

COOPERN



HISTORY

Coperni, founded in Paris in 2013 by Sébastien Meyer and Arnaud Vaillant, draws inspiration from astronomer Copernicus and the heliocentric theory. Originally launched as Coperni Femme, the brand rebranded in 2019, blending minimalist aesthetics, technology, and innovation. Meyer, with a background in fashion design, leads the creative direction, while Vaillant, with expertise in management, oversees the business side.

Known for architectural cuts, tech-driven designs, and bold collaborations, Coperni has gained global recognition, especially for viral moments like the spray-on dress worn by Bella Hadid in 2022. Defined by 10 Magazine as a “social media brand”, Coperni expertly leverages digital platforms to engage its audience and push the boundaries of modern fashion.

LOGO TYPE



PRICE RANGE

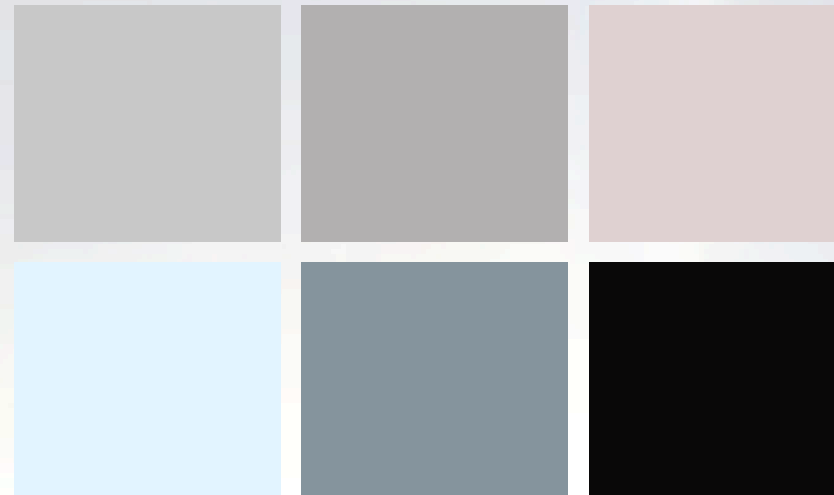
€150 to €3,000

AWARDS

ANDAM Creative Label Prize (2014)

"Coperni: Le couple qui révolutionne la mode" (Fashion documentary, 2025)

MAIN COLORS



MAIN MATERIALS



SOCIAL MEDIAS

Instagram (@coperni)

Twitter (@coperni)

Facebook (Coperni)

TikTok (@coperni)

YouTube (Coperni)

CELEBRITIES

Kylie Jenner

Bella Hadid

Jisoo of BLACKPINK

Apo Nattawin

CURRENT PRODUCT LINES



Bags:

The swipe bag is the brand's most iconic product. Inspired by the "swipe to unlock" iPhone interface. It comes in various sizes, materials, and formats. The Swipe bag has become a fashion cult item both as a design piece and as a status symbol.

Innovation

CORPENI HAS MADE SOME INTERESTING STRIDE IN TERMS OF TECHNOLOGY AND INNOVATIONS WHEN IT COMES TO FASHION

Spray-On Dress: At Paris Fashion Week 2022, Coperni showcased a groundbreaking spray-on dress applied directly onto model Bella Hadid. This live demonstration utilized Fabrican's sprayable, biodegradable textile technology, allowing the creation of a seamless dress in real-time.

3D-Printed Gel BaG: In collaboration with MIT's Self-Assembly Lab, Coperni introduced a 3D-printed version of their iconic Swipe Bag using Rapid Liquid Printing (RLP) technology.

Extended Reality (XR) Campaigns: During the COVID-19 pandemic, Coperni embraced Extended Reality (XR) technology to blend virtual and real-world elements in their campaigns, demonstrating their adaptability and forward-thinking approach.



NOTABLE

CAMPAIGNS



Coperni's Holiday 2023 campaign, shot by Charly Gosp, takes a unique and playful approach by featuring kittens interacting with the brand's fashion pieces. Set against cozy winter scenes, the visuals capture the festive spirit while offering a fresh take on luxury advertising. This creative direction makes the campaign both eye-catching and emotionally engaging



In 2021, Coperni collaborated with actress Maisie Williams to create a sustainable handbag collection featuring the brand's iconic Swipe Bag reimaged in vegan apple leather. This collaboration not only showcased Coperni's commitment to sustainability but also highlighted Williams' influence in merging fashion with eco-conscious practices



NOTABLE CAMPAIGNS

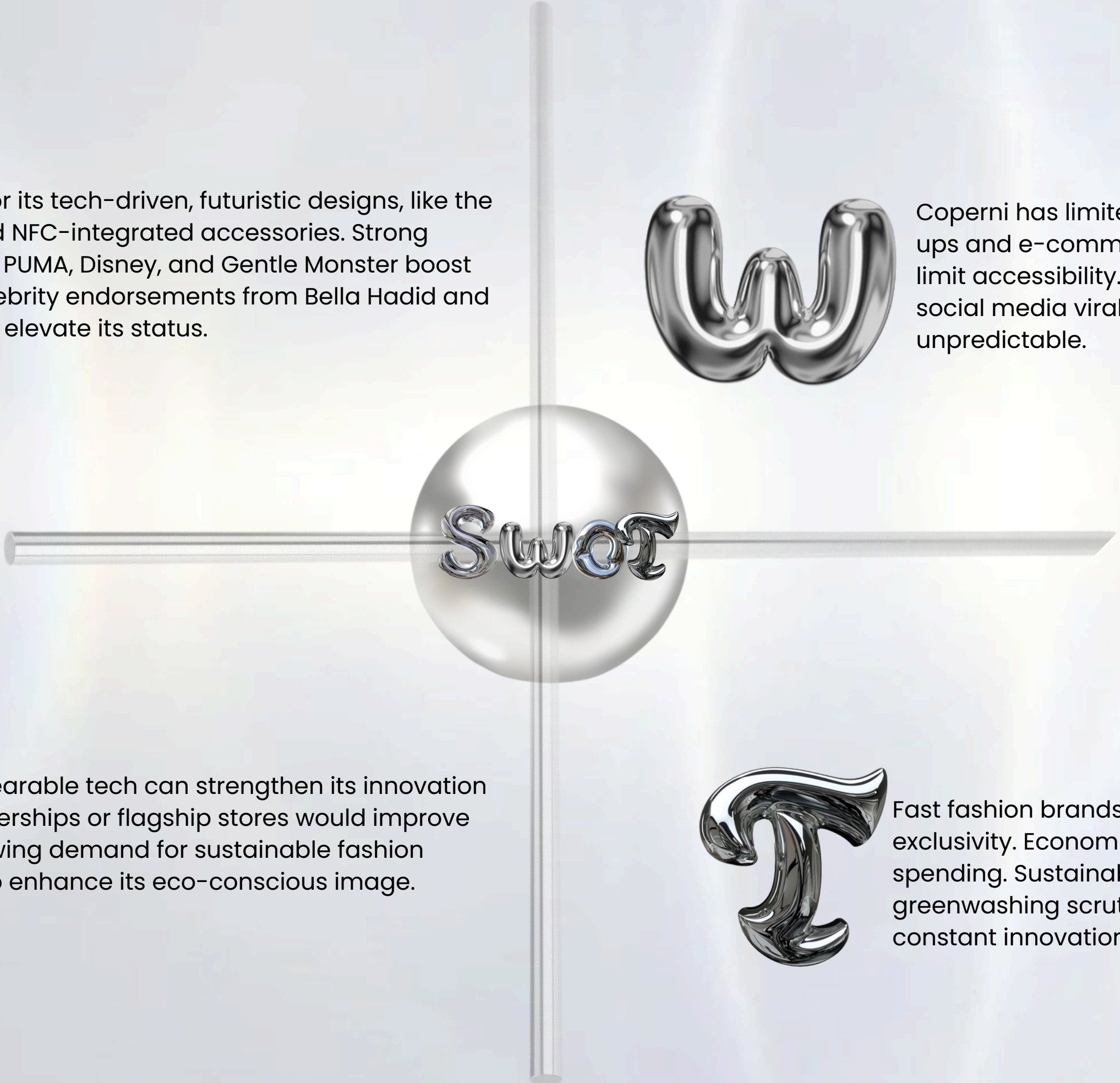
In their Spring/Summer 2021 marketing campaign, Coperni embraced Extended Reality (XR) technology to craft an immersive virtual enjoy. The campaign became directed by the innovative duo We Are From LA, known for their work with artists like Pharrell Williams and Dua Lipa. Coperni not only showcased their commitment to merging fashion with cutting-edge technology but also set a precedent for future fashion campaigns



Coperni is known for its tech-driven, futuristic designs, like the spray-on dress and NFC-integrated accessories. Strong collaborations with PUMA, Disney, and Gentle Monster boost brand visibility. Celebrity endorsements from Bella Hadid and Kylie Jenner further elevate its status.



Coperni has limited physical stores, relying on pop-ups and e-commerce. Its high-end pricing may limit accessibility. The brand also depends on social media virality, making consistent growth unpredictable.

A central diagram consisting of a metallic sphere with the word 'SWOT' in a metallic, 3D font. Two thin, metallic rods intersect at the sphere, forming a crosshair that divides the page into four quadrants.

SWOT



Expanding into wearable tech can strengthen its innovation edge. Retail partnerships or flagship stores would improve accessibility. Growing demand for sustainable fashion offers a chance to enhance its eco-conscious image.



Fast fashion brands replicate trends quickly, reducing exclusivity. Economic downturns could affect luxury spending. Sustainability claims could face greenwashing scrutiny, and changing trends demand constant innovation.



CONSUMER

The brand targets both male and female consumers aged between 20 to 40. They typically belong to the upper-middle to high-income bracket, working in creative and tech-driven industries such as fashion, design, media, and technology. Many reside in global fashion hubs like Paris, London, New York, Los Angeles, Berlin, and Tokyo.

These consumers seek innovation, individuality, and modern luxury. They favor cutting-edge, tech-infused fashion that merges futuristic aesthetics with everyday wearability. Their style is sleek, minimal, and experimental, with a focus on high-quality craftsmanship, innovative materials, and digital culture influences.

Coperni's consumers are bold, forward-thinking, and always ahead of the curve. They care about sustainability but are drawn to innovation and cutting-edge design first.



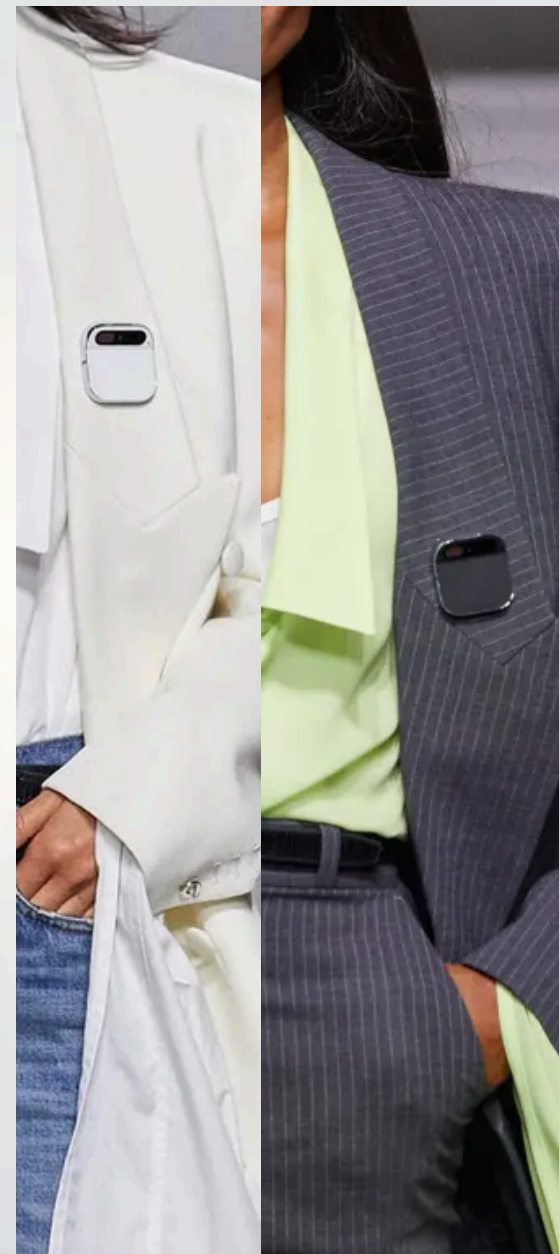
TECHNOLOGY



**DRESS SPRAYED ONTO MODEL ON COPERNI
CATWALK AT PARIS FASHION WEEK**

**FABRICAN
SPRING SUMMER 2023**

Salle des Textiles at Paris's Musée des Arts et Métiers



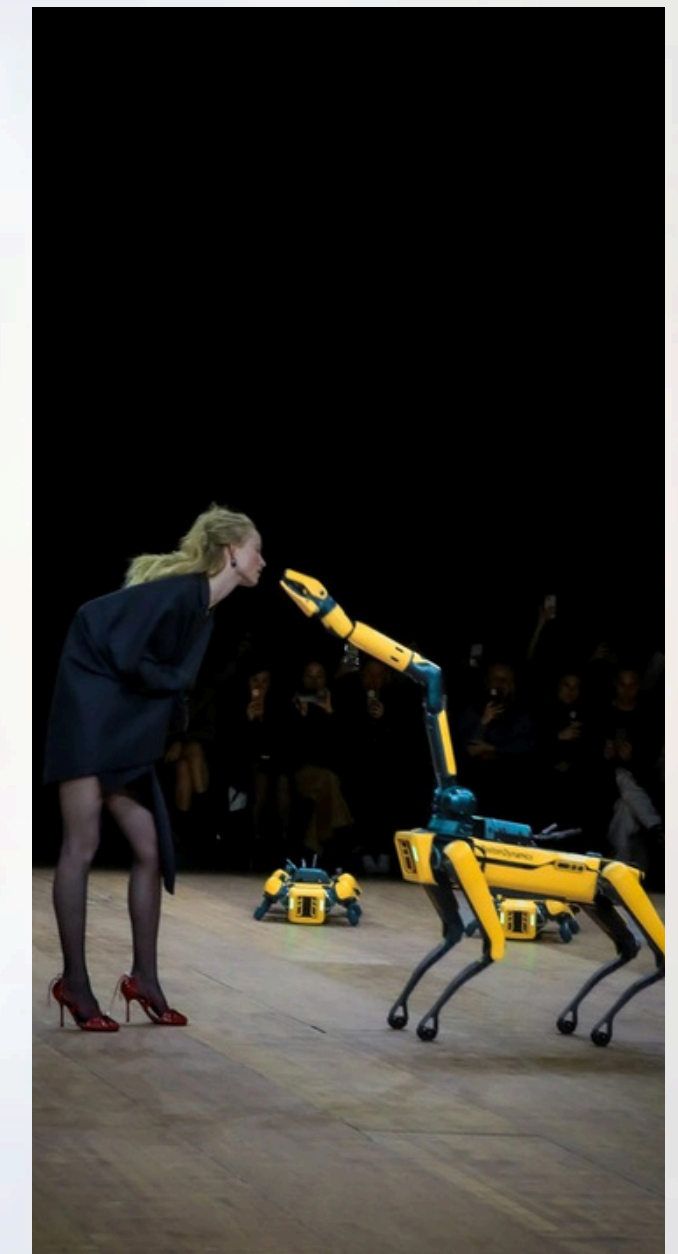
**INTEGRATION OF AI TECHNOLOGY IN
FASHION SHOWS**
SPRING SUMMER 2024

Humane AI Pin, a wearable device that projects information, blending technology seamlessly with fashion.



TECH-INTEGRATED ACCESSORIES
THE SWIPE BAG
3D-PRINTED ACCESSORIES

AI-driven patterns to create futuristic, efficiency-driven designs.



**DIGITAL FASHION AND AUGMENTED
REALITY (AR)**

Coperni has explored virtual fashion shows and AR applications



ONE-TIME CARD LIFE-LONG BAG

A Coperni Swipe Bag with built-in Revolut technology, merging fashion, fintech, and security in one iconic piece.



The Swipe bag

TURNED TAP

Tap-to-Pay Technology: NFC-enabled chip inside the bag lets users pay seamlessly by tapping their bag instead of a card or phone.

Revolut Security: The bag features in-app security, keeping your valuables safe.

Card Chip Eryption: A sleek, built-in card designed for your virtual Revolut cards, making payments ultra-secure.

Recycled Aero-Tech Material: Made from lightweight, ultra-durable aerogel-inspired material, reinforcing Coperni's sustainability shift.

Powered by
Revolut

SUGGESTED DESIGN

CHIP WILL NOT BE ACTIVE
WHEN USED FOR DESIGN-

MICRO CARD CHIP ENCRYPTION
FOR A NEW RENDITION OF
SWIPE MADE NOW TAP

Multiple different suggestions with
camp sizing of chip-

Zipper designed into a chip pattern -

Exaggerated chipped bag-
Upcycling micro chips and infusing
them into the fabric in order to
create a one of a kind design-

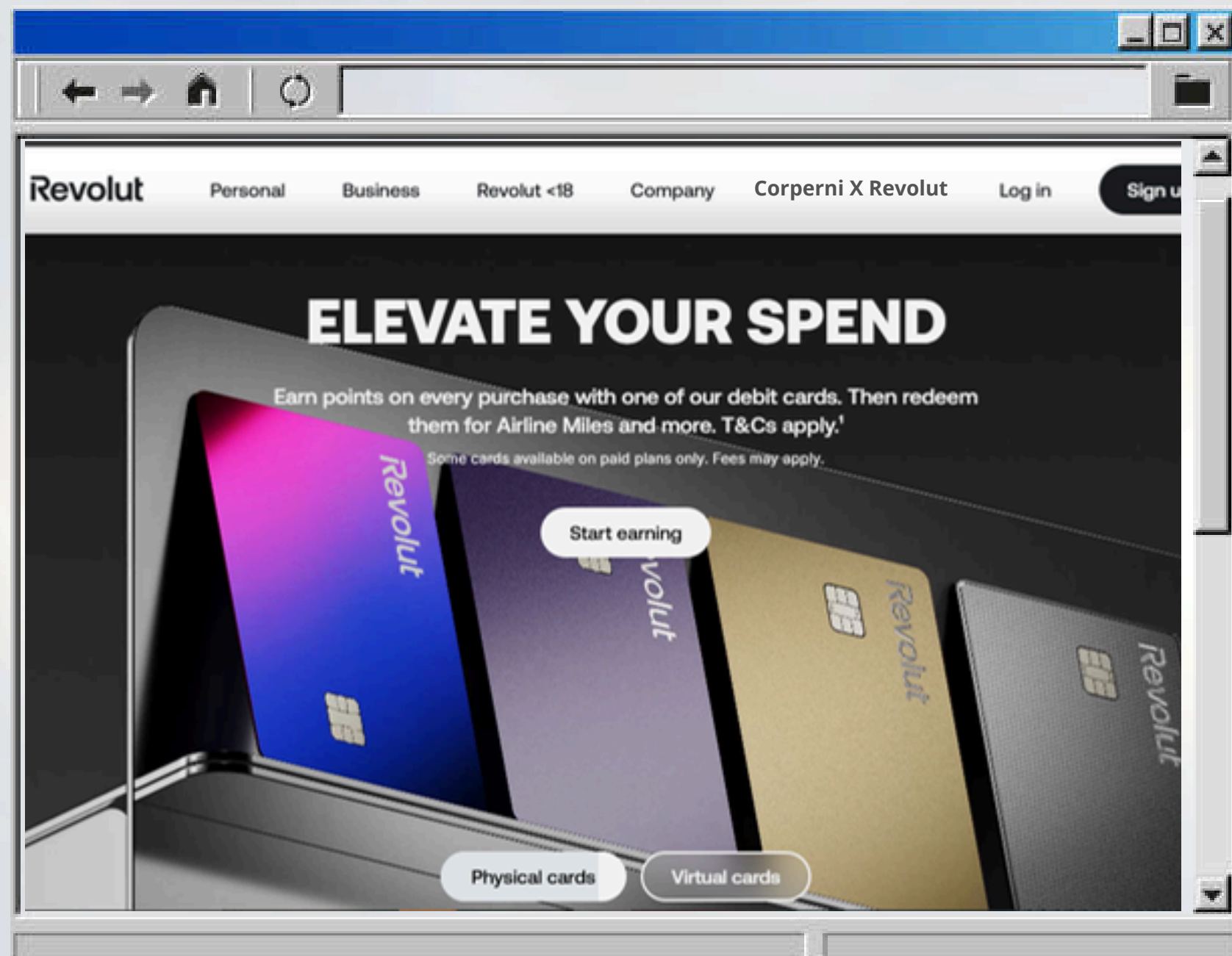
Bag made of up-cycled material
example : Fruit Leather

TARGET CONSUMER

The target audience for the Coperni x Revolut bag consists of Gen Z and Millennial individuals, typically aged 18 to 40, with a mid-to-high income range of \$50K–\$100K annually. These consumers reside in major, tech-centric cities like New York, London, Paris, Tokyo, Dubai, Los Angeles, and Hong Kong, where they are immersed in the latest fashion trends and luxury experiences. They have a keen interest in high-end, futuristic fashion and are often seen attending exclusive events such as fashion weeks, brand launches, and pop-up shops. This audience seeks limited-edition, unique designs that reflect their refined taste and desire for exclusivity, making the Coperni x Revolut bag a perfect fit for their sophisticated, yet cutting-edge, lifestyle.

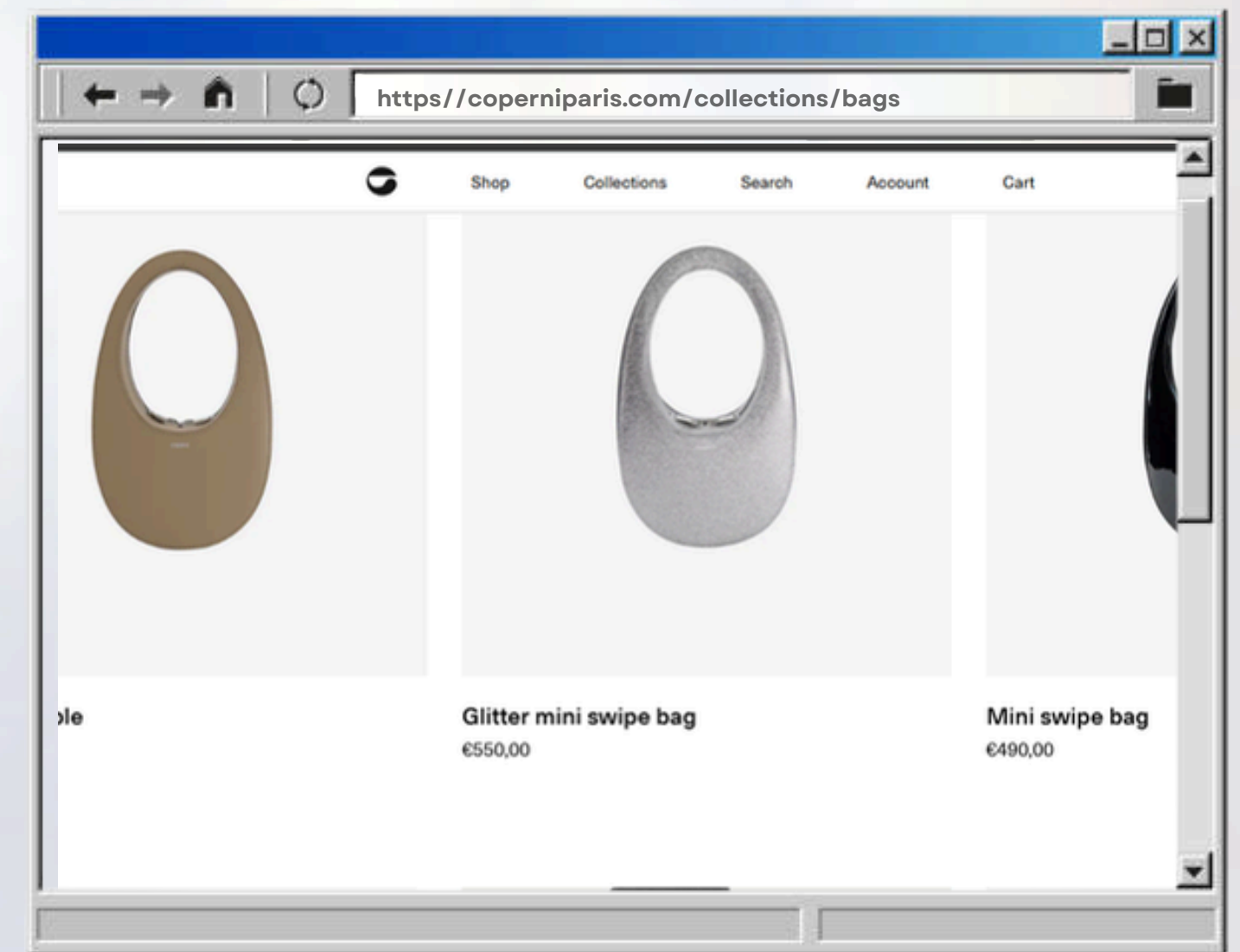


Revolut MOCK-UP



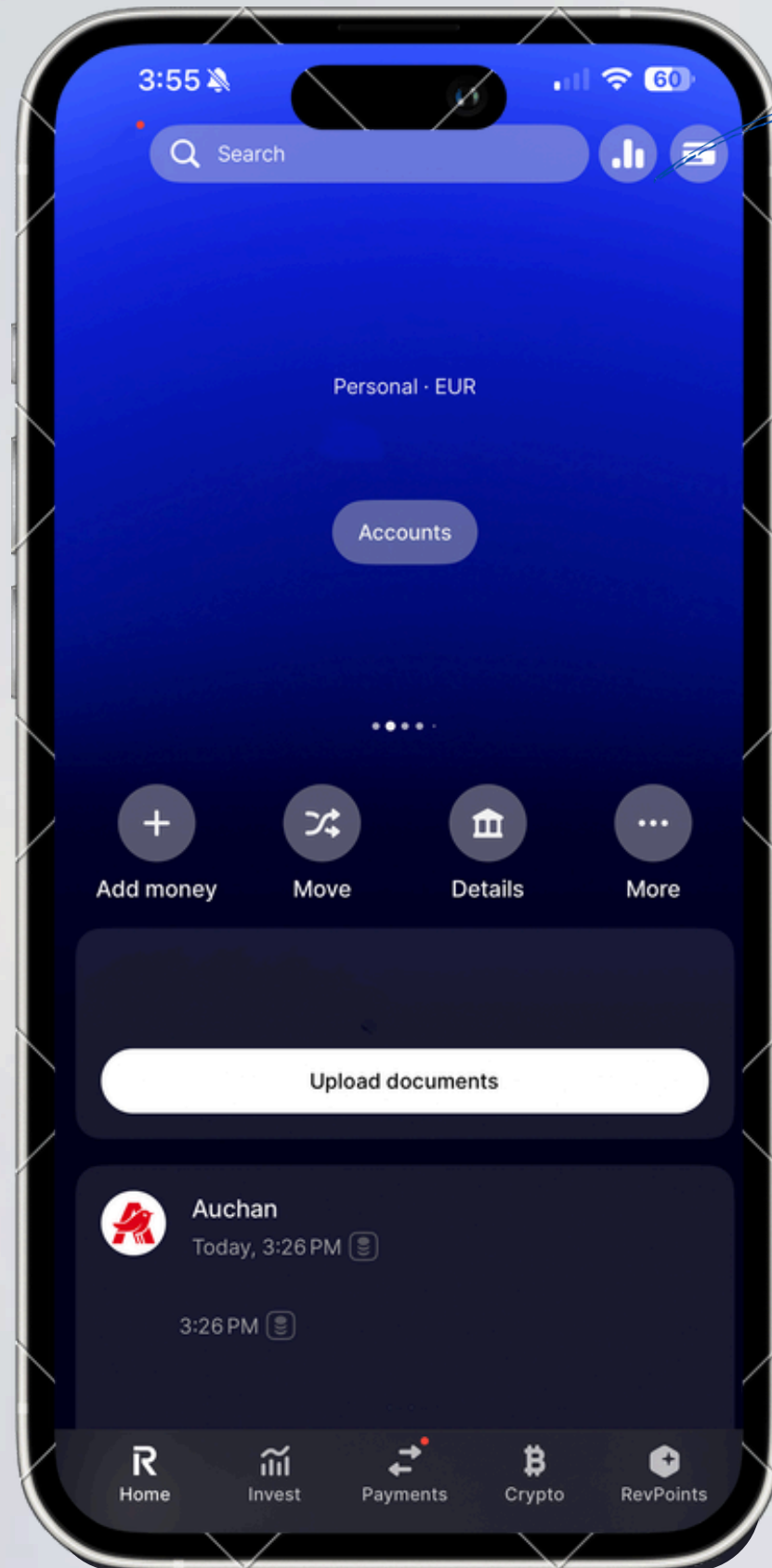
The link on the Revolut would automatically take the customer to the coperni online page to buy the bags

On the Revolut website there will be a link that will seamlessly take consumers directly to the Coperni website, where they can browse and purchase the bags. The NFC chip embedded in each bag is controlled via the Revolut app, allowing users to deactivate it in case of theft, just like they would with their debit card. Additionally, this connection between the bag and app reflects a fusion of luxury fashion with cutting-edge technology, enhancing the overall customer experience.

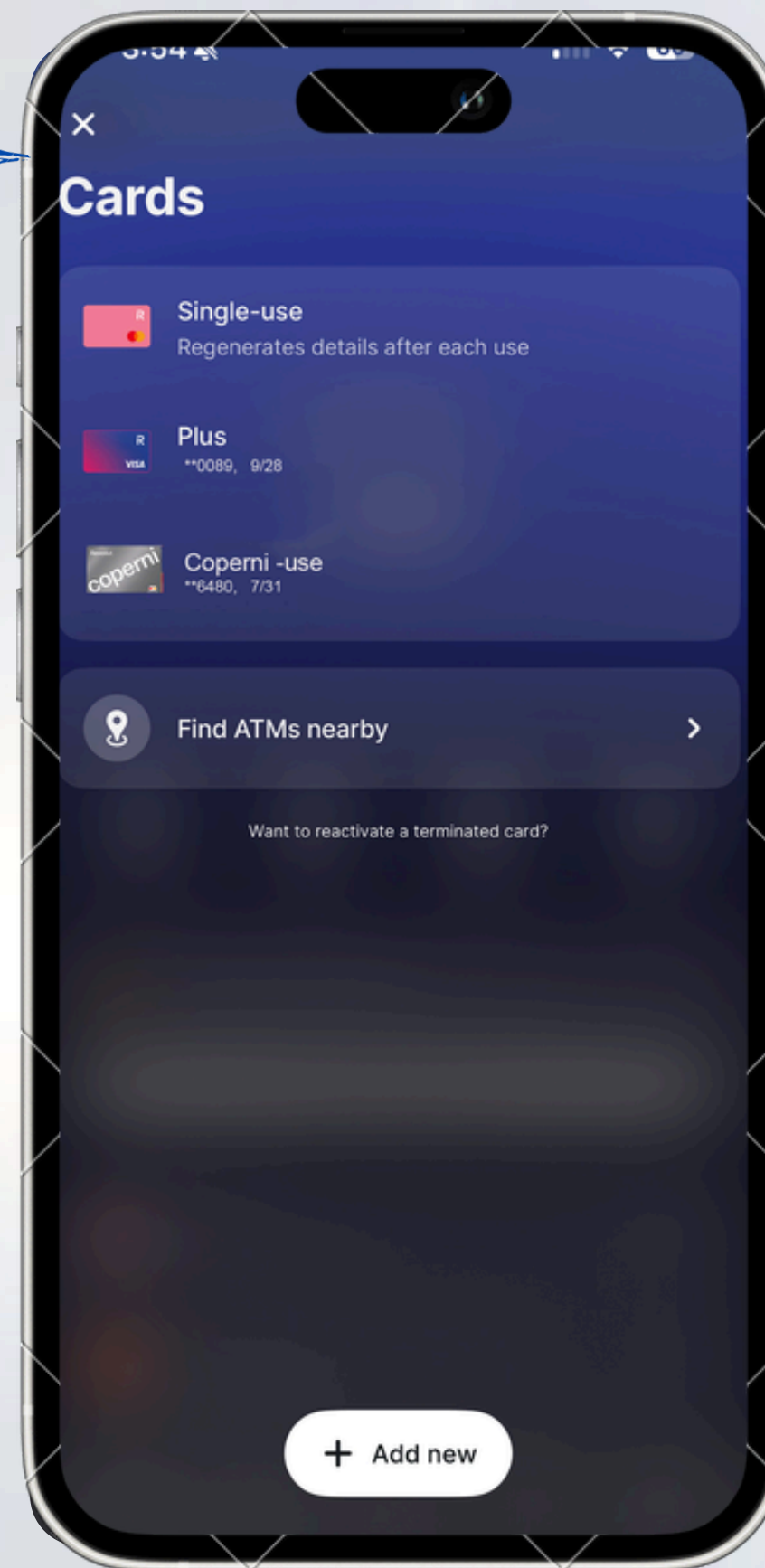




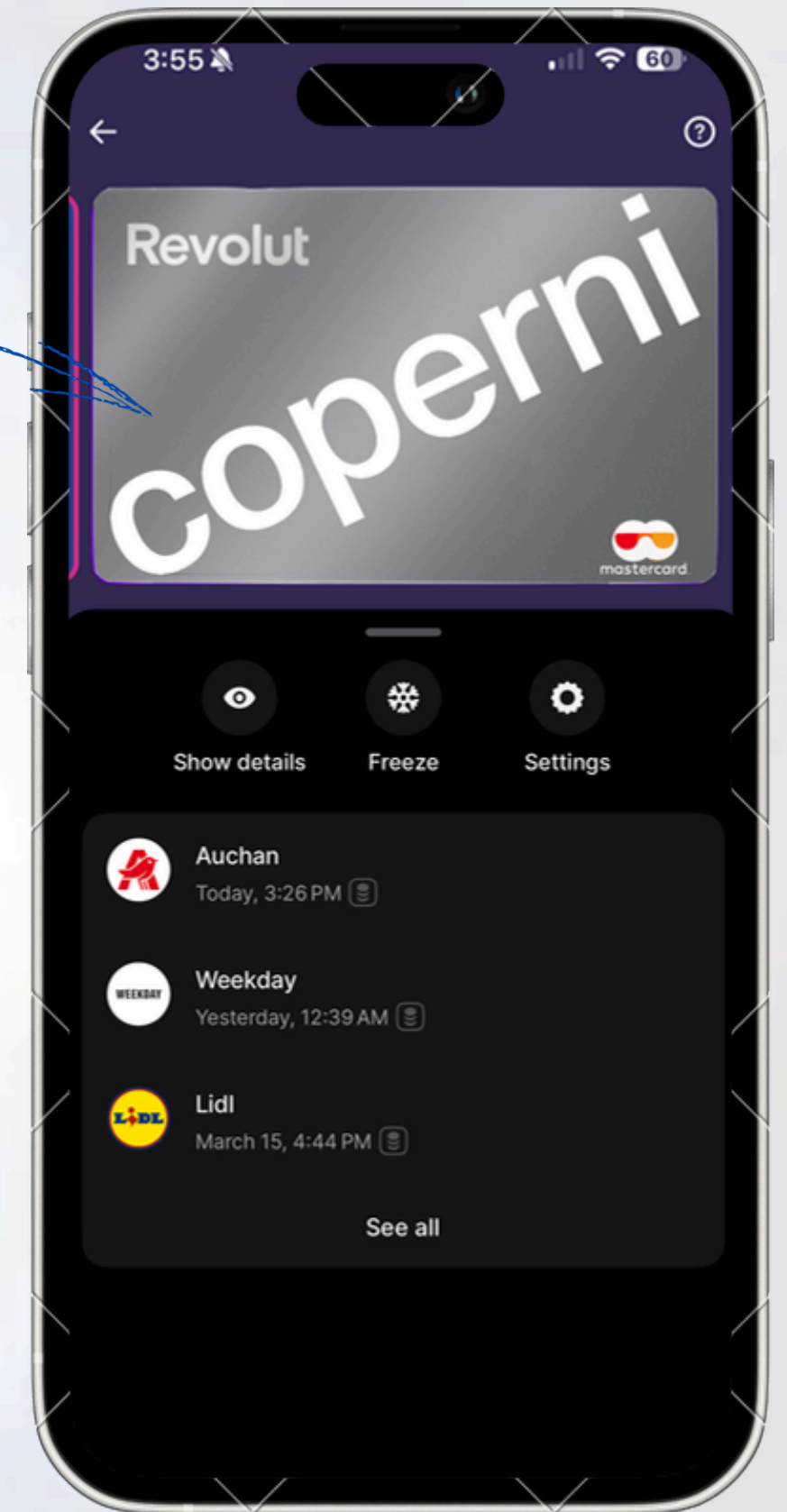
FEATURES



This screen shows the main interface of the Revolut app, where users can access their accounts, transactions, and cards.



When users navigate to the Cards section, they can see their Coperni-branded digital card integrated into Revolut. This card is linked directly to their Swipe Bag.



In case the Swipe Bag is lost or stolen, users can instantly freeze, unfreeze, or disable their Coperni Card through the Revolut app, ensuring security and peace of mind.

POP UPS

PARIS - LE MARAIS

LONDON - SELFRIDGES

NEW YORK - SOHO

TOKYO - OMOTESANDRO

DUBAI - THE DUBAI MALL

aims to:

- launch our new collaboration
- attract fashion insiders and press
- interactive installations showing swipe bag as a card
- customization booth with limited swipe bag editions
- private consultation booths for revolut concierge services



SELFRIDGES & CO



vip events:

Private launch party during pfw, private styling sessions with coperni designers, dinners with coperni x revolut, influencer collaborations.

DISTRIBUTION STRATEGY

The Coperni x Revolut Swipe Bag will strategically launch in Hongkong, Paris, and London, renowned for their commitment to sustainability and prime retail environments. By leveraging flagship stores for exclusive product showcases and pop-up collaborations in high-traffic districts like SoFo, Le Marais, and Central, the collection will achieve maximum visibility. Additional strategies include limited-edition online drops, influencer collaborations, and Revolut integration with cashback offers and exclusive card designs. Localized marketing through public art installations and pop-up fashion labs will further drive engagement and brand awareness.





Sales and product

Swipe bags sold online, Conversion rate, pre-orders

Pop-up performance

Number of visitors, time spent at pop-up, social media tags, revolut signs ups during events

Digital and Social impact

Social media reach and engagement, hashtag mentions, influencer content reviews

Revolut Growth

New revolut users, card activations via swipe bag

PR and Brand Value

Press mentions, brand buzz, awareness for both brands



SUSTAINABILITY EFFORTS

Alternative Leathers from Fruits & Vegetables:

- The Swipe Bag could be made from lab-grown mycelium leather, apple leather, or cactus leather, significantly reducing the reliance on traditional animal-based leather.
- This approach minimizes carbon footprint, cuts down on water consumption, and promotes biodegradable fashion materials.

Revolut's Contribution to Plastic Waste Reduction:

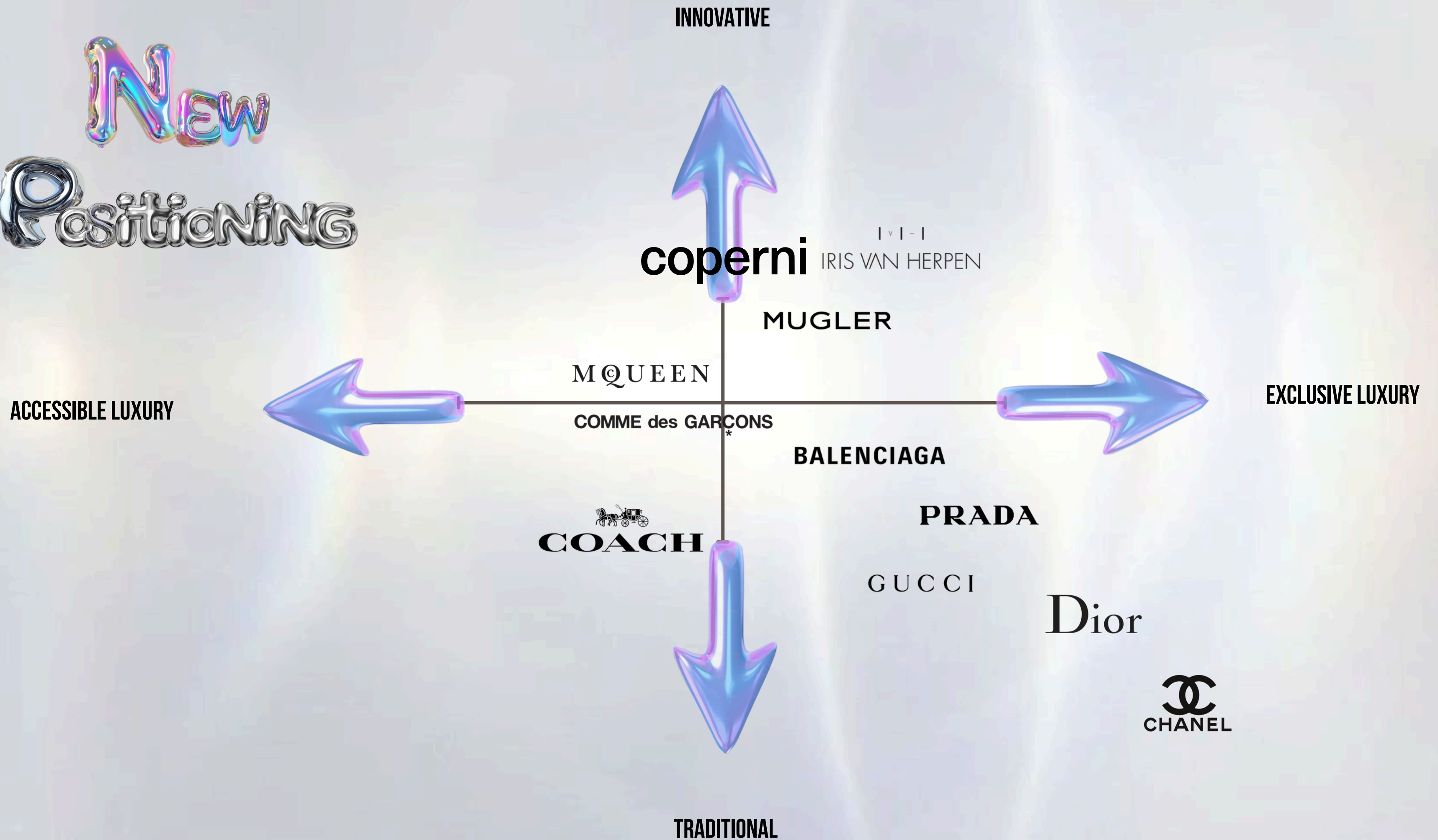
Traditional bank cards contribute to plastic pollution, with millions discarded yearly.

Job Opportunities & Innovation for Young Professionals

- **Engineering & Fintech Development:** Creates jobs for software engineers, fintech specialists, and AI developers to build the bag's tap-to-pay, biometric security, and Revolut app integration.
- **UX/UI & App Innovation:** Opens roles for app developers and UX/UI designers to enhance the Revolut app experience, including card freezing, AR visualization, and smart banking features.
- **Industrial & Fashion Design:** Provides opportunities for fashion-tech designers and product developers to create a limited-edition Coperni Card, exploring biodegradable, metal, or futuristic design concepts.



New Positioning



SOURCING

- https://quickcreator.io/quthor_blog/naomi-campbell-ai-pin-paris-fashion-week-tech-revolution/
- <https://www.designboom.com/technology/humane-ai-pin-debut-coperni-ss24-show-paris-fashion-week-10-03-2023/>
- <https://www.dezeen.com/2022/10/04/spray-on-dress-paris-fashion-coperni-bella-hadid/>
- <https://ww.fashionnetwork.com/news/From-spray-on-dresses-to-robots-coperni-continues-to-showcase-innovation%2C1492939.html>
- <https://www.wired.com/story/coperni-spray-on-dress-viral-smash-gravity-defying-gel-bag-might-top-it/>
- https://www.lemonde.fr/en/france/article/2024/10/03/french-brand-coperni-s-runway-show-is-a-dream-come-true-delight-at-disneyland-paris-for-fashion-week_6728042_7.html
- <https://humane.com/media/humanexcoperni>
- <https://about.puma.com/en/newsroom/news/puma-and-coperni-officially-unveil-their-collaboration-innovative-90sqr-sneaker>
- <https://www.lofficielibiza.com/fashion/the-history-of-parisian-fashion-brand-coperni>
- <https://parisgoodfashion.fr/en/news/what-the-coperni-spray-on-dress-says-about-sustainability-in-fashion-548/>
- <https://coperniparis.com/blogs/projects>
- <https://www.wallpaper.com/fashion/coperni-ready-to-care-xr-campaign>
- <https://www.papermag.com/coperni-xr-technology-campaign>

THANK YOU