



General information:

Two registered trade marks, made in France:
« ZOR » (1996) and « Sébicotane » (2005).

■ Corporate structure : « Ecarlate » a limited liability company with a registered capital of (53 000 euros). Established in 1996.

■ Registered office, workshop and showroom :
35 rue d'Aboukir, 75002 Paris - France
Tel : +33(0)1 40 41 12 70 - Fax : +33(0)1 40 41 12 53
Email: bijouxzor@free.fr
Email: sebicotane@9business.fr
Site internet : www.zor.fr
A member of the National Association of Jewelry Manufacturers (BOCI) - Information at www.boci.org/fr/zor.htm

■ Business hours : Monday to Friday, 10.30 am to 7.30 pm

-Founder, Manager and Designer : Ms. Stéphanie Lagier

-Workshop Manager : Christine Chartier

-Press Executive : Nathalie Mignon

... We invite you to discover two brands of jewelry:
"ZOR" and "Sébicotane". An invitation to travel , for real or
by imagination, with no frontier...





Activity :

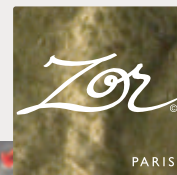
Designing, manufacturing and distribution of :

- Costume jewelry in casting and bronze (gold finish, silver finish, antique bronze...).
- Silver (925 00/è), vermeil and gold plated jewels.
- Fashion accessories: hair pins, buttons, key rings...
- Table accessories : knife holders, ashtrays...
- Window displays for Jewelry shops.
- Decorative objects (lampshades, picture frame...
- Design of store furniture et equipment.
- Business and promotional gifts.

Tradeshows :

- Éclat de mode - Bijorhca Show - Paris (January and September).
- International Jewellery Tokyo - IJT (January).
- Pure Show - london (January and August).
- Asia's Fashion Jewellery & Accessories Fair - Hong Kong (June).





ZOR :

Registered trade mark (France 1996, Japan 2000).

Concept

The « ZOR man », a red and white brand symbol, signifies the jewels' mood : « vigour and jubilation ». It reminds us, that if the women knows how to become so beautiful, it is often for the pleasure of their man !

« A man is hiding in the back of each medal. »

Style

The collections are based on themes inspired from travels, tales and remembrances. In collections with names such as "Princess", "Safari", "Klimt the painter", "Carnivorous garden", "Scheherazade", "Mediterranean", "Jungle fever" ... one can find the broad array of tastes of today's women (flowers, volutes, exotic designs, anthropoid forms, travel memories, dreams...).

There are always two recurrent themes in Zor jewelry : exotic memories and romantic themes. They have a very strong style, and a very elaborate workmanship, with a profusion of contrasts.

Target

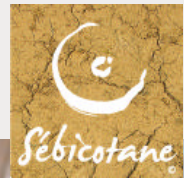
Mid and upmarket. For the strong and sophisticated women, well traveled, dynamic, sensitive to exclusive design with a taste for details (30-55 year old, or more). Price range : 25 € à 655 € (retail price).

Production

Jewelry made strictly in France (100% designed and manufactured in France). « In order to maintain the impetus of French design and maintain knowledge of Craft Art. »

Our design combines technical prowess with artistic quest (enameled silk, inserts of natural stones, pictures, petals...)





*" Sébicotane
La Nue, La Noire
Entends le chant de l'eau ...
le Sahel rejoint le fleuve.*

*Rêve des temps anciens
des bronzes lourds, des étoffes froissées.
Entre les nattes d'alfa tressé
le soleil poudré le coffre d'ébène et d'argent.*

*Du coffre doré de nacre et d'ébène
s'échappent les rêves des temps anciens.*

*Les bracelets qui dansaient sur tes bras ronds,
les colliers colorés qui barraient tes seins.
Les trésors
du guerrier maure, du roi cablié dans le sortin de pisé,
du gentilhomme exilé sous la palme...
la perle fine qui ornait tes reins
le coquillage précieux qui flottait dans ton cou
la bague de jade venue d'horizons lointains.*

*Le coffre de nacre et d'ébène parle
des temps anciens.*

*Des heures suspendues... des coussins de tisser
sous la fraîcheur des manquiers,
des grâces rendues à tes pieds d'Omphale
Sculptés de bagues menues...
tes chevilles entravées de bracelets d'airain.*

*Rêve des temps anciens...
Fleur tropicale,
Sébicotane. "*

Sébicotane :

Marque déposée en France en 2005.

We invite you to discover Sébicotane, the second line of costume jewelry created by Stephanie Lagier.

Sébicotane is the name of a small village in Senegal and of its famous courtesan, desired by all men, and to whom her lovers were offering jewels from all parts of the world, real or imaginary. Pictured on this photograph from the turn of the last century (on which we have the exclusive rights), we are thriving to revive her legend and to replenish her jewel chest.

The Legend of Sébicotane

A woman from another time, another land, who had for jewels and amorous conquest a limitless love. ...

Style

Eclectic, bright and free designs, expressing freshness and youth. Sometimes baroque, humorous, graphic, but always poetic.

Target

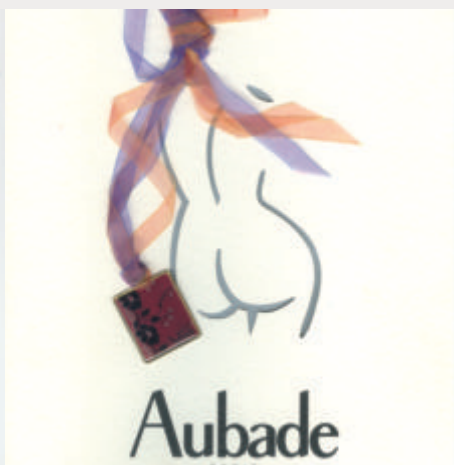
Sensitive and natural woman, with the desire to accomplish herself in lightness and softness. Sometimes a childlike woman and sometimes the modern woman, she is provocative and uses colors, humour and mockery. Funny and strange, she will seduce you by her colourful style, her freshness and joy of life.

(15 to 35 year-old, and more)

Very affordable prices (13 € to 100 € retail).

Production

Costume jewelry made in France. Exclusive designs, and large series using the better quality of materials: natural stones, enamel, gold finish, antique bronze, cristal...

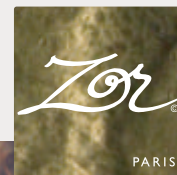


ur customers :

Retail stores, select shops, wholesalers, importers, buying groups, mail order, promotional items for fashion and ready to wear houses, in France and overseas.

- Aubade
- Estée Lauder
- Club Avatage
- Muséum d'Histoire Naturelle
- Paprika
- Amnesty international

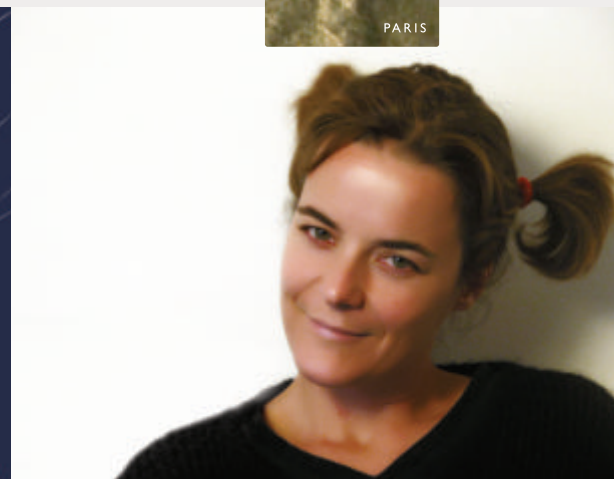




Media :

Zor jewels are a reflection of today's Parisian woman who, according to the time of day, can be classical or baroque, teenage, sporty, modern, but just as well romantic or sophisticated. The collections are designed around several themes , inspired by travels, tales and memories in the following collections « Carnivorous garden», « Safari», « Arsenic and old laces », the wide range of styles that define today's woman can be found (vegetals, stylised human figures, ethnic shades, poetic or nostalgic themes).





The stylist :

Born in Dakar in Senegal where she lived the 15 first years of her life, Stéphanie Lagier is faithful to her roots: colors, excessiveness, materials, mixtures and excentric designs. Designer and Interior Decorator, graduated from the Nissim De Camondo Designer School in Paris, she founded the company Ecarlate in 1996, and her first trade mark, Zor, has a huge impact on the market. Zor is the anagram of Rose, her favourite color, and the name of her great grandmother...

She loves creating, in all its forms, with a passion, and designs shops, furniture, lamps, displays, jewelry, tee-shirts... Always with the same energy, sensitivity and humour.

We interviewed her in her showroom, 35 rue d'Aboukir, in the heart of Paris. Two levels, rows of rooms where you can feel both the nostalgia of an old haberdashery shop in the old Paris and the exoticism of her African past, with dark woods and massive structures. The last three rooms are for the production, all hand made, and the laboratory. That is where the creation happens, prototypes, exclusive designs or the full collection. That is where pearls, precious stones, crystals, glass beads materials, photographs, ribbons, and various metal are stored.

A clutter of drawers with thousands and thousands of items, the Cavern of Ali Baba, the King Salomon Mines, the treasures of ancient Africa, the granaries memories of grandmother...

Award "Étoiles de Mode" ("Fashion Stars" trophy) on Eclat de Mode Show - Bijorhca - Paris (September 2006).

