

APPARIS

HOME DECK

2024



BRAND MISSION

TO PROVIDE ELEVATED ALTERNATIVES TO LUXURY ANIMAL-DERIVED PRODUCTS, THAT ARE ACCESSIBLE TO CUSTOMERS AND MAKE THEM FEEL BOLD AND CONFIDENT ABOUT THE WAY THEY LOOK AND THE CHOICES THEY ARE MAKING AS A CONSUMER.

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THE FOUNDERS



AMÉLIE BRICK

CO-FOUNDER & CEO

Amélie grew up in France, spending much of her time in her family's fashion retail stores. After earning her MBA at Michigan State University, Amélie moved to NYC to join Hermès as a Financial Analyst. She subsequently held various management positions in luxury fashion houses, most recently at Louis Vuitton, supporting a \$2 billion business.



LAUREN NOUCHI

CO-FOUNDER & CREATIVE DIRECTOR

Lauren is the creative force behind Apparis. Born in the South of France, she was raised by a family of fashion entrepreneurs from whom she inherited her love for apparel. Her vision of effortless chic style inspires her designs; she focuses on vibrant colors and bold prints while drawing her inspiration from Parisian street style.

BRAND PILLARS

BOLD

PLAYFUL

CONSCIOUS

ELEVATED

BLANKETS

Our best-selling blankets are a natural extension of our brand, providing all of the luxurious softness of our outerwear, in the comfort of your home. You can expect the same elements and quality you know and love from our coats, made from the same signature fabrics, like our Pluche™ faux fur and Luxe-Teddie faux shearling. Available in a range of sizes, our blankets are perfect for gifting, lounging, and travel.



HOME CATEGORIES

PILLOWS

The perfect companion to our best-selling blankets, our pillowcases are available in an array of sizes to fit most standard inserts, in our beloved signature fabrics.



HOME CATEGORIES

SLIPPERS

Since their launch in 2020, our slippers have become an instant Apparis must-have. Ultra soft and cozy, but with a durable sole, these are perfect for both inside and outside the home.



HOME CATEGORIES

ACCESSORIES

Our home accessories are perfect for taking Apparis with you on-the-go, or extending your completed Pluche™ faux fur look to the nightstand, the vanity, your desk ... the possibilities are endless.



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