

SeeMe

Join the #heartmovement



SeeMe is a fair trade certified luxury brand that produces heart shaped jewelry and accessories and provides ethical sourcing for other fashion brands.

All of its pieces are handmade by women who have been victims of violence.

*By wearing the heart, SeeMe clients join the #heartmovement,
a worldwide movement that aims at replacing violence with love.*

SeeMe

Caterina Occhio, SeeMe founder

Caterina Occhio is a former development aid manager with over 15 years experience in supporting employment and institutional reform.

She worked extensively for the European Commission, different UN agencies and from 2002, she specialized in the socio-economic integration of women. In 2007, she became the secretary-general of the SEED Foundation and led two projects for socio-economic insertion of battered women in Turkey. In 2010 she was EU Policy adviser in social inclusion for the new employment strategy in Tunisia

In her quest to help and improve women's conditions in the MENA region, in 2013 Occhio took a leap of faith and launched SeeMe.

She has been guest speaker at Conde Nast International conference on Luxury. In 2015 she was selected among the most glamorous and committed women of the year by Glamour Italia



The '**Fair Luxury**' Business Model

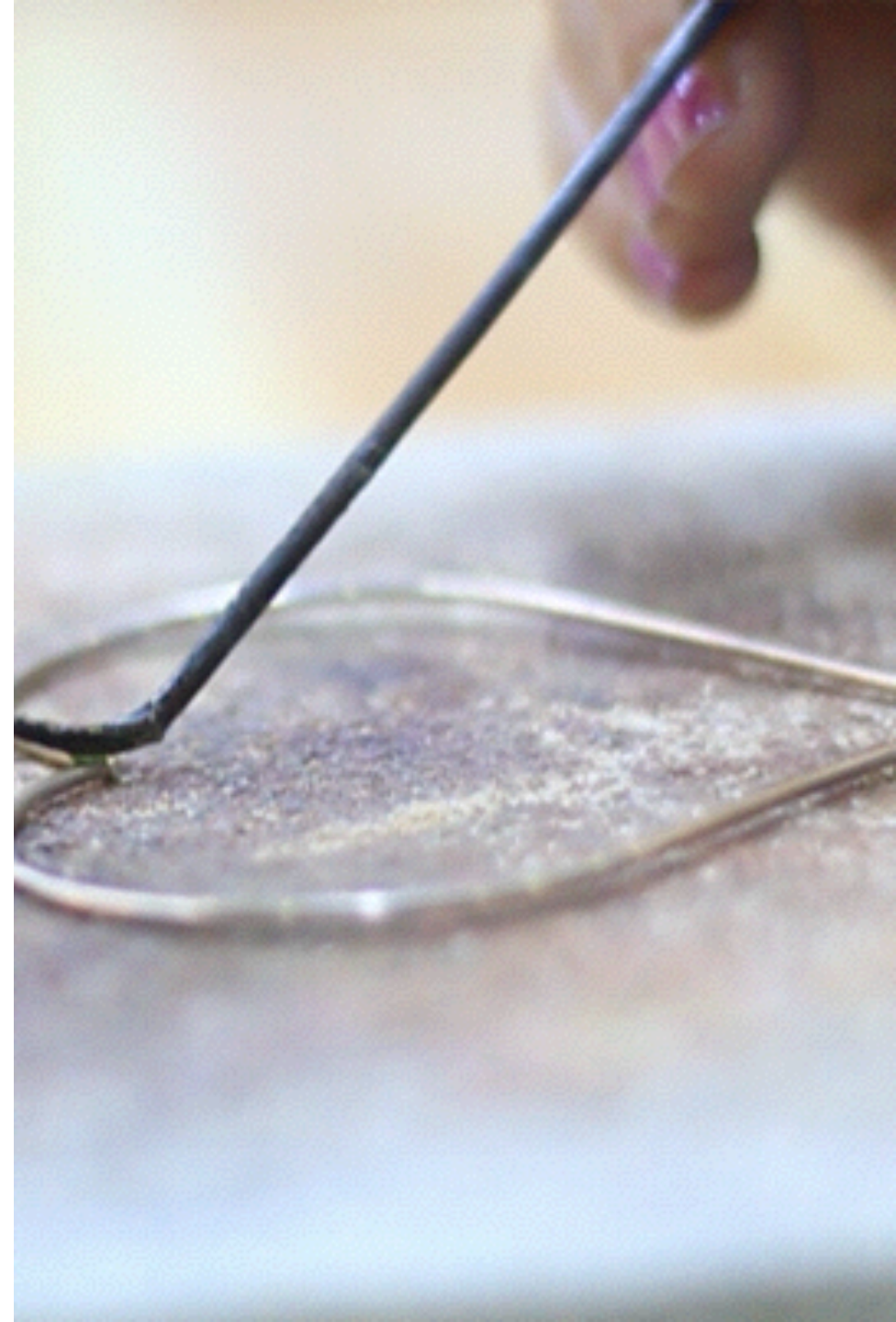
Fair luxury is the bridge between fair trade and luxury.

Studies show that a significant part of luxury customers are socially concerned and ready to transform their concern into a purchase decision.

Fair luxury aims at providing them with products to buy that do not compromise on quality or design and have a positive social impact.

SeeMe products are fair trade certified and hand made by women victims of violence.

No charity, just work.

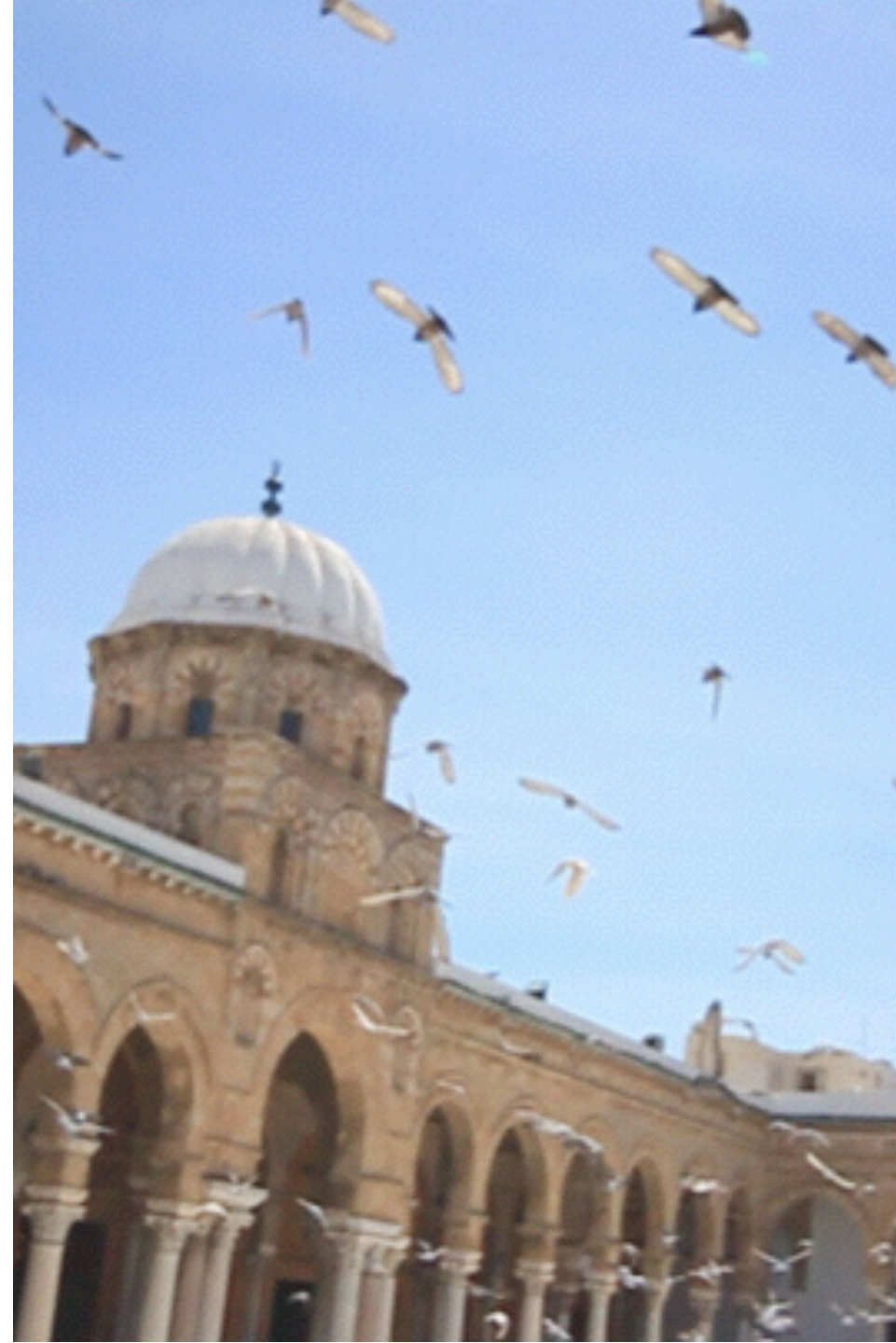


Brand Target & Objectives

SeeMe aims at touching and positively influencing the lives of many.

Its targets and objectives are of both social and economical nature.

Our atelier currently employs 5 women full time with a craftsman apprenticeship and aims to employ no less than 50 women before 2018 as the brand becomes a bigger influence in the region as well as in the fair trade and luxury jewellery market.

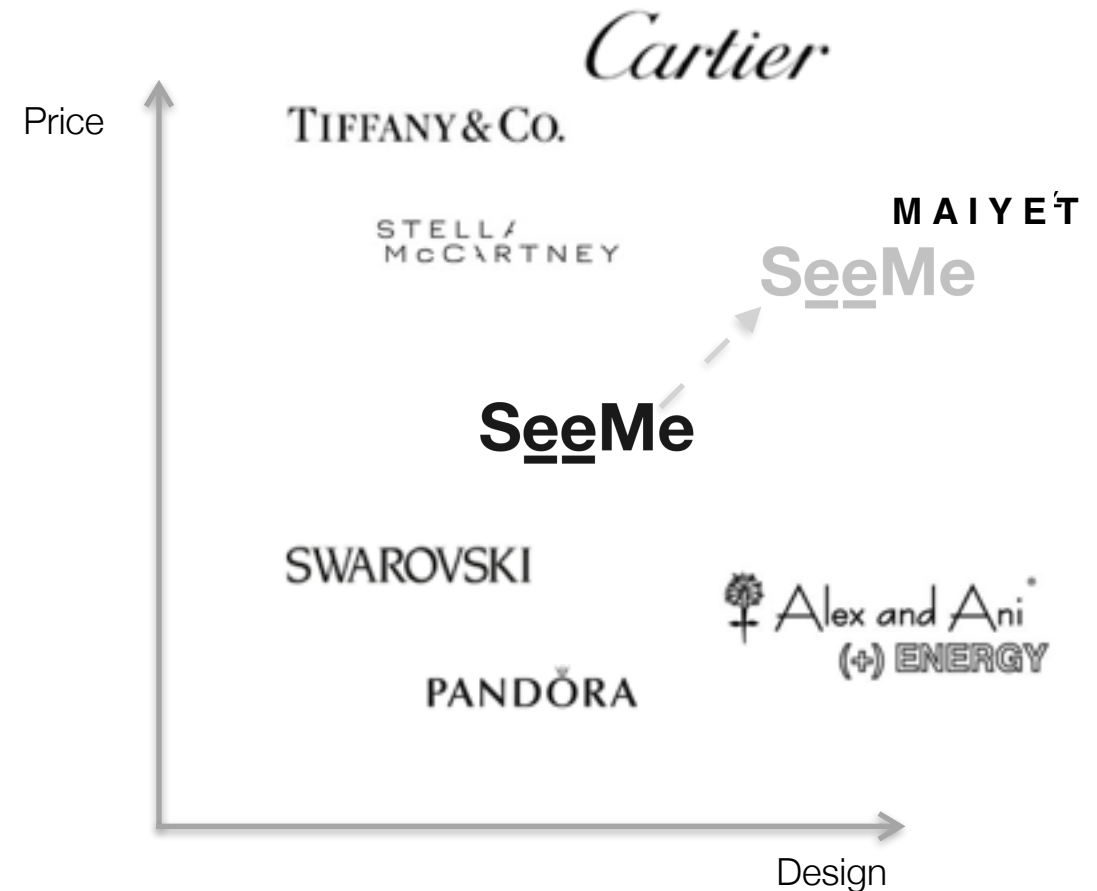


Positioning & Competitors

Given the unique nature of SeeMe, it is difficult to position the brand against 'true' competitors with similar product offering.

Excluding the ethical and fair trade benefits of SeeMe's product range, this chart (left) explains the brands current positioning against perceived market competitors.

It also suggests an expected new market direction 2015-2017 (shaded in light grey) thanks to the expanding new 'Fine Line' collections entering a new higher market segment with more premium competitors.



Positioning & Competitors

SeeMe's defining characteristics are undoubtedly its commitment to fair trade, luxury ethical sourcing and its particular attention to elegant design concepts.

Existing 'true' competitors, being both ethical and fair trade are positioned on the left graph. SeeMe does not consider any of these brands to be in a similar market place or have a similar product offering.



Products and Collections

SeeMe sleek heart shaped jewellery is entirely handmade with ancestral hammering techniques together with high quality designs and materials ensure a unique take on modern jewellery as well as one-of-a-kind pieces.

The Classic jewellery collections include Chains, Rings, Bracelets, Cuffs, Earrings

With a new 'Fine Line' collection added in 2015 which includes certified white and black diamonds, sapphires and rubies set by hand by the world renowned Armenian Jewellers in Lebanon.



Collaborations

SeeMe strives to positively influence the established brands in the fashion world, supporting an ethical approach to their sourcing procedures.

It has collaborated with worldwide renowned fashion brands such as:

KARL
KARL LAGERFELD

MISSONI

TOMMY  HILFIGER®



Collaborations

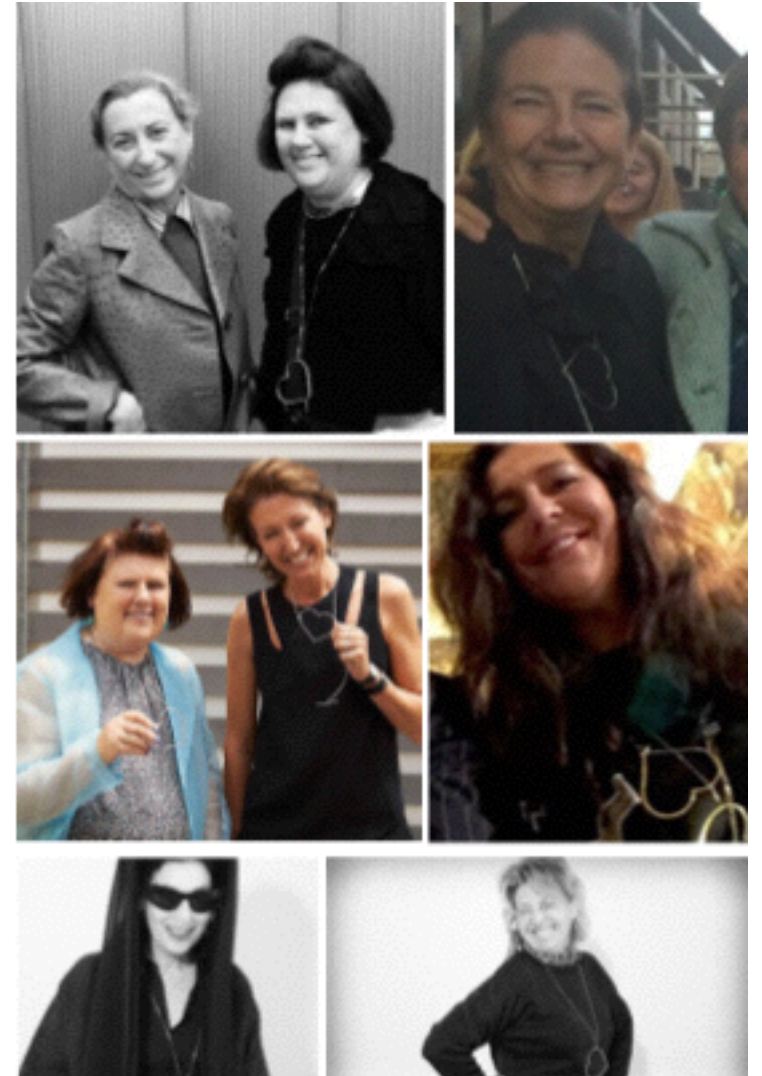


Testimonials

The **#heartmovement** was launched at Pitti 85 in January 2014.

Several fashion professionals and fashion icons became our testimonials and have already been portrayed with our heart. Our most avid supporters include:

- > Suzy Menkes of Vogue International,
- > Angela and Rosita Missoni,
- > Antonella Antonelli of Marie Claire Italia,
- > Antonella di Pietro, Creative Director of Karl Lagerfeld
- > Linda De Mol queen of Dutch TV,
- > Laudomia Pucci, Pucci.
- > Sarah Burton of Alexander McQueen





Press Coverage

In recent months, SeeMe has been featured, among others, in the following publications:

- > Vogue Germany (6 pages in October '15)
- > Vogue International by Suzy Menkes
- > Vogue Turkey, UK, Italia and Russia
- > Glamour Italia (4 pages in Sept. '15)
- > Marie Claire Italia (2 pages in March '15)
- > L'Officiel and L'Officiel NL
- > NOWFASHION.com
- > Style.it
- > Condé Nast Traveler



Retailers

SeeMe flagship store is located in Amsterdam.

Other retailers around Europe and the world include:

- Galeries Lafayette Paris
- Colette, Paris
- Boon, Seoul
- JOYCE HongKong
- Luisa Via Roma, Biffi, Penelope and Sugar Premium luxury stores in Italy,
- Steffl department store Austria,

With many points of sale in the Netherlands, Germany, Switzerland, Denmark, Japan and a strategy entry plan for the MENA and North American regions for 2016.





For more information visit seeme.org

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