

®  
Frank  
Cavali  
Paris

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# FRANCK SORBIER

## *OVERVIEW*

*The only one of his kind in the world*

Franck Sorbier is the only fashion designer in the world who has been awarded three prestigious honorary titles by the Government of the French Republic :

- **Maître d'Art**, the **one and only** amongst all the fashion designers
- **Grand Couturier**, **one of the very few**  
(Haute Couture Fashion label – only 16 designers currently own this label)
- **Chevalier des Arts et des Lettres**

Franck Sorbier has **advised** the **most influential Parisian trends offices** (*Mafia, Nelly Rodi, Trend Union/Studio Edelkoort ...*) and collaborated on several campaign projects (*Galleries Lafayette, So Pretty Cartier fragrance, Bolero Dim ...*)

### **A 30 years of fashion expertise :**

20 years of Haute Couture  
10 years of High-end Ready to Wear, sold all around the world  
(New York, London, Paris, Milan, Kuwait, Singapore, Hong Kong)



*THE STORY*



*“I mix craftsmanship with luxury.*

*What I appreciate most  
is the raw material.*

*There is this notion of fineness,  
which is the couture”*

Franck Sorbier

# FRANCK SORBIER

## *THE STORY*

### *Prelude*

Franck Sorbier was born in Fréjus, on the French Riviera, in 1961 in a modest family.

During his childhood, Franck Sorbier liked to look at the family photo albums, where he found that several members both on his father and mother's side had worked as textile worker, dress and uniform makers.

This is how come the **basis of Franck's fundamentals** for the development of his future arts.

At the age of 15, using the technics gathered in a magazine dedicated to the textile, **Franck Sorbier started creating pieces** for his friends and for himself.

Later, in the 80's, Franck Sorbier went to Paris to study at **ESMOD**, fashion design school from which he graduated in 1984 and was awarded the **Jury's Special Prize**.

### *The first steps*

Franck Sorbier started his career with well known designers in Paris (*Mafia, Nelly Rodi, Trend Union/Studio Edelkoort, Peclers...*).

He worked and developed new marketing and cloth design for the biggest parisian shops ("*Robe fleur*" for the celebration of *Le Printemps ...*).

Franck Sorbier also set new standards in the advertisement industry such as the famous "*Boléro*" with a toreador spirit in prize winning ad for *Dim*.

At the same time, Franck Sorbier became a consultant for designers, modern arts oriented brands such as *Mitsubish, Lanvain* and for architects and interior designers.

**Franck Sorbier made a point of always sharing his talent and know-how by teaching at a fashion design school.**

In 1987, Franck Sorbier created his first ready-to-wear pieces and was quickly noticed by photographers and stylists.

### *Creation of the Franck Sorbier brand*

US department stores such as **Bergdorf Goodman, Saks Fifth Avenue, Macy's** marked their interest for his luxury ready-to-wear collections and started placing orders, which prompted Franck to set up his own brand *FRANCK SORBIER*.

**Franck Sorbier's creativity and excellence have been recognized by the French authorities.**

In November 2004, Franck Sorbier was made **Chevalier des Arts et des Lettres** by the French Ministry of Culture in recognition of his significant contributions to the arts and their propagation and the enrichment of the French cultural inheritance.

After a five year period as a guest designer, in 2005, **Franck Sorbier was officially established as a member of the Chambre Syndicale de la Haute Couture.**

# FRANCK SORBIER

## *THE STORY*

The term « Haute Couture » represents a legally registered designations of origin. Only those fashion design houses on the official list drawn up each year by the French Ministry of Industry are entitled to use it.

There are only 16 registered permanent members, including Christian Dior, Chanel, Givenchy, Schiaparelli ...

**Franck Sorbier, who is among the only 4 members to remain independent from large luxury and fashion groups.**

In 2010, Franck Sorbier was awarded for life by the Ministry of Culture, the title of **Master of Art**, which distinguishes craftsmen of passion for the singularity of their **know-how**, their **exceptional career** and their **implication in the renewal of the craftsmanship**.

**More than a recognition, this title is the symbol of a commitment and a willingness to transmit.**

In an unprecedented approach, it is meant to support the transmission of those know-hows which embody the excellence of crafts, participate in the economic and cultural life and for which there is little or no training available in the classic educational system.

Practically, each Master of Art has the duty to transmit his know-how to a student with whom he has been selected. For three years, his studio became the privileged place of transmission.

**As of today, he is the only fashion designer to have been awarded this distinction.**

FRANCK SORBIER

*RETAIL*

Some of the departement stores  
which sold Franck Sorbier luxury ready-to-wear  
(between 1987 and 2000)

USA

BERGDORF  
GOODMAN

*Neiman Marcus*

*Saks  
Fifth  
Avenue*

EUROPE

*Harrods*

Maria  
Luisa

*Galleries  
Lafayette*

MIDDLE EAST

الأستورة  
AL OSTOURA

ASIA

LiNK

SWANK

SEIBU  
SOGO

*COLLABORATION/COBRANDING  
OVERVIEW*

FRANCK SORBIER  
*COLLABORATIONS*  
*/COBRANDING*

Some of the brands and companies,  
Franck Sorbier has collaborated with.

*luxury / high end range*

*premium range*

*middle range*

*institutional*

DE BEERS  
A DIAMOND IS FOREVER

*Cartier*



*Cadillac*



CHEVROLET



RUBELLI



*Tassinari & Chatel*  
Manufacture de Soieries à Lyon  
fondée en 1688



GREY GOOSE®  
VODKA  
— F —



NESPRESSO

PARIS



MIKI



DEVERNOIS

*Tartine et Chocolat*  
MAISON FRANÇAISE DE MODE ENFANTINE



BACARDI

swatch®

Häagen-Dazs™

ANDRÉ  
Soutiers de mode depuis 1900

vivarte



FRANCK SORBIER  
*SPECIAL COLLABORATION*  
*CARTIER*

**Franck Sorbier and Cartier have shared a specific sponsorship during several years.**

In 1994, while presenting his collection at the Carrousel du Louvre, Franck Sorbier was spotted by Cartier.

Recognising the **innovative work** of Franck Sorbier, Cartier proposed him to represent France at the international “*Creators of Tomorrow*” event.

Furthermore, Franck Sorbier created 5 collections for the Cartier new fragrance “*So Pretty*” launch.

Recognised for his vision, Franck Sorbier’s work was, then, showed at the *Fondation Cartier pour l’art contemporain* as **one of the most creative and talented** in the Couture industry.

For several years, **Franck Sorbier artistically advised** the parisian **Cartier board** as he **designed** and **created exclusive Haute Couture / luxury ready-to-wear collections for Cartier High Jewellery presentations.**

A Cartier High Jewellery presentation is a private and unique event dedicated to the 150 / 200 best international clients.

Those exclusive collections travelled the world according to the Cartier headquarter (Paris) strategic directions or artistic approaches: Lisboa, Dubai, Tappei, London, New York, Los Angeles ...



*TRANSMISSION*



# FRANCK SORBIER

## *TRANSMISSION*

Franck Sorbier transmits his knowledge and expertise of fashion and of Haute Couture to French and international **young talents** who wish to access to **super-luxury world**.

Franck Sorbier showcases and spreads his heritage towards exhibitions, staging and performances thanks to more than 300 Franck Sorbier Haute Couture pieces, living **witness of an unique and outstanding-quality work**.

**Transmitting, giving, become the watchwords of Franck Sorbier's workshop**, and each collection of many students receives with passion the transmission of a real and genuine knowledge.

Frank Sorbier is eager to **share** his **art** and **craftsmanship with care** because he is the only one today among the high end designers to actually design and make his creations with his own hands and his sewing machine, while passing on to the future generations the passion to conceive and to create and to know how to give.



*PROPRIETARY TECHNIQUE*  
*THE “COMPRESSION<sup>®</sup>”*



*“ Compression is a bridge  
between traditional know-how  
and innovation ”.*

Franck Sorbier

FRANCK SORBIER

*PROPRIETARY TECHNIQUE*  
*THE “COMPRESSION”<sup>®</sup>”*

**A true creator, inventor of the “Compression” and guardian of other unique sewing techniques**

Not a story of chance but **a story of invention**. The desire to be part of the **technical virtuosity**, rather than the style effect.

Franck Sorbier named the “Compression” as a tribute to the famous French sculptor *César*.

With this technique, he is at the same time the stylist and the **model maker**, the **creator** and the **director, the one who imagines and the one who executes**.

The **Compression** also represents a certain **idea of freedom**.

Indeed, the compression is the way to get back to his root, the source of his talent, to find again this feeling of adventure which deeply drives him. His first contact with fashion was a sewing machine and the transformation of his grandfather’s shirts, which he re-cut, pinched, patterned with inspiration and without any training.

Every stage of Franck Sorbier’s life is punctuated by the sound of the sewing machine.

**He always worked his own creations on the sewing machine.**

*“This technique is the meeting of the hand, the machine, the material and the creative instinct.*

*Crumple, prick right, left, forward, back, one hand then two; let the sound of the machine guide the gesture, regain control, slow down and restart.*

*Nervous back and forth, matter that swells, blisters, crushes and swells. It’s a fragment of dress that comes alive under the needle.”*

FRANCK SORBIER

*PROPRIETARY TECHNIQUE*  
*THE “COMPRESSION”<sup>®</sup>”*

This **compression technique** developed in the ready-to-wear collection Winter 99/2000, dedicated to the 1917 Russian ballet “*Parade*”, revealed **unique pieces** that can not be reproduced identically. The first model made in compression called “*Felix*”, in tribute to a lovebird is composed of tulle falls of twenty colors, tulle used for a thousand-leaf skirt for the collection Summer 99, collection dedicated to the famous inn of *Saint Paul de Vence*, “*the Golden Dove*”.

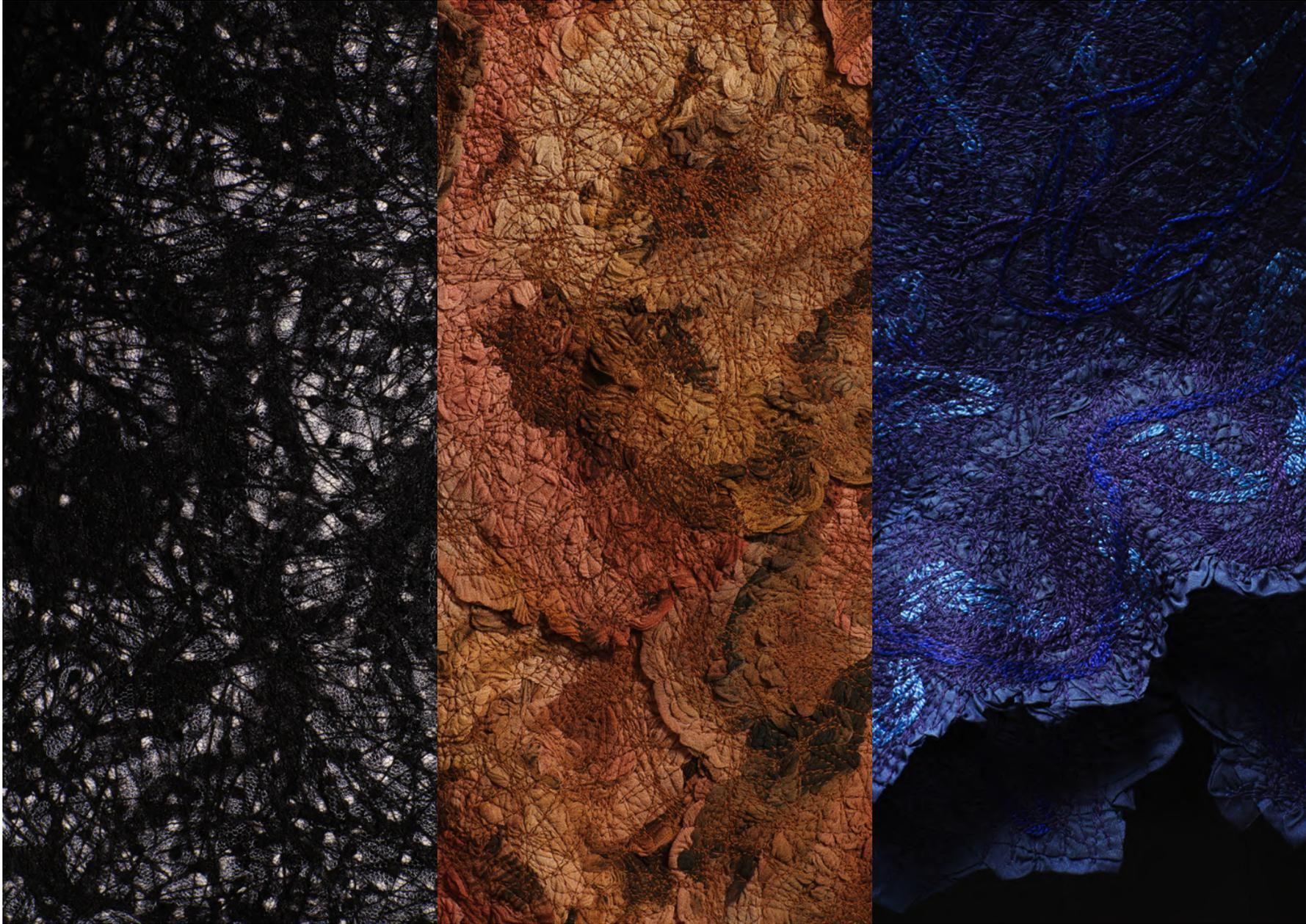
**Another constant of Franck Sorbier: never throw.**

Each piece of fabric should be used. Create your own material, your own fabric with what you have in hands, there lies your independence. The link between the wire and the material, the wire as welding, the material as a suitable ground. Muslin, organza, lace, raffia, velvet, prints, ribbon, horsehair, paper, embroidery thread, tulle, georgette dyed pancakes, chenille, plastic... of basic materials, so many results. Franck Sorbier talks about the mutation of matter. The aspect of course, but also the touch or how a silk pongee ends up looking like Japanese paper.

Franck Sorbier creates plates similar to continents, with jagged border cutouts as puzzle elements that fit into each other to become sheath, skirt, ball gown, strapless. A dance conducted on all fronts.

With the compression, Franck Sorbier pins a plate here, operates a clamp there that will become invisible, fades a fog, smooths, makes the steam emerge and caresses a hollow or a curve, relaxes, tightens against him this body of rag, this imprint of body.

Dresses without seams, but with millions of stings : **iconoclast. Know-how and insolence.**



*samples of the compression technique through 3 different types of fabrics*

*TEMPLE OF TECHNIQUES  
AND CRAFTMANSHIP*

FRANCK SORBIER

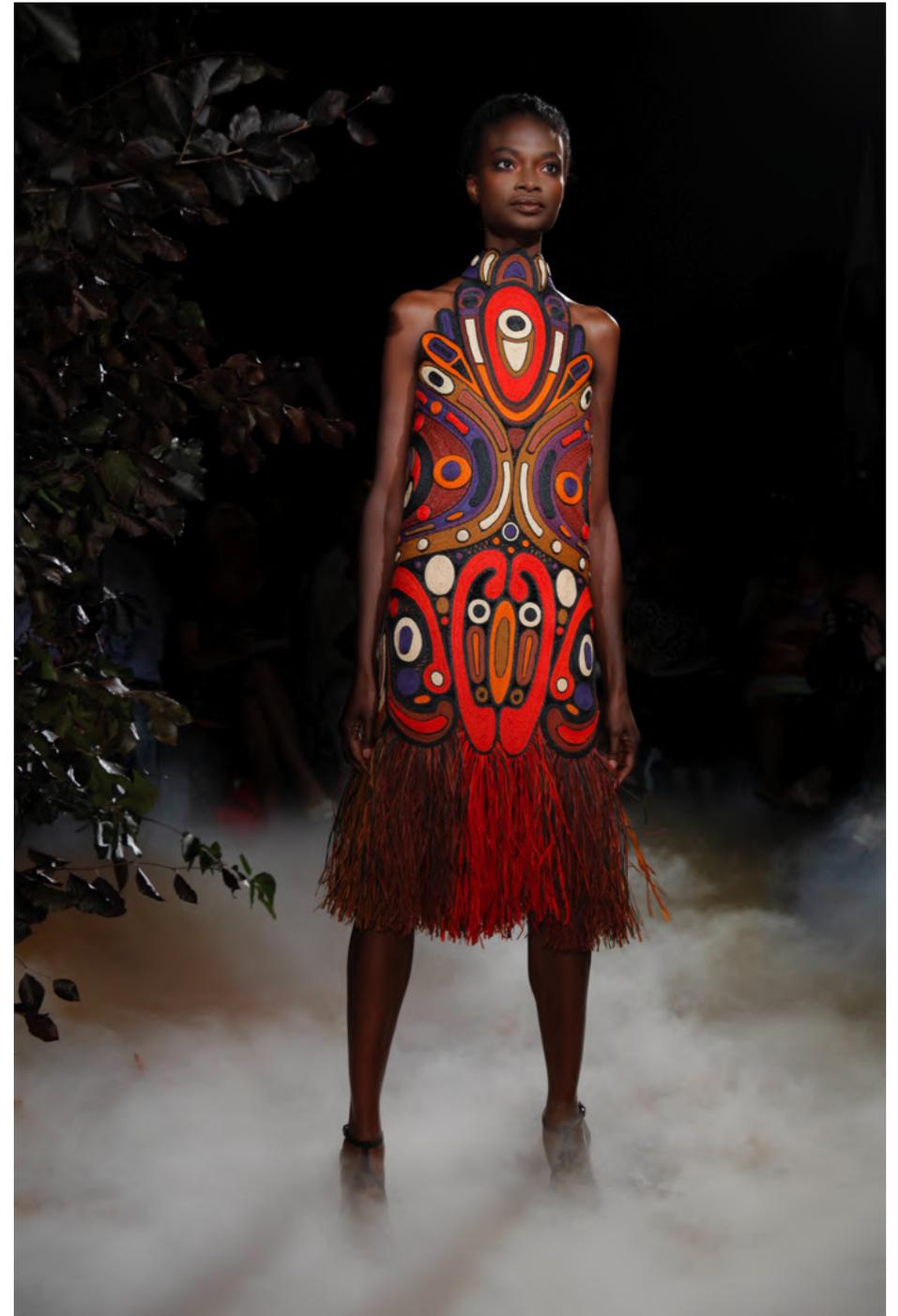
## *TEMPLE OF TECHNIQUES AND CRAFTSMANSHIP*

Franck Sorbier is also proud **to safeguard specific techniques** which require a lot of mastery and are thus **less commonly used nowadays**.

As the only **Maître d'art** in the fashion industry, he considers it one of his **missions to promote these techniques** :

- **lirette**
- **hand-encrusted lace** mosaïques drawing a new lace
- **macramé**, an elaborately patterned lacelike webbing made of hand-knotted cord, yarn, or the like

among others.



*CREATOR OF UNIVERSES*  
*GENERATOR OF EMOTIONS*

FRANCK SORBIER

# *CREATOR OF UNIVERSES* *GENERATOR OF EMOTIONS*

For Franck Sorbier, the **arts** come together **merge** and are **shared**, so **each of his collections tells a story**.

They become **a platform to raise awareness** and **to bring distinct positions** as well as many themes such as *Nature, Preservation of the Animal* cause, the *Planet, Music, Cinema, Dance, Childhood, Requiem, Opera ...*

His Haute Couture presentations have evolved from a classic runway presentation to full fledged shows **including live musicians, dancers as models**, who help recreate a magic atmosphere. Those fashion shows have become **iconoclastic meetings** for his collections and also a **branded DNA of the Maison Franck Sorbier**.

A true friends of animals, Franck Sorbier is inspired by his companions, exotic birds, and is particularly committed to saving the planet and the Animal World.

He has notably signed collections entitled:

*“The Blue Planet”*, *“The Eternal Snow”* and more recently *“Help”* in July 2018, a collection dedicated to endangered animals and for the safeguarding of the planet.



FRANCK SORBIER

*CREATOR OF UNIVERSES*

*GENERATOR OF EMOTIONS*



*INNOVATION & DIGITAL*

FRANCK SORBIER

# *BETWEEN INNOVATION AND VANGUARD*

**An innovative mind who introduces modernity in Haute Couture**

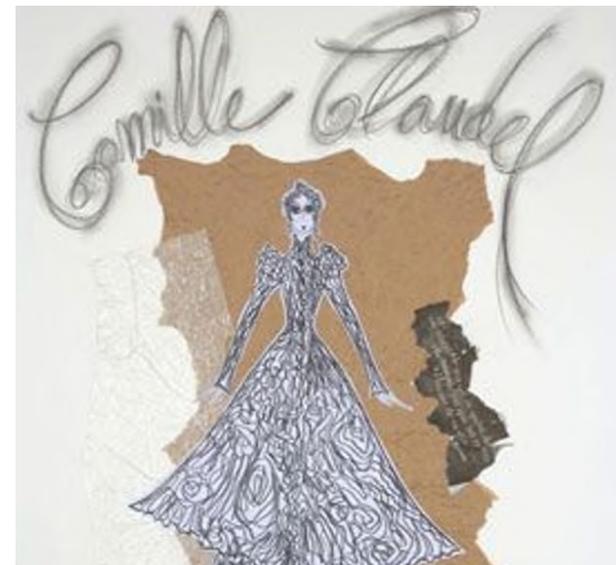
The “*Pasionarias*” (2008-2009 Winter Franck Sorbier Haute Couture) was the **very 1<sup>st</sup> virtual Haute Couture collection set up in the fashion industry.**

Each journalist and guest has a code to register at the presentation time to discover the new Franck Sorbier collection.

This virtual runway received several awards :

- the **WEBMASTER AWARD** (USA)
- the **GRAND PRIX STRATÉGIES/CONDÉ NAST DU LUXE**
- the **Special Mention** for a fashion website at the **MERIBEL ADVERTISING FESTIVAL**

**STRATÉGIES**  
**GRAND PRIX**  
**CONDÉ NAST**



FRANCK SORBIER

# *BETWEEN INNOVATION AND VANGUARD*



the  
**creatorsproject**  
a partnership with Intel and Vice



For his 2012-2013 Winter Haute Couture Collection, in collaboration with **Intel Creators Project** and **Total Immersion**, Franck Sorbier proved his overflowing imagination and his anti-conformity when he made the **1<sup>st</sup> presentation in 3d mapping**, creating a new version of the fairytale *“Peau d’âne”*.

**Franck Sorbier is the first Grand Couturier to present his new collection in a digital way.**

A show based on new technologies ; an obvious **high-tech runway**, a **major preview in Haute Couture and in the creative industry.**

This new approach of the Haute Couture is based on the possibility for the clientele to try remote and to work on dresses thanks to the digital printing technologies.



FRANCK SORBIER  
*BETWEEN INNOVATION  
AND VANGUARD*



*2012-2013 Winter Franck Sorbier Haute Couture 3d mapping Collection*

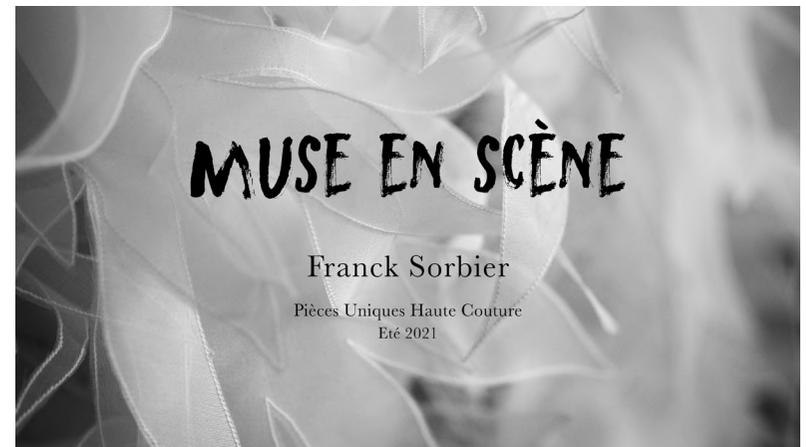
FRANCK SORBIER

*FILM MAKER & DIGITAL*

Due to the COVID-19 pandemic and restrictions, the Houses and brands are invited to present digitally their collections.

Franck Sorbier reconnects with the cinema as he did before with his Haute Couture film “*La Haute Couture n’est plus ce qu’elle était ... So what ?*”, in 2009.

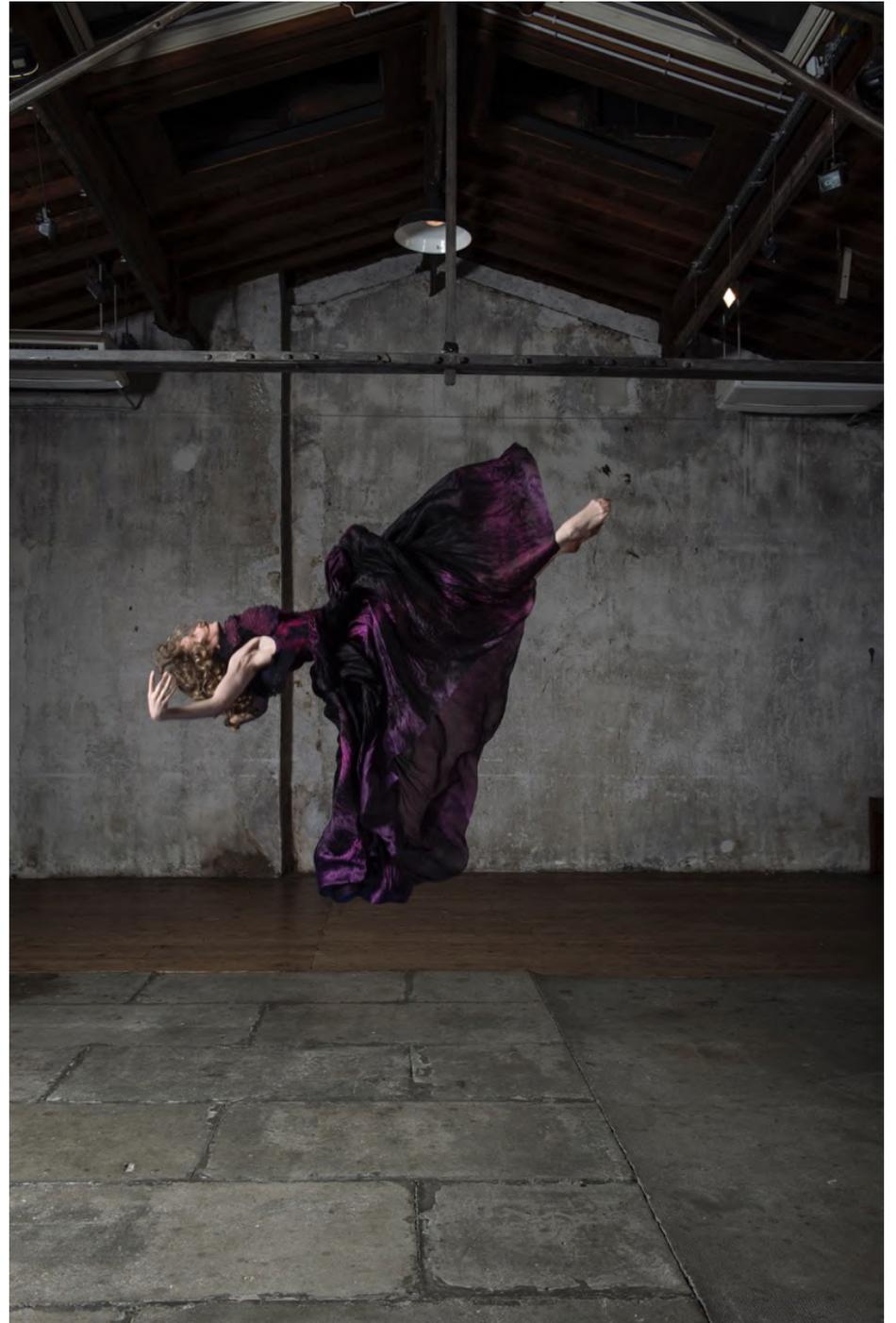
Franck Sorbier managed the **4 films** of his last Haute Couture collections and inscribes his brand in a new dynamic : **take the digital momentum while preserving the concrete craftsmanship.**



*OPERA & BALLETS COLLABORATION*

*“ For my last show, I wanted,  
at first, to make something  
about dance from around the world. ”*

Franck Sorbier



FRANCK SORBIER

## *OPERA & BALLETS* *COLLABORATION*

The way Franck Sorbier perceives and translates his art in the Haute Couture naturally **led him to work for Opera, stage artists, and Ballet theaters** when called **to create costumes**.

In 2005, he was entrusted with the creation of all the costumes of *La Traviata* (Giuseppe Verdi), produced by the **Opéra en Plein Air**.

Dazzled by this first collaboration in the opera world, two of the most iconic French singers (**Mylène Farmer** and **Johnny Hallyday**) then asked him to create their stage costumes for their live concerts.

Three years later **Julie Depardieu**, a well-know producer and daughter of the famous actor **Gérard Depardieu** contacted Franck Sorbier to entrust him with the creation of the costumes of a new opera production, the *Tales of Hoffmann* (Jacques Offenbach).



FRANCK SORBIER

# OPERA & BALLETS COLLABORATION

With these achievements witnessed by many artistic directors, in 2017, Franck Sorbier was entrusted with the creation of the costumes a new *La Traviata* (Giuseppe Verdi) for the **Capitol of Toulouse Opera** presented in 2018 and which has been taken over in Bordeaux in 2020.

Admirer of the quality of these costumes, **Laurent Hilaire**, principal dancer, currently artistic director of the **Stanivlasky Theater of Moscow**, invites Franck Sorbier to create the costumes of the ballet *Giselle* (Adolphe Adam) initially planned for September 2020, postponed due to COVID-19 in 2023.



*THE FRANCK SORBIER  
GLOBAL STRATEGY*

FRANCK SORBIER

## *GLOBAL STRATEGY*

### *ASSETS*

#### **THE ONLY ONE OF HIS KIND IN THE WORLD**

Franck Sorbier is the only fashion designer in the world who has been awarded two prestigious honorary titles :

- Haute Couture (Grand Couturier) label
- Maître d'Art (Master of Art) label

#### **THE TRANSMISSION**

Franck Sorbier passes on his unique know-how and expertise in fashion and Haute Couture to new generations.

#### **A KNOW-HOW OF EXCELLENCE AND HIGH LUXURY**

Defining his Haute Couture as transcultural, Franck Sorbier makes 90% of his models using traditional and innovative techniques and know-how:

- the lace inlay
- macrame, lrette, pleated ...
- compression: proprietary technique of the brand, developed and registered. Franck Sorbier is the sole holder and the only one to master the technique of compression



#### **AN EXCLUSIVE SIGNATURE**

Each creation and each Franck Sorbier collection draw a particular **universe** through **historical, cultural, artistic, philosophical** or **contemporary** and **visionary** references (virtual collection in 3d mapping and augmented reality).

Frank Sorbier has **positioned** himself, for many years, as a **prescriber** of a disruptive footprint on the fashion industry : an evolving vision through his creative expression and his art.

FRANCK SORBIER

# *GLOBAL STRATEGY OBSERVATION*

A global and international vision that Franck Sorbier claims and maintains through his adaptability and multidisciplinary capacity.

A **strong DNA**, an established Maison and **a brand with strong potential** whose image has been protected and consolidated despite the harsh market conditions.

The Franck Sorbier brand is, today, a **breeding ground for creation** and obvious **economic levers**, as well as engaged in a phase of development and growth of its activity.



FRANCK SORBIER

## *GLOBAL STRATEGY*

### *FIGURES & VALUATION*

After a structural clean-up step, Franck Sorbier is represented by SARL Abyssian and the Sorbier Endowment Fund.

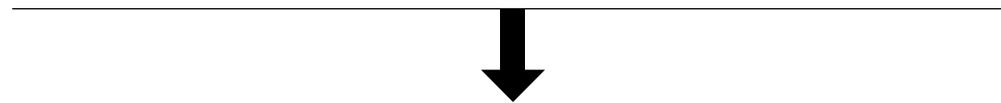
**Turnover:** between 360 K euros and 400 K euros, without sufficient cash to boost development.

It is appropriate to recall that the Maison Franck Sorbier achieved sales of 6 to 7 million euros during its first 10 years of high-end ready-to-wear.

**Frank Sorbier is the bearer of a heritage of unique Haute Couture pieces valued at a level of 1 million euros.**

KPMG carries out the valuation of Franck Sorbier brand and its entities through an auditor: valuation estimated at 12 million euros.

Part of a realistic dynamic, the **brand valuation** is redefined to the tune of **7-8 million euros**.



the **HAUTE COUTURE** label, emblem of **excellence in know-how**  
the **MASTER OF ART** label, a translation of the **mastery of techniques**

**2 labels articulated around a unique aesthetic expression**

The **artistic signature Frank Sorbier** is the **common thread uniting**  
the founding pillars of the Franck Sorbier brand,  
like the creation of works of art, the making, the craftsmanship and know-how, the distribution,  
the missions of general interest, the patronage ...

FRANCK SORBIER

*GLOBAL STRATEGY*



*“To succeed, three maxims :*

*to see is to know,  
to want is to be able,  
to dare is to have.”*

Alfred de Musset

FRANCK SORBIER

# *GLOBAL STRATEGY PROJECT*

## STATEMENT

**Strategy** : diversification of activities through an innovative and meaningful concept

**Goal** : relaunch of the Franck Sorbier brand and its deployment

**Process** : search for financial partners or sale of the brand to activate the development phase

Following **trends** and **market analysis** :

1. **the rise (image and business) of the “cruise” segment**

2. **the importance of achieving excellence by hand,**

the House is aiming for an **innovative strategy**, by shaking up codes through

- **Haute Couture** as **a lever for growth** and **a vector of deployment**

- the **Maître d’Art** label as **a vector of expertise** and consistency in the face of future economic challenges.



**Haute Couture & Haute Cruise energized  
by Trunkshow products :**

**an innovative strategy and a new way of operating.**

It is about capitalizing on the assets of the official Haute Couture calendars by playing on the seasonality system.

FRANCK SORBIER

# *GLOBAL STRATEGY PROJECT*

During the cruise presentations (twice a year in May / June and November / December), Franck Sorbier brand enriches its Haute Couture collections with high-quality cruise products and a high-end RTW called “**trunk show**”.

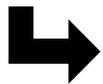
**Goals : immediate purchases and orders by international buyers,** multi-brand boutiques and their customers such as Haute Couture customers.

The Franck Sorbier Haute Couture collections are presented during official Couture weeks.

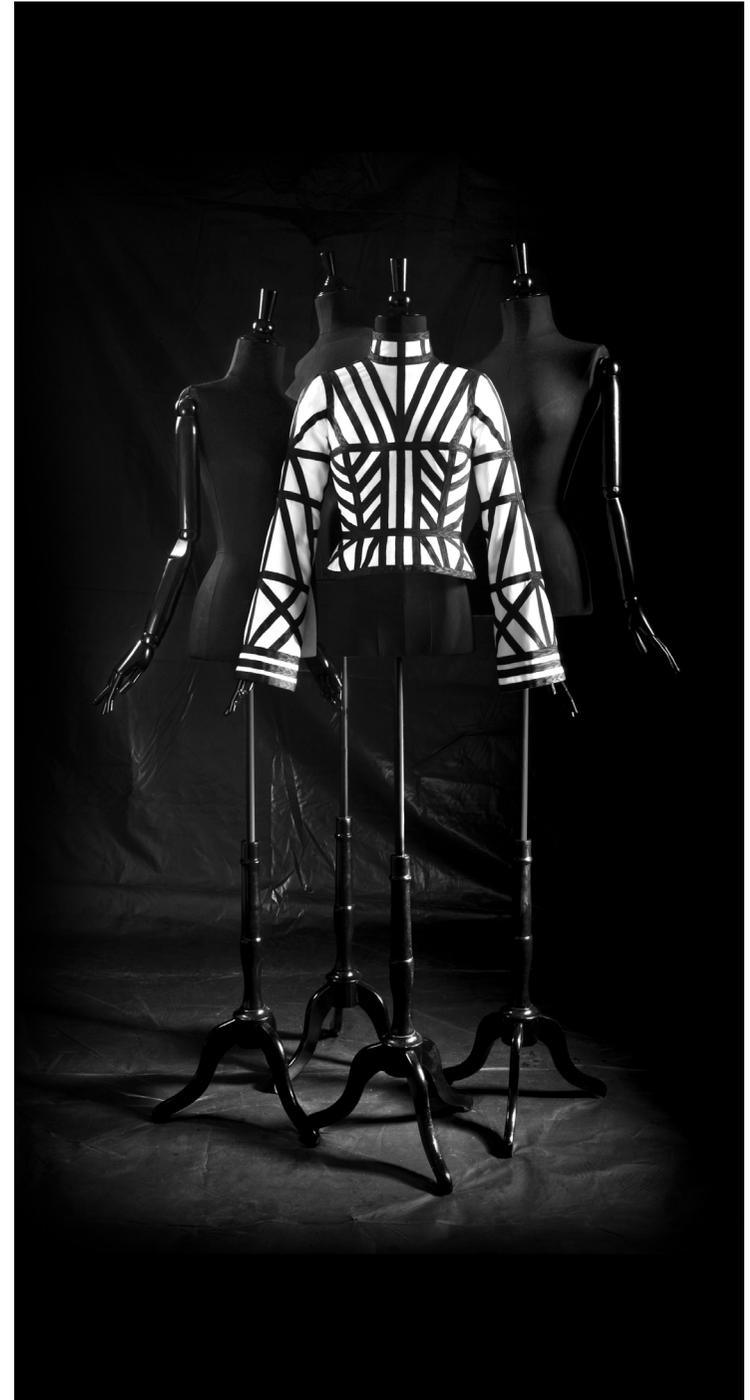
The preferred format is based on happening, performance, exhibition and digital approaches in order to appeal to a wider, selected and expert audience as well as to reinforce the primary nature of the laboratory, Haute Couture.

These Haute Couture collections are presented in pre-view during the cruise and trunkshow presentations.

The **objective** is to **capitalize** on the lever “**excellence and reason to be**” of Haute Couture in the service of economic activities.



**As conclusion, this is an offensive sales strategy :  
a « workhorse » strategy.  
The objective is to maintain the desired head start,  
reflecting the visionary character of the Maison.**



FRANCK SORBIER

# *GLOBAL STRATEGY PROJECT*

Thus in addition to **communication** and **public relations**, the **growth approach** for these products in the luxury market involves the hiring of a **Sales Director**.

This key man must have mature market expertise, international relationships and a significant address book.

The **keystone of success** is based on the affect of the Franck Sorbier brand.

In this way, the sales manager must continually cultivate in order **to generate economic flows, to create synergy** and understanding between needs, areas and products.

**Primary objectives:** to boost activity and to enhance product offerings.

The sales and communication teams will animate and feed the smart e-commerce platform, essential to support the concept of immediacy and the international issue.

This is a **harmonized retail strategy** :

each touch point of the brand is studied **to meet a specific audience**, particular requests and **to create an appropriate on-sale brand expression**.

Through a format that we can qualify as a start-up, the company and its creator Frank Sorbier are the holders of know-how, traditional and innovative technicalities as well as a heritage of Haute Couture pieces and Franck Sorbier works of art.



**This project is based on a real ambition for long-term development and growth, accompanied by partners and experts.**

*FRANCK SORBIER*  
*AMBITION & PROJECTIONS*

FRANCK SORBIER

## *AMBITION & PROJECTIONS*

### **AN EXCLUSIVE SIGNATURE**

Each Franck Sorbier creation and each Franck Sorbier collection draws up a specific universe through **historical, cultural, artistic, philosophic** or even **vanguard** and **forward-thinking references** : from the testimony of Frankincense trails to a virtual collection made by 3d mapping and augmented reality, including Surrealism Art movement (Miro, Arp, Picabia, Duchamp ...).

### **A GLOBAL AND INTERNATIONAL VISION**

Franck Sorbier claims and nurtures this vision.

With his **ability to adapt across disciplines**, Franck Sorbier defines his brand DNA by an extreme **mastery** of the most exquisite and unique **techniques**.

Franck Sorbier nourishes this conviction as the reflection of the **French tradition of Haute Couture** and the **artistic and cultural background of France**.



FRANCK SORBIER

## *AMBITION & PROJECTIONS*

### TO GO FURTHER

Driven by its **strategic ambition** and a more than **30-year luxury expertise**, Franck Sorbier has the wish, as **active prescriber** and **contributor**, to smartly collaborate with a **strong partner** on cultural and international projects of excellence.

The main idea is to **build up a global collaboration based on culture, art, international bridges** and the notion of **know-how** and **heritage transmission**.

From a Foundation establishment to cultural events such as exhibitions or artistic collaborations, intellectual workshops and conferences on transmission ... a large range of proposals is obvious and possible.

Franck Sorbier's vision is driven by bringing a **new perception**, cultivating **international cultural and business exchanges**, offering **a field of artistic expression** and building **a meaning project to the new generations**.

## *APPENDICES*

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*THE SORBIER ENDOWMENT FUND*

FRANCK SORBIER

*THE SORBIER*

*ENDOWMENT FUND*

Created in 2011, the Sorbier Endowment Fund financially supports and / or carries out a work and missions of general interest, under the aegis of the Grand Couturier and Maître d'Art Frank Sorbier.

**The main purpose of the Sorbier Endowment Fund is to save an artistic and cultural heritage, to preserve a unique know-how and to perpetuate the French excellence.**

From sold places for Franck Sorbier Haute Couture shows to **event production**, passing by **conferences, workshops** ... Each partnership is designed and structured in a personalized way, according to the company expectations and brand DNA : the Sorbier Endowment Fund is able to imagine a tailor-made partnership.

**Whether individual or company, each donor benefits from the principle of tax exemption.**

**Corporate sponsorship** gives rise to a tax reduction equal to 60% of the amount of payments (taken within the limit of 0.5% of turnover) allocated by companies subject to income tax or corporate income tax.

The **sponsorship of individuals** opens the right to a reduction in personal income tax equal to 66% of the amount of sums (taken within the limit of 20% of taxable income) corresponding to donations and payments, including abandonment express income or products, made by taxpayers domiciled in France.

FRANCK SORBIER  
*THE SORBIER*  
*ENDOWMENT FUND*

SPONSORING COMPANIES OVERVIEW



FRANCK SORBIER

# *THE SORBIER ENDOWMENT FUND*

*overview of companies which have benefited from tailor-made events set up by the Sorbier Endowment Fund*



CARNETS DE SOIREES



*EXHIBITION EXPERTISE*

FRANCK SORBIER

## *EXHIBITION EXPERTISE*

In 2009, Franck Sorbier is invited by the Chamber of Commerce of Lyon to **present a retrospective** of his creations at the Textile Arts Museum.

This retrospective has received the label of **“National Interest”** by the **French Ministry of Culture**.

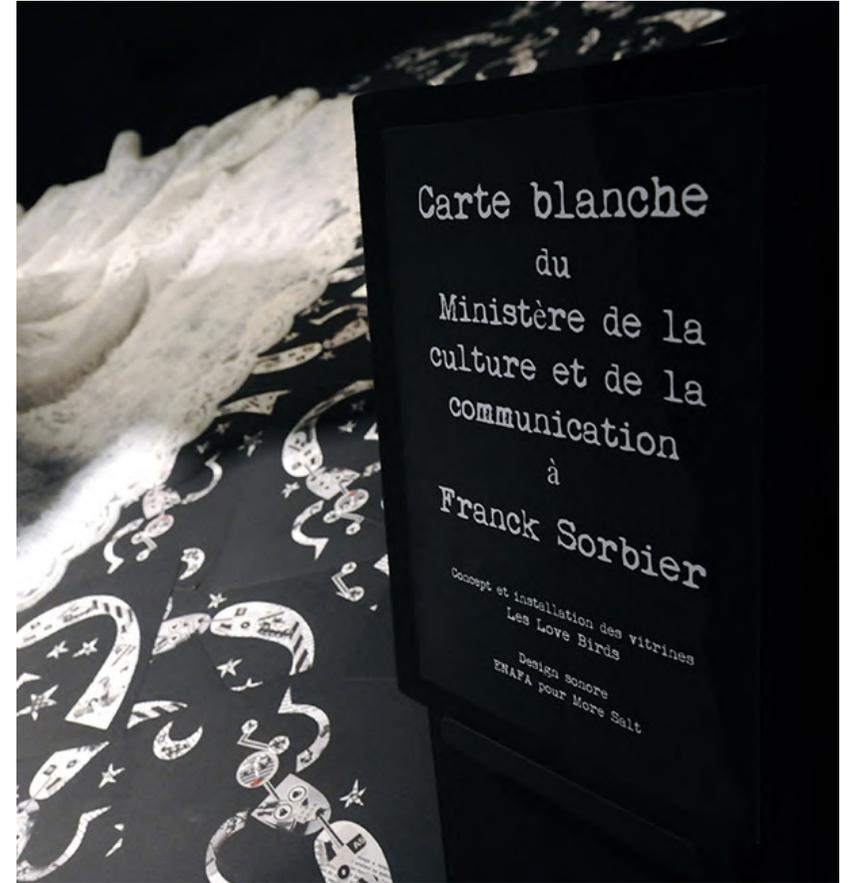
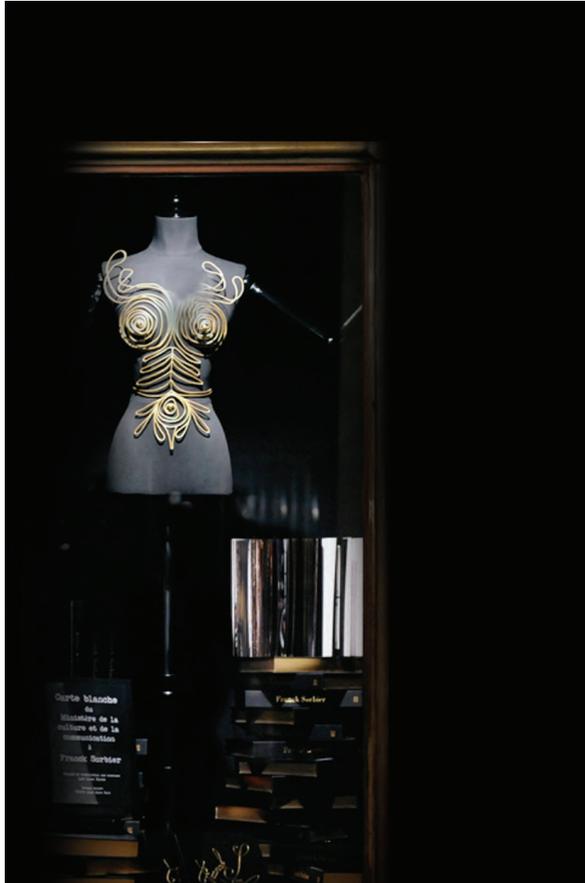
Endowed with exhibition expertise with the success of this retrospective in Lyon, Franck Sorbier is then called upon to reiterate such presentations in order to make available to the widest public an **idea of aesthetic**, of **excellence** and also of **experience**.

Consequently, the windows of the **French Ministry of Culture** and Communication, **Sotheby's**, the Fashion Museum of Yverdon in Switzerland, are in turn the place where the imagination and creativity of Franck Sorbier are revealed to the public.



FRANCK SORBIER

*EXHIBITION EXPERTISE*



*"Carte blanche" Franck Sorbier exhibition in the windows of the French Ministry of Culture*

FRANCK SORBIER  
*EXHIBITION EXPERTISE*



*Franck Sorbier exhibition at Sotheby's Paris*

*STAGE COSTUMES COLLABORATION*



FRANCK SORBIER

## *STAGE COSTUMES COLLABORATION*

Franck Sorbier has worked for various national and international artists such as **Manu Di Bango**, **Kimbra**, **Lady Gaga** ... and the most iconic French singers **Mylène Farmer** and **Johnny Hallyday**.

As an example, the collaboration between Franck Sorbier and Mylène Farmer led to the design and creation of more than **200 stages costumes** (Mylène Farmer, choirs, dancers, musicians ...) for her 13 *Avant que l'ombre ... à Bercy* concerts.





### **Contacts**

Isabelle Tartière-Sorbier

+ 33 (0) 1 75 51 70 55

[corporate.francksorbier@gmail.com](mailto:corporate.francksorbier@gmail.com)

Bruno Le Page

[brunolepageparis@gmail.com](mailto:brunolepageparis@gmail.com)