



POLÈNE

- MUSHROOM LEATHER -

MADISON MIKHAIL, ALICE CHOI, JONI GO, JENNIFER KIM, KATHERINE LEE

- OUR TEAM -



Madison Mikhail



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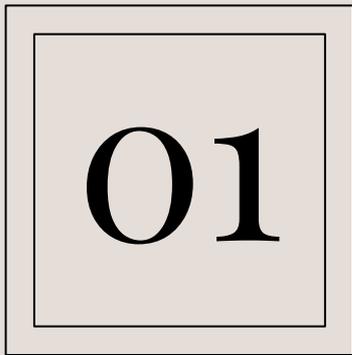
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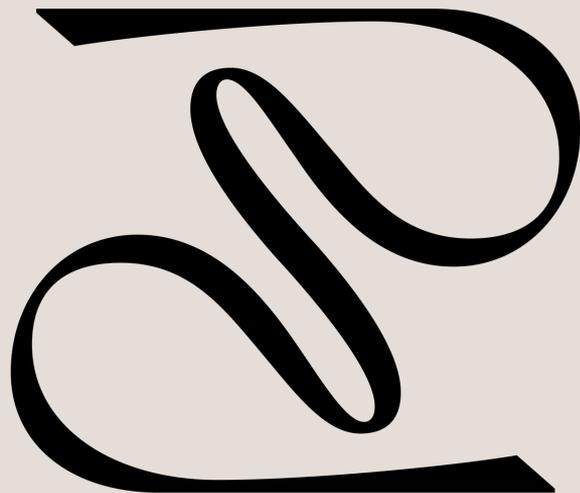
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ABOUT US





- OUR STORY -

Polène Paris, or the French House of Polène, creates various **leather goods** that provide signature designs through **top-tier** artisanship.



Our *Paris-based designers* work in studio to create our *luxurious, timeless designs*.

Our leather is sourced from trusted and certified *Spanish and Italian tanneries*.



Our products are handmade with care by the *leather good artisans* in Ubrique, Spain.

02

THE PROBLEM

10%

of global greenhouse gas emissions

A person wearing a blue long-sleeved shirt and a tan apron is working in a workshop. They are leaning over a workbench, handling a large roll of brown leather. The leather is partially unrolled, showing its texture. In the background, there is a window and some workshop tools. The overall scene is dimly lit, with a warm, brownish tint. The text is overlaid in the center of the image.

MISCONCEPTION: “Leather manufacture takes a waste from another industry and transforms it into a durable, versatile and sustainable product.”

- ENVIRONMENTAL IMPACT -

DEFORESTATION

WATER POLLUTION

WASTE PRODUCTION

AIR POLLUTION

03

OUR PRODUCT

- THE CHAMPIGNON COLLECTION -



OLIVE TWILIGHT



CHARCOAL BLOOM



CHOCOLATE

- PRODUCT DESCRIPTION -

| MATERIAL | DIMENSION | PRICE | COLOR |
|----------------------------------|---|---|--------------------------------|
| 100% Organic Mushroom Leather | Small: 22 x 33 x 13 cm Medium: 27 x 35.5 x 15 cm Large: 32 x 38 x 17 cm | Small: \$380 Medium: \$400 Large: \$420 | Olive Charcoal Chamomile |

- ADD ONS -

MUSHROOM KEYCHAIN



- POSITIONING STATEMENT -

*For the modern, style-conscious individual who values **sustainability** without compromising luxury, Polène's new mushroom leather collection offers sculptural **elegance** crafted from next-generation biomaterials. Unlike conventional leather or synthetic alternatives, our mycelium-based designs deliver **timeless** sophistication with a lighter environmental footprint—where **innovation** meets artistry, naturally.*

- MUSHROOM LEATHER -

ABOUT THE TECHNOLOGY



SUBSTRATE
PREPARATION

MYCELIUM
PRODUCTION

HARVESTING
& SHAPING

- ADVANTAGES -

SUSTAINABLE

TIME EFFICIENT

MULTIPURPOSE

80%

LOWER IMPACT

Reduced environmental footprint compared to traditional animal leather

BIODEGRADABLE & COMPOSTABLE

Returns to nature at the end of life

100%

100%

ANIMAL FRIENDLY

Completely vegan-friendly luxury option

- PACKAGING -

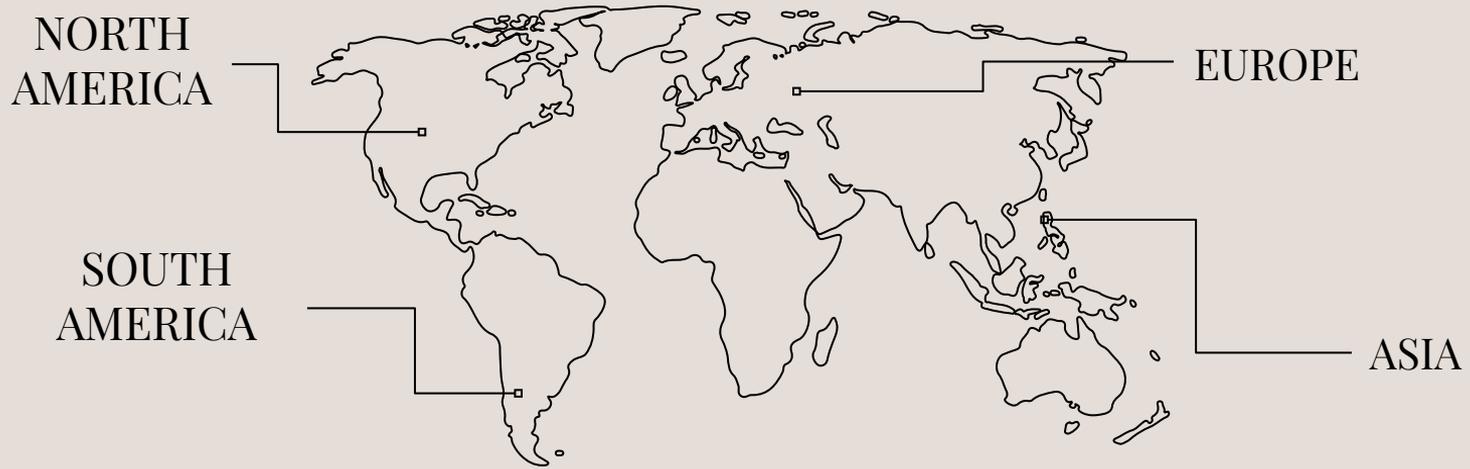
RECYCLABLE CARDBOARD



ORGANIC COTTON DUST BAG



- SHIPPING WORLDWIDE -



04

MARKET ANALYSIS

- MARKET TRENDS -



SUSTAINABILITY

Increased focus on sustainability, environmental impact



MINIMALISM

Rise in timeless, good-quality fashion and preferences for minimalism



PRICE

Cost-efficiency without the need to compromise high quality

- OUR COMPETITORS -

CHYLAK

BASKET BAG



62% recycled

MATT & NAT

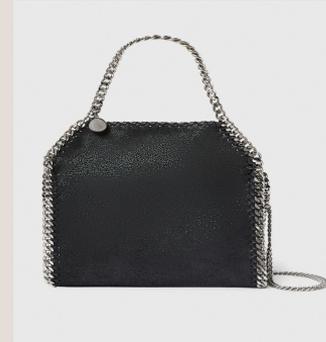
VEGAN TOTE BAG



eco-friendly leather

STELLA MCCARTNEY

FALABELLA BAG



organic cotton

- SWOT ANALYSIS -

STRENGTHS

- Environmental impact
- Niche industry (little competition)
- Strong customer base
- Dedication to community

THREATS

- Other vegan leather brands
- Consumers not wanting to buy “fake leather”

OPPORTUNITIES

- More product designs
- Different bag sizes
- Partnerships with content creators & celebrities

WEAKNESSES

- Not as strong as other types of leather
- Strengthen through lamination or other backing materials

- COMPETITIVE ADVANTAGE -

SUSTAINABLE

TIMELESS DESIGN

FUNCTIONAL

AUTHENTIC

05

TARGET MARKET

- TARGET AUDIENCE -



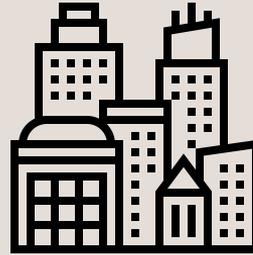
VARIOUS LIFESTYLES

(20s-30s)



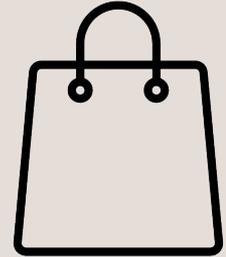
VISION

Sustainability



LOCATION

Urban



INCOME

Upper Middle Class

“...luxury with a purpose”

“...understated elegance”

“...earthy, neutral and wearable tones”

“Created for women, suitable for everyone”



Lila Tran

Age: 29

Occupation: Freelance Art Director

Location: Brooklyn, NY

Hobby: Ceramics, Vintage shopping

Wants & Needs: Individuality, align with values, elevate wardrobe

Why: Innovative material story

James Okafor

Age: 35

Occupation: Sustainability Consultant

Location: London, UK

Hobby: gardening, architecture, travel

Wants & Needs: durable & design forward

Why: testament to conscious innovation



PERSONAS

PERSONAS



Sofia Andrade

Age: 38

Occupation: Travel Editor

Location: Barcelona, Spain

Hobby: photography, hiking

Wants & Needs: lightweight crossbody bag

Why: Heritage-meets-future craftsmanship

Indira Mehta

Age: 21

Occupation: College Student

Location: Los Angeles, CA

Hobby: Cafe-hopping, journaling

Wants & Needs: clean aesthetic

Why: plant-based & luxurious



06

GAMIFICATION



INTRODUCING:

THE *Los Angeles* POLÈNE
EXPERIENCE

THE EXHIBITION

GETTY CENTER



INVITATION

FORMS OF
NATURE



Mushroom Leather

POLÈNE

JOIN US
May 17 Los Angeles

KODŌ Cafe

Why Kodo?

- LA-based design forward cafe with minimal, intentional aesthetic
- Attracts creative, style-conscious audience

Why Matcha?

- Japanese matcha ritual is rooted in intentionality and authenticity
- Perfectly ties to our Morel editorial campaign shot in Japan

Exhibition Incentive

- Complimentary matcha
- Encourages connection
- Amplifies local reach of event



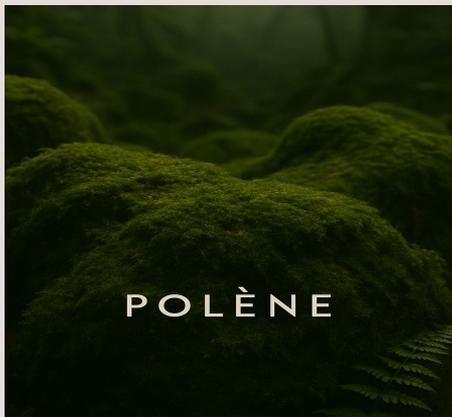
CONTENT & CONTACT

THE STILLNESS BENEATH
Yakushima Forest



POLÈNE
Morel Bag

Crafted in Mushroom-Based Leather



POLÈNE



POLÈNE

- PLACEMENT -

Instagram

- Polène's most powerful platform, with a curated feed that balances high-end editorial content with product storytelling
- Lush Campaign post scheduling (teasers, reveal, editorial rollout, story highlights)
- Content reaches design conscious millennials and Gen Z, fashion and photography enthusiasts, sustainable consumers, minimalism lovers

TikTok

- More casual lens into the brand's world
- Behind the scenes footage and production process clips
- Content reaches younger audience looking for in-depth product detail reviews

Website

- Product pages and homepage banner are editorially driven
- Visually pleasing to look at
- Welcoming shopping experience



SUSTAINABLE PR

Exclusive Creator Dinners

Who's invited?

- Influencers with strong personal brands, beautiful content, tight knit community

Why so exclusive?

- Selective product placement, supports sustainable brand mission
- Depth over reach strategy

Introducing product and sustainability through food

Possible Venues:

- Paris: Hotel Costes
- New York: Le Coucou
- Los Angeles: Republique

- OUR MUSES -



SOPHIA ROE



DEON HINTON



ADITI MAYER



MOYA MAWHINNEY

07

BUDGET & GOALS

- BUDGETING -

\$72,000

Manufacturing

Small-batch,
eco-friendly materials,
\$160 for 450 bundles

\$2,000

Branding

Web page on
Poléne's website,
design, UX

\$28,000

Marketing

Digital ads,
influencer seeding

\$18,000

Logistics

Fulfillment and
packaging

- FINANCIAL GOALS -

\$180,000 Revenue

Sale of 450 units across 9 SKUs (3 sizes and 3 colors) with an average price of \$400

60% Gross Margin

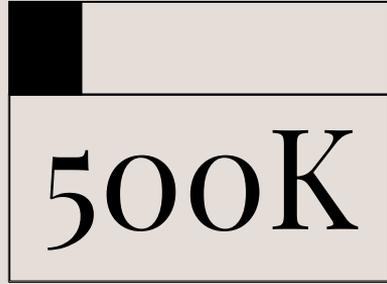
Gross Profit = Revenue - Cost of Goods Sold
\$108,000 = \$180,000 - \$72,000

\$4000 CLV

Customer Lifetime Value
\$400 per customer across 10 years



Marketing KPIs



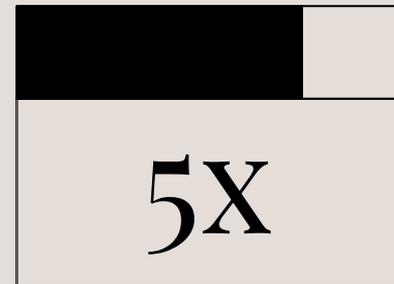
Social Media

Target impressions with
a \$5-10K budget
Organic & 1 influencer
collab



Conversion

Website, paid ads, and
pop-up events



Marketing ROI

Every \$1 spent → \$5
revenue with strong
launch strategy

THANK YOU!