



LONDON • PARIS

Merci Maman International Women's Day and Mother's Day Campaign - #MyMotherhood

Merci Maman are a personalised jewellery brand, started by Mother of 4 Beatrice de Montille on her kitchen table 13 years ago. Each piece is carefully hand-engraved by our team of artists, and the brand now has 50 employees across 3 offices in London, Paris & Berlin. The brand has consistently grown, with our best year ever in 2020 (despite Covid) turning over **£6 million**.

The name 'Merci Maman' - which translates as 'Thank You Mummy' - is inspired by French roots and celebrates the special bond between mother and child. Every piece tells a unique story. Our beautiful accessories are designed and prepared in our workshops to guarantee the highest level of quality and fast delivery. Each charm is carefully hand engraved, assembled, and packaged to create the perfect gift for loved ones, and shipped within 24 hours of ordering.

In 2014 we received amazing PR exposure, **Kate Middleton**, The Duchess of Cambridge, was spotted wearing a Merci Maman necklace. The interest generated the potential of our products internationally. Overnight the company turnover and staff count doubled and we saw significant growth in international sales.

As a team made up of **94% women** and a brand founded by the inspiring entrepreneur Béatrice, we truly are a female run business and couldn't be prouder of the fact. We see strong women raising strong women every day at work.



The Raising The Future Bracelet. Each bracelet will be priced at £39.

To honour IWD this year we have created the **Raising the Future Bracelet**, with an exclusive orange or beige ribbon and illustration, to be worn between a mother and daughter. A talisman, designed as a constant reminder to daughters, granddaughters, nieces, or a loved one that they are strong, and will always achieve great things when they put their minds to it. **30% of proceeds will be going to The Little Roo Fund**, who support the Neonatal unit in St.Peter's hospital in Surrey.



L-R, The Alphabet Necklace £99, The Mother Of Pearly Spinning Ring £79 (huge trend for SS21), and Duchess Necklace from £129.

As a brand celebrating mothers each and every day of the year, we hold Mother's Day in a very high accord. This year our **#MyMotherhood** campaign champions women all on their own unique journey with motherhood, highlighting and celebrating the different experiences for each mother. Speaking to our teams, our online community, our customers and influencers alike, we explore the incomparable experience of being a mother and what it can mean to each individual.

Our campaign is supported with our **4-part mini podcast series** we're running, speaking to 4 different women on their journey of motherhood, from adoption, loss, special guardianship and more.

I've popped a link here to everything cut-out and lifestyle, all priced and named for your convenience. You can also find our pitch, and information about the podcast. https://drive.google.com/drive/folders/1Bfo8zm_S_Lrc9BKS_8T18vypTGAsWUIL?usp=sharing