Beat: Business

TISSAIA - Discovering SPRING/SUMMER 2023 FASHION & LINENS COLLECTION

THE TEXTILE BRAND OF E. LECLERC

PARIS, 15.11.2022, 15:19 Time

USPA NEWS - E.Leclerc is a French Cooperative Society and Hypermarket Chain, headquartered in Ivry-sur-Seine. E.Leclerc was established in 1949 by Édouard Leclerc. Currently has more than 720 locations in France and 85 stores outside of the country. The Chain enables Semi-Independent Stores to operate under the Leclerc Brand. Operates numerous Stores and Services around France, some near and in Cities and Towns while most of them are located just outside or in the Hypermarkets and Shopping Centres.

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In 1991, E.Leclerc launched a First-Price Range and created the Tissaia Brand, the first E.Leclerc Clothing Brand. Nowadays, became the Ready-To-Wear Brand destinated for the Whole Family. Tissaia offers Collections all year round: Woman, Man, Child, Junior, Baby, Sports and Household Linen sold exclusively in their Stores.

*** Four ambassadors were chosen to introduce the new collection:
Maureen (@family_boulanger), Virginie (@poussine) Caroline (@caroowild) et de Kevin (@kevinragonneau)
The brand offered them to choose outfits from the collection

Source:
Presentation of Spring / Summer 2023 under the Theme of "Dolce Vitae" @ La Villa Tessaia in Paris, on November 15, 2022.

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