



**MOA**



# WHO WE ARE

---

*Enjoymoastyle*

MOA accessorizes modern and urban women on a daily basis so that they can express their personality through their look.

Our teams of product managers and stylists travel around the world in perpetual search for new trends that will make the «Must Have» accessories of tomorrow.

**MOA, MY ACCESSORIES, MY PERSONALITY.**

All our collections are worked with the objective of allowing all women to express their true nature. A varied collection where women can find the most basic and also the most fashionable accessories, adapted to their style and personality.

Our 180 stores, in France and abroad, proudly express 20 years of expertise in the service of women.





# HISTOry

---

**2002**

Creation of the sign for women aged 15 to 25.

**2003**

Moa wins the "l'enseigne d'or" of the most innovating.

**2005**

Partnership with Etam to open «shop in shop».

**2007**

Agreement with the RELAY group for the opening of MOA stores in the stations.

**2011-2012**

Opening of «shop in shop» in Italian department stores UPIM.

**2014**

Change of positioning for MOA with its Premium concept. MOA now focuses on young women aged from 20 to 30.

**2016-2017**

MOA launches its first silver collection.

**2018**

Development of more than 30 stores openings throughout France

# KEYFIGURES

---

until  
**10000** This is the average sales revenue per square meter of MOA shops.

**3000** It is the number of sku's created every day.

**200** Active MOA collaborators world-wide.

**187** MOA points of sale around the world.

**80<sup>m²</sup>** This is the ideal surface for a MOA shop.

**16** Countries in which MOA is installed

**4** Main product lines.

20€

Average Basket

11€

Average Price

1.9

Power Selling



# THE MOADNA

---

MOA offers quality products, at reasonable prices for women who want to stand out from the others by their fashionable sensitivity. Actively, they can keep their share of femininity under all circumstances.

We develop collections close to the trends as possible to the personality and expectations of all women.

Each of them will be able to share their creativity expressing themselves with the MOA accessories.



Free



Feminine



Sparkly

Cosmopolitan





# share of business

---

JEWELRY

40%

bags

25%

SHOES

15%

HOSERY

10%

HARacc

5%

diverse

5%

# The shop



# concept



# development

---

By profoundly renewing its collections, its offer and its concept, MOA has refocused on its original profession.

MOA has already launched an ambitious development project in France but also abroad.

With this new development policy, the brand aims exclusively at prime locations in rewarding environments (downtown and shoppingcentre).

The ideal area for a MOA shop is 80m<sup>2</sup>.



GUAYANA  
GUADALUPE  
MARTINICA  
REUNIÓN

BELGIUM  
LUXEMBOURG  
SWISS

ST MARTIN

FRANCE

BULGARIA  
ALBANIA

TUNISIA  
CANARY-  
ISLAND  
MAROCCO  
LIBANON

SAUDI-  
ARABIA  
NEW-  
CALEDONIA

