HECHTER

PARIS

JEWELLERY COLLECTION

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01 / WHO IS HECHTER PARIS?



70
COUNTRIES

2 500
POINTS OF SALE

35
LICENSEES

18
PRODUCT CATEGORIES

>200
MONOSTORES

5
CONTINENTS

550M$
RETAIL TURNOVER

HECHTER
PARIS

02 / THE COLLECTION

Women's Collection (~40%)



- Price range: Ø EUR 89.99 jewellery / Ø EUR 190.00 watches
- Collection size: 250 items (launch: 40 items)
- Focus on minimalist, timeless designs
- Combination of leather and stainless steel elements
- Robust, long-lasting quality for everyday wear

Men's Collection (~60%)



Illustrative images – Not final

03

WHY CARRY THIS COLLECTION?

Trusted Brand

70+ years of brand heritage – instant consumer recognition

Broad Appeal

Unisex portfolio attracting a wide, style-conscious demographic

Premium Positioning

Accessible price point with high perceived brand value

Proven Licensing Model

35+ licensees globally – a tested commercial framework

FOR RETAILERS & BUYERS

The Commercial Case

Strong Sell-Through

Recognised brand name drives consumer confidence & reduces returns

Differentiated Assortment

Stand out with a design-led, licensed brand vs. anonymous alternatives

Full Merchandising Support

Display materials, imagery & digital assets provided

Dual Gender Range

One brand, two complete ranges – more SKUs per partnership





POINT OF SALE (POS)

Shop-in-Shop Concept

Branded jewellery zones within department stores & fashion retailers.
Consistent HECHTER Paris visual identity – fixtures, signage, POS materials.

Wholesale

Direct supply to jewellery boutiques, fashion chains & department stores.

Trade Fair Presence

Launch & present the collection at leading trade fairs (e.g. Inhorgenta).
Direct contact with retail buyers.

In-Store Campaigns

Seasonal campaigns with branded POS materials & campaign visuals.

04 / COMMERCIAL STRATEGY





OFFLINE STRATEGY

Wholesale

- Selected retail partners and POS placements
- Specialty stores
- Concept stores & premium jewellers

Trade Fair Presence

Launch & present the collection at leading trade fairs (e.g. Inhorgenta).

In-Store Campaigns

Seasonal campaigns with branded POS materials & campaign visuals.

04 / COMMERCIAL STRATEGY

ONLINE STRATEGY

Own Webshop

Dedicated HECHTER Paris jewellery section with branded landing page, full product catalogue & lookbook.

hechter.com

Multi-Channel E-Commerce

Listed on major platforms (OTTO, Zalando, Amazon). Each channel with curated assortment, A+ content & brand-compliant imagery.

Zalando · OTTO · Amazon

Social Commerce

Shoppable Instagram & Pinterest posts. Influencer seedings to drive awareness. Paid campaigns targeting style & fashion audiences.

Instagram · TikTok · Pinterest