

# PRESS KIT

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## What is Teezily?

### An ECommerce Platform for Custom Apparel

Teezily offers new innovative ways for groups, charities and individuals to raise money for their own causes through the sale of personalised clothing on a userfriendly, 100% free platform. With no upfront costs and no risk, Teezily uses the leverage of social media to create successful campaigns through crowdfunding.

[Lancer une campagne](#)[Comment ça marche ?](#) [Connexion](#) [Inscription](#)

## Créez et vendez des tee shirts qui vous rassemblent

Gratuitement. Sans risques. Sans contrainte. On s'occupe de tout !

[Lancer une campagne](#)

⚡ Déjà **27005** campagnes lancées sur Teezily

The company is today lead by Charles Dilasser, (Co-Founder and CEO), Maëva Marchais (Co-Founder and COO) and Enzo Finidori (Co-Founder and CTO), who oversee 50 employees.

## Product

### A Simple, Intuitive Platform

The Teezily concept brings people's designs, visions and projects to life through their unique creations that connect diverse groups with a message or image that they can identify with and respond to.

### No Cost, No Risk, Hassle Free

Users can create their personalised product through the intuitive Teezilab a unique textile, customisation tool and directly upload their designs. Teezily will fulfill orders on campaigns that have reached their sales goals and will ship items to buyers. It's simple, and the company takes care of production, printing and shipping of the clothing, whilst the sellers, charities and individual groups make profits.



The screenshot shows the Teezily product creation interface. At the top, there is a navigation bar with the Teezily logo, a "Lancer une campagne" button, and links for "Comment ça marche?", "Mon compte", and a power icon. Below this is a blue navigation bar with three tabs: "Création", "Objectif", and "Description". The main content area features a central image of a white t-shirt on a mannequin. To the left of the t-shirt is a panel with two tabs: "Ecrire un texte" and "Ajouter une image". The "Ecrire un texte" tab is active, showing a text input field with the placeholder "Ajoutez votre texte ici", a color palette, and a dropdown menu with "Bevan" selected. Below the t-shirt image are two buttons: "Ecrire un texte" and "Ajouter une image". Below the t-shirt image are two buttons: "Face" and "Dos". Below these buttons is a "Sauvegarder la création" button. To the right of the t-shirt image is a panel titled "Choisir un produit". It shows a list of products under the heading "T-Shirts Unisexes". The first product is "T-shirt Unisexes Col U" with a price of 5.20 € and a note "(Prix unitaire @ 50 produits vendus)". The second product is "T-shirt Unisexes Col V" with a price of 5.20 € and a note "(Prix unitaire @ 50 produits vendus)". Below the product list is a green button labeled "Etape suivante →". At the bottom of the interface, there is a blue banner with flags for the USA, Europe, and Australia, and the text "Votre commande sera envoyé depuis l'un de nos centre des distribution aux USA, Australie et Europe."

### No Stocks

All products are printed on demand: at the end of the online campaign, Teezily records the exact quantity of TShirts and other garments to produce, without any inventory risk for the seller.

## A Completely Client-Oriented Platform

Teezily wants their users to raise as much money and possible so they can fulfill their fundraising goals. In order to do that, Teezily makes it easy to share and sell through social media, notably Facebook, but it also provides training for those wishing to leverage the power of the internet to achieve their goals. It is precisely for this reason that the Marketing Department is fully committed towards the establishment of a trustful and honest relationship with worldwide users: answering sellers' needs and ensuring them the best conversion rates in the market is at the core of the overall marketing strategy.

Furthermore, a pivotal concept to the Teezily project is creating a powerful and emotional connection between the items being sold and the final clients. For this reason, going hand-in-hand with the latest trends of the e-commerce scenario and products diversification, are some key-values at Teezily



## A Reactive Customer Service

Another standpoint of Teezily is its dedication to customers support. The company's international outlook is symbolically represented by an efficient and cosmopolitan customer service, who speaks **12 languages**, and provides personalised assistance to buyers worldwide. When getting in touch with Teezily via email, Facebook message or Twitter, the team ensures that all questions and issues will be resolved within less than 24 hours: automated customer replies is not and will never be part of the company's culture.



## Worldwide Shipping

In September 2015, Teezily paired with the American powerhouse for personalised tshirts, Sunfrog, thus launching worldwide shipping and ensuring an unparalleled customer experience in all of North America. Furthermore, in January 2016, Teezily announced the expansion in

Oceania through the partnership with local printers in Australia. Teezily is now shipping in 130 countries.



### Technology Tailored Made for Sellers

No matter the preferred platform (iOS, Web, Android), a seller can access to the e-commerce platform with ease. Thus, after two years of prolific success, Teezily decided to go one step further and to launch a new revolutionary app, **Teezily Plus**.

Teezily Plus is a complete ecommerce solution that enables sellers worldwide to set up an online store to sell custom apparels, and very soon other products. It lets users organise their products, customise their store fronts and it accepts credit cards, PayPal, track and responds to orders – all in a few clicks of a mouse.

Teezily Plus allows sellers to integrate your Shopify and Woo-commerce stores to your Teezily plus account – thereby making life easier for e-commerce entrepreneurs. Within a few clicks, your Shopify / Woo-commerce products will be created, completed with images, prices and variants. When users have accumulated a few orders, the orders are automatically pushed to Teezily Plus. The customers receive tracking numbers to help them check the status of their orders at their convenience.

## **A Platform that Empowers Artists that want to Capitalize their Influence**

In April 2016, Charles Dilasser announced a partnership with Universal Music Merchandising, to promote Kendji Girac's personalised T-shirts. Thus, Teezily will offer new ways for artists to interact with fans and unlock new e-commerce profits and social media marketing. The core concept is that social networks represent a huge driving force for merchandising sales for any performing artist under the Universal Music label, without the logistic issues and upfront costs which are normally associated with the production of personalised products.

## **Behind the Scenes**

### **Backstory**

The idea for Teezily began back in April 2013, following the realisation that there was a gap in the market for a platform that would allow members to create their own personalised clothing campaigns. At the time of its launch, personalised clothing was highly popular, with large companies providing personalisation tools for their products. Having launched the French version in January 2014, the Teezily founders quickly saw the importance of transforming the platform into a European Business. Each launch of the platform in a new country went hand-in-hand with the addition of a new payment system used by the residents of that country, as well as local carriers and postal systems.

### **A Cosmopolitan Team Based on Communication and Negotiation**

At Teezily, the founders highly value open communication and transparency among our team members. As many of their departments are interlinked, team members can be taking part in projects from the Marketing, Communication, Production, Finance and Customer Support departments. That's why the ability to coordinate quickly and clearly across departments is key to how Teezily's internal structure works efficiently.

### **The Ambition to Become Ambassador of the “French Tech” Values**

The French internet economy is nowadays larger than agriculture and offers multiple opportunities to people that have an idea and want to overcome the traditional barriers of entrepreneurship. Teezily's goal is to contribute to the development of a “borderless e-market”, still enhancing the key values of a truly “Frenchie” company: innovation, engagement, ambition, dynamism. Fully aware that the French startup ecosystem is today one of the most active and vital, Teezily's long-term objective is to keep innovative attitude and motivation, typically found in a young company whilst expanding its operations all over the world and diversifying its offer.

Teezily has its headquarters in a 400m<sup>2</sup> office space, just off the beautiful Champs Elysées in Paris.



### What Teezily users say about the platform

#### JORDAN PASQUIER:

“For me, Teezily is first and foremost an additional source of income but also a different kind of activity that is different from my everyday life, and I wouldn’t have been able to do it without Teezily. It allows me escape daily life and it’s nice to do something different, why not go for something a bit creative!”

#### VINCENT DROUIN:

“I choose Teezily for various reasons. The first being that the Teezily team could have set up anywhere in the world to benefit from lower tax rates. However, they were brave enough and deserve the credit of having set up in France. They have added value, created jobs and boosted the economy in their country, it’s a fantastic business initiative! Bravo!”

#### DANIEL GAISWINKLER:

“Before my Teezily career, I was a postman for over 15 years. My first successful campaign was for handball players (my wife played handball for a couple of years, that is where I got the idea from). Then I realized how much I had earned, and that I could do more with this and live from it.”



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## Facts & Figures

<b>Company Name:</b>	Teezily   Founded in October 2013
<b>Sales growth in the past year:</b>	x15
<b>Employees:</b>	40
<b>Warehouses:</b>	3 (Europe / Australia & NZ / US & Canada)
<b>Shipping countries:</b>	180
<b>Users:</b>	2000
<b>Styles:</b>	8

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*Links*

**Website**  
[www.teezily.com](http://www.teezily.com)

**Facebook**  
[www.facebook.com/teezily](http://www.facebook.com/teezily)

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