

# Fashion Market Entry Direction™

France / Europe — Strategic Expansion for Fashion Brands

I help fashion brands become export-ready for Europe by building the perception, positioning, and strategic alignment required to succeed in the French market.

## What This Offer Delivers

- Market Reality Check — understanding gaps between your brand and the French market
- Strategic Positioning — pricing, distribution, and competitive positioning
- Brand Adaptation — aligning image, storytelling, and perception
- Market Activation — preparing entry through showrooms, trade shows, and wholesale

## Why It Matters

Most brands fail internationally not because of their product, but because of misaligned perception. This offer ensures your brand is not just present — but positioned to sell.

## Investment

Typical engagement: 8,000\$ – 25,000\$ depending on scope and phase.

## Funding Eligibility

This mandate may be partially reimbursed (up to 50%) through programs such as:

- CanExport SMEs (Canada)
- PSCE — Québec

Eligibility depends on the company profile and project scope.

Positioning: I don't offer marketing services — I build the perception that allows your brand to sell in France.