



MEMBERSHIP

JMP  
PARIS



The specialist  
plus size fashion  
for women



# Why choose the JMP affiliation to undertake?

**Benefit from a turnkey JMP store, with the concept proven, chic and modern design with collections that follow the best fashion trends.**

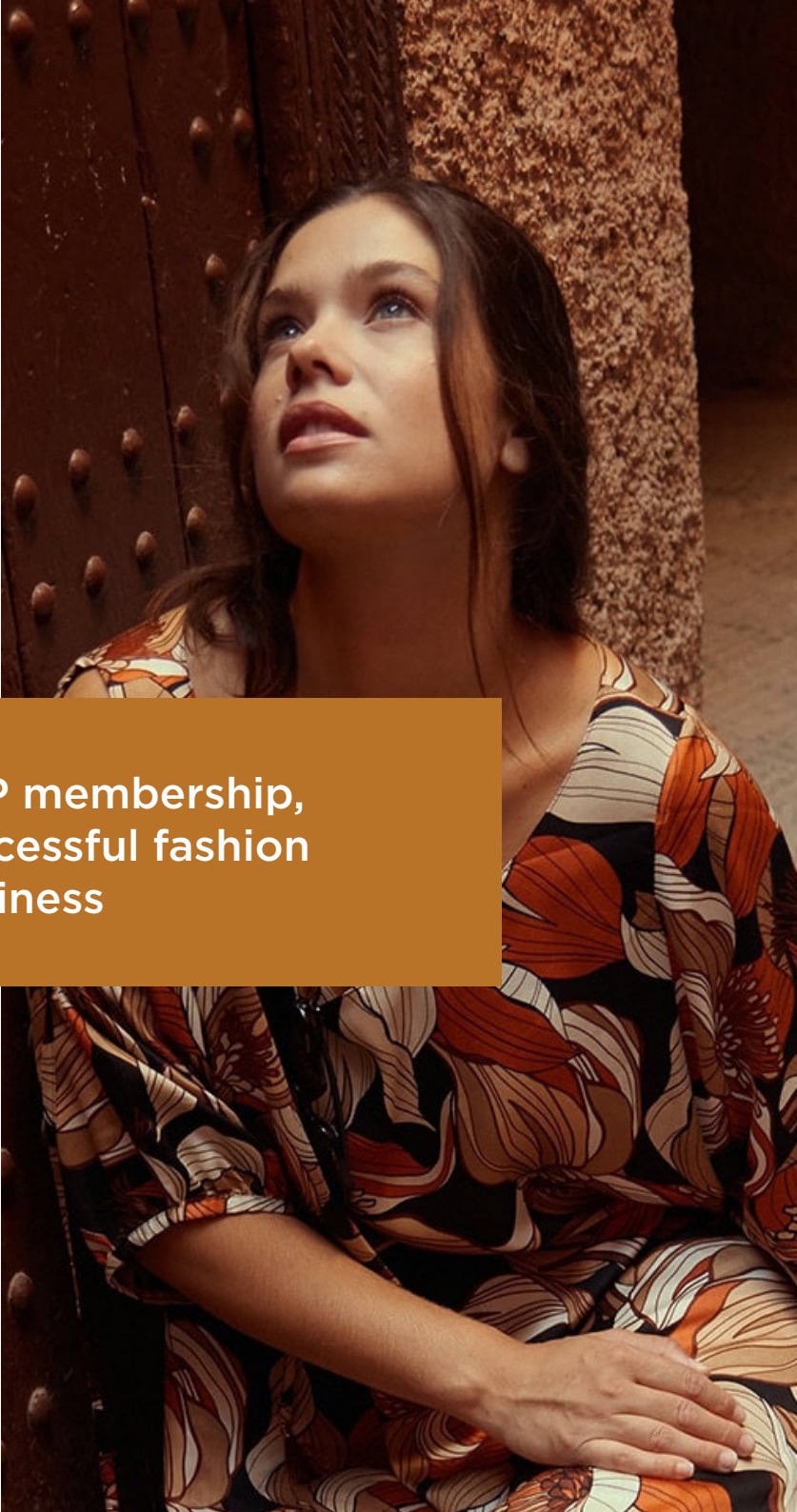
52% of women in France dress in 42 and over, so that the ready-to-wear offer on these sizes is only by only 20%. JMP offers these women the best of fashion from 42 to 56 through a complete dressing room.

The JMP woman is passionate about fashion with strong purchasing potential (average boutique basket of €300).

Benefit from 40 years of experience and expertise retail dedicated to the success of your implementation project.

As a JMP affiliate, you are supported and trained, while maintaining your independence. A team of retail experts supports you in the success of your project.  
43% of French people wishing to create their own business choose this mode of creation.

Don't hesitate to get started.



**JMP membership,  
successful fashion  
business**

# JMP the brand online with women who have curves

**For more than 40 years, JMP has asserted itself as the benchmark brand for plus size fashion. We dress women with style and elegance while always being concerned about the quality of our creations.**

The JMP style is the art of French ready-to-wear. The materials we choose are natural and noble. We produce in France from design to the making.

JMP fashion dresses women in all the circumstances with a full line.

- Ready to wear
- Accessories
- Shoes

JMP clients are dimension sensitive human and warm of our shops. They particularly appreciate the welcome, the listening and the relevance of the advice provided in store.



**The benchmark body  
positive brand**





# Premium positioning

**A premium positioned brand with real DNA brand recognized by customers.**

- A current and timeless positive body brand for all women.
- A French manufacturing guarantee of quality and elegance.
- Recognized distributor know-how
- A brand in strong development
- Constantly growing economic performance

**French design and manufacture  
for over 40 years**

# The brand in its market

**An undeniable expertise in fashion premium for women from 42 to 56. JMP, trend setter, logically asserts itself as one of the leaders in its market.**

52% of women dress in 42 or more.  
JMP is therefore aimed at the majority of women in a buoyant niche represented by plus size fashion.



**52%**

women dress in 42  
or more

**20%**

brands are  
positioned  
on the market

**15%**

growth demand  
plus size



# The affiliation contract

**JMP offers an affiliate contract based on the model the “affiliation commission” which is particularly advantageous for its future franchisees:**

- Type of contract: Affiliate commission
- Duration of the contract: 5 years
- Territorial exclusivity
- Net affiliate commission rate: 45%
- Full recovery of stocks at the end of the season
- Bank guarantee: €50,000 (stock insurance)



Yield per m2  
**€6,000 to €9,000**  
and more depending  
on location

Entrance fees  
**€8,000**

Stake investment  
Operating  
**from €600 to €1,000/m<sup>2</sup>**  
according to location

**Initial training  
and assistance  
included**

# The profile of our candidates

**Recognize yourself in the brand and its values to become a JMP ambassador.**

- Taste, aptitude and experience desired for the sale and customer service
- Recognized positive spirit and relational quality
- Natural empathy
- Taste for fashion
- Availability and motivation to offer a service high-end customer

Join the JMP network, proud of its history and determined to continue its development.



**An entrepreneurial  
profile merchant,  
real JMP ambassador**

## The imperatives the success of the project

**Location N°1/ N°1 bis in the city center or mall  
A shop between 60m<sup>2</sup> and 80m<sup>2</sup> + reserve (min 10m<sup>2</sup>)  
A catchment area favorable to trade**



# The key points of the partnership

- **Date of creation of the company:** 1982
- **Type of contract:** Affiliate commission
- **Entry fee:** €8,000
- **Net commission rate:** Minimum 45% of turnover excluding tax
- **Duration of the contract:** 5 years
- **Bank or personal guarantee:** 50 K€ (Inventory insurance)
- **Commercial yield:** From €6,000/m<sup>2</sup> to €9,000/m<sup>2</sup> depending on location
- **Average area:** From 60m<sup>2</sup> of sales area + reserve.
- **Location:** City center N°1, or Shopping center
- **Store concept development cost**  
Average of 600-1,000 €/m<sup>2</sup>
- **Operational tools provided** (POS, bags, hangers, etc.)
- **Marketing funded by JMP:** Operations promotions-Sales: Emailing + SMS

## Needs project investment

### 1. Choice of a N°1 location in the city center or in a shopping center

- Purchase of the Right to the Lease
- Fees for signing the deed: Plan between €2,000 and €4,000
- Provide 2-3 months' rent in advance as a deposit

### 2. Works fitting out the HT commercial premises

- Cost of the JMP concept: between €600/m<sup>2</sup> and €1,000/m<sup>2</sup>
- Actual cost of fitting out the premises: Between €750 and €1,500/m<sup>2</sup> (Average observed: €1,500/m<sup>2</sup>, concept included)
- Approved architect fees: €3,000
- Fees for personalized decoration service provider: €1,200

### 3. Other costs

- Possible incorporation of a company by a lawyer: approximately €1,500-2,000 excluding VAT
- Fees for establishing the future forecast by accounting firm: To be negotiated with the future service provider.
- Bank guarantee on 1st request or personal guarantee: €50,000
- Starting cash flow: €12,000



The keys to success  
from your JMP shop



# Partnership tools



Operational tools  
and marketing to support  
your performance

## **Operational tools provided by JMP: Marketing kit - Bag, POS, Showcase kits**

Operations funded by JMP:  
Promotional operations & sales:  
SMS, e-mailing.

National Communication & Networks  
Social managed by JMP.

Loyalty tools and operations (CRM):  
Supported by the brand.

Point of sale terminal:  
To budget: €200/month for the supply of  
computer equipment, maintenance and the  
troubleshooting hot line.

Installation of cash register software €1,500.



Support on positioning,  
Flexibility in inventory management,  
Provision of payment tools,  
Access to JMP expertise,  
Support for marketing and advertising development.

# Affiliate support

**Support in the management and implementation in place of your project.**

**Assistance in finding premises (choice of a location N°1 in the city center or in a shopping center).**

**Assistance in the construction of the business plan.**

Permanent assistance to affiliates

- Initial training in a pilot store
- Accompaniment on the ground at the opening of your shop
- Presentation of the collections and meeting of the network
- Managed supply and inventory management by the brand
- Assistance with visual merchandising
- Field visit and assistance
- Hotline and IT support
- Complete commercial animation plan for the seasons managed by the brand.

Surface and locations sought.

- Commercial area from 60m<sup>2</sup> + reserve of 10m<sup>2</sup> minimum
- Imperative N°1 location in the city center or regional shopping center



# Benefits JMP membership

**A strong brand based on 40 years of distribution and a stable and long-lasting shareholder base.**

A particularly attractive affiliate commission rate of 45% and an “all-inclusive” partnership formula.

A brand operating in a booming market development and a clientele that will integrate easily to brand identity.

**JMP**  
PARIS

**40ans**

of experience  
on the market of  
the large size

**45%**

affiliate rate  
particularly  
attractive

**100%**

inventory recovery  
at the end  
of the season





**JMP**  
PARIS

## The specialist plus size fashion for women



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