

# LA BOUCLE

THIS IS NOT JUST A BELT

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LA BOUCLE

 THIS IS NOT JUST A BELT





## OUR STORY

We are 2 young Belgian entrepreneurs. Frederik, 30y, and Arnaud, 35y. Our fashion company, Blue Storks (bluestorks.com), lead us to connect with Italian workshops at trade shows in the capital of fashion, Florence in Italy. After having the opportunity to visit a local vegetable leather tannery in Tuscany, owned by our friend Giuseppe, we were inspired by his craftsmanship and the quality of the materials he uses. We made a promise to invest our creativity into working with this passionate Italian artist and his state-of-the-art tannery. The beauty of the story is that today we are still working with Giuseppe for our Vegetable Tanned Leather.

We believe in the spirit of buy less buy better. This is why we have created La Boucle. We want to hold on to our values and not compromise on quality. Making good products well should never go out of style. We know you'll agree.

[#thisisnotjustabelt](#)





PACKAGING

THE SNAKE'S TONGUE

BELT

ELASTIC RIBBON

CERTIFICATE

ADDITIONAL LOOP

# THE CONCEPT

The only belt you need to wear. This is La Boucle, the ultimate belt. Made for all waist sizes and all activities. On one hand, it's highly comfortable with its stretchable technology. On the other, it's stylish and made to last.

The world may be wearing a belt, but you're wearing a statement.

Be colourful. Be wild. Be wonderful.



STRETCHABLE - ONE SIZE FITS ALL



ITALIAN VEGETABLE TANNED LEATHER



ALARM FRIENDLY



FOR WORK & TRAVEL



FOR SPORTS



WATER FRIENDLY



+1 ADDITIONAL LOOP



LA BOUCLE PLANTS A TREE FOR EACH BELT SOLD



7 YEARS WARRANTY REGISTER ONLINE



FITS ALL TYPES OF PANTS



FULLY RECYCLED PACKAGING



BELTS WITHOUT HOLES



# DETAILS

It's the details  
that make  
a difference

ENGRAVED  
LOGO



THE SNAKE'S  
TONGUE



DOUBLE  
STITCHING



BACKSIDE

# LA BOUCLE IN NUMBERS

20  
COUNTRIES

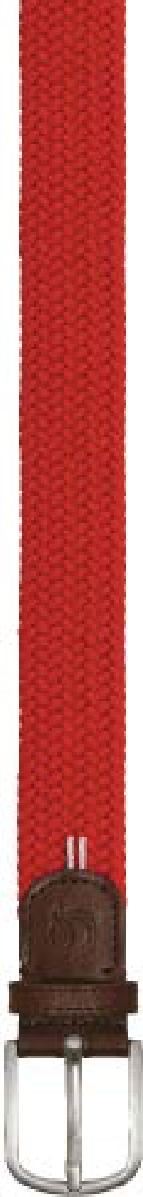
500  
POINTS OF SALES  
WORLDWIDE

7  
YEARS WARRANTY

14  
COLOURS

69€  
79\$  
RETAIL PRICE

MORE THAN  
25K  
TREES PLANTED



THE WORLD'S  
FIRST TRAVEL TECH BELT



STRETCHABLE -  
ONE SIZE FITS ALL



FOR WORK &  
TRAVEL



FOR SPORTS

*We believe in the spirit of buy less, buy better. That's why we created La Boucle. We want to hold on to our values without compromising on quality. Making quality products should never go out of style. We're sure that you'll agree.*

# OUR VALUES

## Buy less, buy better.

You feel French, American or Roman, but you also feel that you're a citizen of the world whose actions impact the planet. You've already started to change some of your habits - but you're so busy that the best you can do is to choose carefully what you buy.

Comfort shouldn't compromise your style. But your style shouldn't compromise your values. La Boucle is a perfect solution thanks to its:

- Fully recycled gift box
- Vegetable tanned leather from Italy
- One tree planted for each belt sold
- 7 year warranty

It's a small step for nature. But we want to take the lead. And who knows? We might plant thousands of them and have a greater impact.

It's up to you!

## Successful collaboration with WeForest on Zambia Project in Luanshya District

MORE THAN

# 20K

TREES PLANTED

ALMOST

# 2Ha

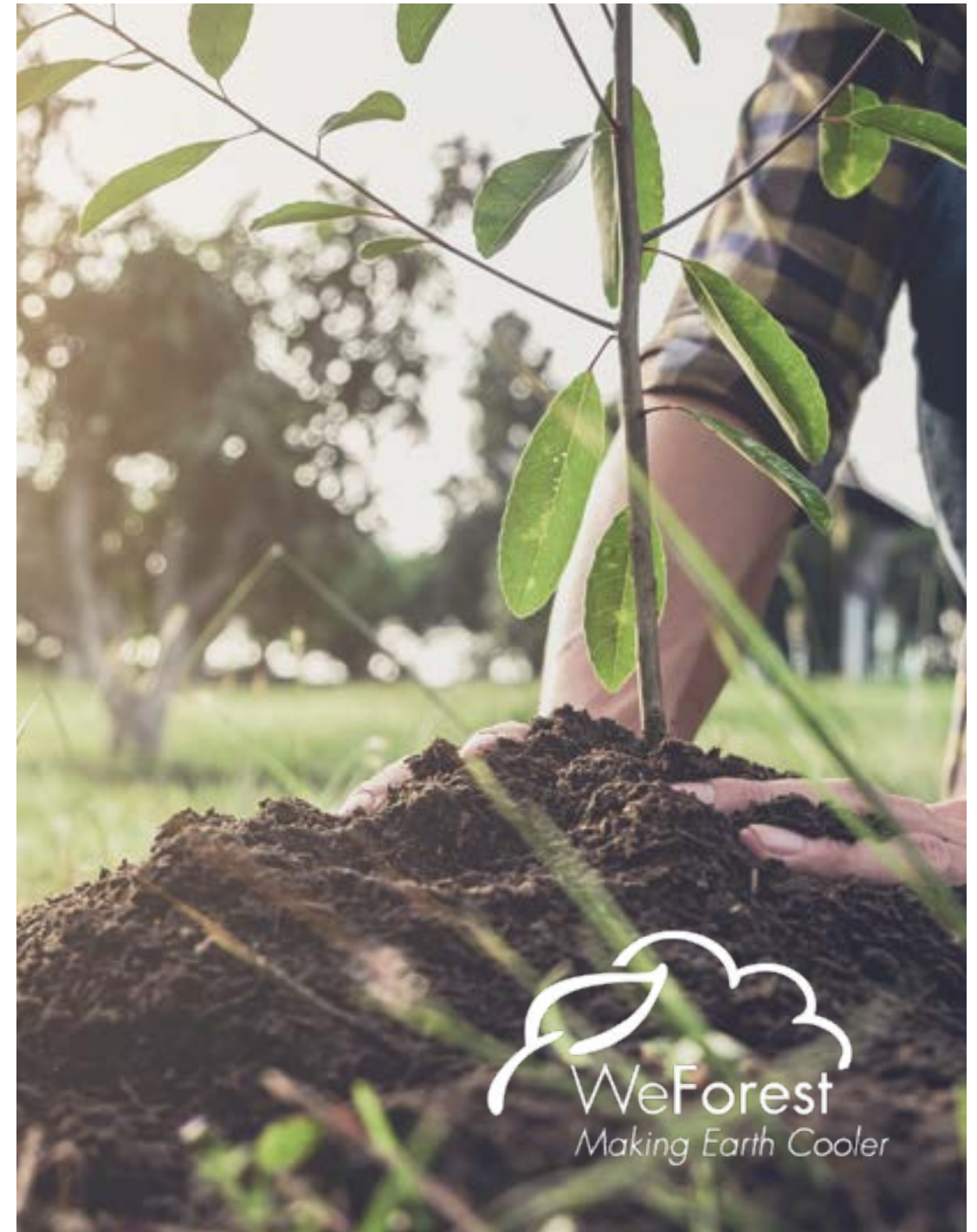
RESTORED

EXPECTING

# 280K

TONNES OF CO2 IN 30 YEARS

Wear a statement, wear your values



[www.weforest.org](http://www.weforest.org)





## LA BOUCLE MADE FROM THE RIGHT MATERIALS

For La Boucle, we want to hold on to our values and not compromise on quality. So we use only the best tanned vegetable leather from tanneries in Italy, to get the best materials in the best way. We're so confident about the quality of our belts that we offer a 7-year guarantee.

Each belt comes stamped with a unique serial number from the selective Italian vegetable tanned leather consortium. Giuseppe, the owner of the tannery in Tuscany, works the leather like his father and grandfather did.



7 YEARS WARRANTY  
REGISTER ONLINE



VEGETABLE TANNED  
ITALIAN LEATHER



Making good products should  
never go out of style. We know  
you'll agree.

# GLOBAL TRAVELERS GLOBAL CITIZENS

Our generation travels light. The days of bulging suitcases and oversized hotel rooms are gone. We like to pack light and live like locals do.

You want what you travel with to fit comfortably into a single bag, so you're not encumbered and can feel free to explore as you wish. Rather than trying to find a hundred thousand items for too many situations, you want what you carry to be convenient and appropriate - the right thing for the right situation. La Boucle was designed with this in mind.



ALARM FRIENDLY

La Boucle passes through airport control without ringing!



WATER FRIENDLY

As it's extremely water friendly, it's also perfect for holidays or even a nice beach walk!



+1 ADDITIONAL  
LOOP

With each La Boucle, you will also receive an additional loop to make it really comfortable for all global travellers.

Suitable for all-day activities  
Sport, work, leisure, travel



## PREMIUM GIFT SET

Each model comes in a high-end packaging, perfect as a gift.

In each package you will also find an interchangeable loop and a unique certificate from the Italian Vegetable Tanned Leather Consortium.

M A D E   W I T H   M O D E R N   T E C H N I Q U E S





# FOR THE WHOLE FAMILY

Find your perfect match!

IF YOUR WAIST IS  
BETWEEN 37-41 INCHES/95-105 CM

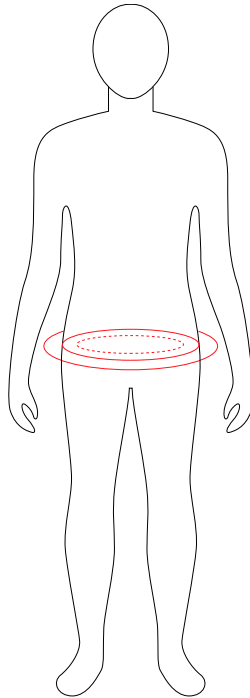
La Boucle Originale is perfect for you

Width of 1.26"/32 mm

IF YOUR WAIST IS  
UNDER 35-37 INCHES/90-95 CM

La Boucle Petite is perfect for you

Width of 0.98"/25 mm



IF YOUR WAIST IS  
OVER 41 INCHES/105 CM

La Boucle XXL is perfect for you

Width of 1.26"/32 mm



STRETCHABLE -  
ONE SIZE FITS ALL



7 YEARS WARRANTY  
REGISTER ONLINE





# DUO COLLECTION

# REPRESENTED BY 8 CITIES



8 PERMANENT COLOURS  
3 COLLECTIONS

NOVELTIES FIRST SEMESTER 2020



-  STOCKHOLM
-  BARCELONA
-  VENICE
-  PRAGUE

-  TOKYO
-  OSLO
-  VIENNA
-  BERLIN



# DUO COLLECTION



LA BOUCLE

# BLUE LEATHERS



STOCKHOLM

BARCELONA



VENICE

PRAGUE



# DUO COLLECTION



LA BOUCLE

# BROWN LEATHERS



TOKYO

OSLO



VIENNA

BERLIN







# TOKYO

PETITE | ORIGINALE | XXL



# OSLO

PETITE | ORIGINALE | XXL







# VIENNA

PETITE | ORIGINALE | XXL



# BERLIN

PETITE | ORIGINALE | XXL





# STOCKHOLM

PETITE | ORIGINALE | XXL



# BARCELONA

PETITE | ORIGINALE | XXL





# VENICE

PETITE | ORIGINALE | XXL



# PRAGUE

PETITE | ORIGINALE | XXL





# CROSS COLLECTION

La Boucle has turned athletic gear into a fashion item. More than that: we want it to be an extension of your personality. We're bringing people a belt that matches their style.

Inspired by the look of white tennis shoes, we created a belt that moves from classic to stylish. We combined the sneaker's accents with comfort and a twist of colour to create the La Boucle CROSS collection. In this collection, we buckle the belt up to the sneaker's world, bringing something new, something powerful, with incomparable comfort and sustainable values.

From now on, express your style, combine details of your outfit with your belt, mix and match your sneakers with La Boucle. The Downtown collection represents your values of comfort and style.

This is not just a belt.  
And you are not just  
anybody.





# CROSS COLLECTION 2020

Small preview, launch foreseen May-June



# MONO COLLECTION

REPRESENTED BY 12 CITIES  
+ LIMITED EDITIONS



12 PERMANENT COLOURS  
3 COLLECTIONS



LONDON

PARIS

LISBON

BRUSSELS

FLORENCE

BORDEAUX

MONTREAL

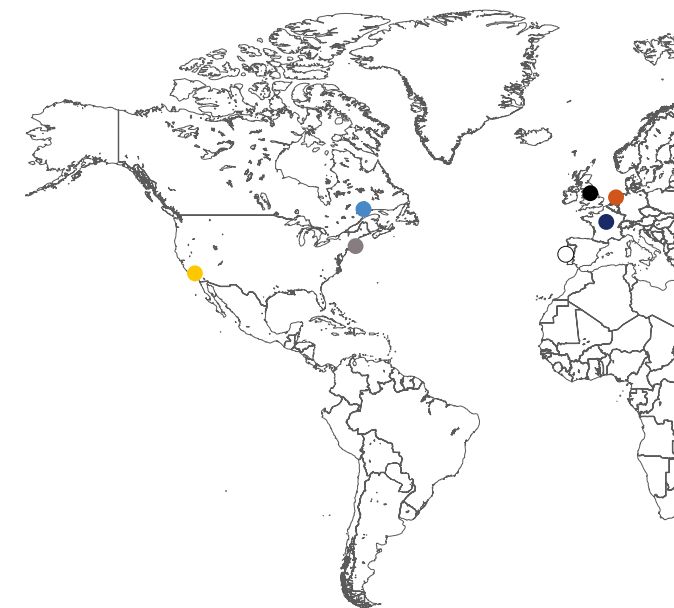
DUBAI

EDINBURGH

NEW YORK

LOS ANGELES

AMSTERDAM



LA BOUCLE



# LONDON

PETITE | ORIGINALE | XXL



LA BOUCLE



# LOS ANGELES

PETITE | ORIGINALE | XXL



# PARIS

PETITE | ORIGINALE | XXL



# BRUSSELS

PETITE | ORIGINALE | XXL





LA BOUCLE



# MONTREAL

PETITE | ORIGINALE | XXL



LA BOUCLE



# LISBON

PETITE | ORIGINALE | XXL



# DUBAÏ

PETITE | ORIGINALE | XXL



# NEW YORK

PETITE | ORIGINALE | XXL





LA BOUCLE



# EDINBURGH

PETITE | ORIGINALE | XXL



LA BOUCLE



# AMSTERDAM

PETITE | ORIGINALE | XXL



# FLORENCE

PETITE | ORIGINALE | XXL



# BORDEAUX

PETITE | ORIGINALE | XXL









SOLD IN THE BEST STORES WORLDWIDE:





# MODULAR DISPLAY SOLUTION



The Modular Display is the perfect solution for tiny spaces! It can be separated into two independent modular displays and also used side-by-side to have a larger assortment.

Each independent display can keep up to 60 pieces. This means that our total Modular Display Solution can keep up to 120 pieces.



# DETAILS

The display shows every detail of the concept



EXPLANATIONS ABOUT  
WEFOREST & THE ITALIAN  
VEGETABLE TANNED LEATHER



REAL BELT IN EXHIBITION  
VISUALS ON EACH SIDE  
NAME OF THE BRAND ON PLEXIGLASS

PACKAGING OF LA PETITE &  
L'ORIGINALE ON THE TOP



3 SIZES  
10 COLORS CAPACITY

# DISPLAY CARTON BOX

Each partner of La Boucle will receive one small & one big gift box to place in the shops.

- 250 mm (w) x 898 mm (h) x 250 mm (d)

- 150 mm (w) x 400 mm (h) x 150 mm (d)

ref: BigBox



# VISUALS FOR THE SHOP

We print some visuals to be placed in the shop.

Two different sizes are available:

- 29,7 cm (w) x 42 cm (h) > ref: VIS001BIG

- 21 cm (w) x 29,7 cm (h) > ref: VIS002SMALL

