

Kaporal tells us



Laurent Emsellem

A success that gets under your skin!

Hardly five years old... and already in the Top 5 of the leading jeans manufacturers! The success of the Kaporal brand is really spectacular. Laurent Emsellem, the son of Marseilles textile manufacturers and President of Kaporal 5, tells us the story of this adventure that adds colour to the story of Marseilles jeans. ...

> A Kaporal that fears no-one!!

Laurent Emsellem: Naturally, creation of our Company in Marseilles is tied to our family history. My grandfather and my father both worked in textiles here. Therefore, this is a genuine family story that resulted in the Mc'Lem group being founded in 1979. Personally, I decided to launch the "Kaporal 5" brand on the denim market in 2004 to offer an alternative to the Italian heavyweights Diesel and Energie, and the Dutch G-Star Company.

> Denim back in Marseilles!

Marseilles is the cradle of jeans. The town was the European reference in the industry until the 1990s. Buoyed by this history and the family's experience, we succeeded in finding a place on the market with average regular growth of 10%. We are now continuing our development and we will be shortly moving into larger premises in the 14th district with a floor area of 7 000 m² to accommodate our teams, a storage area and a showroom.

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> **Creative, yes....., strategic certainly!**

Kaporal employs 40 persons including about ten creators responsible for producing models of jeans, t-shirts, polo shirts, jackets, skirts, etc. Creation takes place in Marseilles and we are working with Morocco to make jeans and with Asia for everything else, because jeans "only" account for one third of our activity. We have also diversified our activity and we offer other brand products to our customers.

> **A « growing » army ...**

Our annual production is 2 million items. We use the Geodis logistics platform in Vitrolles for reception and distribution of our products. We have also opened up about 10 different Kaporal shops, mainly in the South of France, and franchises. We intend to continue this development strategy in the next few months, particularly opening shops in Saudi Arabia and Dubai.