



L'ATELIER DES CRÉATEURS

How does the **L'Atelier des Créateurs** Marketplace combine its digital facets to enhance the value of its craftsmen's hands?



L'Atelier des Créateurs supports its creators and their unique creations by diversifying its online communication levers. The associated content meets the expectations of authenticity and traceability sought by internet users and future buyers.

L'Atelier des Créateurs' mission is to enhance the work of French artisans and artisans by enabling them to gain notoriety on the web, to sell their creations online and to overcome certain forms of isolation that some rub shoulders with in their daily. While subscribing to the objectives of a social and united enterprise, L'Atelier des Créateurs also identifies the

demands and needs of buyers, the "augmented generations" who are looking for authentic and unique creations.

The positioning of L'Atelier des Créateurs is based on 3 pillars: French craftsmanship, handmade and limited series. The artisans who join the Marketplace are sensitive to these criteria and appreciate this recognition of their work which is not drowned in a mass offer.



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The support of L'Atelier des Créateurs is individualized both digitally and humanly. While letting its creators control their profiles and their creations online, L'Atelier des Créateurs guides and advises them throughout their membership in order to maximize their sales. L'Atelier des Créateurs helps them optimize their visibility and communication on social networks through content that transmits their know-how. These distribution channels are evaluated and reassessed regularly in order to respond to generations Y and Z who are looking for objects that have meaning and history in an often very short period of time.

Visit L'Atelier des Créateurs and 5 of their artisans at **Maison & Objets** from **January 17 to 21** in the **Unique & Eclectic Signature** area, **Hall 5A, stand N80**.

If you cannot get there, contact us: contact@latelierdescreateurs.com or by appointment on our website www.latelierdescreateurs.com

See you soon !

The Creators' Workshop

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