



10

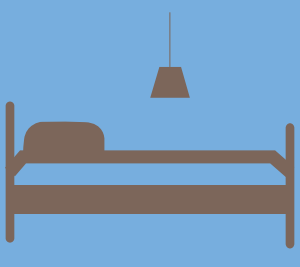
The time of the raised eyebrows and stifled laughter every time Picture stated its ambition : set a new standard in the outdoor industry as well as become the ideal & sustainable powder day partner, is now very far away !

The 3 dreamers best friends who have always been determined to provide style to an ethical approach are

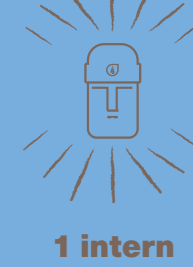
celebrating their 10 years !

YEAR 1

Vincent's room
15m²



The 3 founders



1 intern

The parents of the 1st intern were not very sure about their son's future... Today he is Sports Marketing manager

YEAR 5

An old Michelin's warehouse (Clermont-Ferrand)
200m²



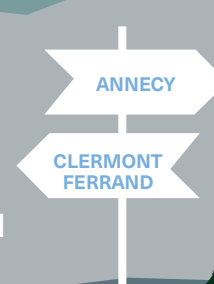
5

employees

40
employees

YEAR 10
800m²

Including Anney & Clermont-Ferrand headquarters



The brand opened also 10 Picture Stores in France between 2016 & 2018



YEAR 10



Picture Organic Clothing is still working with the 2 first factories which agreed, in 2008, to take part of this crazy project

How many products per collection ?

YEAR 1



20



400 000
recycled bottles

YEAR 5



200



3 600 000
recycled bottles



600

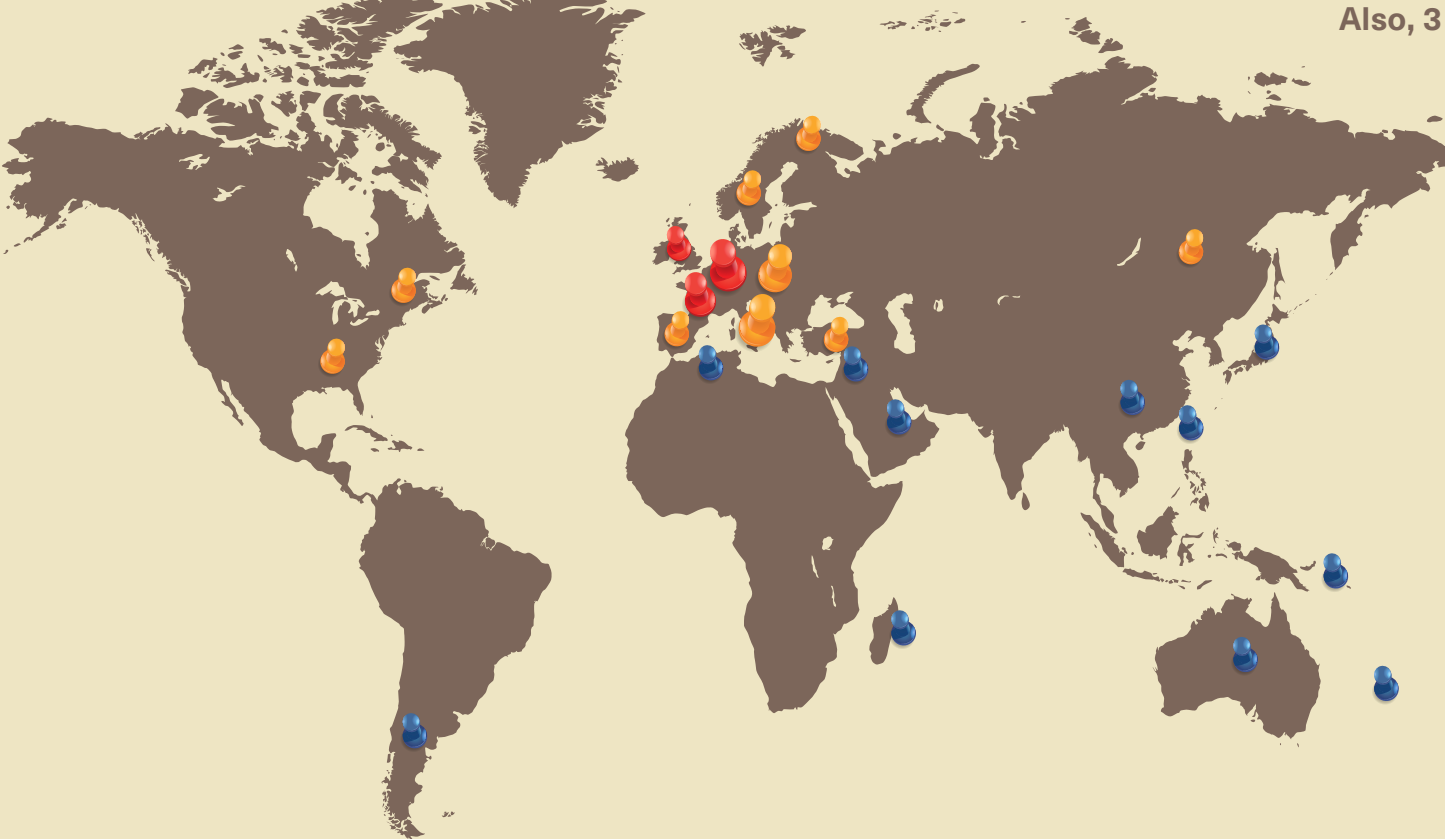


7 800 000
recycled bottles

3 Countries
YEAR 1

12 Countries
YEAR 5

40 Countries
YEAR 10



Also, 3 shops in Greenland & 5 in Iran

How many products sold ?

YEAR 1
5 000

YEAR 5
50 000

YEAR 10
400 000

150K€

6M€

20M€

CA

Sponsored athletes

Since ever, Picture gives a lot of importance to local heroes, who are local athletes living around the world, sharing the brand's values

How many awards ?

In the environmental category including one Ispo Gold Award



10

50

130

How many certifications ?



1

4

7



+ 3 Gold Winner Ispo Award (Rethink Bag, Welcome Jacket & Iceland Jacket)



Picture is a member of Fair Wear Foundation since 2016



bluesign approved fabric