

-2022-

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# FRENCH DRY GOODS MEDIA PRESS KIT

Written by the FDG digital marketing team



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# bienvenue -

Welcome to our family. In this packet you will find everything you need to work with French Dry Goods. If you have any questions, please don't hesitate to get in touch with us.

Merci,

Guy Urban | *founder*





# about -

French Dry Goods was founded in 2020—amid a global pandemic—as a way to adapt to changing times and needs. People suddenly craved quality home goods in a reinvigorated way, and we sought to fill that need.

Our 25-year-old wholesale company, Kiss That Frog, helped launch us, and now we're excited to start paving our way more independently.

We have a lot in store for 2022 and can't wait to have you join us on this ride.





# competitive advantage-

In a world seemingly over-saturated with home goods franchises, what makes a small, French-inspired company like ours unique?

To start, our team has decades of experience, relationships, and inventory established through our sister company that we utilize with pride.

Our eye towards a greener future means that we make business decisions that prioritize the health of our earth and our bodies.

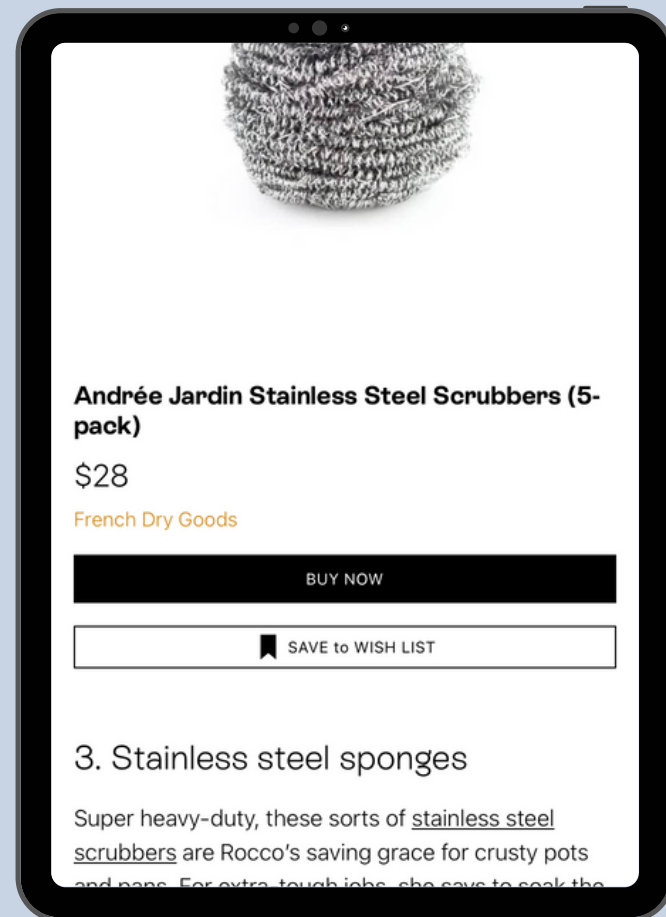


But our most cherished attribute is the relationships we have with our makers. We attend each others' weddings and funerals, host each other in our homes, and value the friendships we have together above all else.

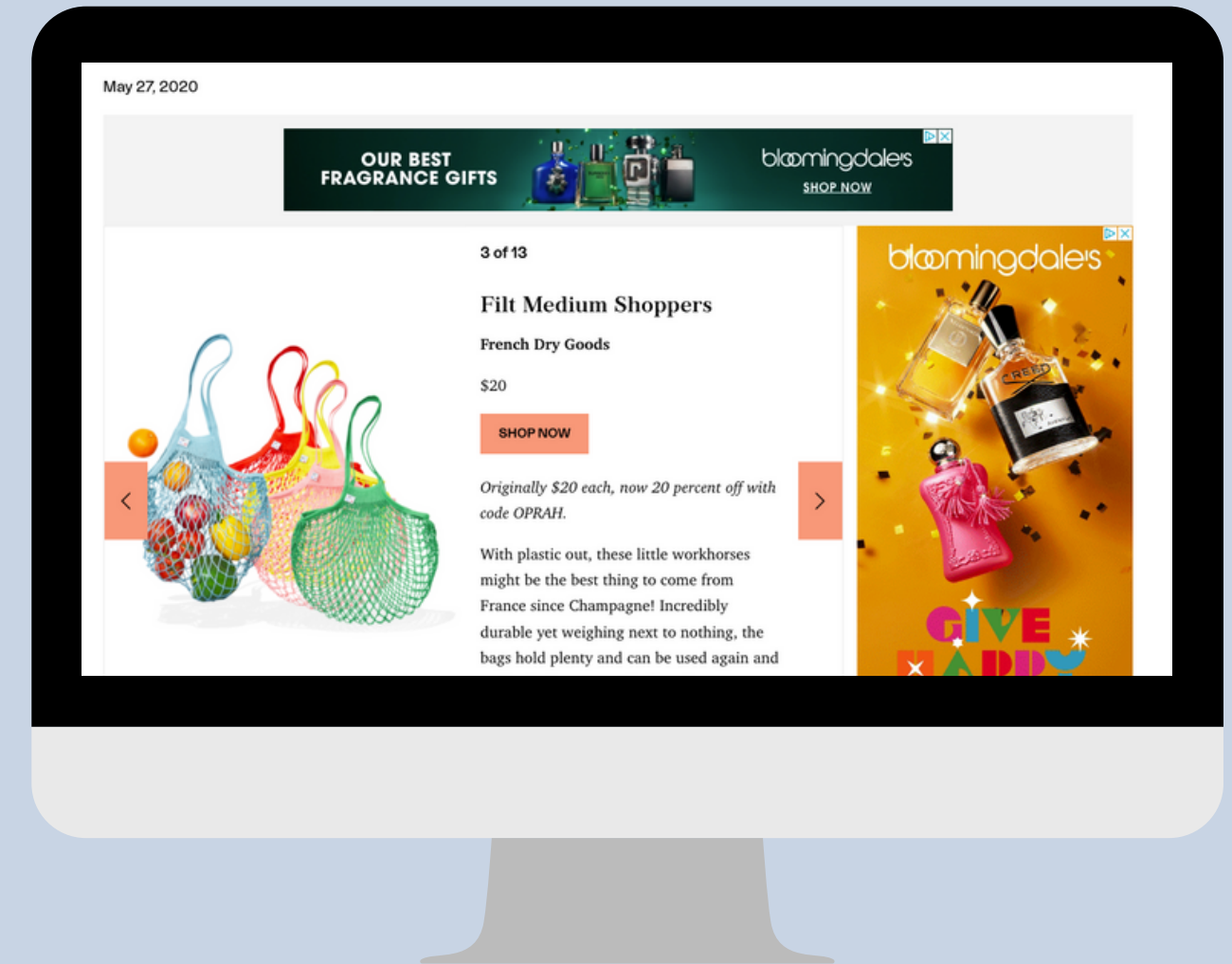
These relationships are what makes it possible to bring our customers the very best and most unique products on the market, and ensure our business practice is sustainable and ethical.



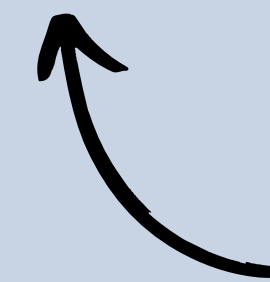
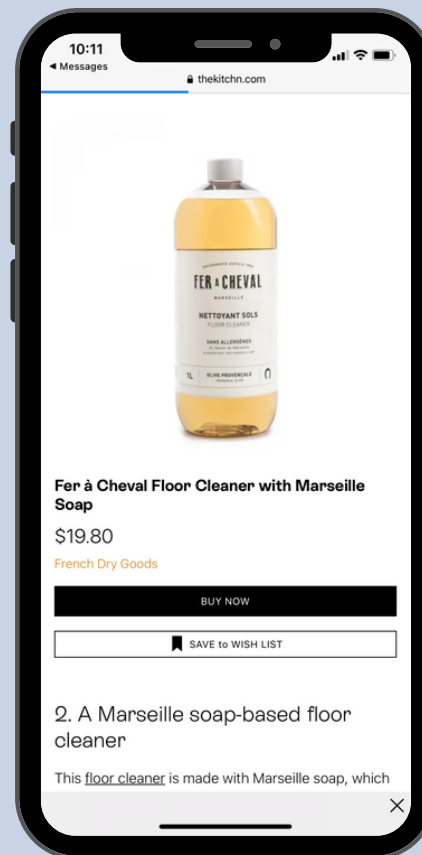
press -



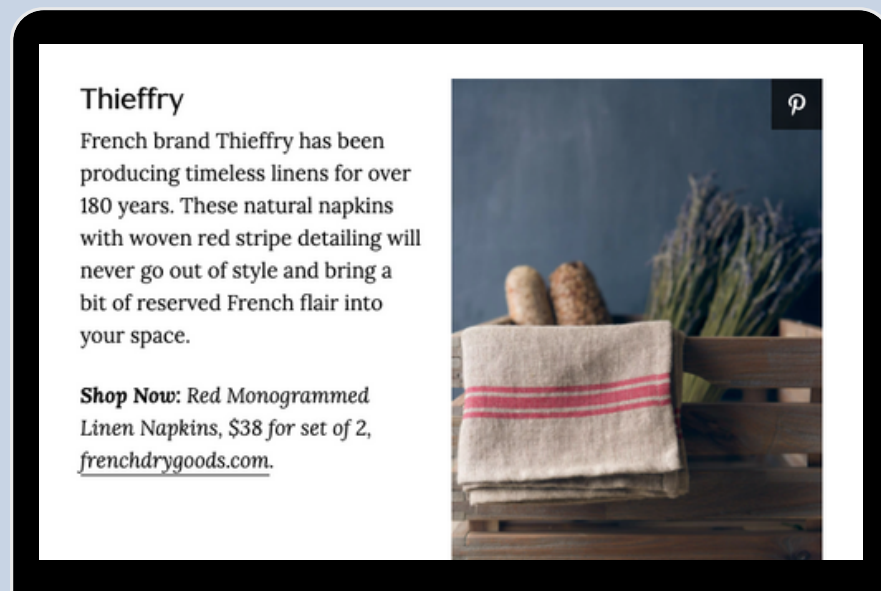
The Kitchn



Martha Stewart



The O List (Oprah Daily)



# a greener future -

A warming planet is no longer deniable. Inevitably, we must do our part to reduce waste and our overall consumption of petroleum byproducts.

Enjoined by our vendors, we are seeking new resources and creative solutions for packaging to do our part. We are actively seeking a better, safer and healthier product experience.

With organic certified soaps, 100% recycled glassware, recycled vinyl mats, and new natural components and packaging, we are making 2022 a better year for all of us and our beloved planet.





# product spotlight -

While we cannot wait to share the new lines we will be launching in 2022, the backbone of our company will always be legacy, family-run businesses like these.



## Laguiole

The Laguiole style is world renowned for a legacy of craftsmanship and quality and originates from the Midi-Pyrenees region of France.

French Dry Goods' Laguiole pieces come from Jean Neron, a third generation family run company specializing in Laguiole style coutellerie or cutlery.

These pieces make the perfect addition to everyday and special occasions alike.



## Andrée Jardin

Andrée Jardin is reviving the craft of what were once called "Paris articles:" hairbrushes, clothes brushes, house brushes and brooms. Promising simplicity, quality and durability, Andrée Jardin designs and manufactures essentials for the home and body that are equal parts useful, well-made and beautiful.

Made in France with the finest raw materials since 1947.



## Fer à Cheval

Since 1856, Fer à Cheval has been perfecting the purest form of soap making: cauldron brewed formulas. Using all natural ingredients, FAC practices traditional methods to produce a truly magnificent soap.

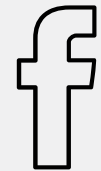
Located in Marseille, the birthplace of French soap-making, Fer à Cheval is the oldest and most widely respected "savonnerie" in France. Their soaps are best known for its compatibility with sensitive skin and wide range of uses.



# contact -



@frenchdrygoods



French Dry Goods



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