

SINCE 2015

LE SOU FRANÇAIS



PRESS KIT

THE STORY

During the Second World War, my great-grandfather was called to the front. When he left in a hurry, he entrusted my grandmother, his youngest daughter, with a 10-cent franc coin and asked her to keep it until his return to think of him. In order not to lose this small coin, my grandmother had the idea to tie it to her wrist with a small piece of string.

Unfortunately, my great-grandfather never came back from the battle, so this coin was the last memory my grandmother had of him.

The story of the Sou Français begins a few decades later when my grandmother asked me to find
grandmother asked me to find her a new bracelet for her coin...

THE BRAND

2015 : Kilian moved to Hossegor in the South West of France and created the brand Le Sou Français where he set up his first workshop.

2018 : Creation of the silver- and gold-plated range, with jewelry for men and women, from bracelets to necklaces and rings.

2019 : Opening of the first Le Sou Français boutique in Hossegor and expansion of sales outlets with over 185 retailers based in France and abroad.

2025 : The LE SOU FRANÇAIS brand celebrates its 10th anniversary, 10 years of creativity around coins.





THE CREATIONS

Le Sou Français designs its products around real French coins.

These coins, a tribute to Kilian's grandmother, give a vintage feel to the jewelry and accessories that are resolutely young and modern.

With our 3 ranges, the brand reaches a mixed and intergenerational clientele. Our products are distributed directly on our website or through our retailers based in France and abroad.

PRODUCTION

The realization of our jewels passes by a meticulous work of research and restoration of parts, sometimes 100 years old. After these steps, the pieces are tinted, plated with silver or mat gold and then mounted on our chains or cords according to the model.

The making of each product is done entirely in France by hand. From the gilding workshop in Lyon to our assembly workshop in Hossegor, we have chosen a human-sized production that respects a 100% French know-how and authenticity.

Finally, Le Sou Français adopts a CSR approach by collaborating with an ESAT (Etablissement et Service d'Aide par le Travail) for the production of its packaging, made of recycled cardboard.

OUR ESSENTIALS

Men

Our Uni bracelets

Made of paracord, they are available in several colors and in 3 forms: The Uni 10cts and the Uni 5cts, The Uni T. Price : between 25 and 35 euros



The Bastille Argent

Created from a 10 franc coin hollowed out and reworked for a modern and sophisticated look. Price : 45 euros



The Charcoal Collection

Pieces with a matte black finish for original and masculine bracelets. Find the Montaigne Charcoal bracelet with a colored elastic bracelet for a daily comfort. Price : 39 euros



OUR ESSENTIALS

Women

The Louvre

With a matte gold-plated piece and an iridescent cord, this model is available in several colors and sizes to create unique combos. **Price : 45 euros**



Our necklaces

Our collection of necklaces have several models of pieces. Choose your piece as well as the length of your chain for a made-to-measure result. **Price : between 65 and 280 euros**

La Bastille

A chic ring with character. Adjustable, it fits perfectly on your finger. **Price 85 euros**



OUR ESSENTIALS

Leather goods

The jewelry box

A sober, chic case designed to protect your jewelry

Price: 39 euros



Cufflink

Elegant and steeped in history, they will add a chic touch to your outfit.

Price: 65 euros



The Colorful

One key ring, many colors, many possibilities. Whether you are classic or more original: you have the choice with Le Coloré.

Price : 25 euros





TO FIND OUT MORE



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