

Capuches x À MÉMÉ

Press kit

The French chic
and practical
accessory for
rainy days





Fashion, Heritage and Modernity.

Juliette lives in Paris, works as an art director and like everybody, she has to endure rain on average 170 days every year.

Gisèle lives in Chambéry, she is Juliette's grandmother and she hasn't worried about rain for a long time thanks to the rain bonnet, neatly folded and kept in her pocket.

With a keen eye for fashion following years of experience and a practical mind inherited from her grandma, Juliette thinks she can create something very cool and gives the rain bonnet a modern and stylish twist.

Made in Europe from a 100% waterproof fabric (plastic is cheap) with a brand new design and a new shape, this grandma's favourite handbag staple reminds us more naturally of the elegance and grace of Jackie Kennedy, Audrey Hepburn or Catherine Deneuve than of the Little Red Riding Hood's grandmother. Or does it ?... This stylish and practical rain bonnet perfectly matches the equally waterproof pocket-sized pouch, which comes with it. It is available in a vast array of colours, designs and patterns to suit every women style.

We told you, you should always listen to grandma. There's nothing like Grandma's advice.



THEY ARE NUMEROUS REASONS, WHY YOU SHOULD ADOPT THE CAPUCHES À MÉMÉ

BECAUSE THEY ARE TRUE : The Capuches à Mémé are part of a tradition, which has been revisited and it's a truly authentic story. A vintage accessory but also a must-have accessory for today's modern women.

BECAUSE THEY ARE BEAUTIFUL : The Capuches à Mémé are a beautifully designed accessory, which can be matched with all your favourite outfits.

BECAUSE THEY ARE PRACTICAL : The Capuches à Mémé are the new handbag staple, the fashionable accessory, which you cannot do without and can take anywhere with you.

BECAUSE THEY ARE PROMISING : The Capuches à Mémé is a beautiful project by a female entrepreneur, which keeps on growing and it is made in Europe of course.





BEAUTIFUL

A STYLISH ACCESSORY

DESIGN

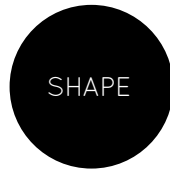
Each model has an original design

VARIED

Colourful collections to wear with any outfit

ORIGINAL

The final touch, which makes all the difference



PRACTICAL

A MEANINGFUL ACCESSORY

DURABLE

A waterproof repellent and certified fabric

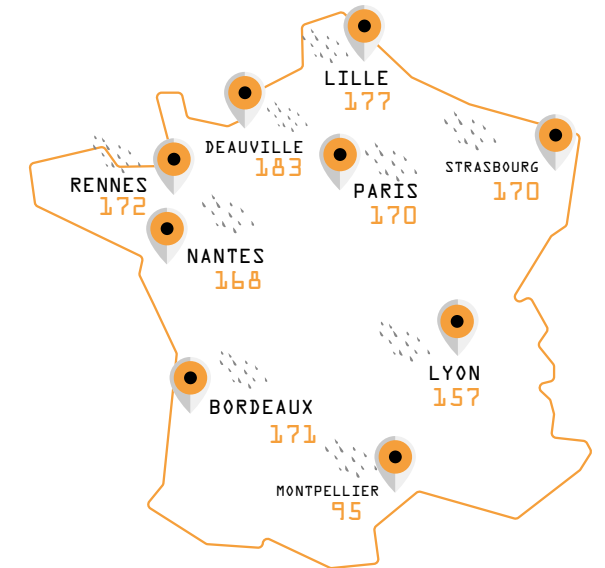
COMPACT

Easy to store and carry

AFFORDABLE

Because fashion can be available to everyone

The annual average of rainy days





FOR WHO ?

All the women
Main target audience : Women 20-50 years old
Middle Class / Professionals

For the ones, who are crazy about fashion details, which make the difference and of course the early adopters, who wants to be the first to know and adopt this must-have accessory.

And more particularly women, who love:





LA COLLECTION

Mix'n Match / Indémorable / Color-Block / Waxmania



MIX'N MATCH
Denim'n Wax



MIX'N MATCH
Denim'n Black



MIX'N MATCH
Black'n Wax Oeil



MIX'N MATCH
Black'n Wax Terre



MIX'N MATCH
Black'n Wax Coquillages



INDÉMODABLE Rayures
TIMELESS CLASSIC Stripes



INDÉMODABLE Rayures
TIMELESS CLASSIC Dots



COLOR-BLOCK
Camel



COLOR-BLOCK
Electric Blue



COLOR-BLOCK
Yellow Fluo



COLOR-BLOCK
Bordeaux



WAXMANIA
Retro Flower



WAXMANIA
Safari



WAXMANIA
Olympe



WAXMANIA
Primaire



CLIC CLAC

It's in your bag!
Each bonnet comes with a matching pouch.



WAXMANIA
Queen





FOR MORE INFO

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More images available on request

 #capuchesameme

 Capuches à Mémé

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