



The
discount
homeware
franchiser



Join the leading network
of independent retailers!



C'EST LA FÊTE À LA MAISON !    



La Foir'Fouille

CONCEPT

The store lay out maximizes impulse buying
and increases the average basket



SCALABLE STORE FORMATS

1,000
to 3 000 m²

20 000
products

& regular new arrivals
to offer surprises !

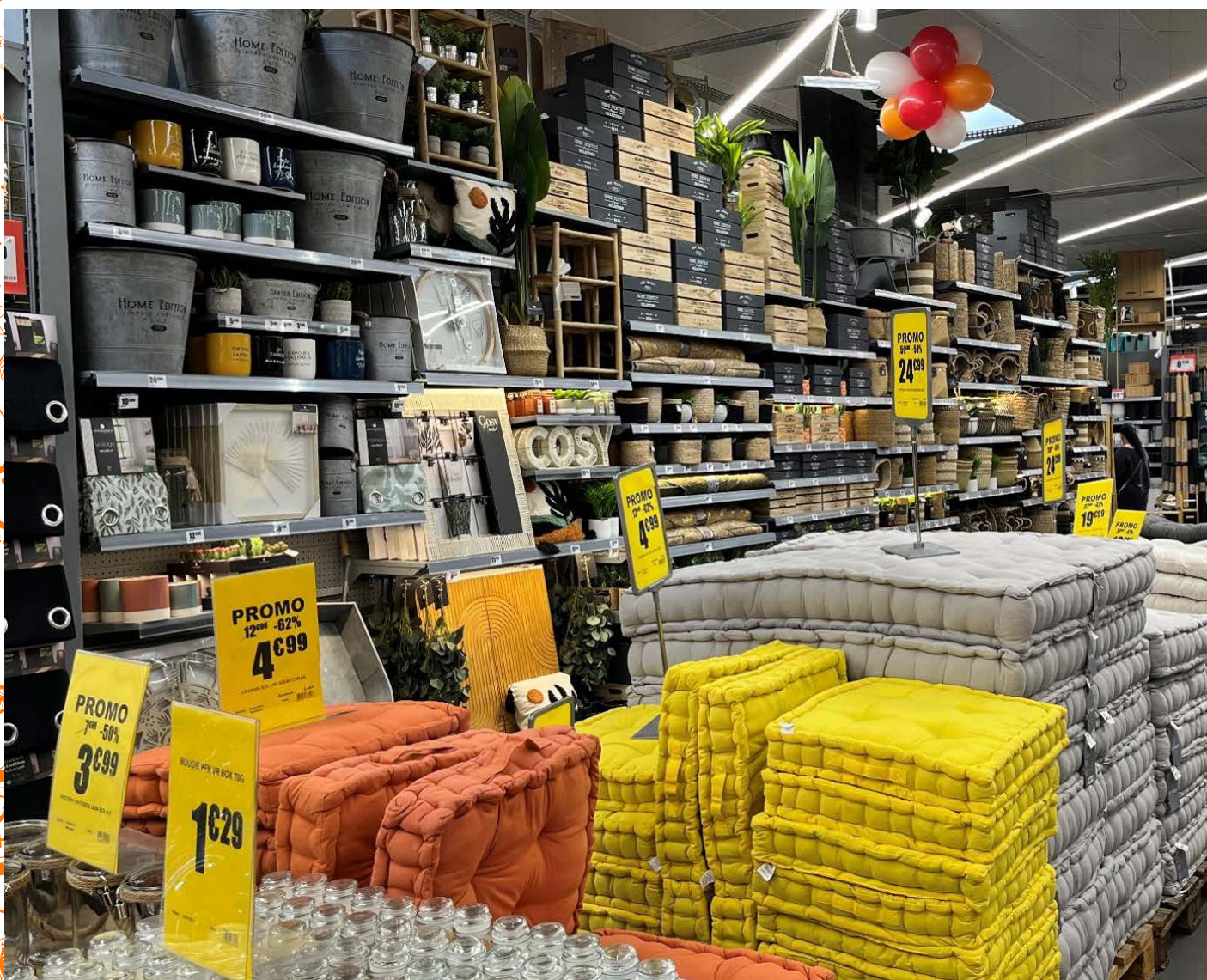




Join a high-performance network !

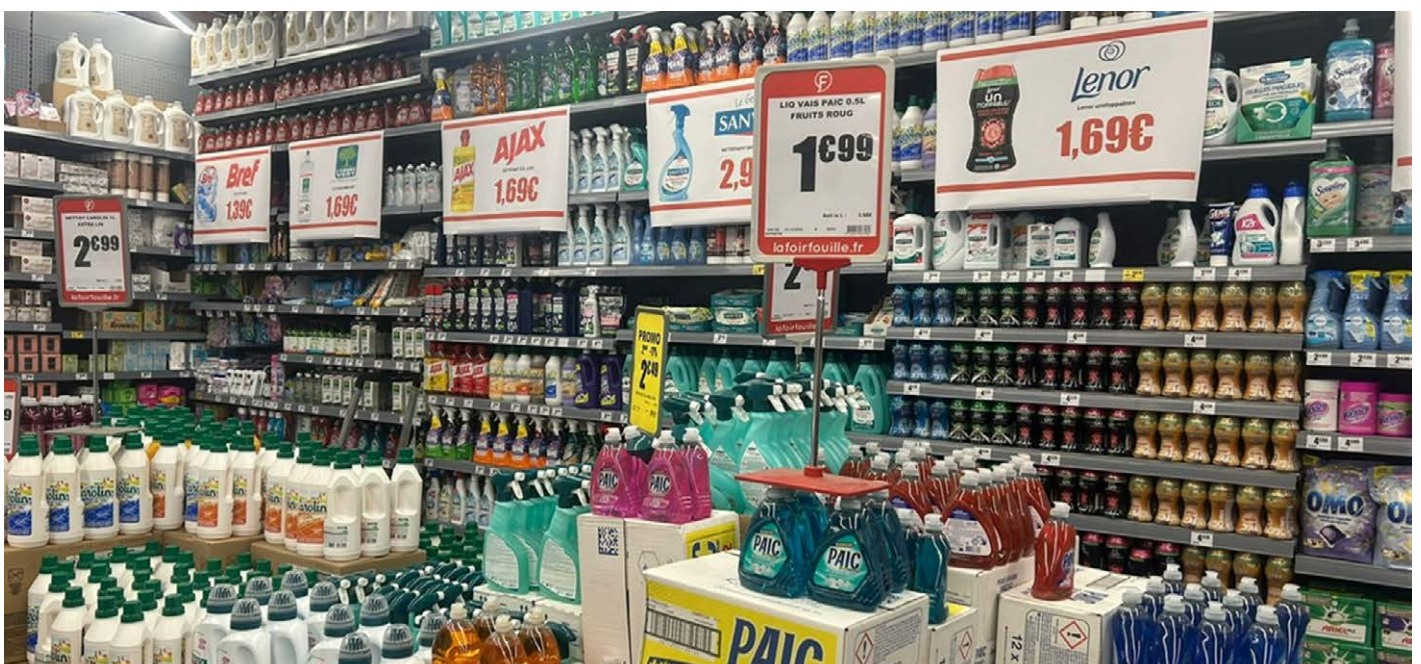
50 years of experience supporting franchise

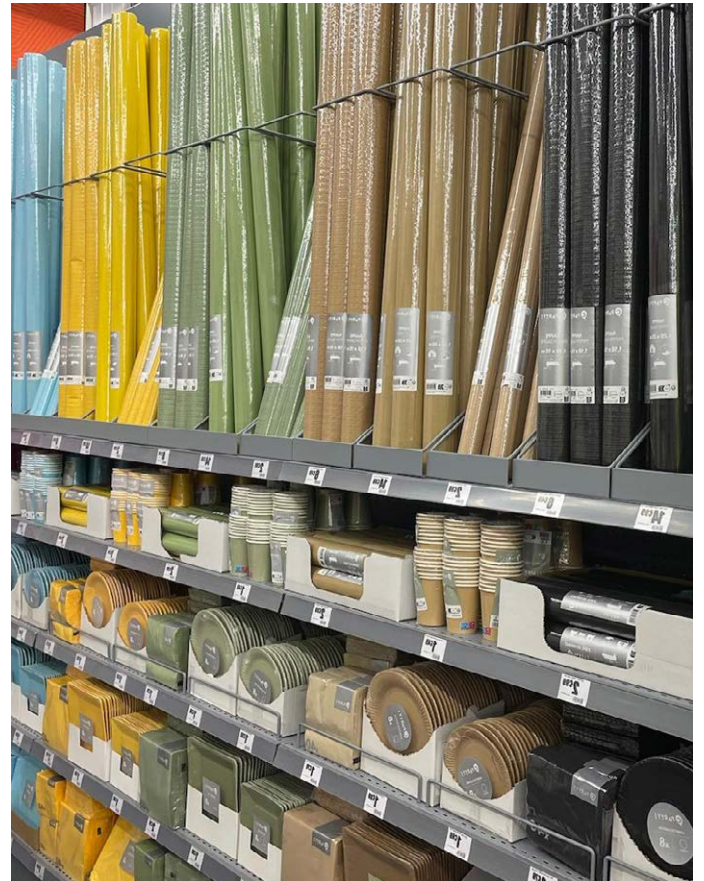
La Foir'Fouille is a long-standing leader in a dynamic, profitable and booming market of Discount homeware.











Cheap prices and promotional offers all year long!

on-trend products, weekly new products, and an ever-growing amount of great deals to be had!





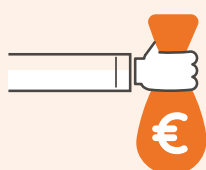
YIELD

2000/m²

WHICH MAKES LA FOIR'FOUILLE
THE LEADER IN ITS MARKET

3 Million

PER YEAR AVERAGE
REVENUE PER STORE



850 Million
IN REVENUE

30 M

CUSTOMERS/YEAR



New generation store



New graphic identity, rejuvenated image, exclusive offering, La Foir'Fouille is doubling down on its strong commitments: To be a homeware and party specialist store that supports French consumers at every big moment in their lives, all at unbeatable prices.

The collections of exclusive brands are displayed in stores at the heart of a real customer journey that uses rigorous merchandising: **everything is designed so that customers enjoy a good time at La Foir'Fouille and get some great deals!**



The brand offers an easy, enhanced, connected customer experience (single-file checkout, self payment, E-receipts).

An exclusive offer,

developed by our Purchasing Division,
a central aspect of our business here at La Foir'Fouille



Detail planograms for each universe to guarantee that you get optimal yield.

A sourcing office in Asia which identifies manufacturers and ensures that production is monitored in line with our CRS criteria.



A team of category managers who are experts in their products universes and who negotiate and list on-trend ranges with suppliers.



Discover our 12 exclusive brands

Exclusive brands for each universe, seasonal themed collections developed with style agency.

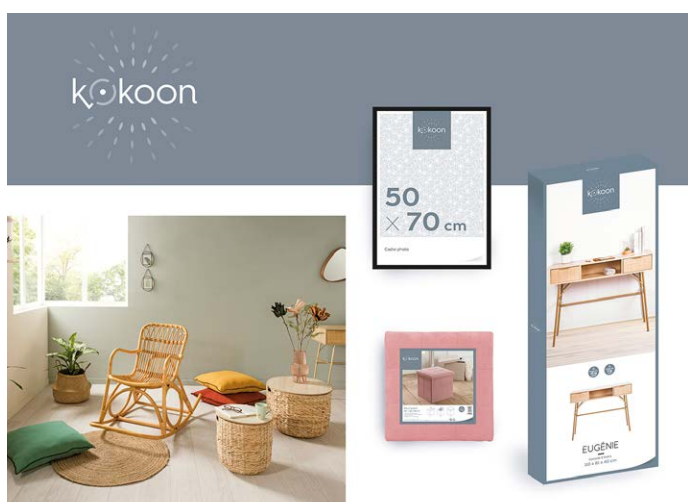
KITCHENWARE



HOUSE KEEPING



DECORATION



OUTDOOR



...AND MORE :

FAIRY
STARS

CHRISTMAS

Cultiva

GARDENING

uptech

TECHNOLOGY
AND TOOLS

Spot
& Flash

PET CARE

Mini
kokoon

KID DECO

PARTY!

PARTYWARE

YOU'
KIDS

OUTDOOR TOYS

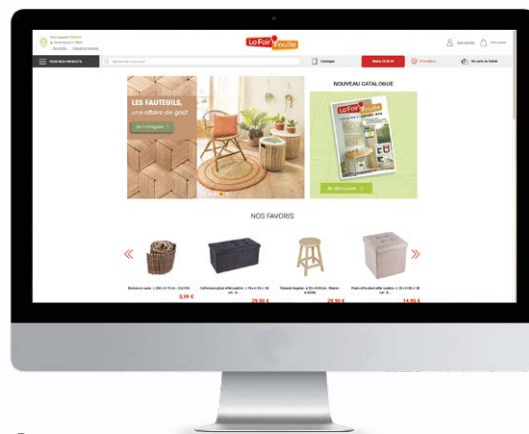
ARTS & CRAFT



A 360 communication system, driver of footfall and reputation



- Digital Catalogue
- Newsletter



Online
E-commerce
store with

click and collect

- 20 million visits
- 135 000 products online !

Digital catalogue



Seasonal



New-in



Promotion

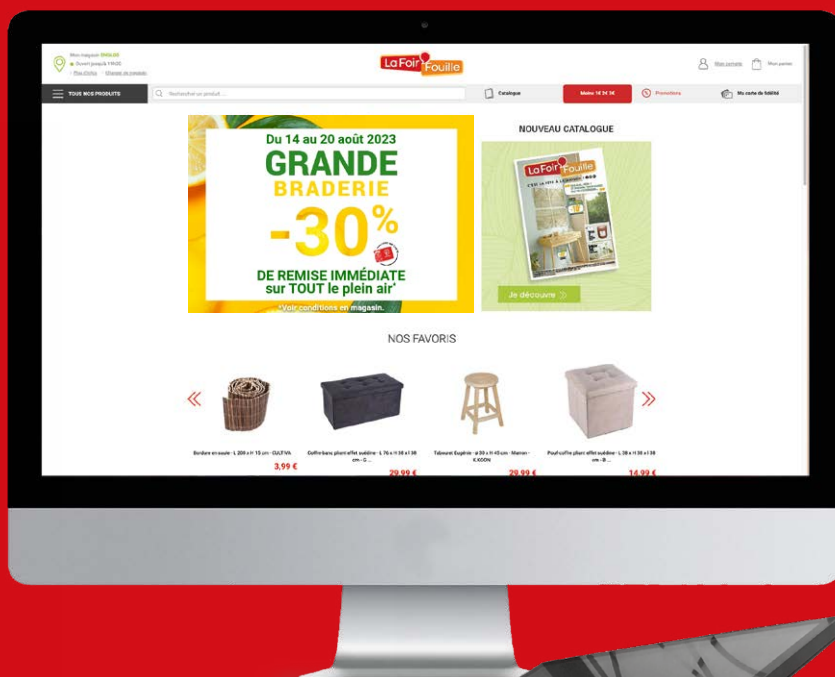
Powerful and geo-localised social media campaigns

Loyalty programme,

50 % of La Foi'fouille turnover is made thanks to the loyalty programme!



The loyalty programme allows hyper specific targeting based on clients data.





A MODERN AND SCALABLE LOGISTICS TOOL

- A new 100,000 m² warehouse opened in 2020 at the multi-modal Dourges platform near Lille in the north of France to facilitate river and rail transport, in line with our **CSR policy**.
- Delivery from Asia and France
- Physical showroom



100 000 m²





snoop

For international concept ,
we have developped another brand called SNOOP,
easier to pronounce.

The layout and products are identical
to La Foir'fouille stores either in city center,
shopping mall or peripheral location.



COMMITTED TO OFFERING MORE SUSTAINABLE & RESPONSIBLE DISCOUNTS

OUR MISSION :

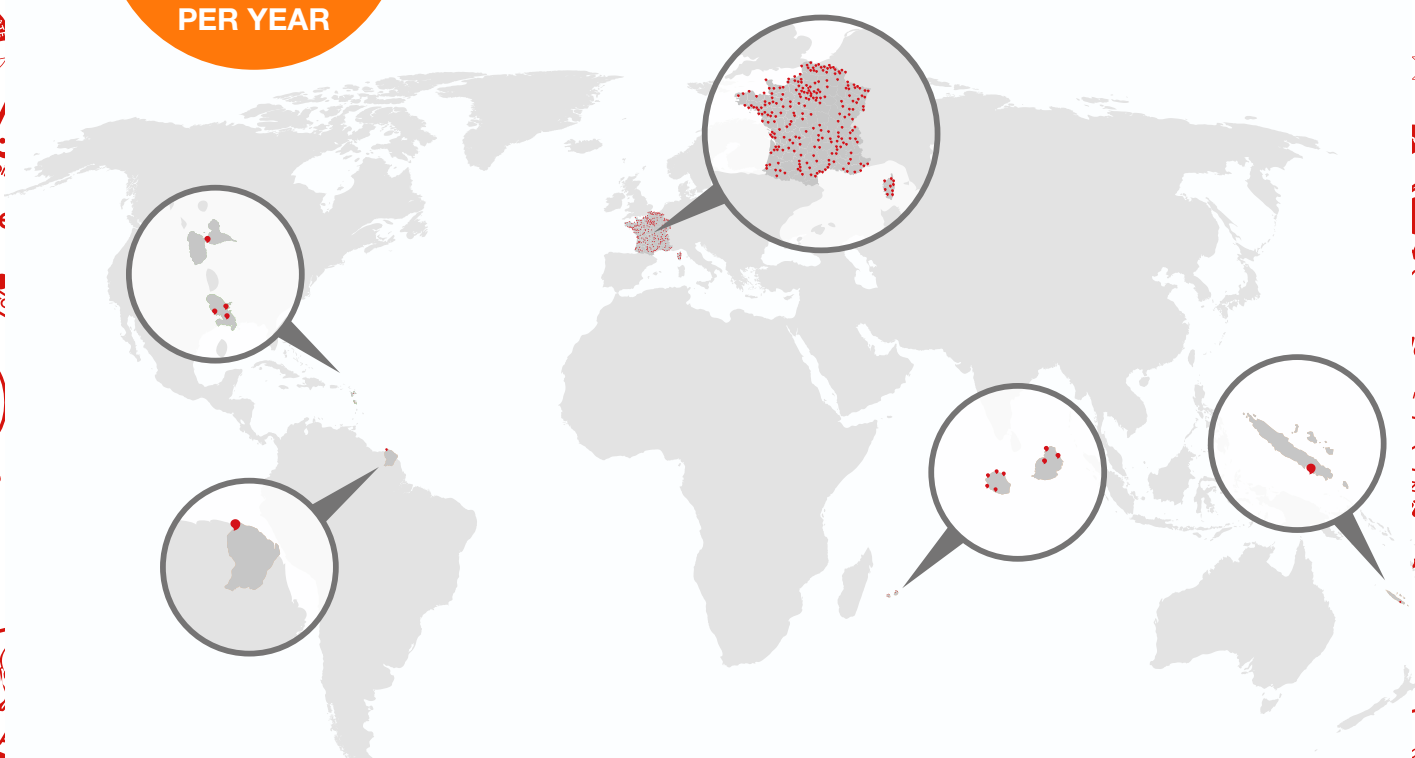
To propose a diverse and original offering, showcasing products that are recycled, recyclable and made in France and Europe, through inspiring universes and at discount prices

COMMITTED TO MORE SUSTAINABLE DISCOUNTS.

Since 2020, La Foir'Fouille has been engaged in a **profound transformation** of its model towards sustainable discounts, focused on price, satisfaction and customer inspiration.



La Foir'Fouille set itself the objective of **reducing its carbon impact** by eliminating PVC in its packaging, implementing an energy sobriety plan and saving CO2.



280 stores

accross mainland France and French overseas
territories, Belgium and Luxembourg



Contactez-nous !

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