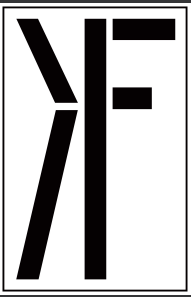


PRESS FILE



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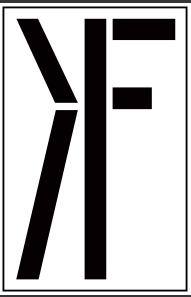
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PRESENTATION

Who's behind the name and what's in it?



"exclusive, handmade"

"The creator [...] has drawn her inspiration from her many travels throughout the world"

KFarah, established in 2017, is a Parisian creator of exclusive handmade women's and men's fashion accessories, as well as for our canine and feline companions.

The creator of KFarah, Farah KARTIBOU, has drawn her inspiration from her many travels throughout the world. Inspirational travels that have yielded the unique lines of stylish accessories.

From nature comes the first inspiration, unbidden, flowing from the Mont Ventoux. There, she grows up, surrounded by cats and kittens; there, where the cicadas sing; where the landscape is of ochre earth, splashed with the yellow of sunflowers, the blue of lavender, and the red of poppies...

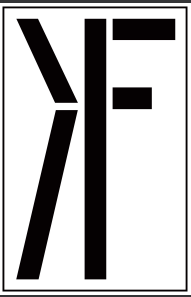
Surrounded by her loved ones, she calls upon savvy hands to bring forth precious creations made of such noble materials as crystal pearls and silk.

Has curiosity gotten the best of you? Tarry no longer and discover her glittering universe!



HISTOIRY

Whence came the project?



"[...] to preserve and perpetuate human knowledge and know-how"

"Humanity suffuses every line, creations destined for people and their four-legged companions."

For more than 10 years she perfected her style and technique within the ladies', men's, and children's fashion industry; first as a photo stylist, then in a styling office, eventually ending up in the world of visual merchandising. This allowed her to consolidate her knowledge, style and technique, which ultimately led to her starting up for herself before the tender age of 30.

The basic idea is to create a product that, in and of itself, is of a unique style. A style made unique by not only the raw products used, but by the very process of creation. Handmade, singularly simple, and created as an equal and opposite reaction to the action of the industrial processes that churn out soulless objects.

Back to the artistic roots of a craft in which the human is central. Going against the grain of and in a machine age in an effort to preserve and perpetuate human knowledge and know-how.

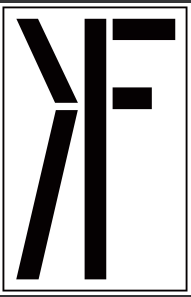
KFarah's creations are therefore a tribute and celebration to the uniqueness of each article, in stark contrast to standardized mass production. Humanity suffuses every line, creations destined for people and their four-legged companions. An excellent idea, actually, for a pet to 'decorate' his master... Like master, like cat! Like master, like dog!

Created specially for all those who love animals, the crafts, and nature. Values and qualities that shine through in her work and creations. At the human level.



BUSINESS

A bit about the collections.



"Every single piece is made of crystal pearls and silk."

"Quality control is done in Paris before any piece is put on sale."

Every single piece is made of Eastern European crystal pearls and silk.

The different lines offer over 500 different sorts of jewelry and scarves for women and men alike.

The cat-and-dog line of products is limited to collars and keyholders. This is for their well-being, ease and tolerability of wear, and security.

The manufacturing process is Franco-Moroccan, meaning that the delicate hands that see to the rich ultimate multi-cultural creations. The main creation technique used for the jewelry is flat interweaving in relief. The scarves are of encrusted embroidery.

Quality control is done in Paris before any piece is put on sale. Ascertaining the perfection down to the minutest details is what determines the final overall quality of the products and uniqueness of the brand.

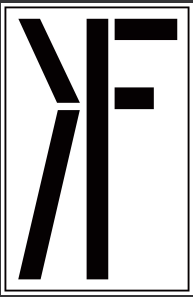
Sales will be done mainly online, as well as through a small number of multibrand brick-and-mortar outlets in France, as well as during future event pop-ups in the Paris area.

You'll be informed in due time when the first b&m shop has opened.



FACTS AND FIGURES

To begin with....

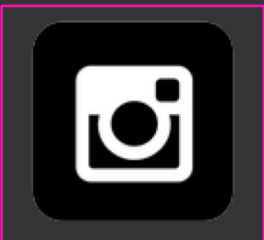


TIMELINE

- | | | |
|-----------|------|--|
| September | 2017 | Initial launch of 19 unique pieces (silk scarves overlaid with embroidery) sold online only. |
| January | 2018 | Creation of the first men's line (scarves and jewels). |
| June | 2018 | Development of the first necklaces for pets. Tailor-made to order. |
| August | 2018 | A ladies' and gentlemen's collection of over 500 jewel and scarf models. |

SOCIAL NETWORKS

They've started following us...



INSPIRATION

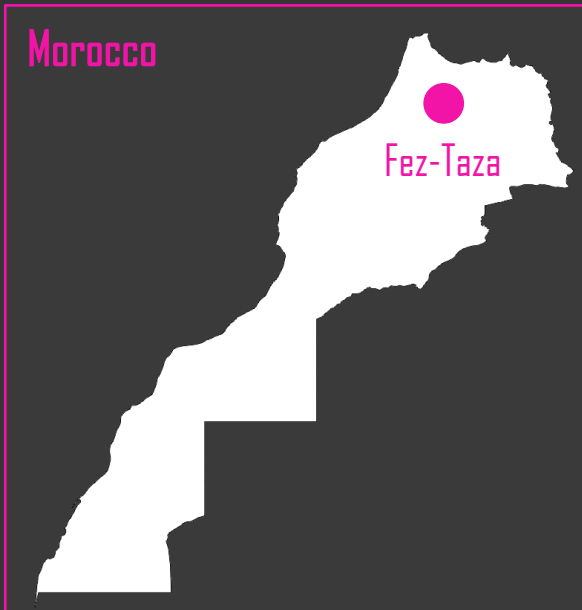
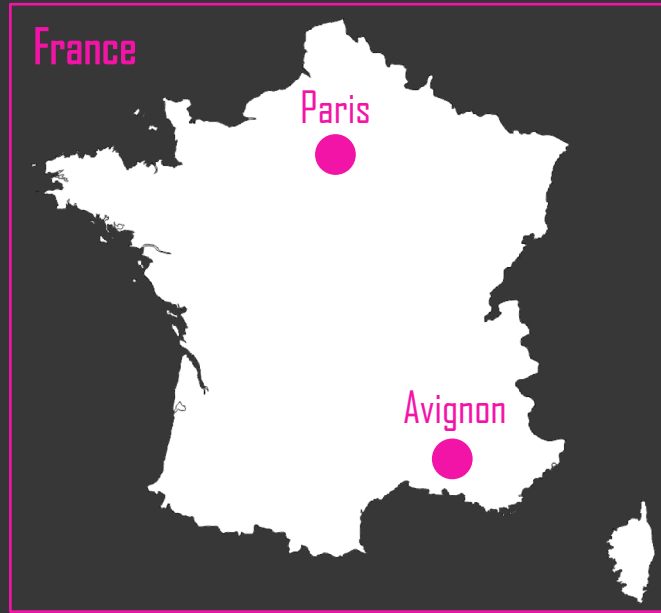
Where does it all come from?



MANUFACTURING

By hand, partly in France!

PLACES OF CREATION



ALL BY HAND!

LADIES

Shiny!



Scarf, 100% Silk



Rings, crystal pearls





Keychain, crystal pearls



GENTLEMEN

Smart!



Scarf, 100% Cotton



Bangles, crystal pearls





KFarah



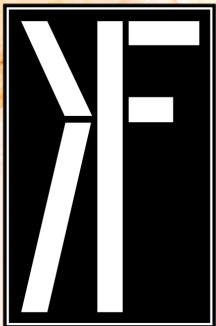
kfarah.com

OUR FOUR-LEGGED FRIENDS

Singular!



kfarah.com



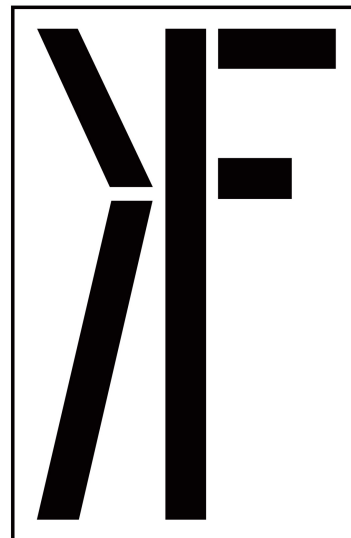
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KFarah

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