Company Overview





WHO ARE WE?

Atelier AKNAS is a designer, manufacturer and retailer of high-end exotic leather accessories.

Our hides come from traceable, responsible sources.

We use hides of the highest quality and build upon traditional crafting techniques to propose luxury products revealing distinctive design and workmanship.

Our master-craftsmen are trained in-house in the art of using our very unique variety of leathers, so Atelier AKNAS has been able to offer a very stable quality output, year after year.

Since its inception, Atelier AKNAS has designed, co-designed and produced items for some the best leather goods, accessories and product design companies in the world and earned a reputation for manufacture excellence.

We are known to always seek and develop partnerships based on one simple idea: Quality.

TRADE & SERVICES

Founded in June 2001, Atelier AKNAS has always been a holistic manufacturer:

OEM - Developing original finished or semi-finished products and make them available to designers, retailers and brands to be personalized and branded.

ODM - Co-developing product together with designers and manufacturing the resulting creations for them.

Atelier AKNAS brand

- offering franchises to sell and distribute Atelier AKNAS branded finished original product.

- distributing the Atelier AKNAS branded lines of products through our stores in Paris, Bangkok and in Tokyo (since mid-2015).

OFFICE & WORKSHOP

The Atelier ("highly specialized workshop" in French) and the office form a tight team. Situated across from one another in the yard they share with the company's founders house, their physical proximity is crucial to the quality of our production, from the first draft to the finished product. The office is:



Stéphane MESNIL Co-founder & Chief Engineer



Nah WONGARAM Co-founder & Chief Designer



Kae WONGARAM Head of R&D and of "Wearable" Dpt



Nuch PERMPOOL Admin. and Accounts Director



Cyril CLAIRE Business Development and Wholesale Director

Silversmithing



Marketing & Retail

Director



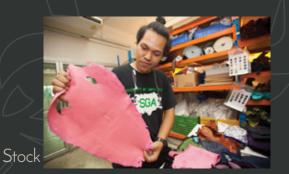
Kumiko SUITO Japan Representative

The workshop is:



Home decoration

Small & medium leather goods, handbags





Cords, straps & wearables





Quality Control



CITES (http://www.cites.org)

CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora, a.k.a. Washington Convention) is a multilateral treaty designed to protect endangered plants & animals and entered into force on July 1, 1975. Its aim is to ensure that international trade in specimens of wild animals and plants does not threaten the survival of the species in the wild, and it accords varying degrees of protection to more than 35,000 species of animals and plants.

BEING A RESPONSIBLE MANUFACTURER

Because it is a moral imperative, a sound sustainable approach to business and the law, Atelier AKNAS scrupulously abides by the convention and provides certificates for the two types of skins requiring them: python and crocodilae. Buyers will need to obtain an import permit through their country's relevant administration to be able to import those skins.

It is very important that buyers inform themselves about their territory's rules & regulations with regard to animal hides by contacting the relevant administrative body in their state or country.

The deadlines for us to obtain export certificates can be long but they are always included in the lead times we give our clients.

EXOTIC LEATHERS

Although Atelier AKNAS uses a variety of skins, we mostly work with three types: python molurus, crocodilae and stingray. The latter, the hardest known leather as well as the most complex to work with, being our signature crafting material.

Each skin has its own particularities in touch, texture or pattern. They are selected from our stock with the object they will become in mind.

For every design, areas of the selected hide(s) are delimited and cut according to the surface they will cover and the other cuts they will be connected to.

The skills required to choose the right skin - as specific as the skills needed at each stage of the production of an Atelier AKNAS design - are age-old, immense and unique.

The degree of precision our master craftsmen constantly display is only matched by the traditional know-how visible in the best European handcrafted leather goods.

Our skins come in a wide variety of colors:

- 29 Stingray colors
- 12 Python Molurus colors
- 13 Crocodilae colors



RETAIL BRAND

With a thriving B2B activity 10 years from its inception, Atelier AKNAS decided it was time to reach for a new frontier and direct a part of its abilities towards the creation of its own retail brand and lines of products. This allows us to understand first-hand the needs and requirements of our clients in terms of services provided, design, quality and communication.

WOMEN'S & MEN'S SMALL, MEDIUM AND LARGE LEATHER GOODS

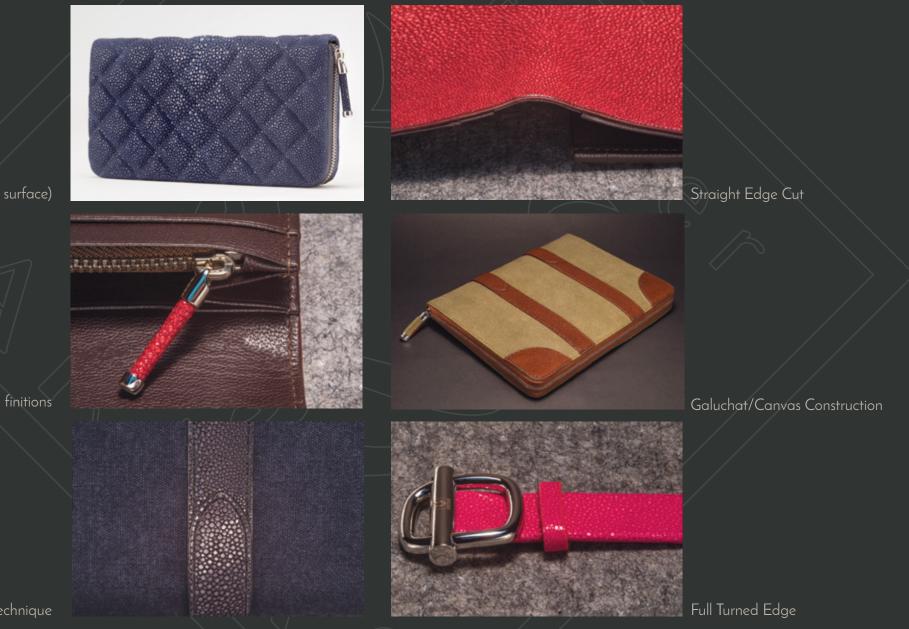
Although it started as a bespoke exotic leather watchbands manufacturer, Atelier AKNAS has historically been a Women's accessories designer. That being said, as Men's accessories have become a very fast growing segment in the worldwide fahion market, our clients are more than ever soliciting us for them and we are more than happy to oblige and share our experience in the field.

Likewise, Atelier AKNAS has been known for "full" galuchat, crocodile and python leather goods workshop, but as a retail brand, being able to propose several tiers of prices for the same design is largely welcomed by customers, so we propose for each design various contents of exotic skin.

Our manufacturing techniques are true to our French hertitage in sturdiness and product lifespan. We are constantly evolving them thanks to a dedicated team working on the research and development of new ways to work galuchat, which includes the very rare ability to stitch it beautifully (surpiqure).

KNOW-HOW

Offering a wide range of products and designs, we pride ourselves on continuously trying to push back our limits and refine our techniques:



Moko-Moko (textured surface)

Exquisite details and finitions

"Groove-stitching" technique

pictures of our products are available on demand at aknas@aknas.com and online at <u>www.aknas.com.</u>

Atelier AKNAS is constantly working to better itself and increase the quality of its workplace, products and services.

Our eyes and ears are wide open, ready to take any oportunity possible to elevate our quality standards, our first source of inspiration being our clients and end-customers.

We are also very proud to have an incredibly low staff turnover (most of our staff has been with us since we started Atelier AKNAS). This allows us to retain our know-how, build on experience and have a great atmosphere, even under pressure.

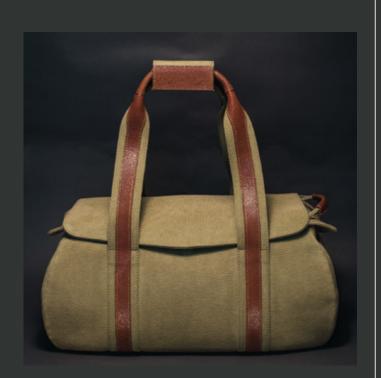
Finally, we are bent on exchanging ideas and developing partnerships, both to increase the reach of our communication and because we believe that it is the best way to grow.

Let us know your questions, comments, ideas and wishes, we will make it our duty and pleasure to answer them.

Thank you,

Stéphane Mesnil, Founder

Arunee Wongaram, CDO, Founder







Carré Y France: Galeries Lafayette Haussman (Paris) Printemps Haussman (Paris) BHV le Marais (Paris) Printemps Parly 2 (Versailles) Printemps Cagne-sur-Mer (French Riviera) Germany: Oberpollinger (Munich)

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