



BRAND BOOK



“ For 20 years we have been putting all of our passion into fabrics, but our promise does not stop with perfectly cut jeans and authentic stonewashing, we have a responsible approach, right down to the smallest details... ”

Lylia Richardière

A handwritten signature in black ink, appearing to read 'Lylia Richardière', with a stylized flourish at the end.

BORN IN MEDITERRANEAN



Le Temps des Cerises was born in the homeland of denim, from its founder's passion for the blue fabric. The brand acquired its unique expertise in manufacturing jeans in the Mediterranean Basin and refined its own fading techniques.



Over the seasons, *Le Temps des Cerises* has become the reference for jeans which “enhance the derriere” and a fashion adviser for women, men and children via its collections, Glam’Rock & Chic. More than a state of mind, it is an “art de vivre” where relationships focus on sharing and reconnecting with the world in wide open spaces, perfect for getting together with family and friends... Travelling is inspiring and shapes character, leaving you free to live in harmony with yourself. Through its collections, *Le Temps des Cerises* expresses sexy, casual fashion, easy wear inspired by travelling and

chance encounters. A cool, comfortable way of expressing fashion, but always eager to stay chic under any circumstances. The garment becomes an extension of your way of life and state of mind. It is easy to move in and reveals the figure exquisitely.

BEAUTY IS NOT ONLY ON THE INSIDE AND *LE TEMPS DES CERISES* EXPRESSES THIS THROUGH ITS COLLECTIONS...

MORE THAN A STATE OF MIND, IT IS AN “ART DE VIVRE” BASED ON SHARING AND RESOLUTELY DIRECTED AT SELF-ACCOMPLISHMENT.



OUR INSPIRATION COMES FROM THE SEA, SUN, FRIENDS AND MUSIC



OUR COMMITMENT : DENIM MAKER

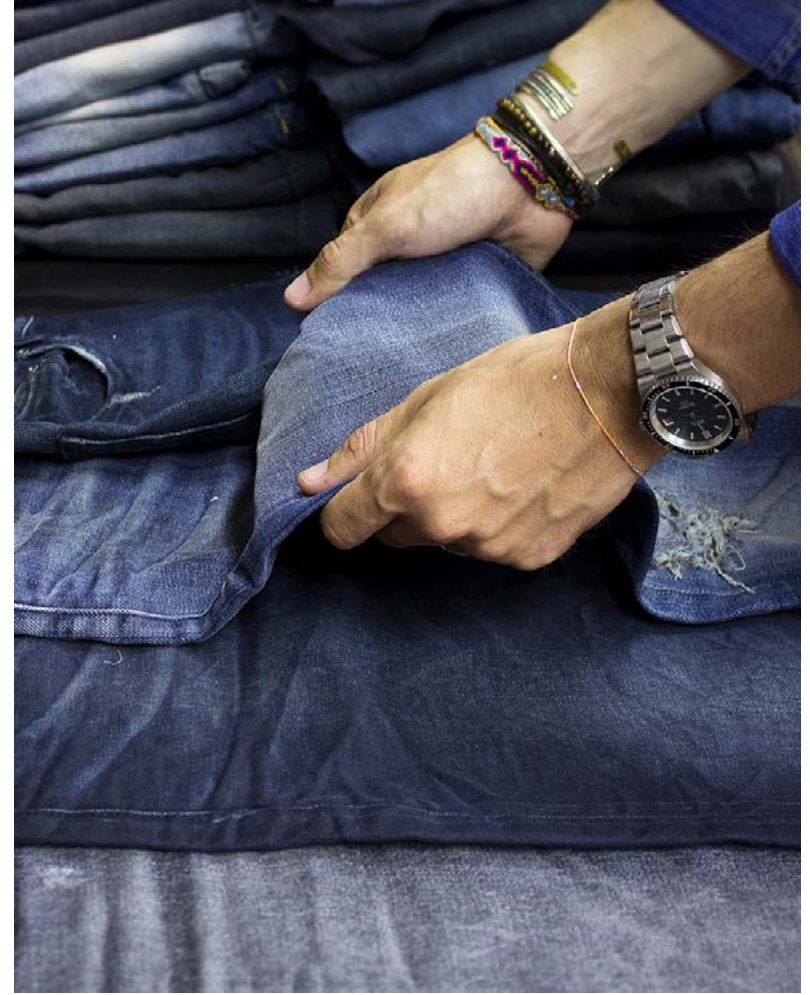
WE CALL ON MEDITERRANEAN
KNOWHOW TO PRODUCE OUR JEANS

THE COMPANY'S HEAD-
QUARTERS ARE LOCA-
TED IN THE HEART OF
DENIM COUNTRY

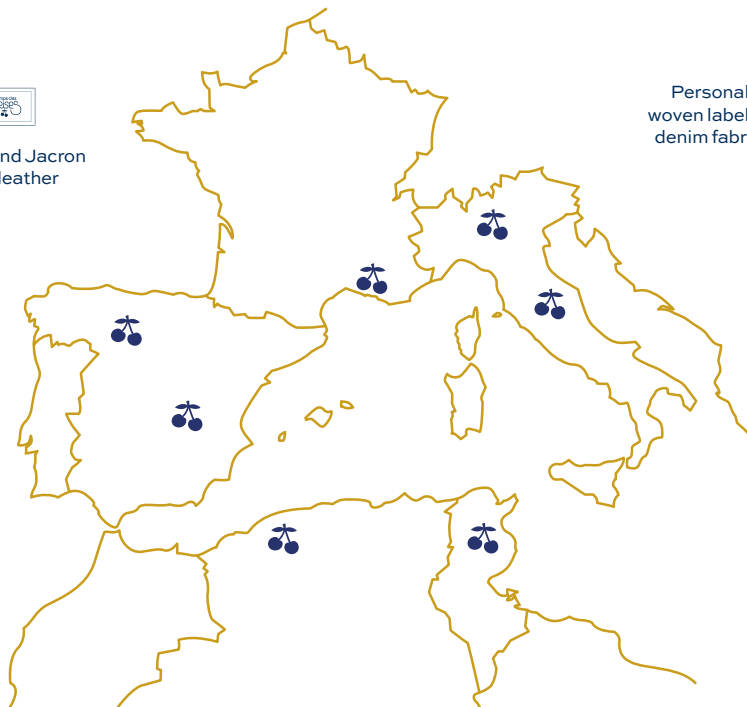
The denim fabrics we use are produced in the finest factories in Italy, the stitching threads and woven labels also come from Italy. The leather labels on the waistband of our jeans are made and processed in Spain

with Italian leather. Finally, the jeans are assembled and the stonewashing carried out exclusively in Tunisia and Morocco. We are also committed to working with manufacturing facilities which respect social and environmental standards. All the factories which produce *Le Temps des Cerises* jeans are

guaranteed to comply with ISO standards for the stonewashing of jeans; the waste water is thus processed in integrated water treatment plants before being released. Every pair of jeans undergoes quality control before being sent to retail outlets.



Hang Tag and Jacron
in Spanish leather



Personalised buttons and studs,
woven labels, stitching threads and
denim fabric woven in the best fac-
tories in Italy



Making and fading
in Morocco and Tunisia

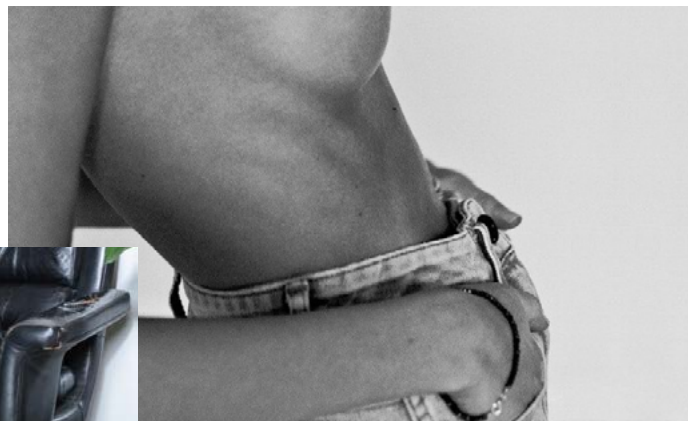
WE CREATE OUR COLLECTIONS
IN OUR DESIGN STUDIO IN MARSEILLE





SEDUCTION

HARMONY
ELEGANCE
GLAM ROCK
SEXY CHIC



SOLAR

HAPPINESS
CONNECTED
SHARING
COMPLICITY



SPONTANEITY

INTUITION
COOL ATTITUDE
FREEDOM
LETTING GO



SINGULARITY

FRENCH DENIM
ALLURE
ROCK & REBEL
EMPOWERED





THE JEANS THAT KEEP THEIR PROMISES

COULD THIS BE THE IDEAL PIECE OF CLOTHING?

A well as being an object for all kinds of projections, jeans are also a medium for all kinds of reinterpretations. Wearing jeans is a statement of one's difference, a means of affirming identity but also displaying a capacity for integrating social codes.

For two decades, Le Temps des Cerises has put its knowhow and its passion for respecting this commitment to good use in its collections and each season produces jeans which, when you have worn them once, you won't want to take off again!

FIGURE HUGGING
BOTTOM ENHANCING
VINTAGE EFFECT
MAXIMUM COMFORT
CASUAL CHIC



BOUTIQUE CONCEPT

THE BRAND IS INSPIRED BY TRAVELLING, WITH PICTURES AND MEMORIES OF HOLIDAYS OR TRIPS WITH FRIENDS DECORATING THE WALLS OF OUR SHOPS.



In a summery atmosphere, the blue chequered pattern of the cashier terminal gives a feeling of the turquoise water of the sea. Cacti, palm trees and a few plants also freshen up the atmosphere. The collections are dis-

played in a setting where the urban touch of metal meets the authenticity of wood. Customers can find their ideal cut of jeans with our fit guides, illustrated in 3D with fun messages. The jeans bar remains

the central feature of the shop. It demonstrates the brand's know-how. Finally, kilims and vintage furnishings have been sourced, lending a certain originality to the shops and providing a unique setting for our collections.

THE COLLECTIONS ARE DISPLAYED IN A SETTING WHERE THE URBAN TOUCH OF METAL MEETS THE AUTHENTICITY OF WOOD.



CHERRY COMMUNITY

LE TEMPS DES CERISES IS MORE THAN A BRAND OR TREND, IT IS A STATE OF MIND BROUGHT TO LIFE BY ITS COMMUNITY.

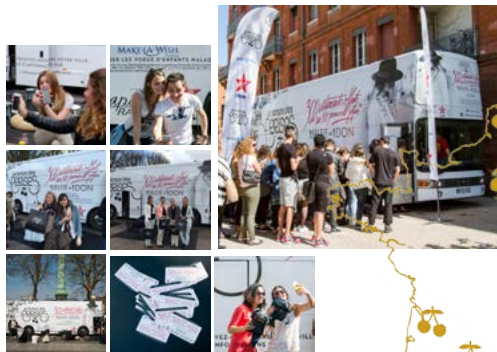
BLOGGERS

THE BRAND IS HIGHLY ACCLAIMED ON BLOGS, BY THE BEST-KNOWN INFLUENCERS.



SELFIE TOUR

LE TEMPS DES CERISES IS INNOVATIVE. IT CARRIED OUT ITS FIRST CHARITY CAMPAIGN, THE SELFIE TOUR, ON SOCIAL NETWORKS, ASKING ITS COMMUNITY TO POST A SELFIE AND MAKE A DONATION TO THE MAKE-A-WISH CHARITY.



ELITE MODEL LOOK

THE BRAND HAS HELPED YOUNG TALENTS TO ACHIEVE THEIR DREAMS BY TAKING PART TO THE ELITE MODEL LOOK MODELLING COMPETITION.

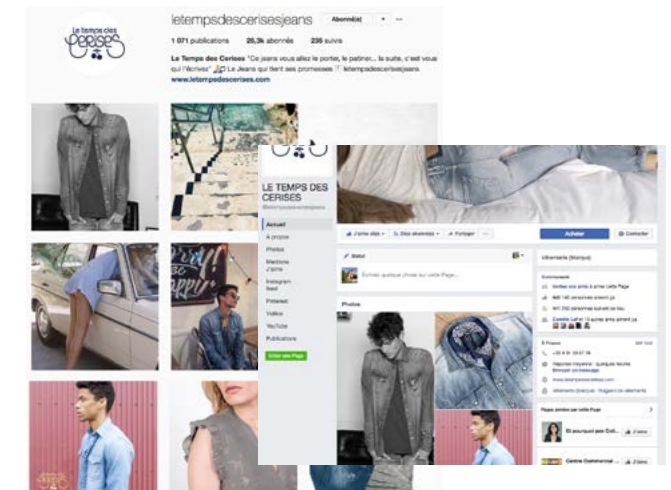
TIMES SQUARE

LE TEMPS DES CERISES IS ON THE CATWALK IN THE MOST MYTHICAL AVENUE IN THE WORLD, TIMES SQUARE IN NEW YORK.



SOCIAL NETWORK

THE BRAND IS VERY ACTIVE AND ITS COMMUNITY IS THRIVING ON SOCIAL NETWORKS.



SHOPPING PARTIES

THE SHOPPING PARTIES OFFER OUR CUSTOMERS REDUCTIONS IN A FUNNY ATMOSPHERE.





THE JEANS
that keep
their
promises

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