



Mademoiselle
Provence
— Made in France —



ONLINE RISING STAR



amazon



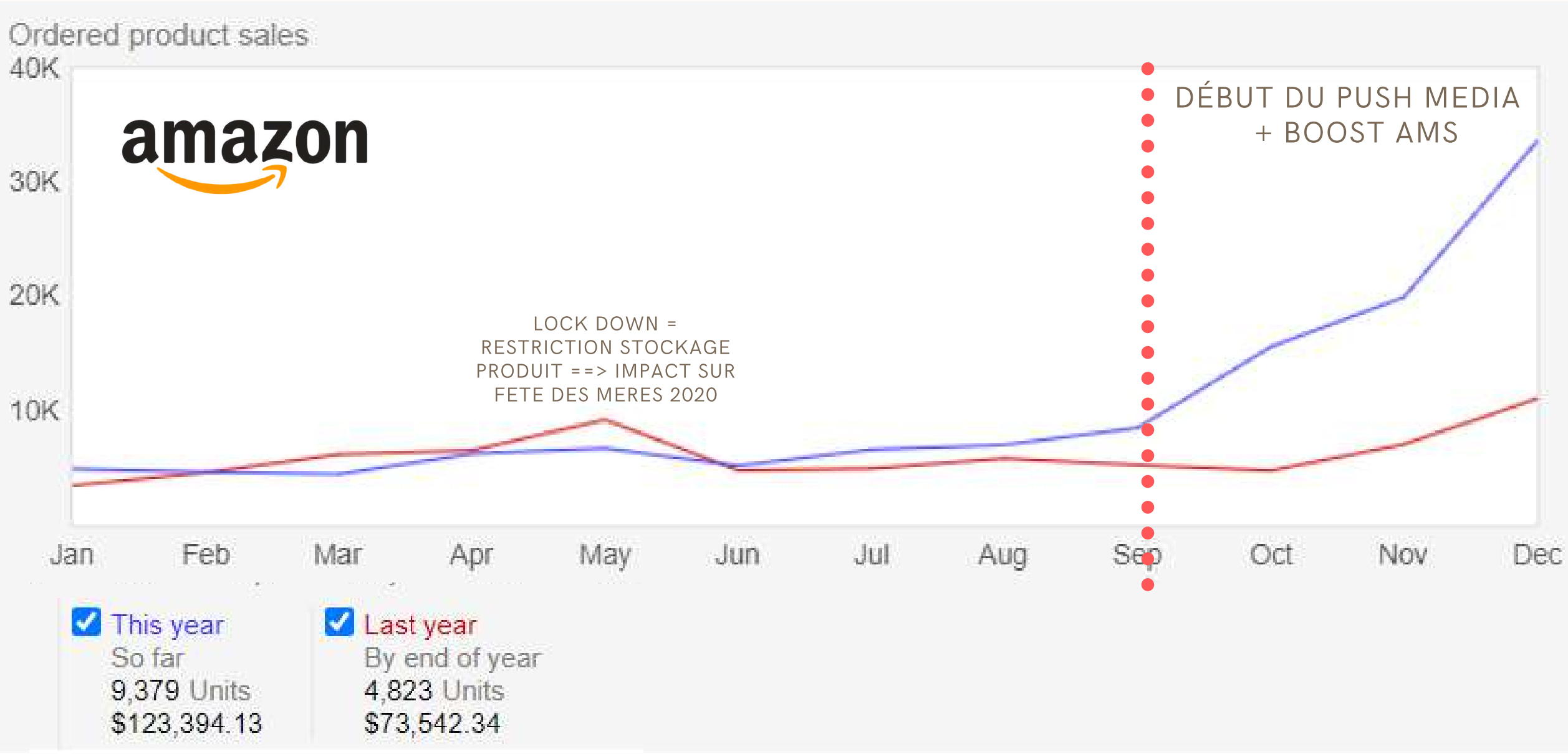
NOTRE 1ER CANAL
DE DISTRIBUTION

UN POTENTIEL
REVELE A EXPLOITER

NOUVEAU CANAL 2021



Un décollage à Q4 sur AMAZON



+225%

Q4 2020 VS LY

+70%

YTD 2020



Ière PAGE

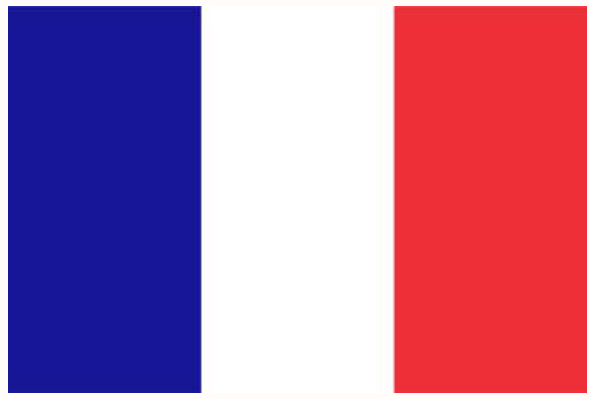
SUR LES MOTS CLES "NATURAL HAND CREAM" ET "ORGANIC HAND CREAM"



Ière PAGE

SUR LES MOTS CLES "NATURAL BODY LOTION" ET "ORGANIC BODY LOTION"





Un potentiel qui se révèle
avec encore peu de média



amazon

+150%
VS 2019

Forte croissance sur la fin d'année avec trafic naturel et retargetting. Total 2020 +15% vs 2019 malgré une coupure de 3 mois pendant le 1er confinement. ==> next step pousser le site via media en 2021



DÉCOLLAGE SUR LE CROSSBORDER

Via n°1 e-seller : Tmall



316,00 ¥
Miss Provence Lavender Angelica Body Lotion 400ml Décompression Lotion



316,00 ¥
Miss Provence Rose Peony Body Lotion Body Lotion 400ml Hydratant Hydratant



161,00 ¥
Miss Provence Crème Mains Lavande Angelica 75 ml Fraîche et Élégante Nourrit



316,00 ¥
Miss Provence Lotion Corporelle Hydratante



161,00 ¥
Miss Provence Verveine Citron Crème Mains



196,00 ¥
Pot of Gold Pure Natural Apaisante Peau

The collage features several social media posts from users like 'desiree_dumbo', 'Emily Phippy Shing', 'LazyDiary', and others. These posts include photos of the products, application demonstrations, and text reviews in Chinese. A central post from 'desiree_dumbo' shows a woman applying lotion to her arm. Other posts show close-ups of the bottles and hands being treated. The text in the posts is in Chinese, discussing the benefits of the products, such as hydration and skin relief.