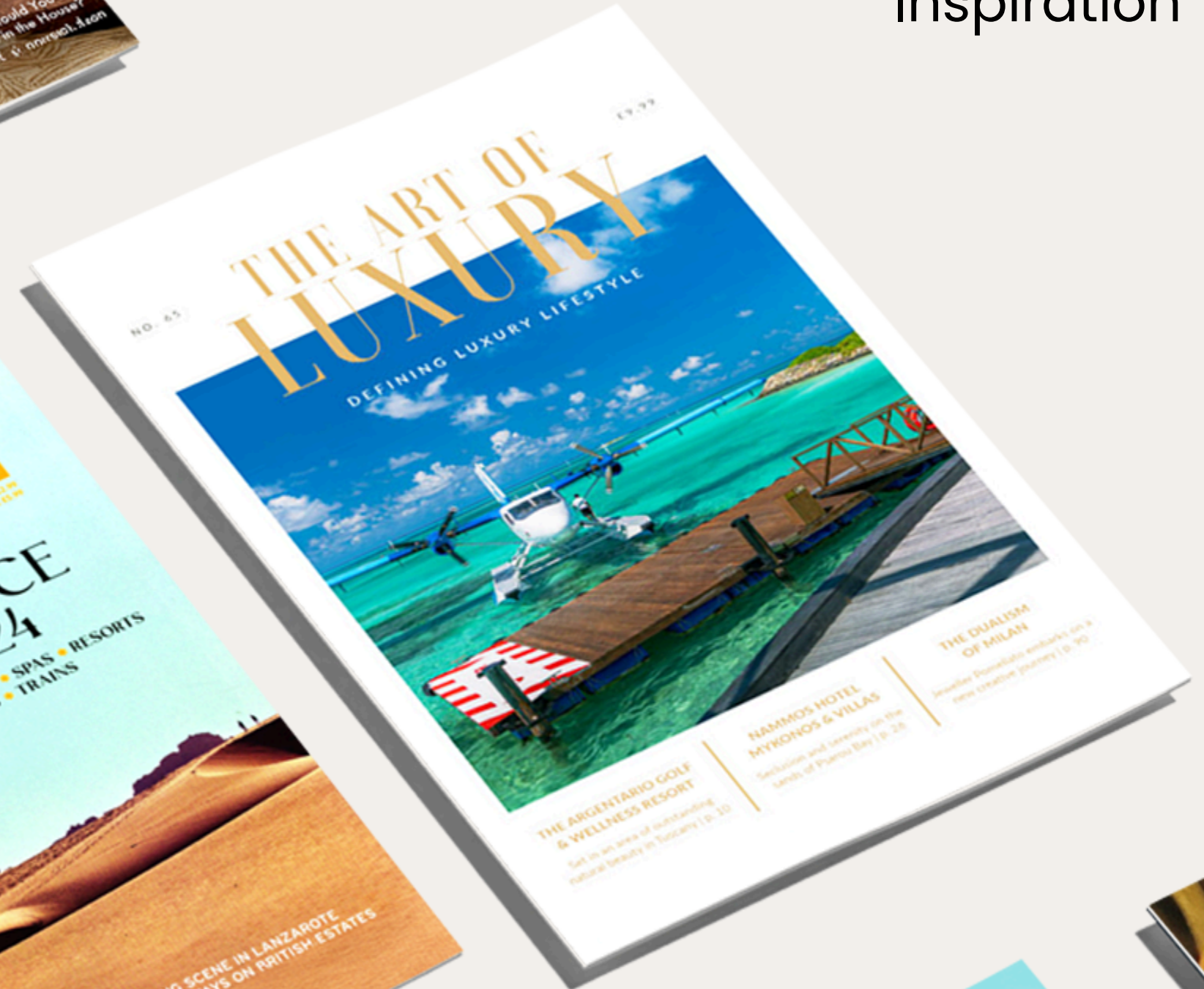
Objectives:

- Reach a broad audience of HNWIs and luxury hospitality buyers
- Increase brand awareness
- Position Dumas as THE French luxury bedding brand
- Drive qualified traffic to the website and improve CR

Channels: SEA & SM Paid ads specifically targeting American clients

PRINT MARKETING

Inspiration

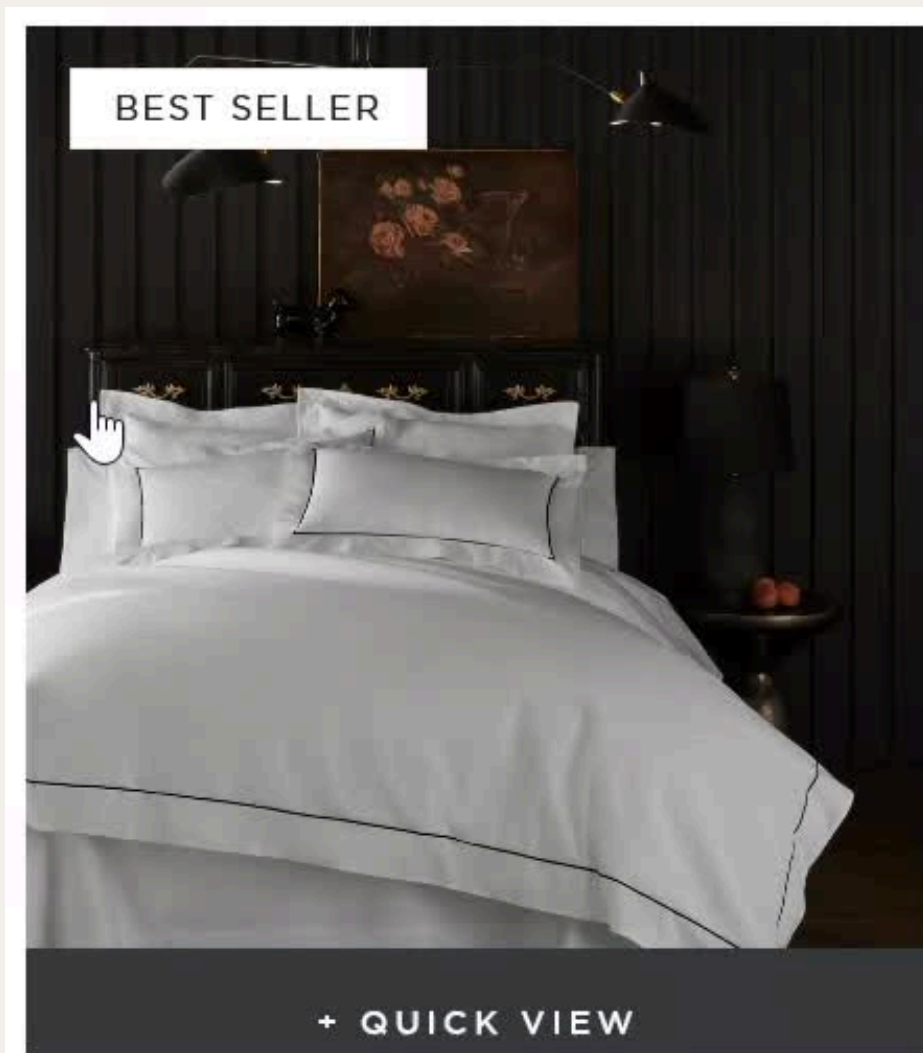


PSD
mockup

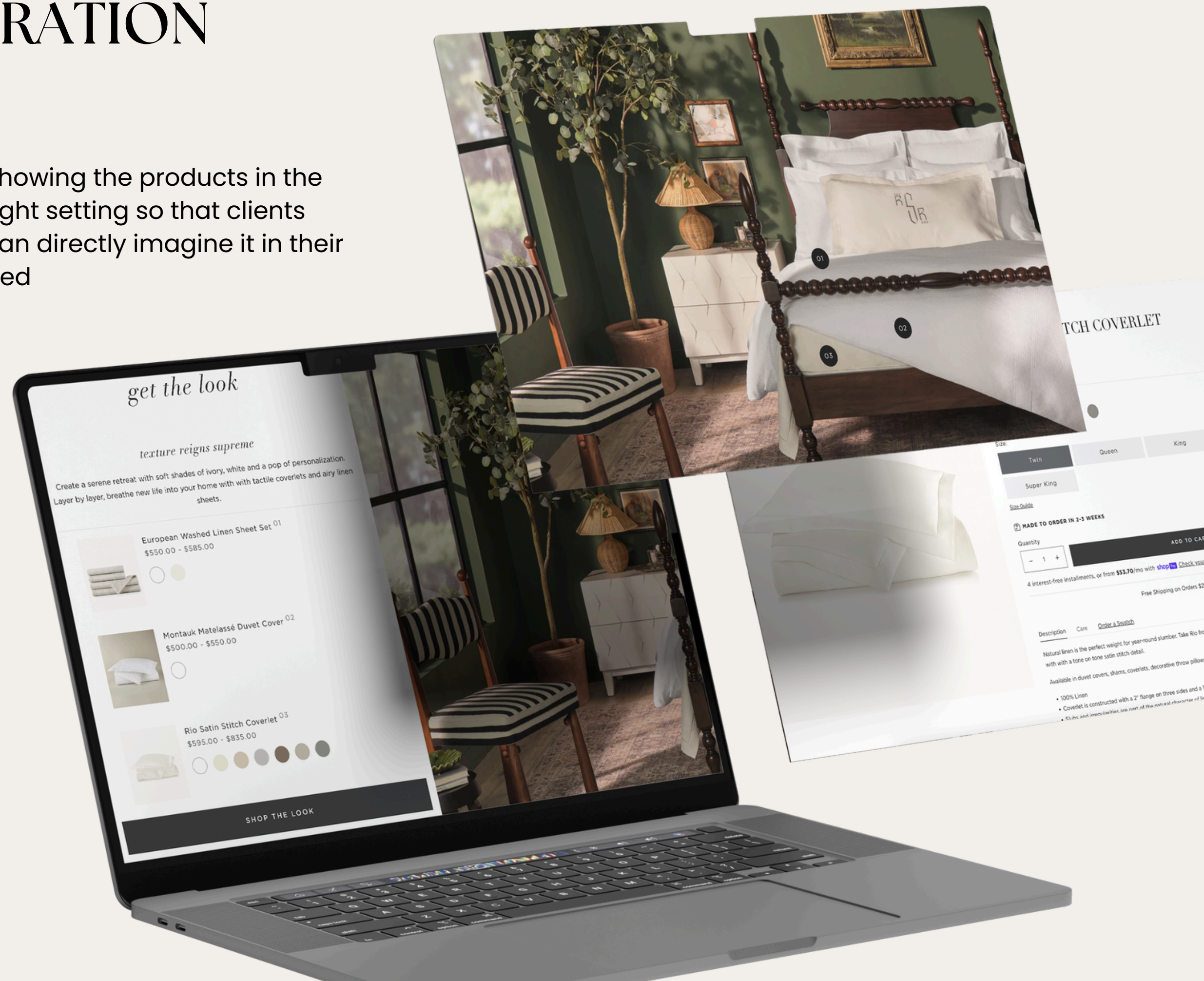
WEBSITE UI-UX INTEGRATION

Inspiration from Peacock Alley

- 1 Interactive UI-UX product display
Pack shot vs lifestyle

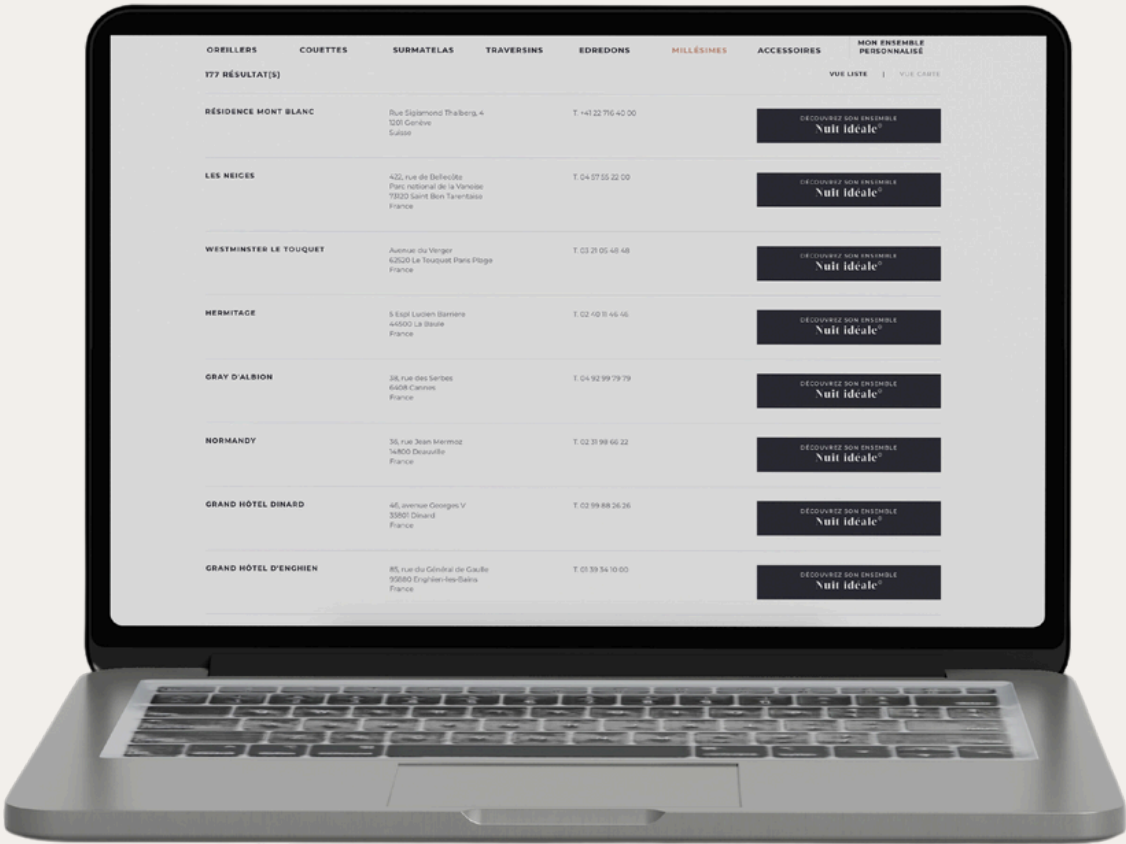


- 2 Showing the products in the right setting so that clients can directly imagine it in their bed

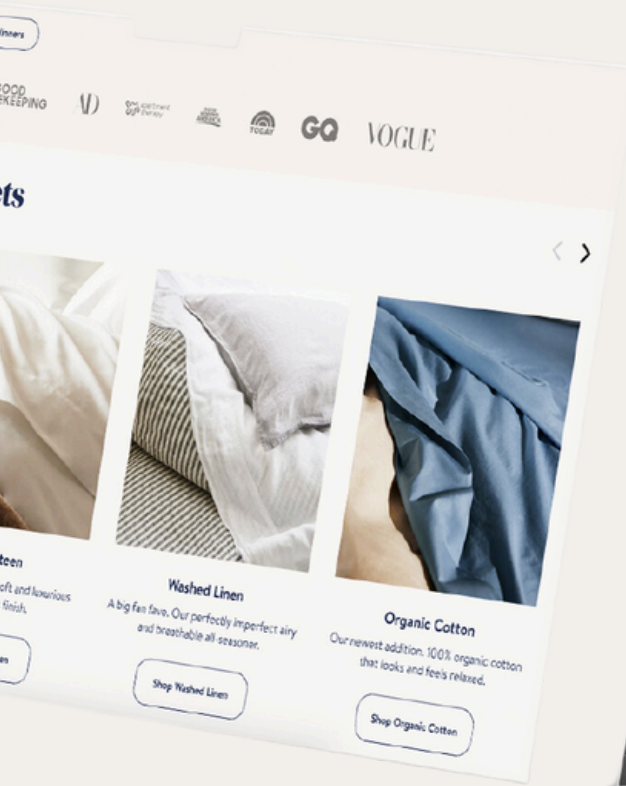


SHOWCASE PARTNERSHIPS TO GAIN CREDIBILITY

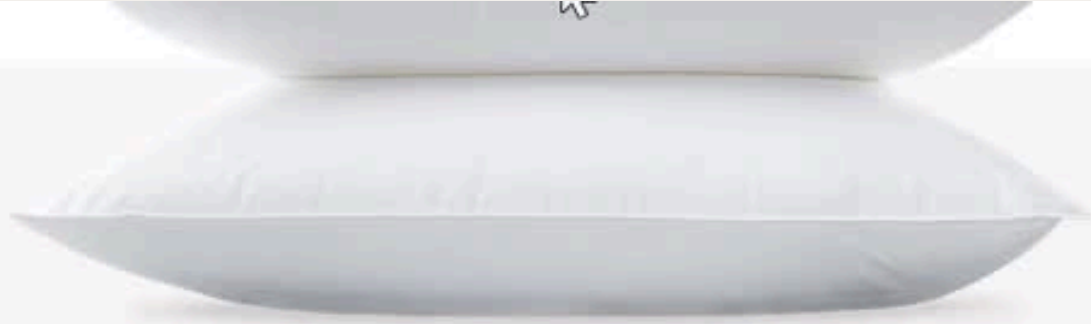
Inspiration from Matouk website
Idea: add more visuals, photos and
logos to the partner hotels page



Current



BRIDGE THE GAP BETWEEN THE PHYSICAL & DIGITAL SPACE



Edelweiss

Eiderdown Fill | 100% Cotton Batiste or 100% Silk Shell

Edelweiss, our most extraordinary offering, is filled with a minimum of 95 percent eiderdown. Revered for its lightness and superior insulation qualities, our eiderdown is harvested by hand in an environmentally friendly manner from the abandoned nests of Icelandic female eider ducks; no harm is done to the ducks or their eggs. After it is collected, the eiderdown is cleaned using only pure water.

Eiderdown clusters are large and finer than any other type of down, yet so delicate that they will not poke through silk. Luxuriously warm and soft, eiderdown provides exceptional insulation, but doesn't trap heat, thus offering maximum breathability and comfort. This exquisite material continually adjusts to your body temperature throughout the night, providing an unparalleled sleep experience.

SHOP EDELWEISS

☒ Soft

Specifically crafted for stomach sleepers, our plush Soft pillows gently cradle the head and neck, keeping them at a comfortable angle.

☐ Medium

Our Medium-density pillows offer more support than softer pillows without being too firm. These pillows cushion the head and neck at a natural angle, making them especially well suited to back sleepers.

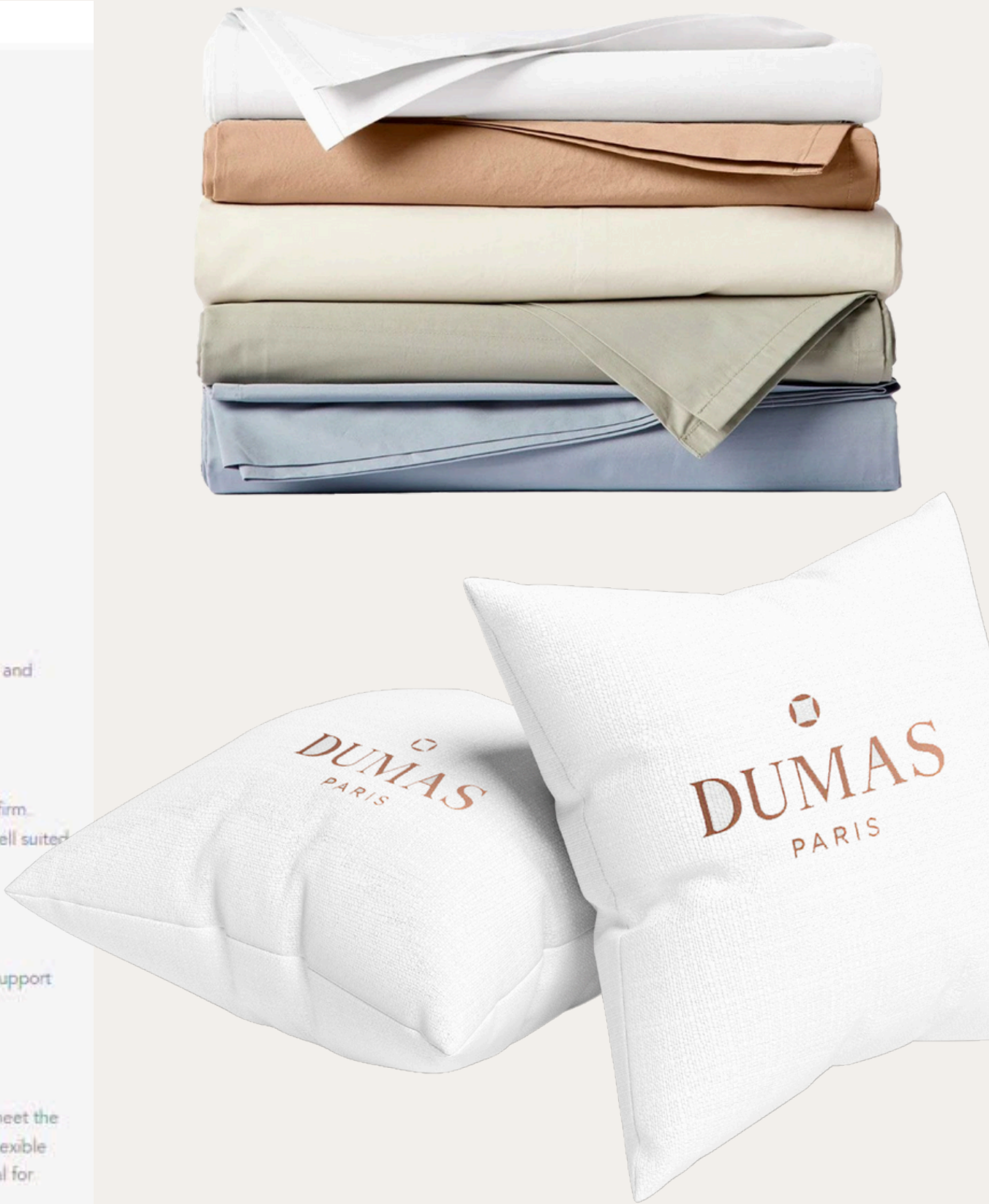
☐ Firm

Our Firm pillows ease stress on the neck and shoulders, offering side sleepers all the support they need by keeping the body in a horizontal line.

☐ Medium 3-Chamber

Supremely fluffy yet remarkably supportive, Matouk's sumptuous 3-Chamber pillows meet the needs of the most selective sleepers. These pillows are built with a firm inner core of flexible feathers that is wrapped with exceptionally soft down. Three-Chamber pillows are ideal for those who desire the luxurious comfort of pure down, but require additional support.

Making it easy and convenient for customers to compare products



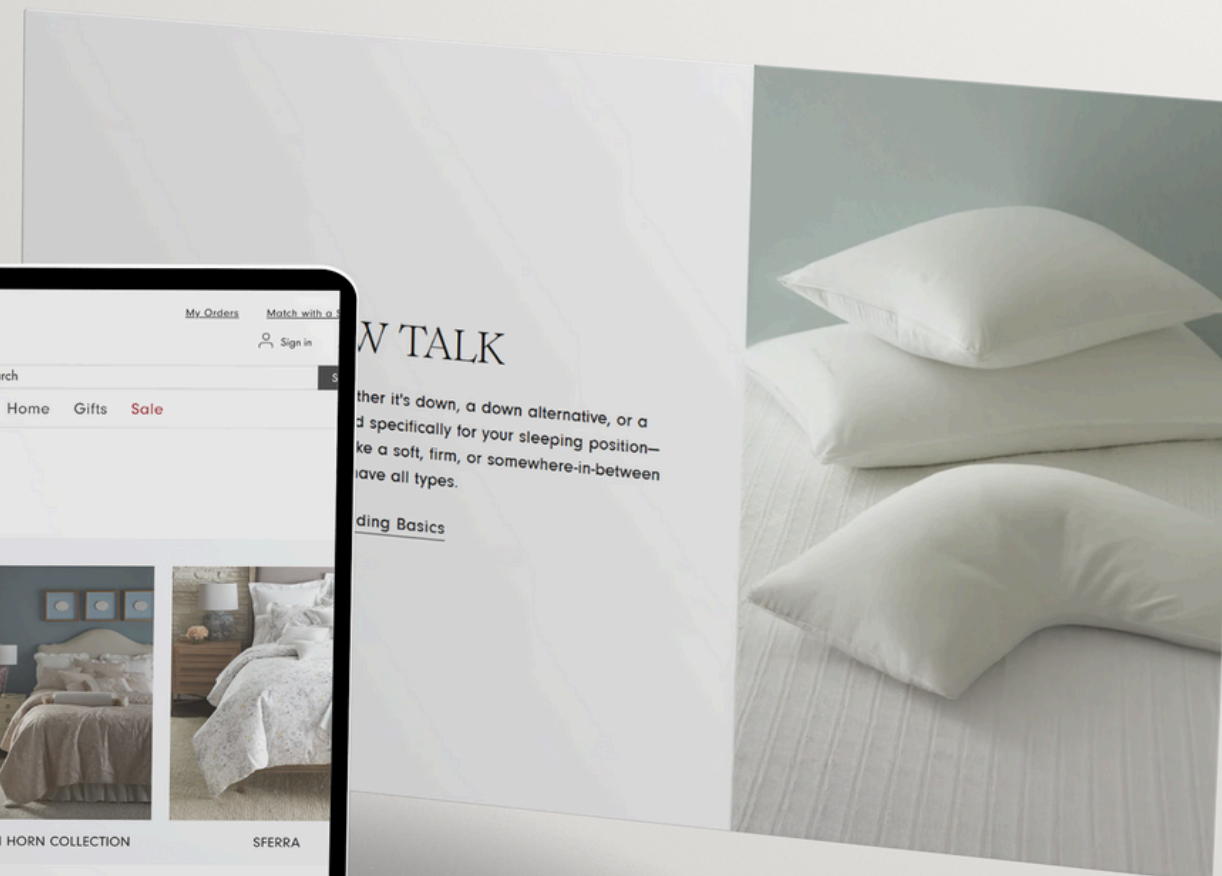
Offering a textile sample box so that they can touch and feel before buying

STORYTELLING

CRAFTSMANSHIP, HERITAGE, EXCELLENCE & EMOTIONS



Elegant lifestyle shots that match
the high-end image



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1 <div>Video Demo</div> <div>Montly Inspo</div>	2	3 <div>Lifestyle</div>	4 <div>Hotel Luxury Escapes</div>
5	6 <div>Lifestyle</div>	7 <div>Destination Spotlights</div>	8 <div>Hotel Luxury Escapes</div>	9	10 <div>Product Reel</div>	11 <div>Partnerships</div>
12 <div>Success Stories</div>	13	14 <div>Sleep Wellness Tips</div>	15	16 <div>Product Features</div>	17 <div>Product Features</div>	18 <div>Hotel Luxury Escapes</div>
19	20 <div>Lifestyle</div>	21 <div>Lifestyle</div>	22 <div>Product Reel</div>	23	24 <div>Success Stories</div>	25 <div>Travel Guides</div>
26 <div>Product Reel</div>	27	28 <div>Partnerships</div>	29	30 <div>Lifestyle</div>	31	1 <div>Video Demo</div> <div>Montly Inspo</div>

Social Media Platform

Facebook/Instagram

Youtube

LinkedIn

Pinterest

Content Type

Luxury Hotel Escapes

Product Features

Success Stories

Lifestyle

Video Demo / Product Reels

Destination Spotlights

Travel Guides

Sleep Wellness Tips

Customer Insights

SOCIAL MEDIA MARKETING

Reinforcing storytelling



BUDGET BREAK DOWN:

Shipping Logistics: 30–40 days

Sea Shipping: Le Havre – New York

20ft Container = \$495

40ft Container = \$399

Warehouse: per year

New Jersey Warehouse = \$16.37–\$18.32 sqft

Texas Warehouse = \$8.56–\$12.31 sqft

Miami FL Warehouse = \$17.50–\$35.48 sqft

UX & UI Website Design

Design: Highly Interactive Designs

\$25,000

Back-end:

\$25,000

Maintenance: per year

\$3,500

Digital Advertising

- SEA, SM Paid Ads, etc

Minimally:

\$100 per month

Average:

5%–10% of Marketing Budget

Print Media: Magazines

Worldwide Recognized

Architecture Digest = \$69,260

Condé Nast Traveler = \$78,493

Locally Recognized

Modern Luxury Dallas = \$14,500

CS Magazine = \$18,800

Public Relations & Events

Press Events

Your own event : \$40,000

Joining others : Free or minimal

Pop-up Showroom

\$14,000–\$30,000 per month



KPIs

UX & UI Website Design

Bounce Rate: <40%
Session Duration: >3 mins
Conversion Rate: 1-2%

Content & Social Media Marketing

Engagement Rate: 3-5%
Follower Growth: 2-3%
Traffic from Social Media: 10-15%

Public Relations & Events

Media Impressions: 500-1000
Event Attendance: 70-100%
Press Coverage Conversions: 5-10%

Digital Advertising

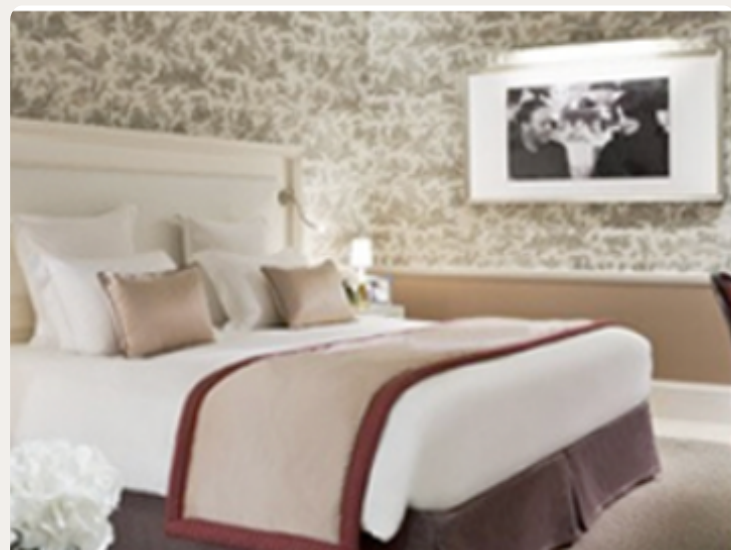
Click-Through Rate (CTR): 0.5-1%
Cost Per Acquisition (CPA): <25%
Ad Conversion Rate: 1-2%

Strategic Partnerships

Partnership Reach: >50 000 people
Lead Generation: >100 leads
Co-Marketing ROI: 5:1 ROI

Print Marketing

Reach: >10 000 readers
Response Rate: 0.5-1%
ROI from Print Campaigns: 5:1 ratio



THANK YOU!



APPENDIX



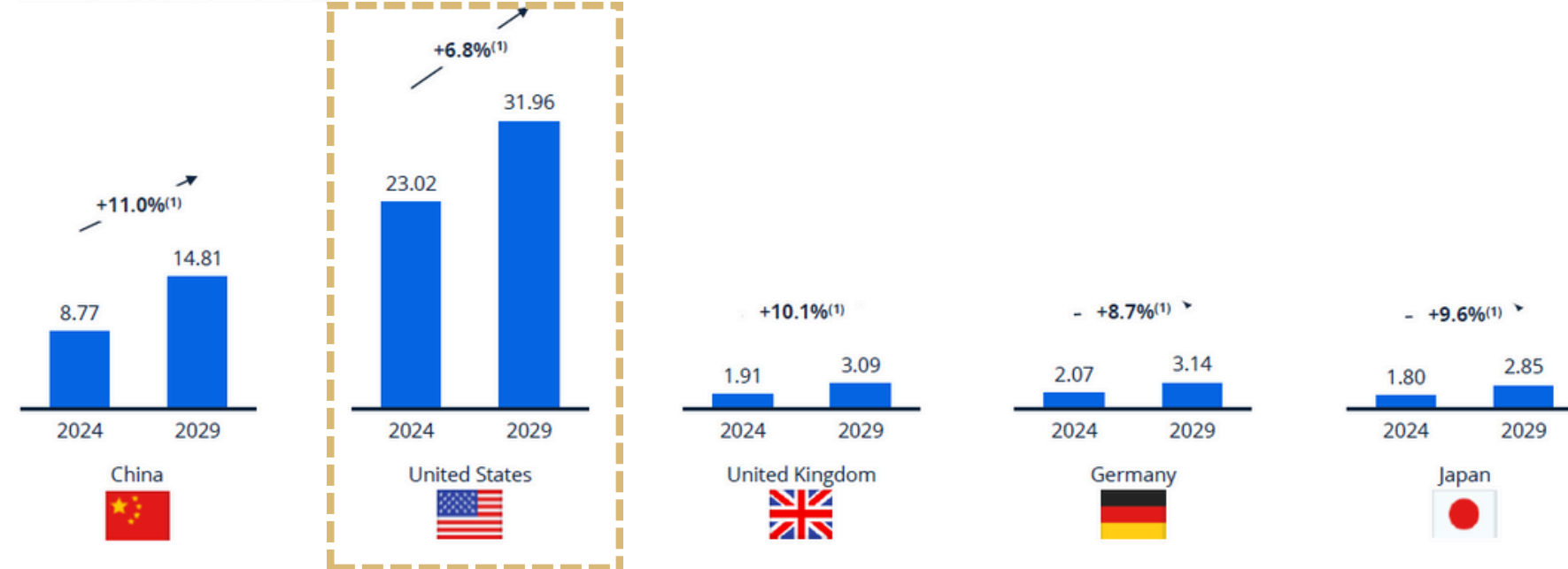
MARKET INSIGHTS (1/3)

Bedroom Furniture

With revenue of US\$ 23.0 billion, the United States is the biggest market among selected countries in 2024

Market Size: Regional Comparison (2/2)

Revenue forecast in billion US\$



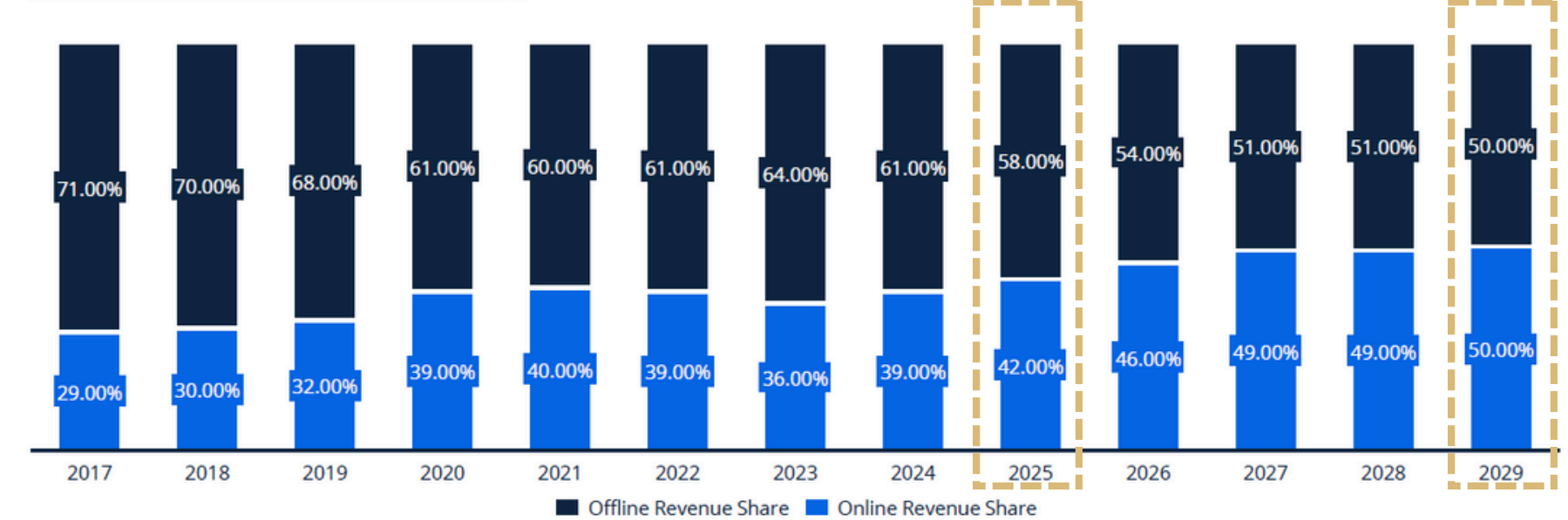
Notes: (1) CAGR: Compound Annual Growth Rate
Sources: Statista Market Insights 2024

Market Insights
by statista

In the Bedroom Furniture eCommerce market, online revenue share reached 39.0% in 2024

Further Market Analysis

Share of offline and online revenue worldwide in %



Sources: Statista Market Insights 2024

Market Insights
by statista

Learning:

SIMPLIFY & IMPROVE THE SHIPPING EXPERIENCE

Solution :

Partner with a U.S. warehouse (3PL provider) → Faster domestic shipping. As warehousing costs in the U.S. continue to rise - with rental prices increasing by 8.31% and labor costs by 13% since 2022 - finding a cost-effective yet first-rate logistics partner is crucial. (Personnel MDM - 2024)

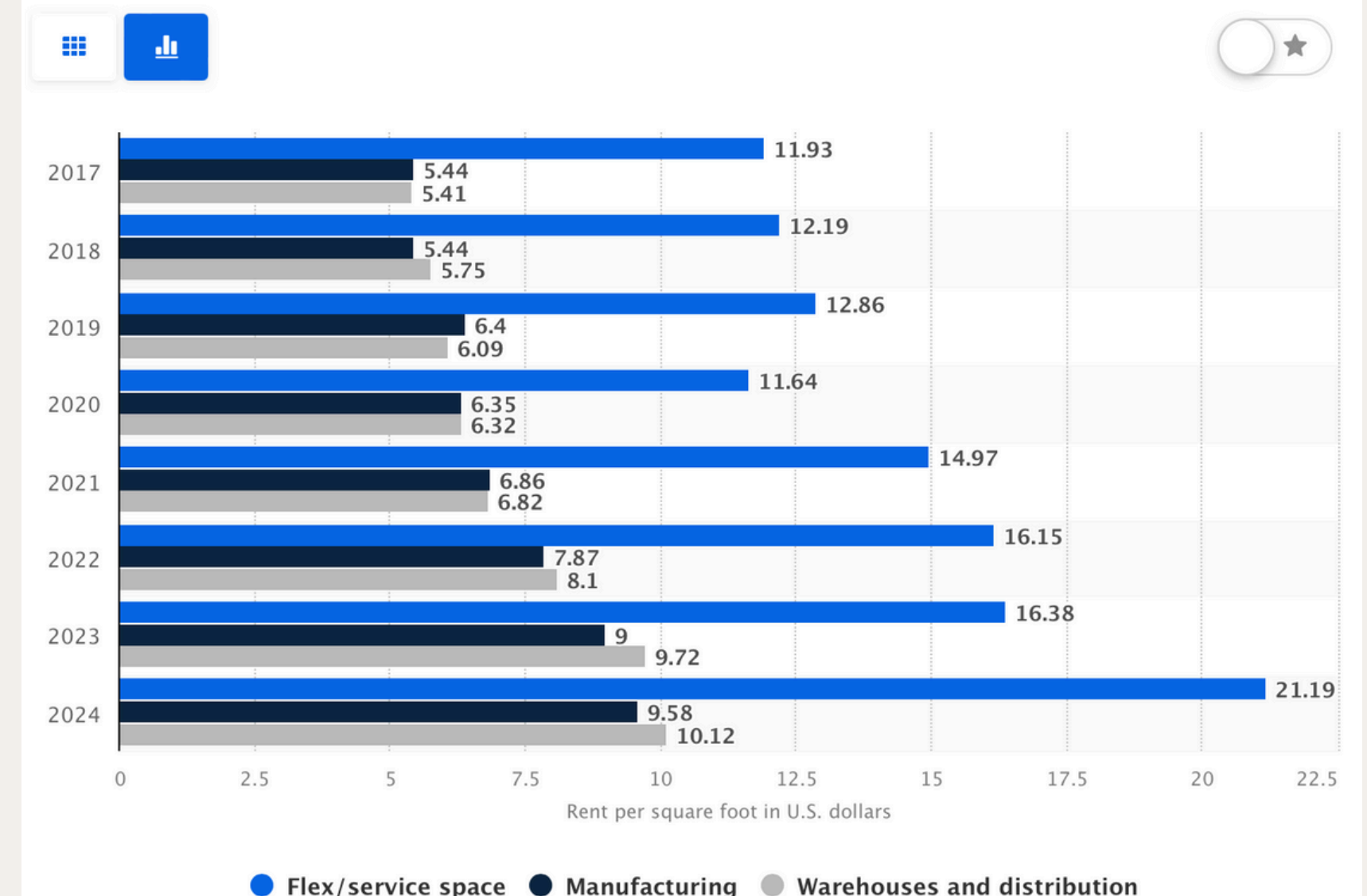
Offer express shipping for luxury customers → High-end buyers expect fast & white-glove service.

Transparent pricing & packaging improvements → Explain why luxury bedding is not vacuum-packed.

Supporting Data : 86% of shoppers define fast delivery as two days or less.

Benchmark: Parachute Home → Uses local warehouses to offer 3-4 days shipping on premium bedding.

Average rent per square foot paid for industrial space in the United States from 2017 to 2024, by type



BRIDGING THE GEOGRAPHICAL GAP

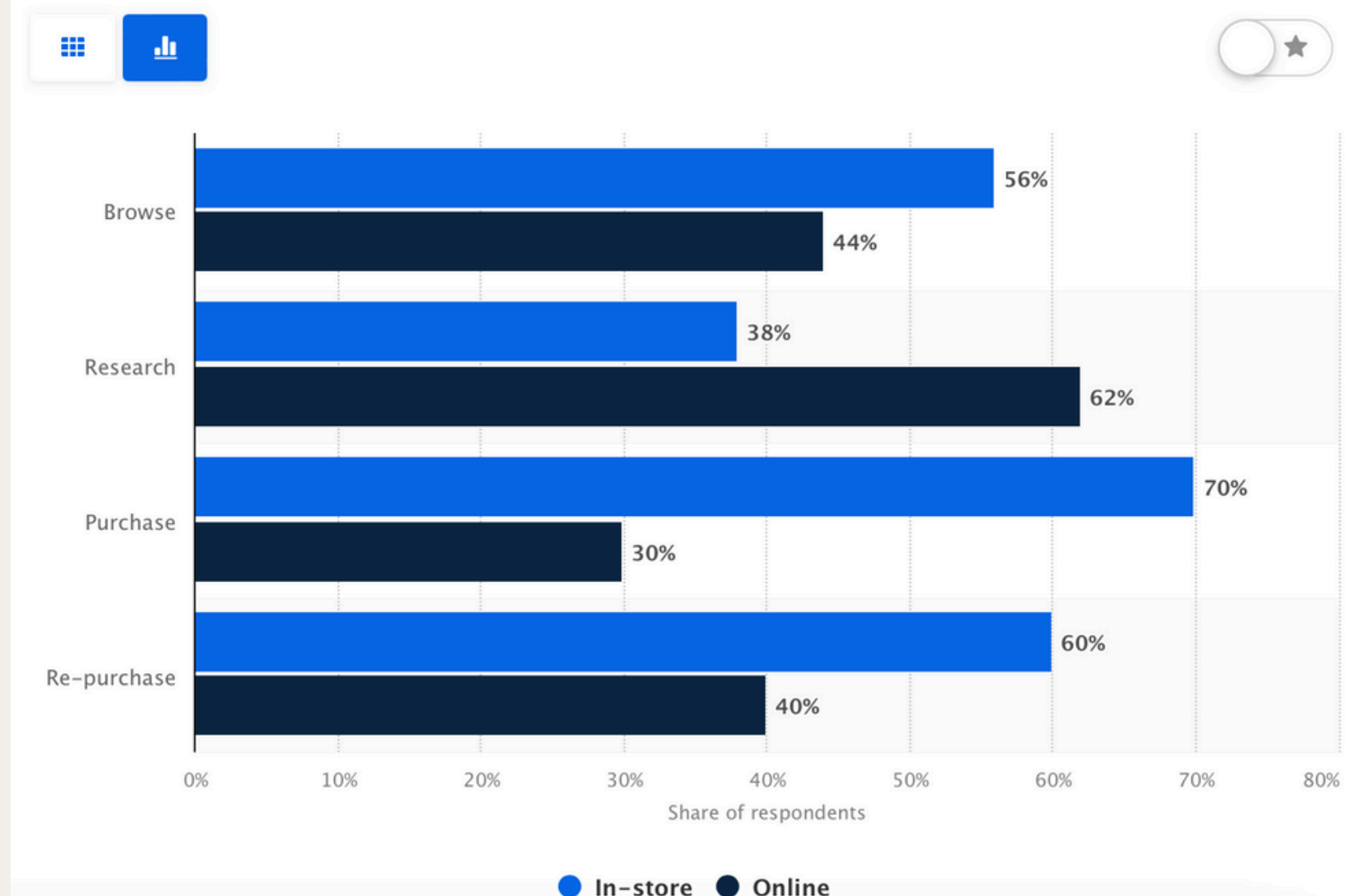
Solution :

- Textile sample → Send fabric swatches for online customers.
- Pop-up Showrooms to establish a physical presence

Supporting Data : Luxury shoppers are 30% more likely to purchase after experiencing a product physically (McKinsey, 2022).

Benchmark: Saatva (U.S. premium mattress brand) → Uses showrooms to let customers test before buying

Consumer preference for shopping channel when shopping for top of bed products in the United States in 2017



BUILDING STRATEGIC PARTNERSHIPS

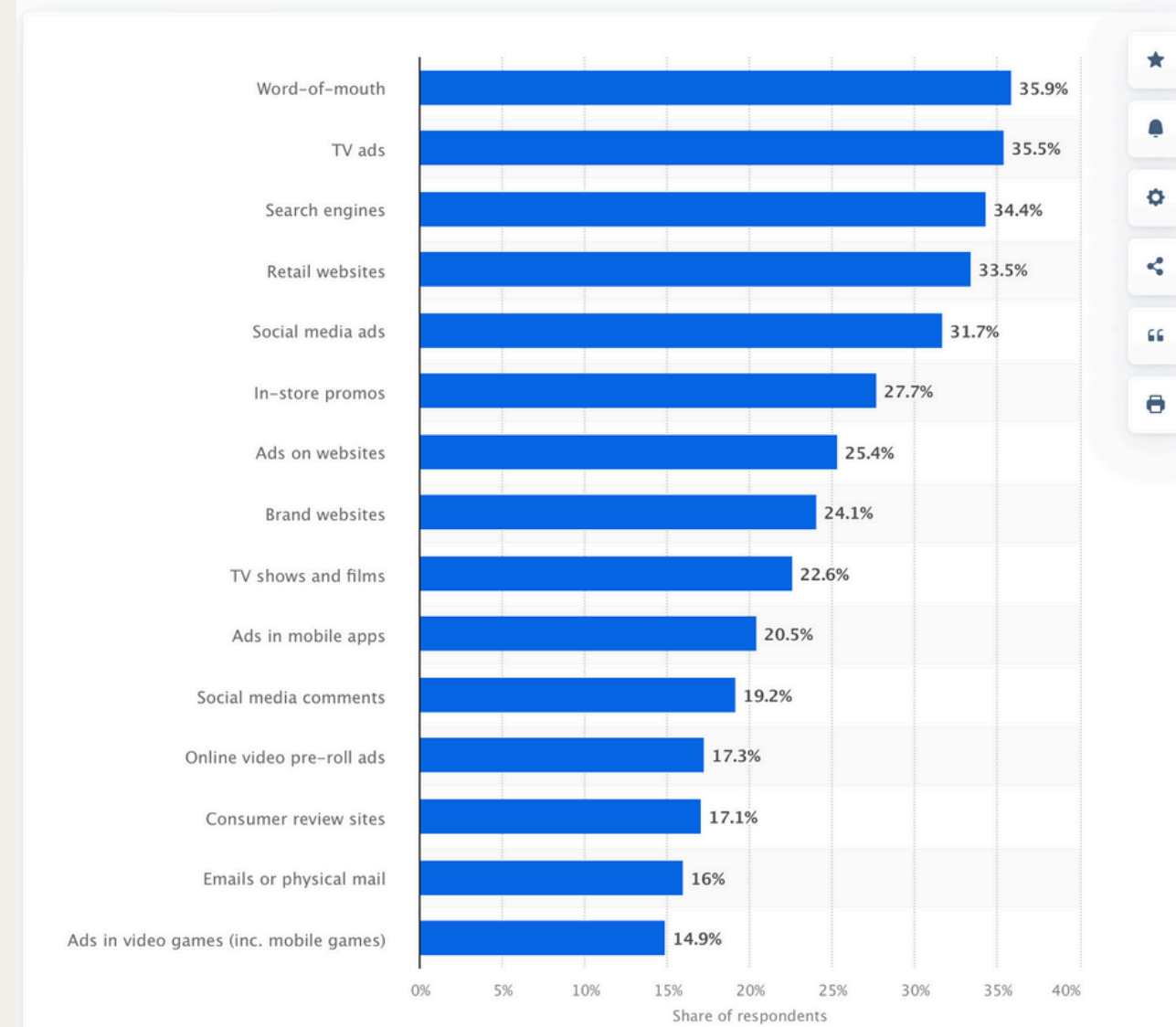
Solution :

- Establishing exclusive partnerships with interior designers & home boutiques
- Considering a partnership with Neiman Marcus
- Collab with fashion brand XXX

Supporting Data : In 2023 word-of-mouth (35.9%) is the most common way for US Internet users to discover new brands, products and services, even surpassing TV ads (35.5%) and search engines (34.4%).

Benchhmark: Frette (Italian luxury bedding brand) → Found in luxury hotels worldwide, boosting credibility & sales.

Most common sources of new brand, product, and service discovery among internet users in the United States as of 3rd quarter 2023



HIGHLIGHTING DUMAS PARIS' USP

Solution :

- Instagram, Pinterest, Website → Focus on aesthetic, storytelling-driven content.
- Short-form videos → Craftsmanship & production process.
- Deeper + detailed insights about the materials & craftsmanship on YouTube
- Features in magazines
- "Behind the Craft" page → Feature artisans, materials, process.
- Hotel partnerships & collaborations → Build credibility & heritage appeal.

Supporting Data : According to Statista, 57% of consumers choose a luxury brand based on its appeal, while 42% look for a brand that matches their personality and 34% their values and lifestyle.

Benchmark:

Brooklinen → highlights its appearances in magazines such as Vogue.

Dior (Luxurious French houses) → highlight their "savoir-faire" and the craftsmanship of certain products, adding to the storytelling online.

BUILDING STRATEGIC PARTNERSHIPS

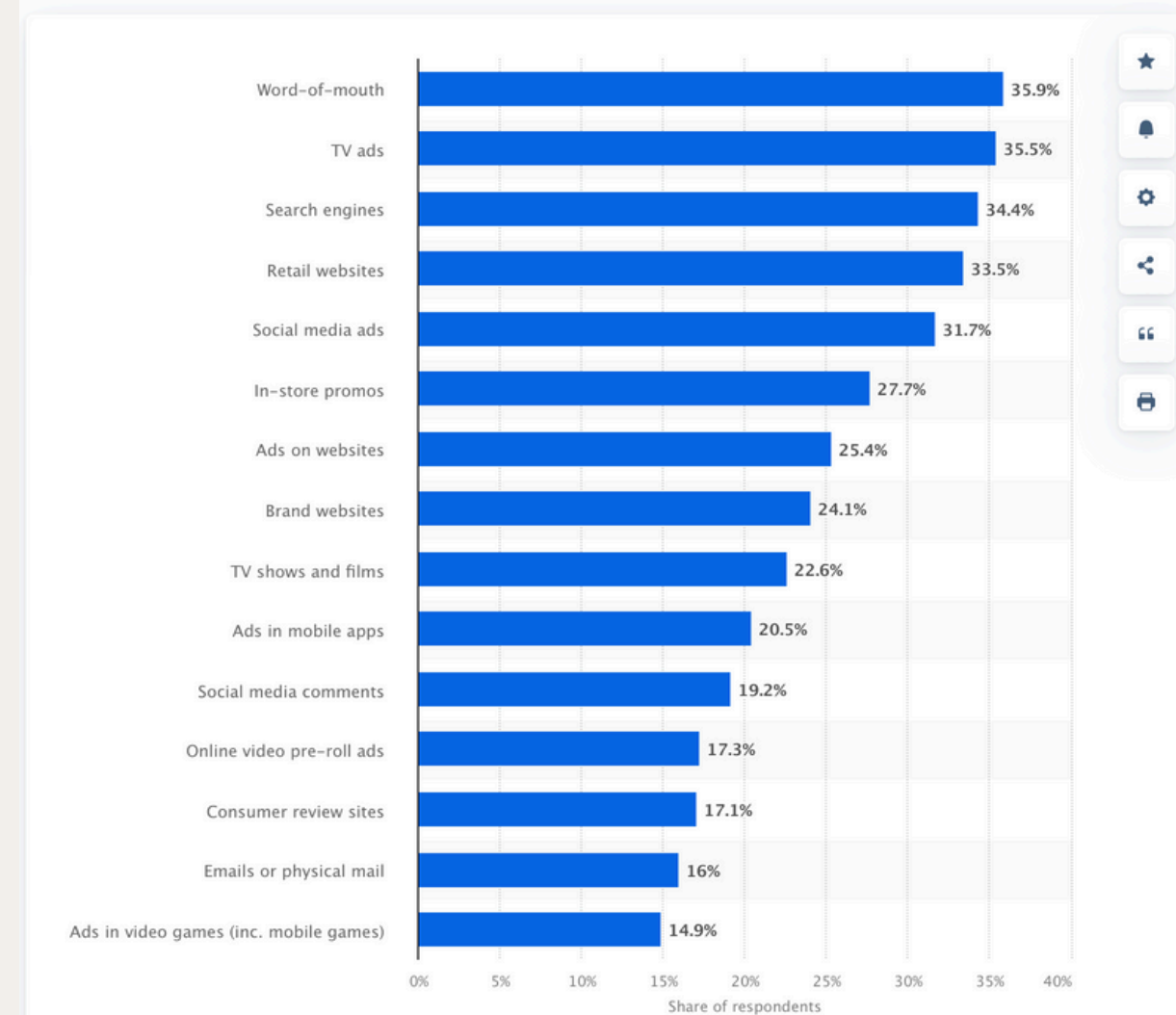
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SOURCES

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True-Luxury Global Consumer Insight - Boston Consulting Group - Milan, July 2023

Based on which aspects do you decide on a specific luxury brand? - Statista Survey - July 2018

Share of consumers whose purchasing decisions were influenced by selected aspects of influencer content in selected countries worldwide as of September 2024. Statista - September 2024.