

TRADEMARK FOR SALE

ROSY® **ROSY®**
PARIS

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- Legendary lingerie brand founded in 1947, celebrated for its focus on seduction and modernity.
- Acquired by the Wolf Lingerie Group in 2002.
- Asking price €130,000 (excl. VAT) for the Trademarks portfolio and domain name

AN ICONIC BRAND

- A symbol of corsetry's rich history, Rosy® and Rosy-Paris® have supported women through every stage of life since the mid-20th century
- Renowned for quality and craftsmanship
- A vibrant brand that embodies charm, emotion and a sense of freedom
- A brand that has continuously evolved with market trends and customers expectations, maintaining its relevance across generations
- Established in 1947, it continues to be a trusted and iconic name among women aged 45 and over today

STRENGTHS

- A brand with a storied heritage and a lasting reputation for excellence
- Closely tied to the spirit of Paris, it captures the essence of elegance and charm
- With strong brand equity, it holds significant potential for expansion into multiple sectors, including perfumes, cosmetics, fashion, and home linens

TRADEMARKS & DOMAIN NAME

Rosy®

- International trademark since 1957- classes 3, 24, 25
- EU trademark since 2002 - classes 3, 24, 25, 38
- Domain name : rosy.fr

Rosy-Paris®

- French trademark since 1989 - class 25
- EU trademark since 2015 - classes 25 and 35



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