

B E L I $\bar{Z}$ A

STORY TELLING

Lisa CHOTARD graduated in Marketing at ESMOD Fashion School, Paris, and began her career at Hugo Boss as a Sales Manager.

Afterwards, she developed her skills and expertise in the Wholesale market, on an international level, working for the most prestigious fashion brands such as Yves Saint Laurent, Celine or Chloe.

In 2010, the designer created her first swimwear collection, combining her two passions: fashion and scuba diving.

BELIZA brand was born with strong DNA values : chic, sensuality, confort, environmentally-friendly with a unique color palette influenced by the aquatic world.

She successfully launched her lingerie collection in 2020 applying the same philosophy and concept to the brand.

« After traveling around the world for a while, the brand BELIZA and its concept spontaneously came to my mind ...»



BELIZA GIRL

« Nobody knows where this mysterious island is locatedIs it real ? »

Beliza is a legendary island... where a wild girl dives during hours... And walks on its golden sands.

She loves nature, she likes to feel the wind and water on her skin.

She is dreaming of an ideal world...She is deeply seeking balance.

She is constantly playing with the four elements:

air, water, fire and earth.



O U R V A L U E S

Our product is meticulously conceived and its patterns are driven by high-end qualitative fabrics.

BELIZA's designs are creative, elevated and produced with soft and comfortable materials.

BELIZA's concept in few words

CHIC , COMFORT , SENSUALITY.





A S U B S T A I N A B L E B R A N D

Since BELIZA was born and to be in line with its DNA , the brand engaged in a CSR approach to minimize its environmental impact .

BELIZA's collections are produced in Portugal, relying on short manufacturing channels with

ECO-TEX compliant partners. Most of the brand's products are manufactured using

recycled and recyclable fabrics

(Fulgar thread , ROIKA spandex) and natural fibers such as modal.

The Brand uses digital tools and minimizes the use of paper . BELIZA makes sure children do not work in its partner factories

Always engaged in a ethical process, BELIZA fights against corruption and is transparent in its working conditions .



THE PRODUCT



Our sizes range from **XS to XL** adaptable to each morphology and interchangeable in terms of sizes

BELIZA's price positioning is affordable luxury:

Our retail prices range from **150 to 250 euros**

W O M A N S W I M W E A R



FAMILY SWIMWEAR



MENSWEAR



KIDSWEAR

A woman with long brown hair is standing on a rocky beach. She is wearing a long, white, sleeveless dress with a geometric pattern. She has her arms raised, shielding her eyes from the sun. The background consists of large, dark, layered rocks and white foam from crashing waves. The word "BEACHWEAR" is written in white capital letters on the right side of the image.

BEACHWEAR

U N D E R W E A R





READY TO WEAR

DISTRIBUTION IN FRANCE

WHOLESALE



Blush concept store - 3 Doors



Tiki PORTO-VECCHIO



BOO - 3 Doors



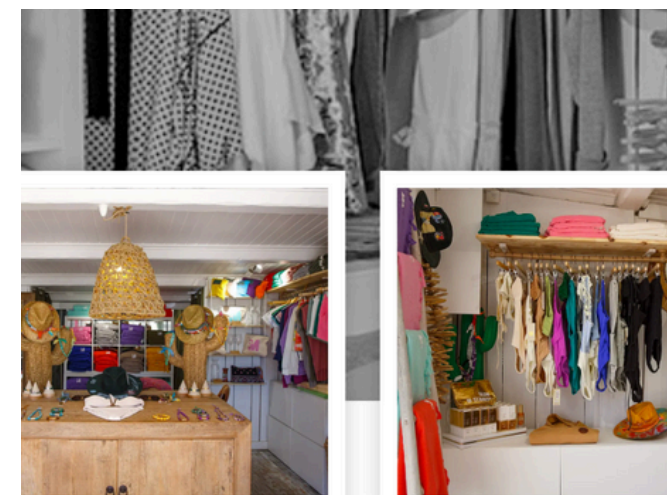
Salty concept store



Lulli - 7 Doors



Thalasso Spa BARRIERE



Mooréa beach ST TROPEZ



DEPARTMENT STORES



PRINTEMPS

P R I N T E M P S

6 D O O R S

PARIS HAUSSMANN

MARSEILLE TDP

MARSEILLE VALENTINE

LYON

LILLE

TOULON

ONLINE

WWW.PRINTEMPS.COM



DEPARTMENT STORES

GALERIES
Lafayette

**GALERIES
LAFAYETTE**

7 DOORS

HAUSSMANN PARIS

BHV

NICE MASSENA & CAP 3000

BORDEAUX

TOULOUSE

ANNECY

ONLINE

www.galerielafayette.com

INTERNATIONAL DISTRIBUTION

WHOLESALE



*CHRISTOPHER
ST BARTH*



*Beachcomber
MAURITIUS*



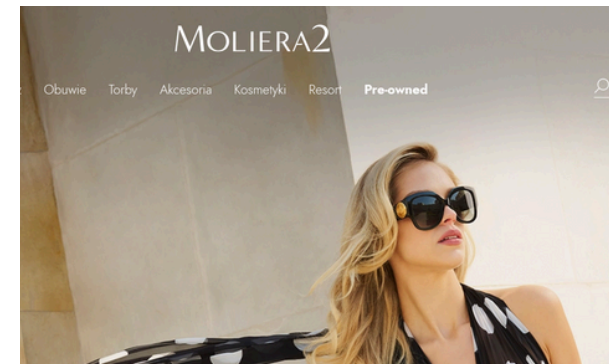
*Nomads one & only
DUBAI*



*Perdu lingerie
JEDDAH*



*Laturquessa
IBIZA*



*Moliera
POLAND*

INTERNATIONAL DISTRIBUTION



*Blue Sand
GREECE*



*La Toubana
GUADELOUPE*



*Passage Store
RUSSIA*



*Michelle Farmer, PALM BEACH,
FLORIDA*



*Club Med Marrakech,
MOROCCO*



*Nomads W hotel
DUBAI*



*Kempinski
SWITZERLAND*



*Hotel la Mamounia,
MOROCCO*



*Monte-Carlo Société des
Bains de Mer,
MONACO*

RETAIL DISTRIBUTION

BELIZA

AIX EN PROVENCE - FRANCE





RETAIL PROJECTS & FRANCHISING

BELIZA CONCEPT STORE



*Ideal store size: 30 to 50m²
top central location
department store shop in shop*

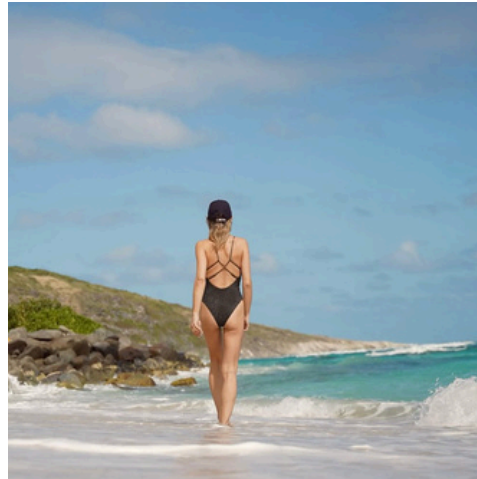
P R E S S



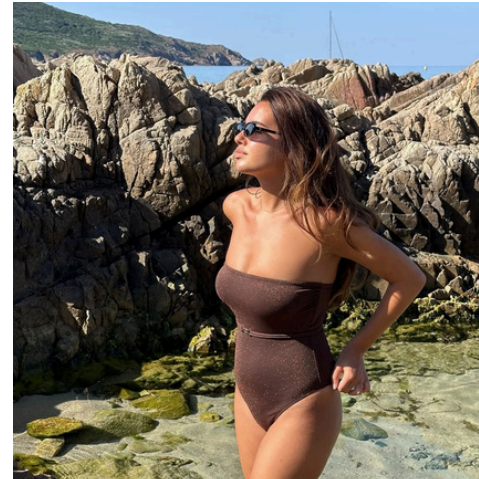
S O C I A L M E D I A



@lauredary



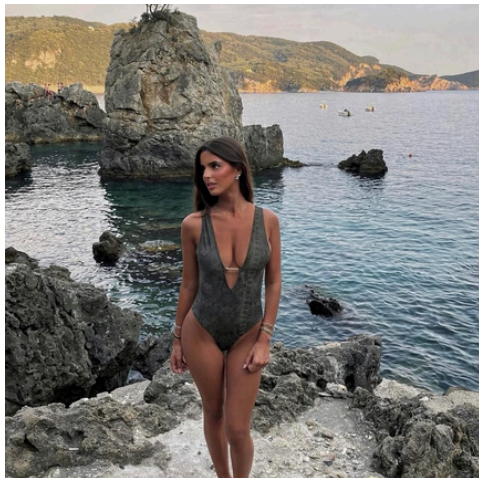
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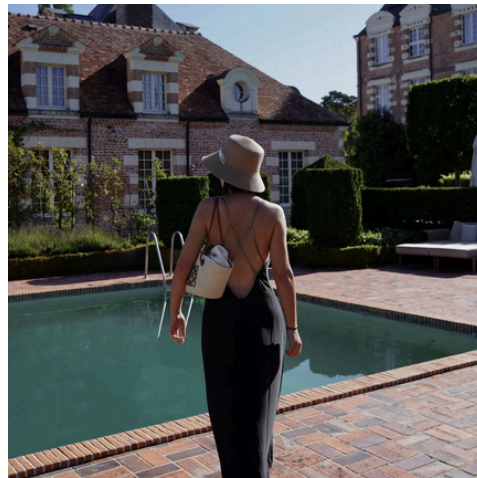
@laetitiaduclos



@gabriellejosephine_



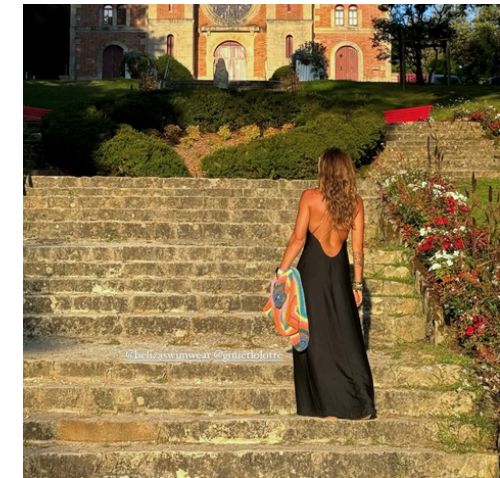
@nina_meleiro



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BELIŽA

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