

Donzelli®

Luxury Furniture Industry



If your walls could talk,
what would they say about you?

Spaces we live in shape
who we are and who we become.



Meet Donzelli



About staff

Understands each Player's Pain

Understands Industry Challenges

AI Experts

Blockchain Experts

Makers, Doers, Risk Takers



Louis Le Bras Design + Strategy

*ex Strategy Associate at Emakina/EPAM
(Nike, Kitchen Aid, Fraser Yachts, Microsoft)*

- Start Entrepreneurship Journey at 14
- Formed by Industry Head Players
(Commerce, Strategy, Design, Code, Writing, Philosophy)
- Worked for leading companies and luxury brands
- Perpetual Learner, Resilient, Committed to Excellence
- Always in search of Excellence through Perseverance

Ryadh Zitouni Sales + Marketing

*ex Marketing & Partnerships Manager at Connan/Copanel
(Interior Design + Building Company)*

- Shaped by Continuous Hard Work since 16
- Self-taught, enriched by various experiences
(Commerce, Performance & Strategy, Public Relation, People Intelligence)
- Powerful listening and sales skills
- Outstanding adaptability, power to feel right moment
- Always in search of 80/20 ratio through Pragmatism

Luxury should be more than just a simple experience. And yet,

If we look closely at the design furniture market...



We are facing
a huge problem as

Clients

Professionals

Manufacturers

The design and luxury furniture
industry is totally broke.

1. The Problem in Depth



Clients

struggle with space design and furniture purchases.

- No Trusted Luxury Platform Experience
- Fragmented Market with Fake Furniture
- No Advice, Education of Objects and their Value

Professionals

don't have personalised advice or a premium concierge service.

- No Human or Concierge services
- Very Few Resources and Content
- No Limitless Products & Brands

Manufacturers

suffer from a generational gap and a significant deficit in technology.

- No tailor-made eCommerce Experience
- No Promotion to the Right Target
- Without Tech to Extend Client Experience

The design and luxury furniture industry is totally broke.

15%

of clients are satisfied with their online luxury experience

According to a McKinsey study, 76% of luxury consumers are looking for high-quality online shopping experiences, but only 15% believe that current platforms meet these expectations.



1/3

it's the time architects waste on repetitive tasks that add minimal value

Architect Magazine said :

"Tools and Human help could save architects time by automating repetitive tasks, the slow adoption due to cost and complexity leaves many professionals struggling, potentially widening economic disparities in the industry."

69%

of manufacturers find difficult to adopt new technologies

According to a RIBA & Microsoft study, 69% of professionals in the furniture, interior design and architecture sectors admit that they find it difficult to adopt new technologies that would make their work easier because of their cost and difficulty of use.



The top-of-the-range design
furniture market is lagging behind.
It's time to restart the engine.



2. Solution

Solution



Brand New Unified Commerce Experience

A new platform type,
For all clients types.

Premium Concierge for Professionals

Architects, Real Estate,
Hotels, Boutiques, Offices

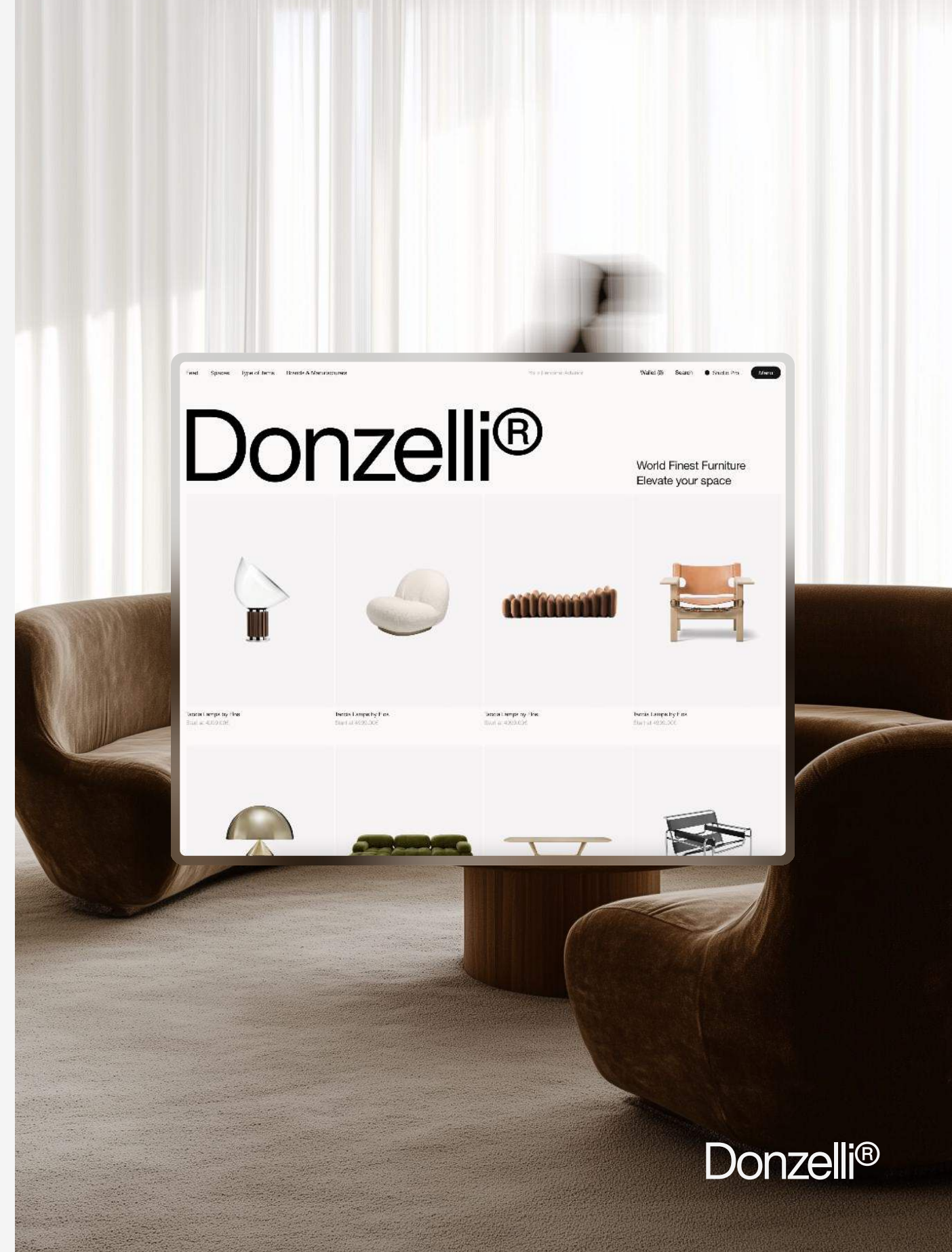
Growth Offers for Manufacturers

Brands, Editors, Studios,
Furniture Stores, Architects

A new platform,
For all clients types.

Brand New Unified Commerce Experience

- New Commerce & Luxury Experience
- Inspiration & Popularization
- Personal Advisor
- Verified Program
- Second Hand
- Limitless Products





Studio Pro ↗

Architects, Real Estate,
Hotels, Boutiques, Offices

Premium Concierge for Professionals

- Design, Order and Buying Advice
- Professional Support, Services & Prices
- Extended Ressources and Infos
- Online Centralized Orders
- Private Hotline
- **No Fees**

Brands, Editors, Studios,
Furniture Stores, Architects

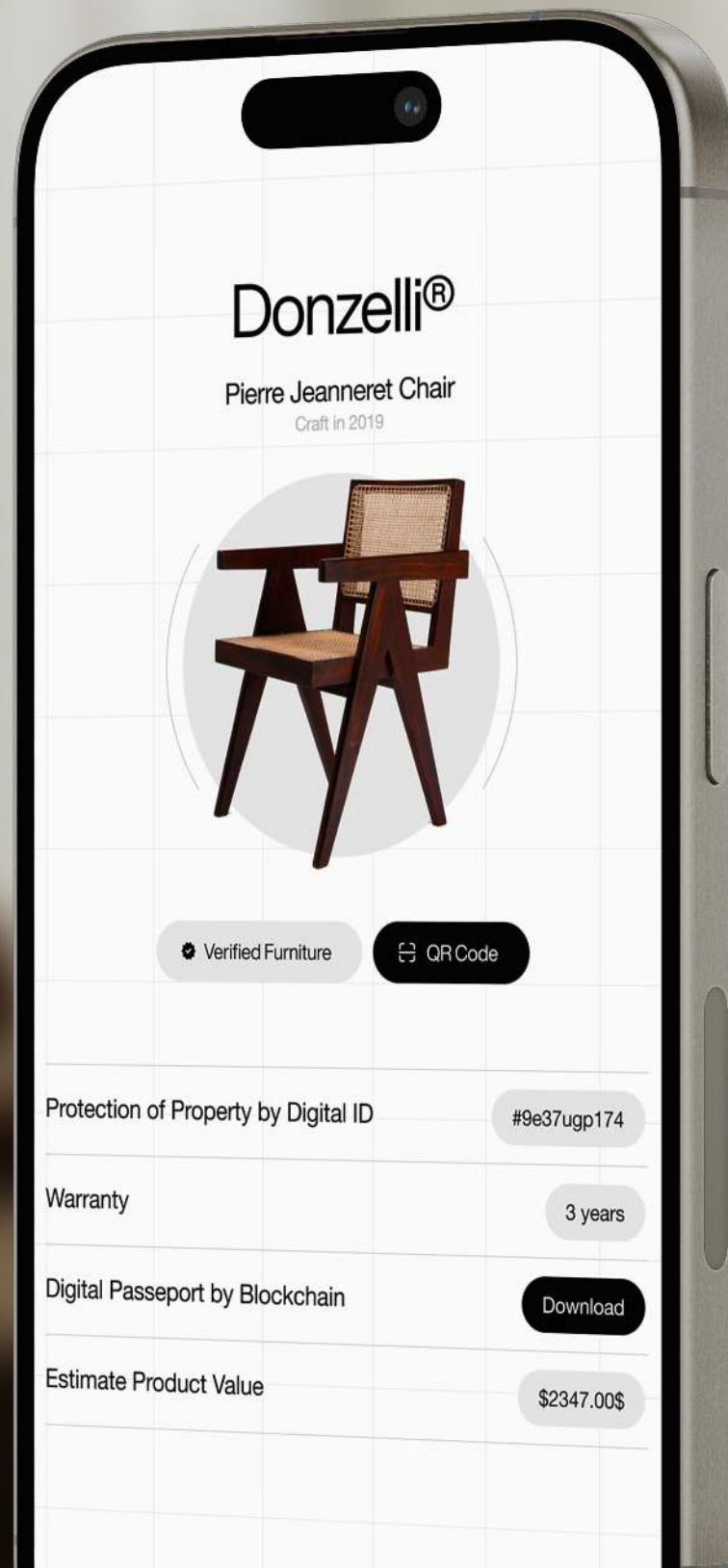
Growth Offers for Manufacturers

- Verified Program : Blockchain Program to authenticate
- Ultra Qualified Traffic & Custom Emplacements
- Strategic Emplacements for Brands Products
- Digital Growth Advice & Workshops for Manufacturers



At the heart of this tryptique, we introduce
a smart technology to fix the broken industry.





✔ Verified Program

A unique furniture industry program based on blockchain technology

- Find the originals
- Own a Digital Passeport
- Facilitate re-sell and ownership
- Obtain the manufacturer's services
- Keep Product Value
- Track Product Life



What else?

Personal Advisor

Get Advice and Support from a Donzelli Expert. Have a true human relation as a client or professional. For your purchases, furnishings and projects

Stores and Architects

Stores and Architects have their own pages to allow clients to discover them. To boost their visibility, engagements and conversions with high qualified traffic.

Guide

All the keys, resources and advice from experts and designers you need to create the space that reflects who you are. Created in partnership with industry.



Everything is ready.
Developped.
Shipped.
Online.

We haven't designed a solution to reinvent, standardise, dominate or redefine the industry.
Instead, our approach is focused on reuniting its fragmented pieces.



It's about being the essential plug and special partner.
That add excellence, reliability, simplicity and singularity into the daily lives of the players.





3. Why we care

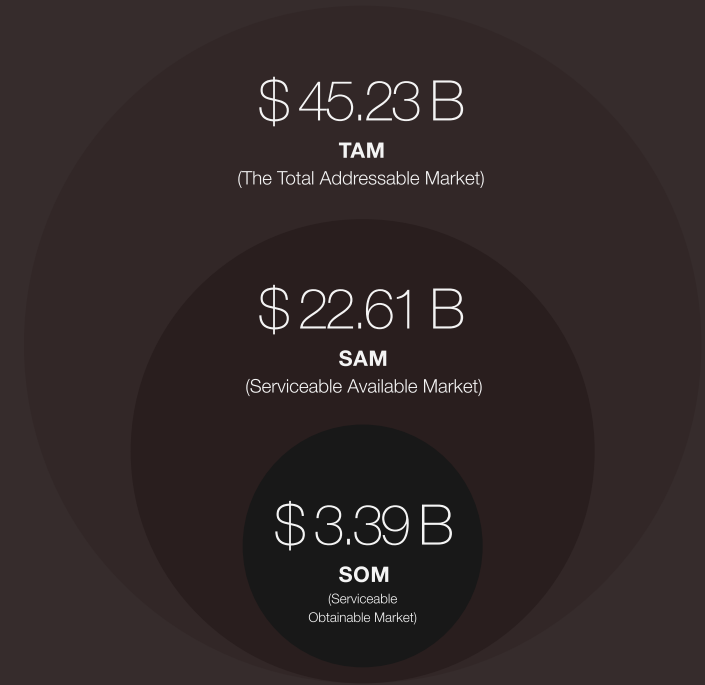
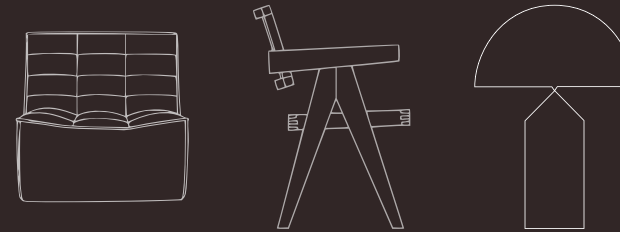
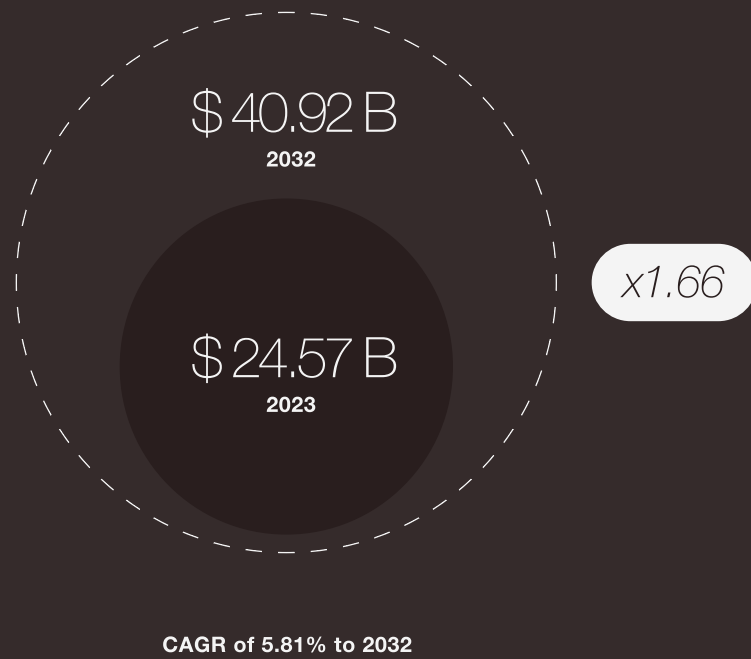
Isn't it alarming that in 2024, we have AI in our pocket, yet we struggle to image, create, and bring to life the context in which evolve daily?

Everybody knows that our context plays a big role in our daily live. But, we believe that the environment in which we live everyday makes us who we are and who we become.

That's why we're working on the first platform for creating an environment of excellence by focusing on it and not everything else around it.

4. Market Opportunity





TAM = $24,57 \times (1 + 0,0581)^{11} = 24,57 \times 1,841 \approx 45,23$ milliards de dollars
 SAM = 50% de TAM
 SOM = 15% de TAM

Furniture Market Size

The luxury furniture market is estimated to be worth around \$24.57 billion in 2023, with a projected compound annual growth rate (CAGR) of 5.81% to 2032, reaching \$40.92 billion.

Global Trends

Current trends include a growing demand for customised furniture, the integration of intelligent technologies, and a strong focus on sustainability in the choice of materials and production processes.

TAM, SAM & SOM for 10 years

The growth of the luxury furniture market offers a major business opportunity, driven by increased demand for high-end, bespoke products from affluent consumers and sectors such as luxury hotels and restaurants. Companies that are aligned with luxury trends and able to innovate can tap into a rapidly expanding market.

5. Business Model

How we charge

One activity.

Multiple sources of income.

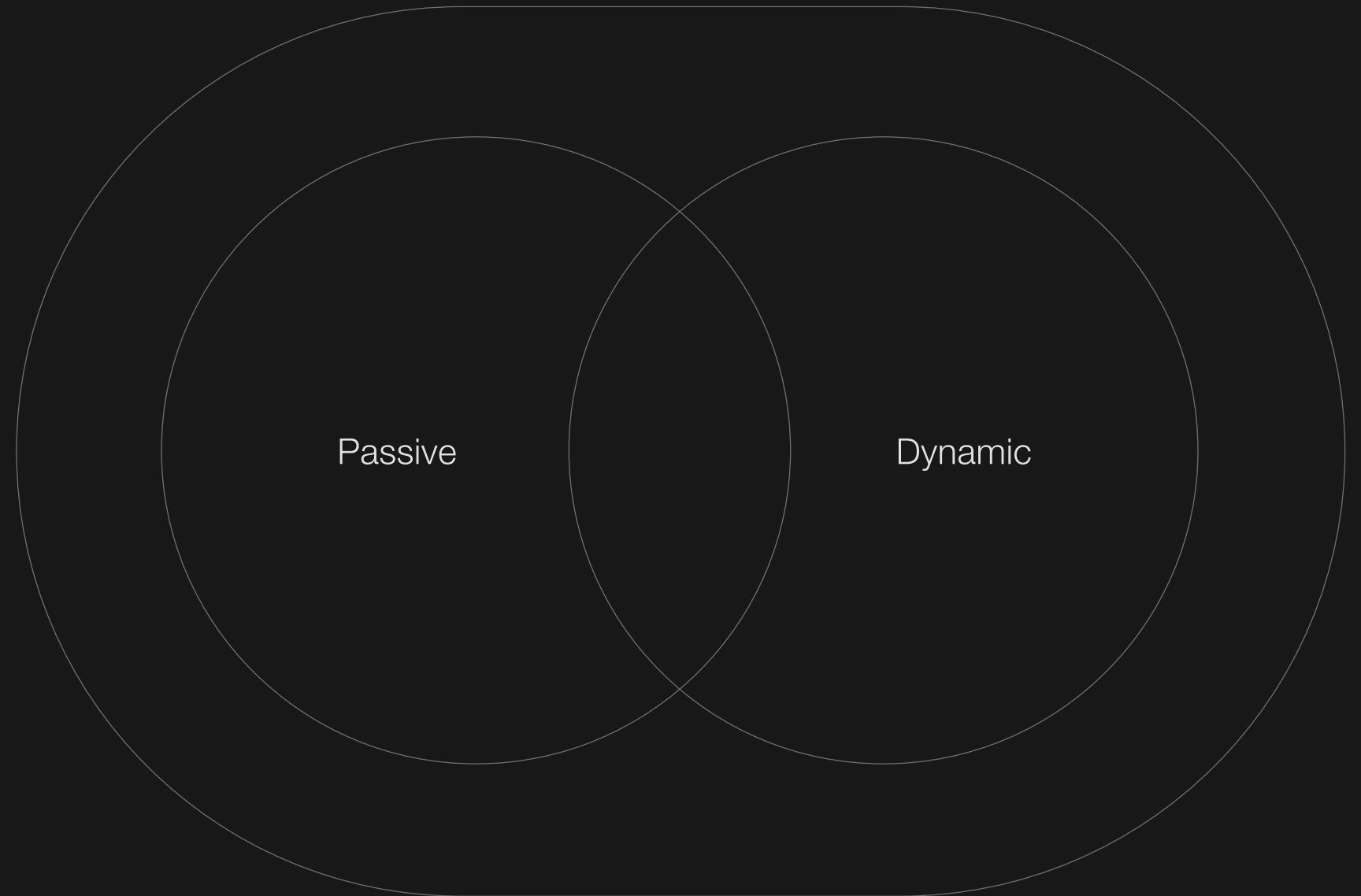
A secure business model.

Let's see it...

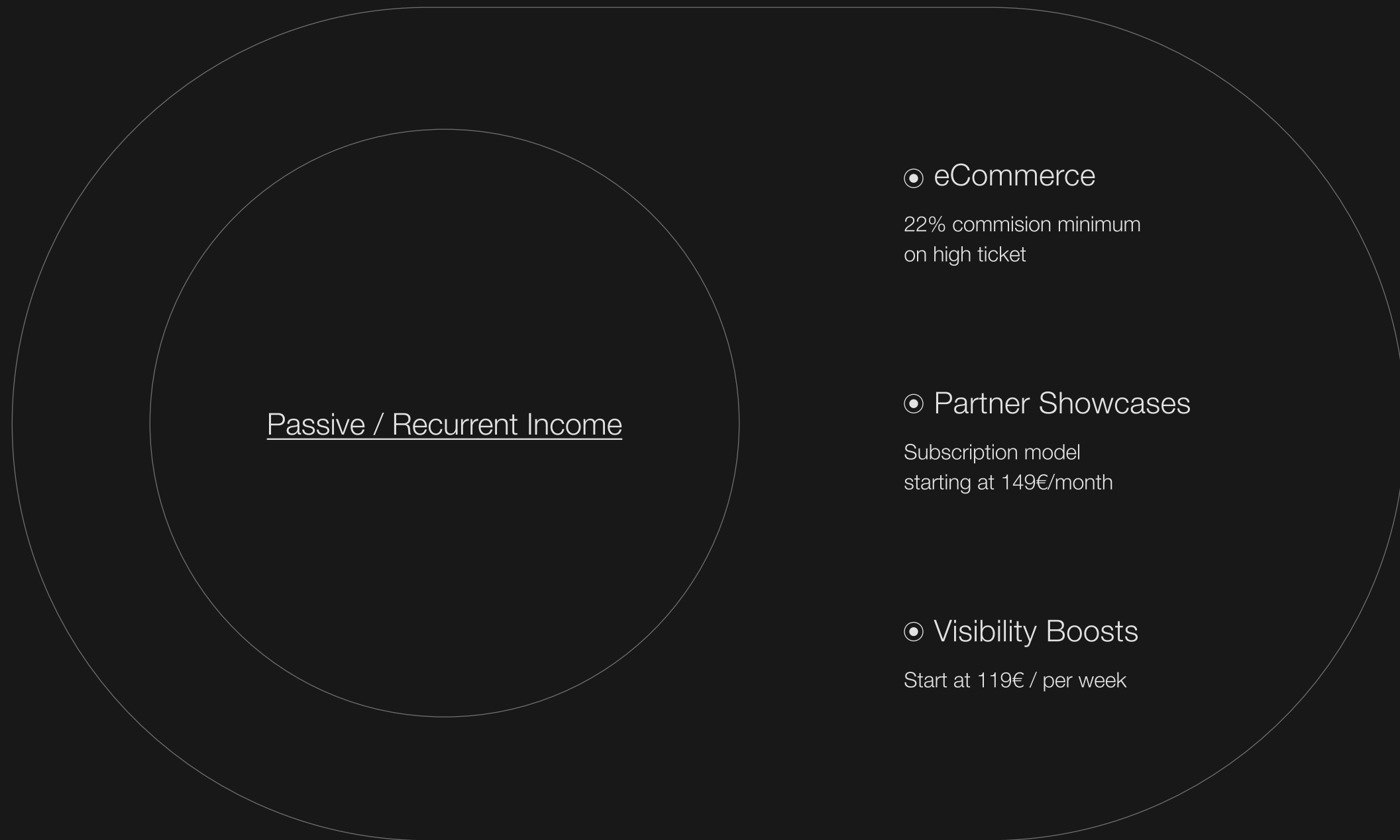


How we charge

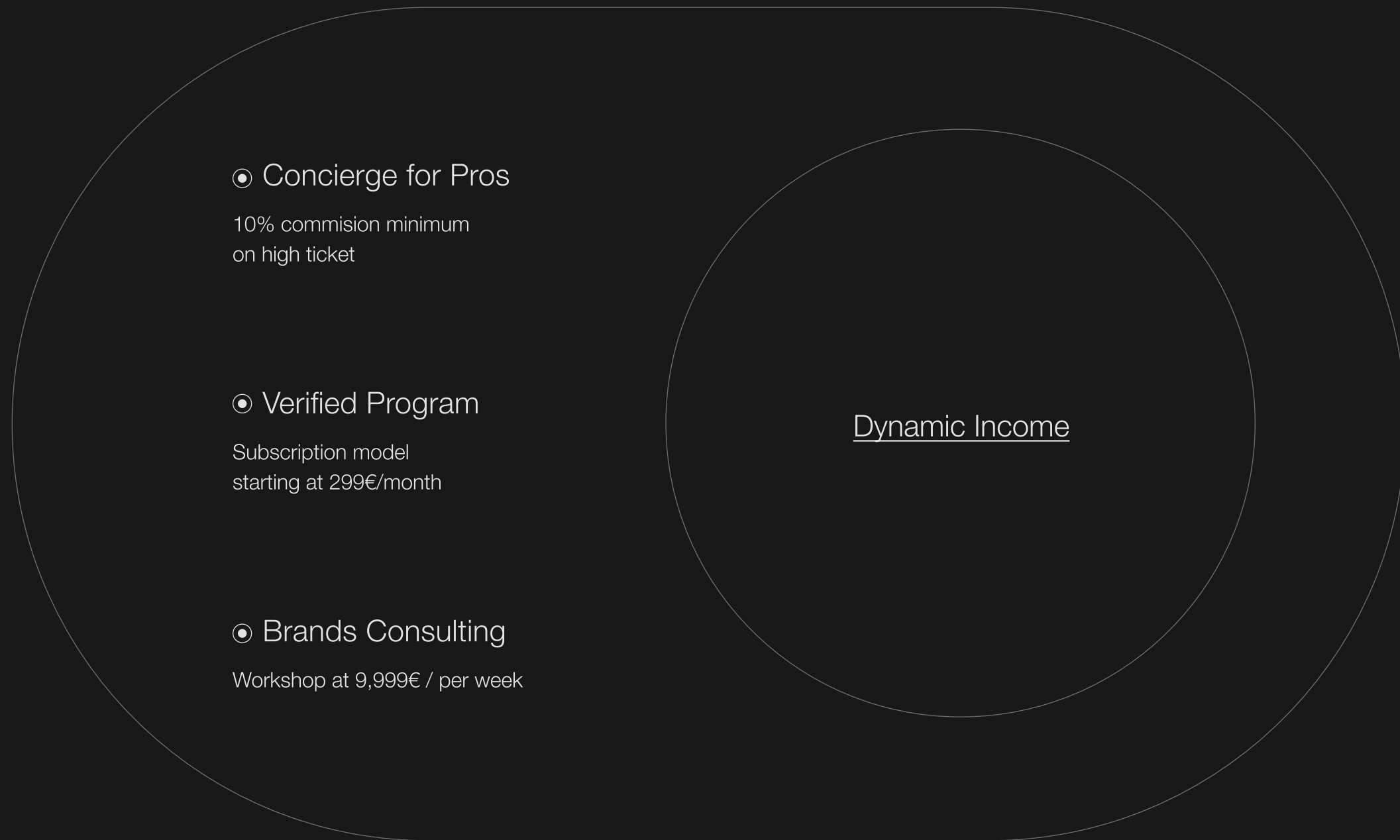
Donzelli Business Model



Passive Spectre



Dynamic Spectre



6. Next Steps

Next Steps

Give a new breathe to design industry



Mid 2024 / Today : Platform, Services, Verified Program / Design, Building, Shipping

Mid 2025 : eCommerce Global Experience, Second Hand Program, Magazine / 2nd Build

Early 2025 : Media, Socials Growth, Recruitment, Partnerships / Session 1

End 2025 / Early 2026 : New Partnerships, Media, Growth / Session 2

Mid 2026 : New Recruitments, Awards, Concept Store, App / Scaling

7. Vision

Donzelli®

What we Believe in. Our Vision for Tomorrow.

- App, Magazine and Awards
- Showrooms and Stores
- Donzelli Furniture Collections
- Donzelli Boutique Hotel Group





Global Recap

1. Problem

Clients, professionals and manufacturers in the industry are facing difficulties in terms of experience, work and development.

2. Solution

Brand new furniture experience for customers, premium professional concierge services, and tailor-made solutions for manufacturers.

3. Opportunity

The market is growing rapidly and presenting new opportunities that need to be taken advantage of quickly. We're creating a centrifugal force.

4. Team

By joining both forces, we are creating a strong partnership to achieve our mission and build a powerful team to execute our vision.

Donzelli® One

Spaces we live in shape
who we are and who we become.

Donzelli will redefine the way customers,
professionals, and manufacturers live and work.

Together, we will give them the power to create
spaces that truly matter and shape the moments
that define their lives.

And perhaps, ours too.



Sincere Letter to Providential Angels

If you read this letter, you may have come to us by pure coincidence.

We want to share words with you to illustrate the essence of our mission.

We strongly believe that this industry urgently needs a revitalization to continue its crucial role.

Because it supports something essential that few people really understand.

A standard, an excellence, the opposite of mediocrity, the cure for poverty.

This excellence plays a vital role in everyone's evolution, especially when it comes to our environment — the guarantor and pillar of our evolution.

This industry is one of the last barriers to that evolution.

So we're going to put the cards that few people are capable of on the table.

In capacity. In talent. In time. In work. In skills. In technology. In service.

In everything we are and will become.

It's not really a question of furniture.

It's about the future utopia we all want to build,
whatever our personal reasons.

Ours. Yours. Your family's. Your children's.

That's about what you really want to leave this world,
or who you want to leave it to.



Donzelli®

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