

ST. MICHEL SHOES AND BAGS



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WE MEAN BUSINESS

An experienced family business
catering to the comfort and taste
of ladies since the 1960s.

Established in 1961, St. Michel has been the
leading fashion brand for shoes and bags for
women in Lebanon. It has been loyal to its
customers for over 60 years, leading the market to
the latest trends in the industry.

Having started in a small shop located in one of
Lebanon's most prominent cities, St. Michel has
grown to become a prosperous brand thriving to
satisfy its market's needs.

This has led to the opening of several boutiques
all over the Lebanese territory making the brand a
shopping destination.

MAKING WOMEN OUR SPECIALTY

Our stores are fitted to provide our customers with the most intimate and pleasurable shopping experience. Our sales people are exposed to the latest fashion trends, and trained to cater to every customer's need from the moment they step in to our shops. They act as shopping consultants rather than sales people.

Our shoes and bags collections are seasonally hand picked with the latest trends in mind. The styles and models we showcase are of a wide range of designs to cover the taste of all our customers. We thrive to accompany our customer through their various life stages and provide them with a trendy pair of shoes for every occasion.

We believe that trend and comfort go hand in hand. Therefore we are adamant not to compromise on neither comfort nor design.



VALUES

Trustworthy

We *trust* and in turn are
trusted.

Responsibility

We take *responsibility* and act
responsibly.

Transparency

We stand for simplicity and
transparency.

Activation

We have a *passion* for what
we do and are *quick* to
respond.

Entrepreneurship

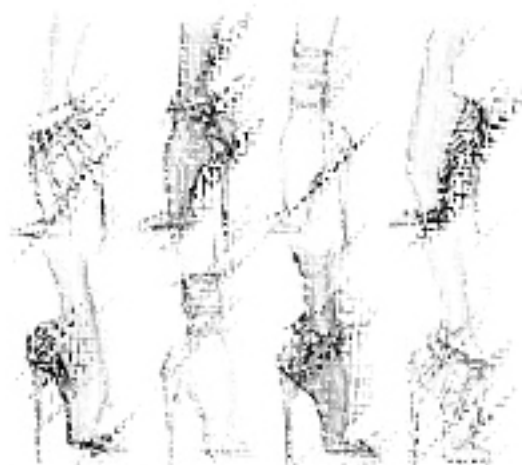
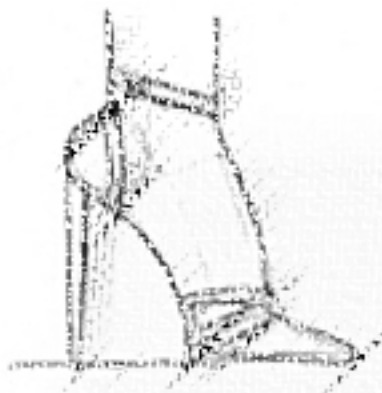
We *invest* in our talents and
our products.

**BE SURE
YOU PUT
YOUR
FEET IN
THE RIGHT
SHOES,
THEN
STAND
FIRM.**

OUR COLLECTIONS

Our selected designs are qualified to fit every woman's closet. Ranging from ballerinas to pumps offering the foot enough space accommodating the feet's shape and volume for all-day wear and all-night dance moves.

We provide four collections a year: Autumn, Winter, Spring and Summer gratifying our target in every season.



**SHOES
TRANSFORM
YOUR BODY
LANGUAGE
AND
ATTITUDE.**

**THEY
LIFT YOU
PHYSICALLY
AND
EMOTIONALLY.**

SOCIAL & DIGITAL

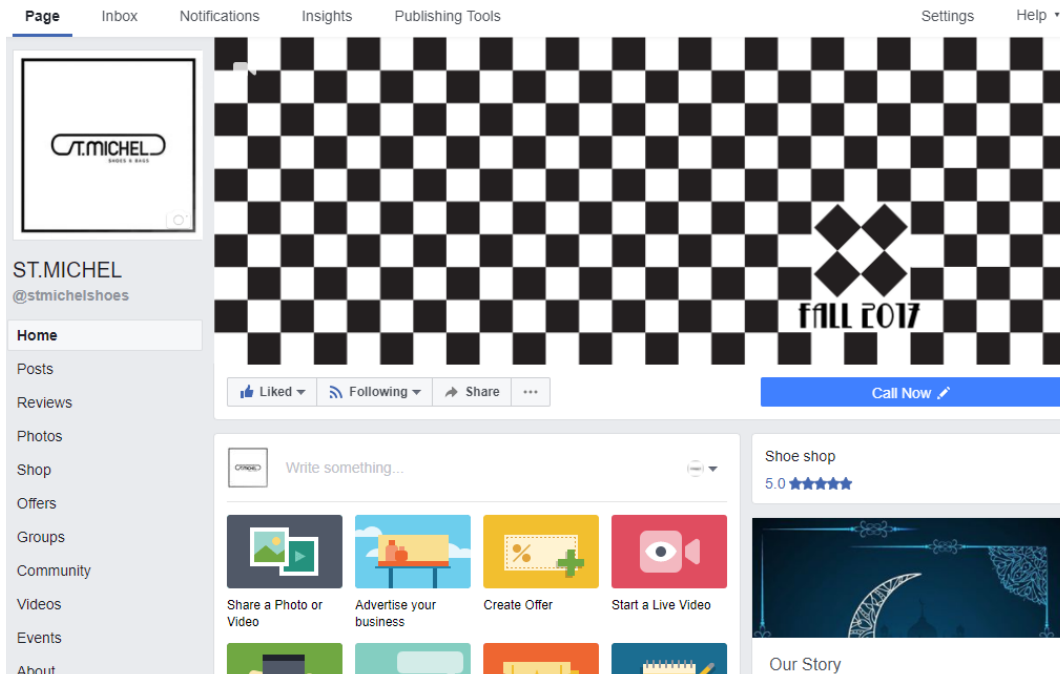
St. Michel Facebook page has around 5k followers and growing each month.

The collection is being featured on the page along with the announcement of special promotions and stores latest news.

Readership profile

Age: 18 to 50

Sex: Female: 92% & Male: 8%



SOCIAL & DIGITAL

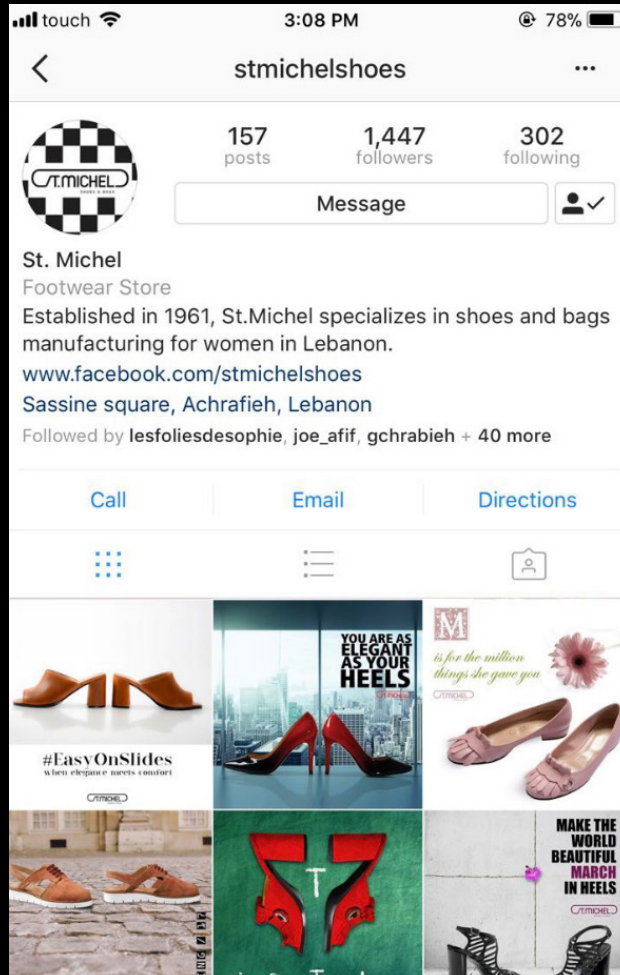
St. Michel Instagram page has around 2k followers and growing each month.

The collection is being featured on the page along with the announcement of special promotions and stores latest news.

Readership profile

Age: 25 to 34

Sex: Female: 67% & Male: 33%



ASSOCIATIONS

Maritta Hallani, the Lebanese singer and public figure Maritta Hallani wore customized St. Michel boots.



ASSOCIATIONS

St. Michel has been sponsoring Miss Lebanon Emigrant for the past 3 years



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