



Popup Paris
Diamond Candles



What is Popup ?

- A french sleek designed scented candle
- High quality fragrances
- Manufactured in France
- Eco-Friendly packaging



A UNIQUE EXPERIENCE...

The Concept



Combining our French savoir-faire and the thrill of the lottery, Popup Scented Candles will excite, delight and maybe even surprise their owners.

Inside every fiftieth candle, the lucky customer will find a diamond shining brightly at him through the melting wax !



0.15 carat
Small Candle

Eternity is born from ephemeral...



0.25 carat
Medium Candle

The Product

The Candle

- Craftsmanship & quality
- Made in France
- 100% natural wax
- 100% cotton wick
- Fragrances made in Grasse



The Box

- Diamond shape inspiration folding
- Eco-friendly packaging
- Made in France
- Recycling cardboard
- No use of glue

The candle appears / "pops up" from the packaging and so does the diamond while the wax is melting.

The Collection

2 different sizes

- **Small candle:** 1.1oz - 10 hours
> *suggested retail price: 20€*
- **Medium candle:** 6.5oz - 60 hours
> *suggested retail price: 50€*
- Large candle & XL coming soon...
- Annual collection of 5 different fragrances
- Limited editions with famous artists and designers
ex: Chi Zhang / Fafi



The Fragrances

-  BooBlop - Bamboo - Fresh & Tonic
-  WoodZip - Fire Wood - Ash & Woody
-  WizzNadine - Grenadine - Sweet, back to childhood
-  FigShebam - Wild Fig - Fruited & Noble
-  RicePow - Rice Powder - Powdery, Make up

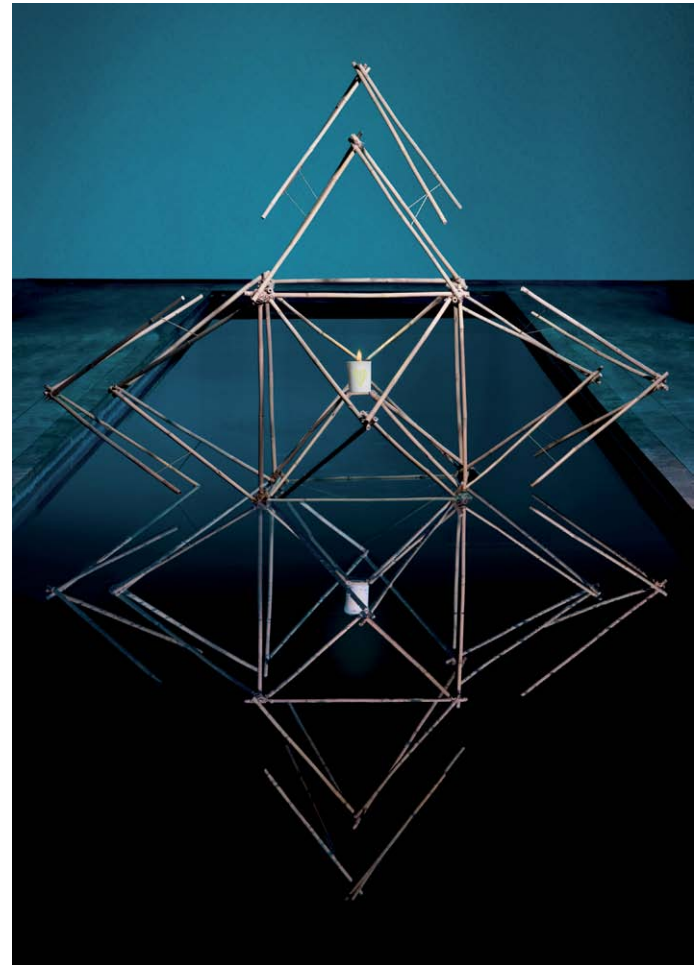
Popup candles are presented following the logo color chart:





BooBlop

You are more gym tonic than Gin and Tonic?
Light BooBlop and let its freshness surround you.
Graceful and energetic, its subtle perfume is for all occasions.
The ultimate combination of relaxation and vitality.



"Zen" by Le Creative SweatShop - photo: Nicolas Mingalon



WoodZip

Are you fiery and lively? Light WoodZip and let the temperature rise.

Its wood fire scent will instantly warm up your interior,
for a relaxing moment to be shared between lovers or with friends.

Experience the joy of a fire place without any effort!



"Hand Matches" by Le Creative SweatShop - photo: Nicolas Mingalon



WizzNadine

Light WizzNadine and wake up the child that lies within you.

Mouth watering and mischievous, its sweet fragrance will bring you everlasting moments of tenderness.

At anytime of the day, it's snack time!



"Machine à grenadine" by Le Creative SweatShop - photo: Nicolas Mingalon

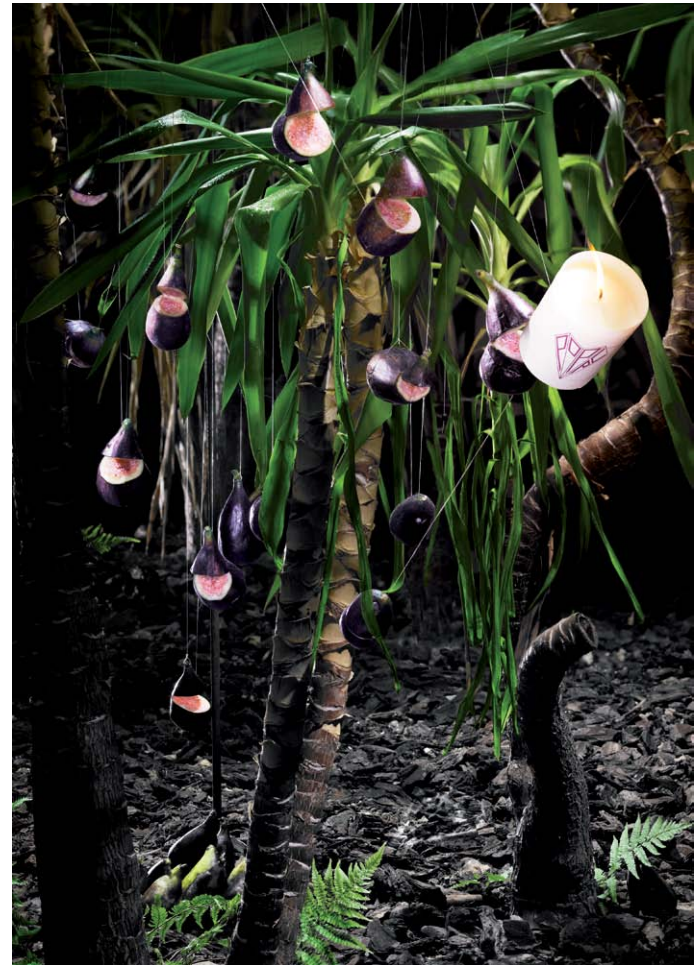


FigShebam

Are you hungry for life? Do you like to stand out in a crowd?

Light FigShebam and let your true nature express itself.
Warm and fruity, fig's captivating perfume will invoke wild landscapes
from south of France and the scorching summer nights.

Transform your living room, stop waiting:
taste the forbidden fruit!



"Fig Attack" by Le Creative SweatShop - photo: Nicolas Mingalon



RicePow

Do you love the Orient? Feel like escaping?
Light RicePow and let yourself go.

Gentle and distinguished, its rice powder smell will tempt ancestral cultures
to interfere in your living room, for a trip around the world.

Close your eyes and fly away to new horizons.



"Invitation au voyage" by Le Creative SweatShop - photo: Nicolas Mingalon

The Production Process

- Each diamond is placed in candles by Victor Van de Rosieren (*Founder and CEO*)
- A bailiff and the Director of the manufacture are always present during this process



1 - Candles are 20% wax filled



2 - Diamonds are inserted



3 - Candles are fully filed

The Experience

- 1 out of 50 Popup candles contains a diamond hidden inside its wax
- The glass is mat white, no way to find out if the candle is a "winner"
- The diamond will "pop up" once the candle is consumed
- People sharing their experience on social networks get a free candle



Facebook Feedback



Facebook Feedback

Communication

Events

- Cannes Film Festival
- Art & Design Elysées
- Pop up stores

Online presence

- Website & Blog
- Social networks, Webzines, blogs...

Clippings / Press



Nail bar @ Villa Schweppes - Cannes



Merchandising



@ Your - Antwerp



@ Galeries Lafayette - Paris



@ Jardins du Marais - Paris



@ Bubble Wood - Paris

Distribution

Popup distribution network is wide but selective

- Concept store
- High Perfumery
- Interior Design boutique
- Fashion store

Popup is distributed in France

- 66 Champs Elysées
- Think & More
- Jovoy...

International presence

- Europe
- Middle East
- Asia / Australia
- USA

Retailers

France

Galerie 66

66 av. des Champs Elysées - Paris

Think & More

108 rue St Honoré - Paris

Jovoy

4 rue de Castiglione - Paris

Germany

Quartier 206

Friedrichstr. 71 - Berlin

Pool

Maximilianstr. 11 - München

A Propos concept store

Mittelstr. 12 - Köln

Japan

Restir

Tokyo Midtown Tower

Edition - Tomorrow Land

Kyoto - Kobe - Nagoya...

GR8

1-11-6 jingumae shibuya-ku Tokyo

Benelux

YOUR

Kloosterstraat 90 - Antwerpen

Hunting and collecting

17 rue des Chartreux - Bruxelles

Baskèt

Elandsgracht 59 - Amsterdam

USA

Paul Kasmin Shop

293 10th Avenue - New York

Henrik Vibskov

456 Broome Street - New York

Treasure and Bond

350 West Broadway - New York

China

Scent Library

Beijing - Shanghai - Hong Kong...

Australia

The Flying Standard

503 Crown Street - Surry Hills



The Team



Created by two childhood friends with atypical careers,
Popup is an authentic concept.

Gauthier Malard, passionate with design & Victor Van de Rosieren
young diamond broker had a brilliant idea:

Transcend everyday life with surprising & designed products.

Later on, Samuel Guez, a young banker seeking for an
entrepreneurial adventure, joined the Popup Team in late 2011.

Contacts

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