



BELLEHOME

COLLECTION





BELLEHOME

COLLECTION

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ABOUT US

Bellehome is an international company that produces premium textile and is based on omnichannel business strategy.

Online or offline - that is the value we see in growing our business something bigger together with our lives. And we are looking through the prism of modern trends and technologies.

Bellehome trademark is a wide net that operates both in retail stores and worldwide internet shop.





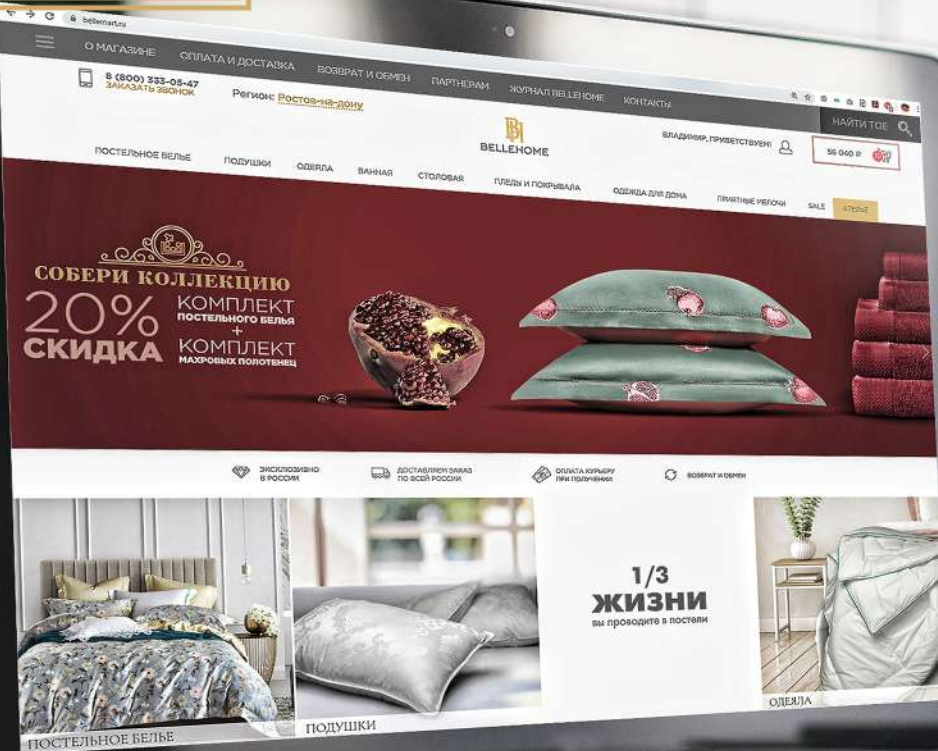
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WE CONSIDER

Today there is no clear boundary between online and offline trading. We can find two types of customers on Internet - ones who shops online and other who looks for the product and goes to the actual store. Shopping must be easy for everyone, not depending on location, age and current time.

That is why we found the way to offer our customers best shopping experience and connected online and offline trading in one. And we are glad to help our partners to get it too.





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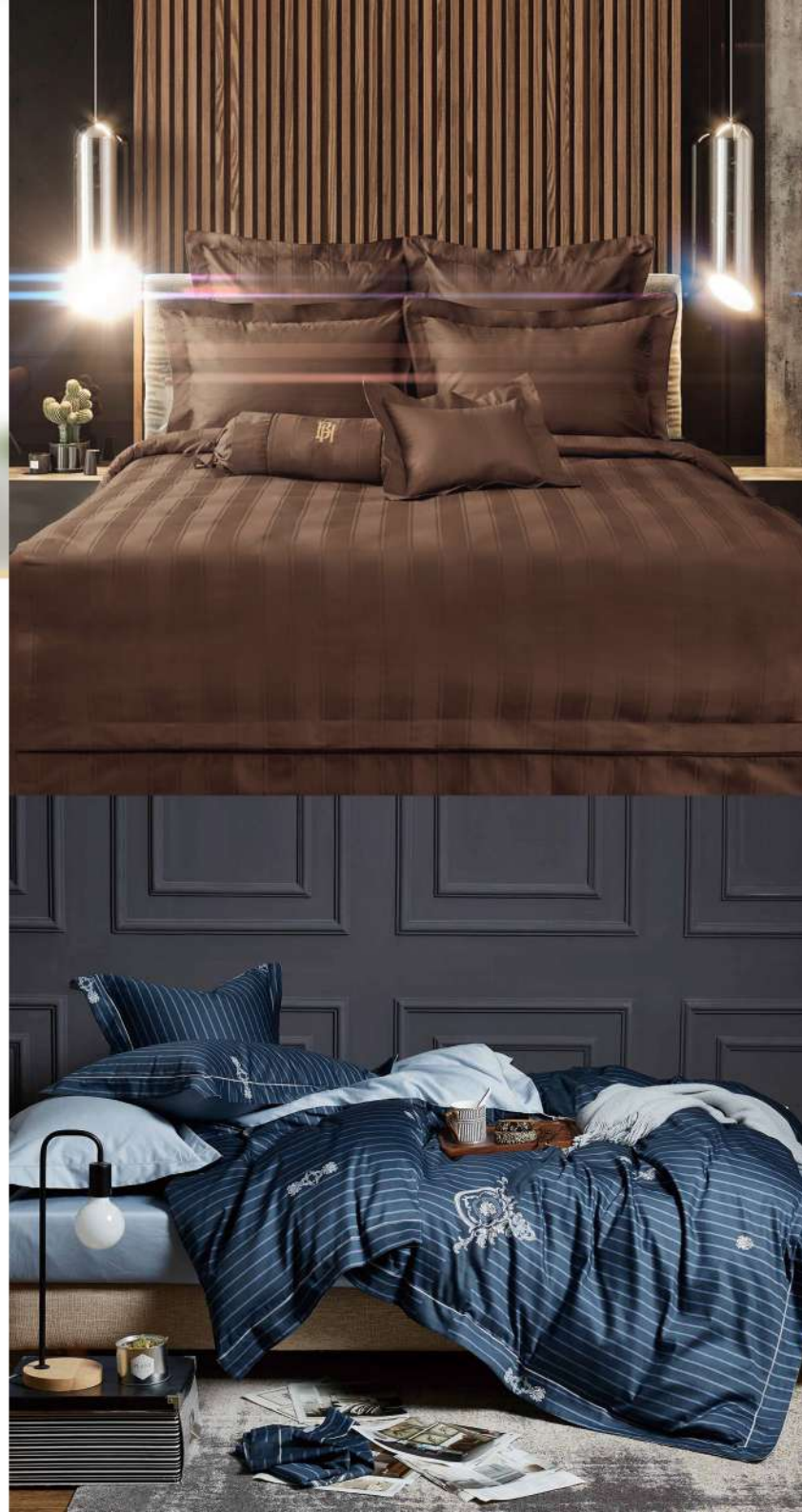
PHILOSOPHY

Bellehome is a strong emotional product.

WHY?

Modern life is full of everyday duties. We are stressed and tired because of them and get no joy at all. We are losing our time in a rat race for success and well-being.

Now it is time to dedicate yourself to your home — the place where we make our decisions, spend the time with relatives and get some joy and rest.





«Back in 2004 we decided to produce premium textile in Russia and that is when Bellehome has been started. Unexpected choice and ambitious plans let us grow in successful trading mark.

15 years our name is a synonym of quality. Today Bellehome has its own production and is a wide net that operates both in regional retail stores and worldwide internet shop. Every day we share with our valued customers benefits of "healthy sleep" and comfort life cultures. And each client is our friend who chooses Bellehome all this time.

We are proud to share our work experience and knowledges with our partners. Start your own successful business with Bellehome family.

ALEXEY POTAPOV
CEO of Bellehome



« **My
name is
Alexey** »



The main rule of our company is honest and mutually beneficial partnership.



HISTORY

Bellehome produces and sales premium bed linen, pillows and blankets, terry products and table textile.

Bellehome trademark is a high-standard quality, recognizable style and exclusivity.

Our collections come in limited editions and customers are welcome to buy exclusive textile either in our official stores or on the website, as well as our partners may offer same goods with special promotions.



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BUSINESS STRATEGY

Synergy of online and offline sales makes a business strategy that speaks on client's language.
We are positive this is how should modern store look like.

INTERNET

ONLINE SALES

SPEED AND COMFORT

STYLISH
STORE DESIGN

SPECIALLY
MANUFACTURED EQUIPMENT

STAFF TRAINING

MARKETING

MERCHANDISING

WEB-STORE

DIGITAL MARKETING

SOCIAL MEDIA

TARGETED ADVERTISEMENT

EMAIL PROMOTIONS

24/7 SUPPORT



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RETAIL STORE

OFFLINE SALES

PERSONALIZED APPROACH



WE ARE IN NUMBERS



15

YEARS

in the market



50

MEMBERS

staff



10000

M²

production



70

TONS PER YEAR

of fabric cutted



900

KM PER YEAR

threads



300

million rub. per year

is the turnover of the
company



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OUR GOODS

1/3
OF YOUR LIFE
YOU SPENT IN BED

BED LINEN

SATIN STRIPE
SATIN PREMIUM
SATIN EMBROIDERY
JACQUARD TEXTILE
LYOCELL



PLAIDS AND COVERS

COTTON
WOOL
KNITTED
FOR KIDS

BATHROOM



BLANKETS



PILLOWS



DINNER ROOM

TABLECLOTH
NAPKINS
DISHCLOTH



BELLEHOME

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BEDROOM

Bed linen

Blankets

Pillows

Bedroom is a special place in our homes that needs both comfort and beauty. Our pride - a special collection of bed linen - will bring you a truly royal sleep. Luxury sets with different sizes and individual elements like classic models and elastic bed-sheets, pillowcases and duvet covers - this is all BELLEHOME.

Our pillows and blankets are made of premium fabric and high tech fillers with any level of softness and warm. They will bring joy to your sleep.



Bed linen
from 5 499 ₺



Pillows
from 2 499 ₺



Blankets
from 4 299 ₺





MARILYN
BEDDING SET

POMEGRANATE
BEDDING SET



SATIN PREMIUM



SATIN STRIPE CHOCOLATE



SATIN STRIPE PARADISE



SATIN STRIPE CREAM



SATIN STRIPE OLIVE



SATIN STRIPE PARFAIT



SATIN STRIPE SILVER



SATIN STRIPE PURPUR



SATIN STRIPE BLANCA

SATIN STRIPE PARFAIT BEDDING SET





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JACQUARD

AMEDY BLANCA
BEDDING SET

15 BEDROOM



MINT



OCEAN



KHAKI



VIOLET



CAPPUCCINO



HAZEL



ROSE



BLANCA



MONOTONOUS

STEPHANIE MARSHMALLOW
BEDDING SET



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PEARL OF THE THE EAST
BEDDING SET



TIFFANY
BEDDING SET

LYOCELL



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BUNNY CUTIES BEDDING SET

FOR KIDS

18 BEDROOM



MOZART THE CAT BEDDING SET



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KITCHEN

Napkins

Towels

Waffle Towels

Kitchen is the main place in your home where new day begins and feast-days happens.

Are you going to cook? Visit us first! Our table textile is made of natural linen and cotton. Deluxe waffle towels, napkins and tablecloths with or without embroidery, elegant colors and well-designed details will make this as a practical item that blends perfectly and fits the interior of any kitchen.



Napkins
from 1 499 ₺



Towels
from 1 499 ₺



Waffel towels
from 1 299 ₺



BIRDS

DINNING TOWEL WITH EMBROIDERY



BALLOONS

DINNIG NAPKIN WITH EMBROIDERY



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FRIDA KAHLO
FRIDA KAHLO



VIRGINIA WOOLF
WAFFEL TOWEL



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BATHROOM

Monotonous fabric

Jacquard

With embroidery

Bathroom is an indispensable place in the house. Everyone wants to be full of energy in the morning and stay fresh in the evenings. Terry textile by Bellehome will put you in the sea of joy and magic. And using our special towels you will find not only softness and beauty of texture, but also new pleasure of taking shower every day. Our collections are presented with monotonous goods including jacquard patterns and embroidery.



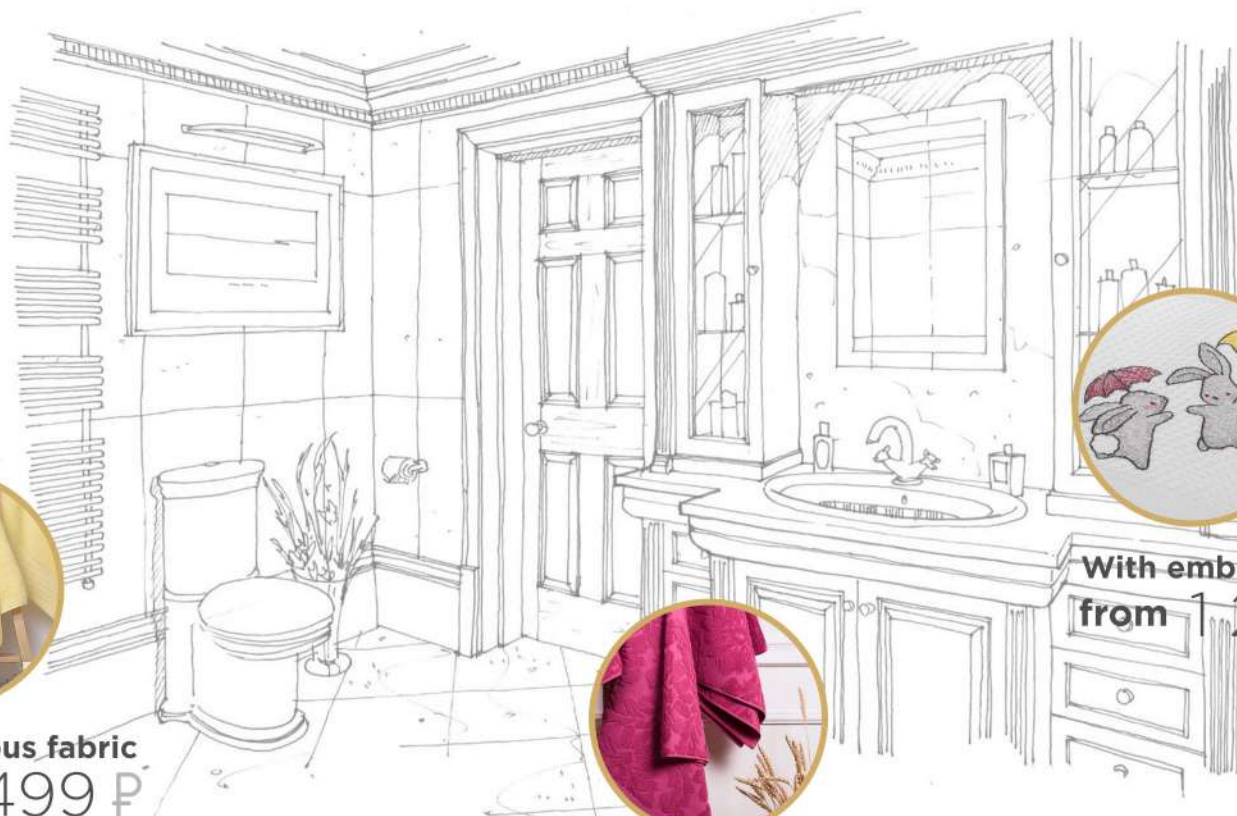
Monotonous fabric
from 1 499 ₪



Jacquard
from 1 499 ₪



With embroidery
from 1 299 ₪





MONOTONOUS



BLANCA



SUNLIGHT



CORAL



IRIS



SANDDORN



CITRUS



FOREST



VIOLET



STONE



AQUAMARINE



ONYX



POWDER



PARFAIT



ORCHID



MARSHMALLOW



BARBIE



MACADAMIA



LAGOON



SHIPYARD
TERRY TOWEL WITH EMBROIDERY

WITH EMBROIDERY



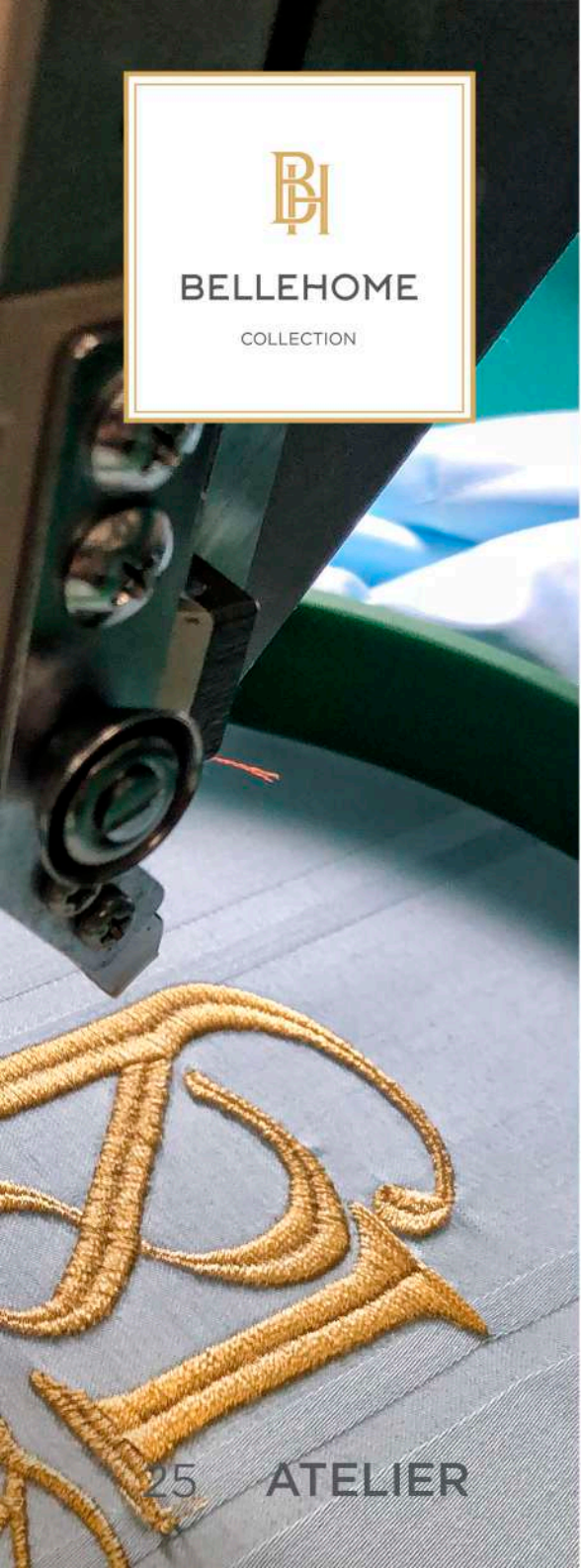


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ATELIER BELLEHOME





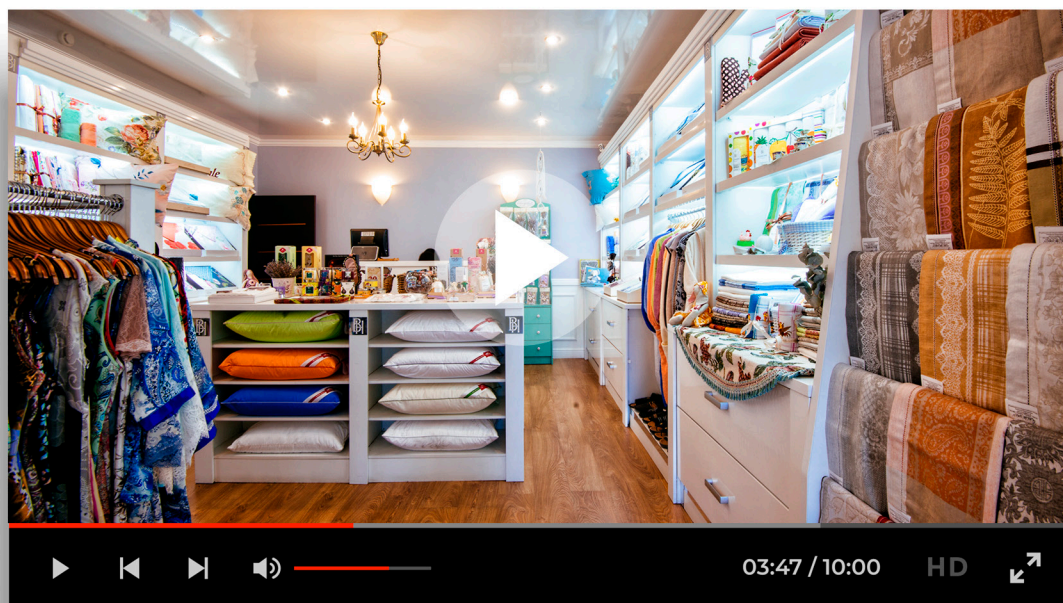
ATELIER

VIDEOS ABOUT US



BELLEHOME YOUTUBE CHANNEL

SUBSCRIBE



RETAIL STORES

VIEW VIDEO



**INDUSTRIAL AND WAREHOUSE
COMPLEX**

VIEW VIDEO



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HOW WE DO IT?



100% COTTON

We prefer eco materials because we care about your health. Bed linen of 100% cotton is a guarantee of healthy sleep.



DENSE FABRIC

The highest dense of fabric about 400 TC makes it durable and wear resistant



MERCERIZATION

Mercerization prevents fading of fabrics, maintains its original tone and gives the material a silky sheen.



RAW MATERIAL

Premium cotton from Middle East is the main part of our collections.



FABRIC

All our collections are made by high dense fabric, produced specially for us.



PRODUCTION

Our own production and embroidery workshop, design bureau, high tech equipment and love helps us make an unique collections of home textile.



EMBROIDERY

Our exclusive offer - machine embroidery. You can choose your design or use your own monogram.



QUALITY CONTROL

Bellehome is guarantee 100% high quality of our goods.



FINISHED PRODUCTS

Our goods are packaged in a premium box. It is an ideal present for your relatives.



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PRODUCTION CYCLE



SELECTION AND
PURCHASE OF RAW MATERIAL



MERCERIZATION WITH
PRE-SHRINKING AND
ANTIPILLING



CUT TO DEFINED
PARAMETERS



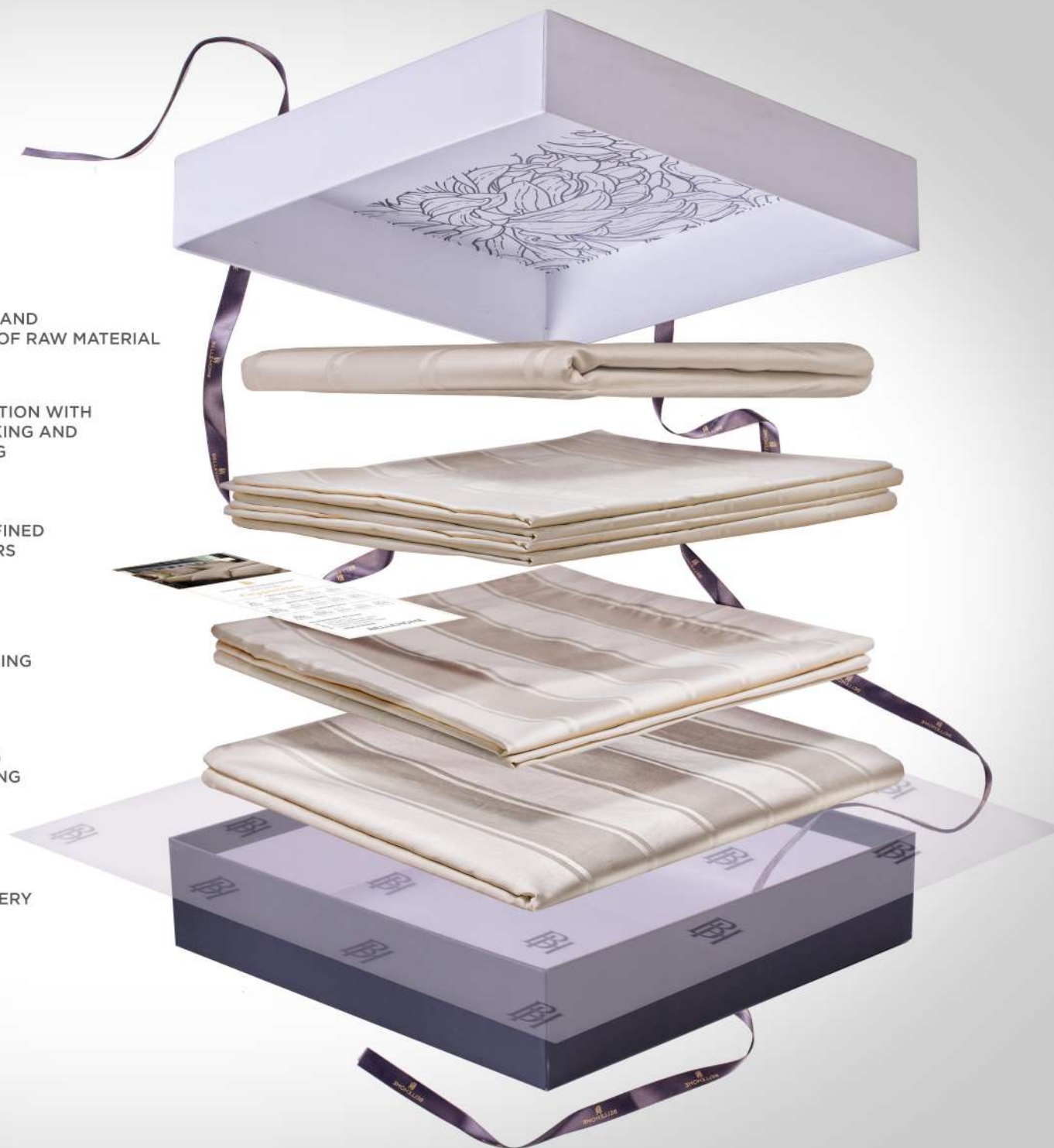
IRONING
AND STEAMING



PACKAGING
AND SORTING



LOGISTICS
AND DELIVERY

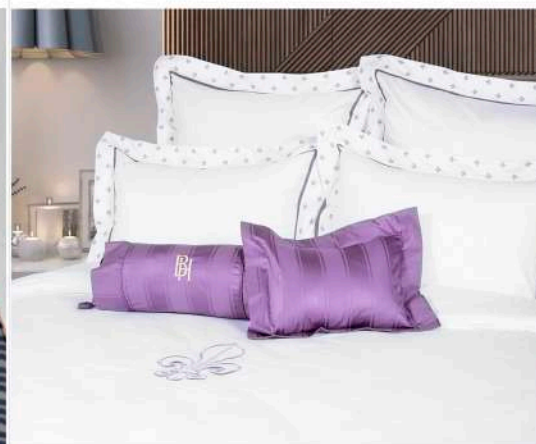




LUXURY BY INDIVIDUAL ORDER

SEWING KITS AND EMBROIDERY

Create your own unique style! Add family or personal monogram.

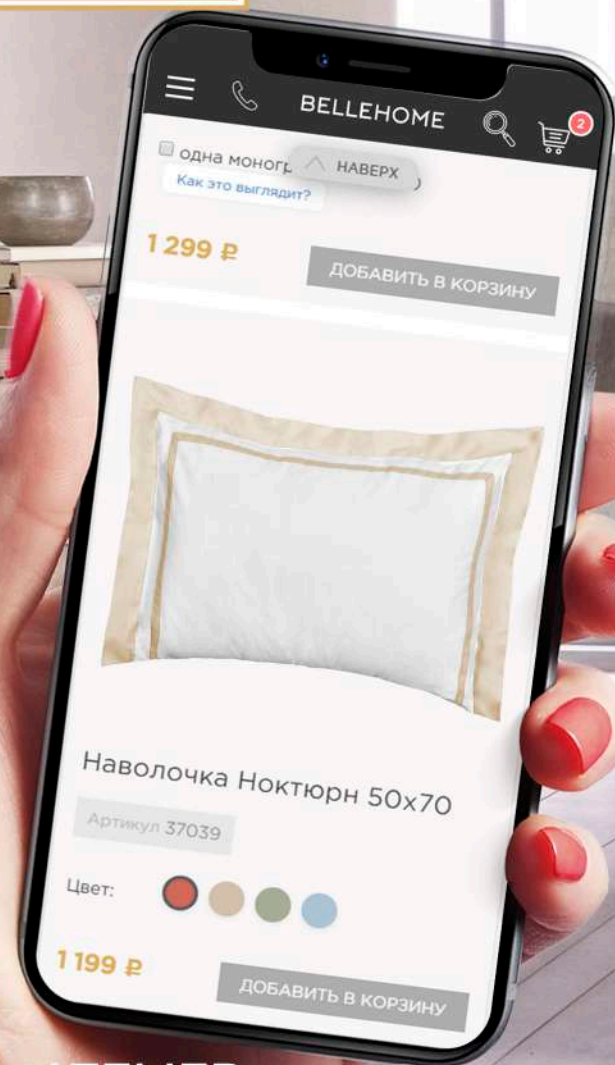




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MAKE YOUR OWN BEDDING SET





FRANCHISE

Premium product, modern business,
fair conditions.





Our designers will help to make a project of your office and will keep in mind all the details. From zoning, lighting and guest routes to ergonomic arrangement of equipment. We also provide complete technical documentation package and design-project of future store in 3D

EQUIPMENT



THE STORE OPENING STEPS



AN ONLINE APPLICATION
TO MERCHANDISE DEPARTMENT
OR OVER THE PHONE.

7 DAYS

- ☒ Transfer requirements and documentation.
- ☒ Transfer requirements and documentation.
- ☒ Presentation of current company analytics.

AGREEMENTS OF REQUIREMENTS
AND SIGNING A CONTRACT.

10 DAYS

- ☒ Signing and coordinating stages of the bargain.
- ☒ Contract signing
- ☒ Help with paperwork

STORE DESIGN WORKS,
TRAINING AND FRANCHISE
TRANSFER CONTROL.

34 DAYS

- ☒ Measurement plan of the office
- ☒ Furniture layout
- ☒ Design project of the interior (visual part)
- ☒ Electrical connections
- ☒ Facade and entrance decoration
- ☒ Construction works
- ☒ Staff hiring and management trainings
- ☒ Providing instructions, check lists, manuals
- ☒ Adoption of cash registers, CRM systems

PURCHASING AND ESTABLISHING
PRODUCT ASSORTMENT

10 DAYS

- ☒ Purchase and selection of goods
- ☒ Recommendations for accounting department
- ☒ Consultations and help with delivery department

OPENING THE STORE

14 DAYS

- ☒ Furniture assembly and arranging the store
- ☒ Festive grand opening store
- ☒ Supervision and final recommendations
- ☒ Advices for the future support and expanding your business in the region.



BEDROOM COMPLETE SET



1.5 FOR SLEEP



EURO



DUET

PILLOWCASE 70X70



PILLOWCASE 50X70



PILLOWCASE 30X40



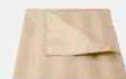
ROLL 18X50



BEDSHEET



DUVET COVER





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Alexey Potapov
CEO, Chief of production



Ekaterina Potapova
Chief of retail stores net



Alexander Potapov
Director of operations



Vladimir Gorbov
Designer



Elizaveta Chekunova
SMM Specialist



Ekaterina Kinyakina
E-commerce specialist



Irina Nagornaya
Webstore manager



Irina Chub
Retail store salesman



Mila Luchinskaya
Retail store salesman



Polina Semik
Retail store salesman



Liana Verbitskaya
E-commerce specialist



Kristina Chikalova
Marketer

OUR TEAM

We value our staff members who are active participants of all processes and each of them knows what is happening behind the scenes of production and sales.

And that is the secret of our success - stability and team work.
Most employees of our company works since the first day.

IF YOU HAVE ANY QUESTIONS



+7 495 118 32 17

EXPORT@BELLEHOME.RU

BELLEHOME.RU





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ПРИСОЕДИНЯЙТЕСЬ К НАМ!

*Будьте всегда в курсе! Узнавайте
о скидках и акциях первыми,
участвуйте в розыгрышах и
получайте подарки!*



@BELLEHOME_COLLECTION

#BELLEMART

ДОМАШНЯЯ КОЛЛЕКЦИЯ

FOR YOUR

Your



BELLEHOME
COLLECTION