



PAPERSTRIP®

The sexychouke brand.



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“The culture of appearance on social networks and the globalization of production chains have led to an explosion in demand for ready-to-wear clothes, which are always cheaper. This phenomenon is devastating in terms of greenhouse gas emissions, natural resources and pollution.

A Sunday morning on Instagram. The #ootd page allows you to get a glimpse of all the ultimate fashion trends, in real time. The hashtag #ootd - <<outfit of the day>> - is naturally one of the most popular on the social network. In five minutes, more than 800 new posts appear, bringing the total to over 315 million.

Browsing the profiles of the models, more or less professional, leaves no doubt: these outfits of the day are indeed the outfits of a single day. They will never be posted again. Perhaps they will never be worn again. A study by the British NGO Barnado’s highlighted the emergence of a <<wear it once>> culture back in 2015, when few Facebook users had already migrated to Instagram, where the image speaks louder than the anecdote. A third of the 1,500 women surveyed indicated that an item of clothing was already <<old>> after being worn more than three times.

Another survey, conducted in 2018 by Barclaycard, noted that 17% of consumers aged 35 to 44 bought branded clothing with the sole purpose of appearing so dressed on social networks. 12% of men admit to getting refunds on clothes after posting themselves with them on social networks.”*



WHAT'S PAPERSTRIP® ?

Paperstrip is a “**designed in Belgium**” clothing brand, unique, **limited** and **eco-responsible**. Our brand wants to differentiate itself by its concept and its unique identity.
No Belgitude because we've seen it all before! The clothes will be original, worked and **qualitative** to last in time.

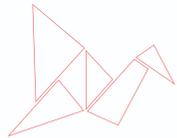


What does **Paperstrip** means ?

It represents the blank sheet of paper where everything starts, where everything can be created and come to life. A piece of paper that becomes origami, friends who start an entrepreneurial adventure. Starting from scratch, imagining products, creating an identity, flying with your own wings. Everything starts on a blank sheet of paper.



COLLECTIONS



COLLECTION LA BASE

- Annual Collection
- **Classics and clean design**
- **Unlimited**
- **Eco-friendly & premium quality**



COLLECTION LIMITED

- 2 per year (summer/winter)
- **Numbered (001/100)* and limited**
- Unique and **original design**
- **Eco-friendly & premium quality**



COLLECTION CAPSULES

- 2 per year (summer/winter)
- **Numbered (001/100)* and extra limited**
- Unique and **original design**
- **Eco-friendly & premium quality**

*Each limited collection is limited to 100 pieces



DESIGNED BY TWO

SEXYCHOUKE

Paperstrip comes from the overflowing imagination of two ketjes: Arnaud Herr and Nicolas Denié.

The first is a computer graphics designer and works in a digital communication agency as a front-end developer. The second one chose to work in the banking sector after his marketing studies.

One rather **artistic** and the other rather **OPERATIONAL**, the **COMBINATION IS PERFECT** !





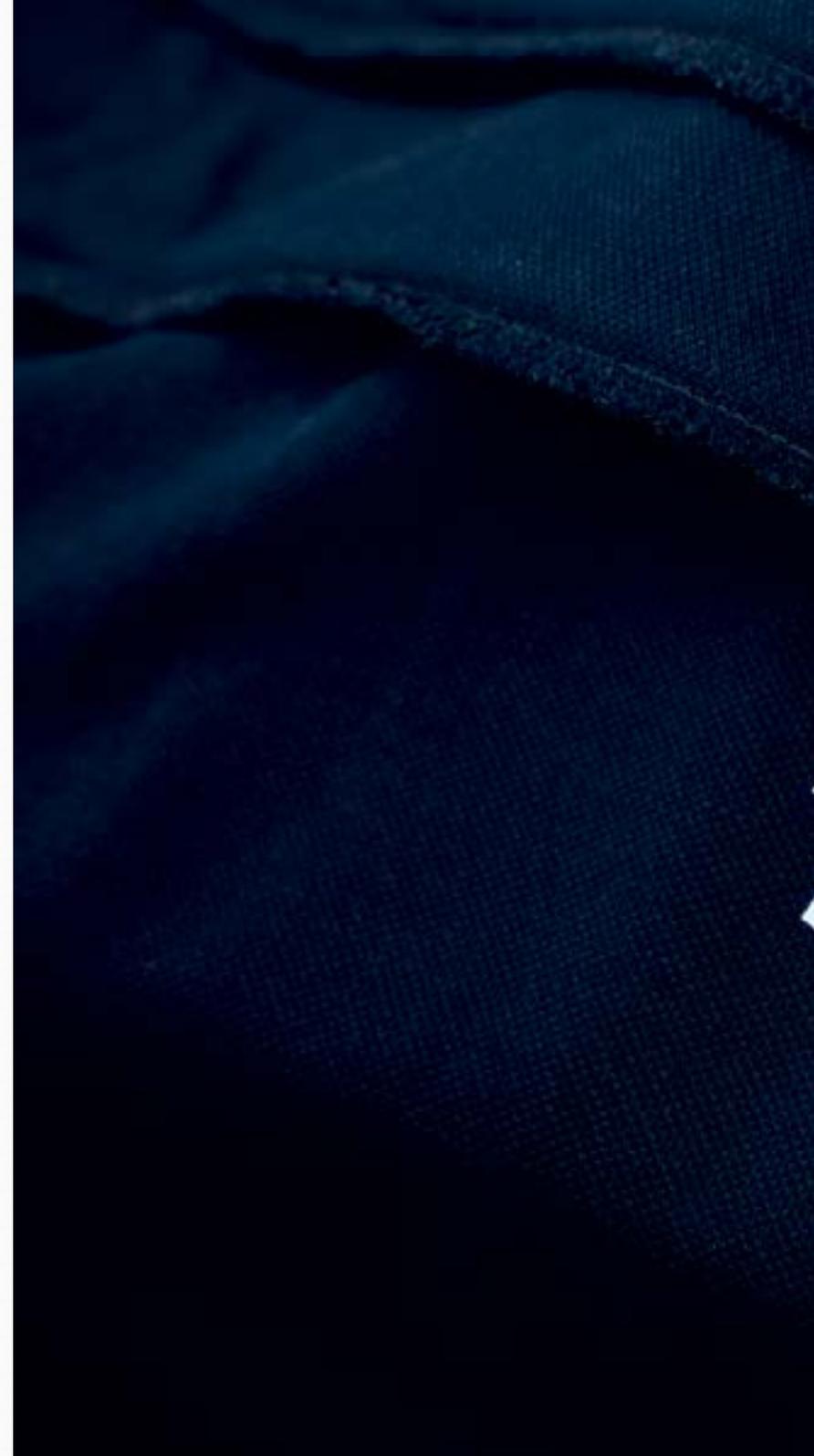
SUSTAINABILITY

Today, consumers are increasingly concerned about the environment and want to turn to a more sustainable way of consumption.

That's why Paperstrip® believes it can make a difference by offering its **eco-friendly and original clothing**.

Our brand makes it a point of honor to work with a supplier who shares the same values and who applies them in their work.

We focus on **transparency**, in collaboration with **Stanley&Stella**, a Belgian brand, which produces its clothes in **Bangladesh**. We are aware of the controversies linked to Bangladesh. That's why we were absolutely determined to be transparent with our supplier.



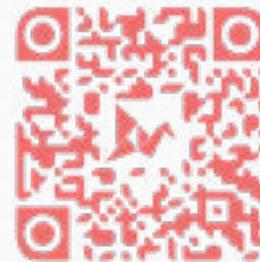


What does this mean in practice?

All the clothes meet **ecological and societal criteria**. Indeed, they are made of **100% organic cotton and recycled materials**.

In addition, our partner has labels that certify the respect of **its workers and the environment**, which allows us to offer environmentally responsible clothing.

In the future, we hope to hire a designer and produce our clothes in Europe. Unfortunately cotton is a raw material that is only grown in very specific regions. We are open to proposals to improve this, our project is in constant evolution.



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PRE-ORDER

Thanks to this system, we order only the quantity needed from our suppliers. **No surplus, unsold items or huge stock.** We also make sure that we have enough time to produce our clothes properly to guarantee a certain quality.

Financially speaking, making a pre-order is like financing the project because the buyer will not have the product directly, a bit like crowdfunding. The clothes are **not made in advance**, so it's a promise we make: to deliver the clothes no matter what.

While waiting for his package, the buyer enjoys even more the moment when he will be able to unwrap it and discover his new clothes. Today's society wants everything very quickly **without taking into consideration the necessary work**, the clothes we create are made for the buyer, they have a unique value.



Did you know?

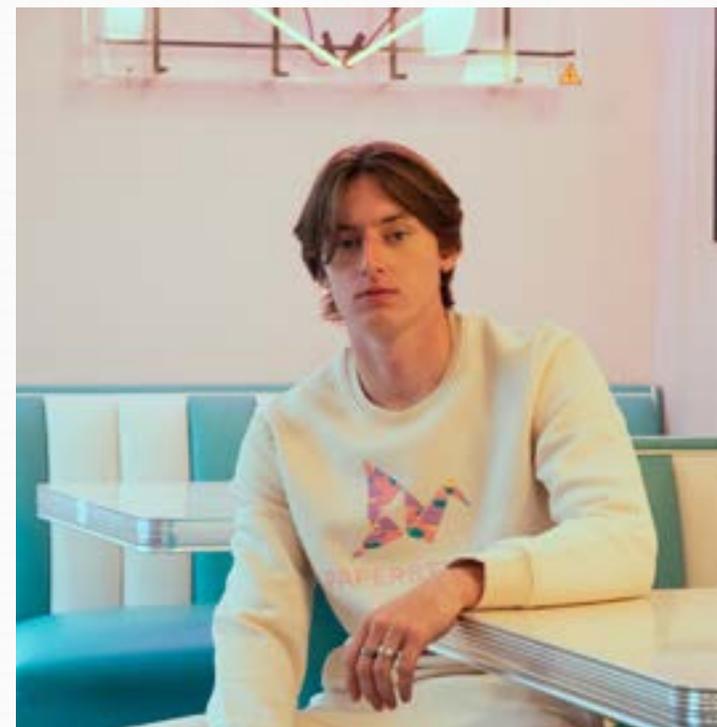
In the box the perfume sprayed on the clothes comes from Equivalenza, which produces **sustainable, vegetable alcohol-based perfumes.**



LABELS

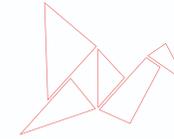


LOOKBOOK





**“ WE THOUGHT ABOUT IT,
WE TALKED ABOUT IT
WE DID IT ... NOW YOU WEAR IT! ”**



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