

Creating an international whisper from the charming island of Bali, BLUE GLUE is an eminent glamorous swimwear brand which advocates superior quality through its innovative High Tech product and delicate handmade craftsmanship... from concept atmosphere to shop design, from glamorous bikinis and branding strategy to gold medal service, and from key merchandizing to partnership with events and celebrities...

Blue Glue

Foreign beaches, white sands, transparent water, and a sizzling culture – Blue Glue is there.



Our Story

À la mode, inspired and exquisite....

BLUE GLUE is the tale of passion and commitment from its Team.

our experience

Manufacturing swimwear since 1989 in Paris, for such famous French brands and department stores as Pimkie, Norprotex, TCF, Quelle, Du Pareil au Même and Club Med, BLUE GLUE team is connoisseur in the swimwear industry. With over 20 years experience, the BLUE GLUE founders have developed extraordinary supplying skills and have become sharp professionals in technical aspects of quality product as well as in accurate pricing.

our development timeline

Being in operation since February 2002, BLUE GLUE was put on the market in Bali, for wholesale and retail in February 2004.

2005-2007, BLUE GLUE has captured the quintessence of international fashion and coastline ethos and is recognized worldwide with distribution in 15 countries and retailing in more than 85 countries.

2008 The blossoming of BLUE GLUE concept stores is our absolute priority in terms of brand development, to seal elite and optimize exclusivity on sites.

our structure

BLUE GLUE is a joint venture founded by several investors:

- Marie-Laure Becquelin, French designer and brand owner Youkilele Pte. Ltd, foreign trade company
- P.T. Flamboyan Kreasi, Indonesian manufacturing company.
- 3 silent investors very much involved in the brand's development.

our culture

In an ideal environment and setting for swimwear creation and production, BLUE GLUE operates from the beautiful shores of Bali, Indonesia. BLUE GLUE is a young spirited, energetic company with a strong culture that promotes dedication, originality and avant-garde ideals. The BLUE GLUE staff has an immense commitment to the company, and is involved in the core stepping stones to the company's success.

our copyright

BLUE GLUE is a registered trade mark at the National Institute of Industrial property in Paris, France, as of February 2002.

Mamzelle BLUE GLUE's artwork is registered.



our premises

BLUE GLUE manufactures in a 2000sqm factory in Bali, with the help of over 150 employees. The Production Building shelters the administration, purchasing, style and graphic departments, while the Business Building is home to Marketing, Export, Franchise sections, and includes our in-house P.R. Agency, in charge of Worldwide Press & Events.

check us out on: <http://www.blue-glue.com/ourstory/our-premises/index.htm>

our expertise

With vertical integration, BLUE GLUE masters the whole production chain:

from material finishing to printing, cup molding, swing arm dye cutting, Laser or Ultra-sonic cutting, heat or high frequency welding, sewing, finishing, and accessorizing of all types.



our uniqueness

- amazing product, cutting-edge innovation capturing High Tech & creativity
- outstanding mark-up and profits : 600% mark-up in average
- competitive prices on the market
- ready stock available off the shelf for immediate delivery (you do not need to commit in stock, we do it for you)
- 24 hours, 6 days a week delivery
- shipping organized and export documentation handled by our services
- efficient & friendly customer service
- new styles released constantly from our integrated manufacturing department
- elite merchandizing atmosphere & interior design emerging from an exclusive concept

no competition



our exposure

BLUE GLUE has opened its own internal Glamour & Publication Agency, event@blue-glue.com, looking after the exuberant side of swimwear exposure and raising brand awareness on the International scene of all media, Press, TV and Events.

This department is the way forward in exposing Blue Glue's unique concept in the eye of the media.

We direct all efforts towards brand awareness through impacting promotional campaigns, always endeavoring to partner with TV shows, Glamour or sport events, as well as Worldwide Modeling agencies.

We love to catch the attention of Beautiful people, and the elusive Jet-setters from the hippest places on the Planet!



Our Style

BLUE GLUE has embraced the challenge of combining aesthetics, and comfort in a swimwear brand.

Striving to maintain leadership and charm with a professional edge, BLUE GLUE continues to release groundbreaking designs, reflect the spirit of our times, ethnics and innovative technology... and seek perfection deep down into details...BLUE GLUE swimwear is created.

Being a bikini of exception BLUE GLUE garments are designed to embrace the human body perfectly.

Creating a unique fabric for the products that is light weight, micro fiber, soft and enveloping like a caress, ultra-stretchy and hyper-resistant for optimal comfort.

It feels like a "second skin", and dries in a glance!

With minimalism as the sewing policy, special invisible stitching achieves the strongest resistance to high traction stretch. Your bikini will show perfection on both its outside, and inside.

On some styles, our special edging looks like embroideries and includes thin strong elastic.

You may discretely insert removable padding between the 2 layers of double lined bras; those will remain reversible, as insert openings are made invisible!

BLUE GLUE loves glamour and uses a profusion of . . . Natural materials: shell, carved wood, metal & silver, Glamour accessories: Swarovski crystals, water pearls, semi-precious gem stones, Hand Skills: beading, sequins, crochet, embroideries, painting,. . . and more.

"the world likes to mix & melt into BLUE GLUE. . ."

as one knows, BLUE GLUE is a bikini of exception to glam on the beach ! But while shifting to a Franchise concept, collections have broadened to meet expectations of a wider cliental spectrum. Not only will you find the offensive bikini climbing up the scale, but classical and elegant lines showing perfect fit for more mature women, affordable Mix & Match lovely prints and reversible solids, flattering cuts for the more voluptuous, kid-look-like-Mum styles, and . . . breathtaking Collectors !

"BLUE GLUE bikinis, 88% gold and 12% Lycra"

blue glue, enough never enough...



Our Future

our franchise

BLUE GLUE watches the changing sea, wide curves of waves, horizons and skies . . . colors like to play with light, they are transparent, thick like recycled glass, warm like white sands and shine like pure crystals, spreading a breeze of eternity.



All these perceptions have been captured and dissolved into a unique decoration design and exclusive materials created for BLUE GLUE. Sharing consistent design principles, the architecture and interior of each shop is specifically developed to capture the essence of the BLUE GLUE lifestyle. It is an innovative feeling based on pure water, light, and eternity with frosted glass and sand-blast mirror, crystal Plexiglas, graphics of water and light reflecting blurred sprays and deep waters.

Based on the experience gained from 6 pilot shops (corporate owned stores) and boasting more than 120 proposals in our portfolio ahead of the project launch, BLUE GLUE will grow into 20 dedicated stores per year, in the most glamorous locations worldwide.

BLUE GLUE franchisees will experience a high turnover from exclusive products boosted by good exposure to worldwide events. Moreover, excellent pricing and outstanding margins assure high-ranking profitability.

Our plan is to raise the image of a beautiful Brand through Franchises and Corners. BLUE GLUE projects the opening of a small network of 100 franchises. Priority will be given to openings in International Airports, Capital cities, and high end tourism destinations.

Whether this is a first experience selling bikinis, or a first time in a franchise partnership, BLUE GLUE will be assisting its partners all the way through the process of pre and post store openings.



More perspectives

2 new lines

Mamz'elle, lingerie line, and Boz Mox, underwear for men, are 2 lines showcasing quite innovative products and packaging concepts. Both lines are underwear, but they can show up to swim!

Extra comfortable like a caress, second skin feeling, they are available in few sizes only, as their fabric is extra-stretchy. Prices are not expected to be a stretch though! Our focus is to obtain the very best price, for a very best product, a boutique style addressing the mass market, wrapped in gorgeous packaging, and showcased in a presentation kit which can enter any selling network.

The project anticipates operation in winter 2009.

more surprises. . .

Our next project combines a revolutionary technology, healing and comfort, and its principle is still under creation. BLUE GLUE is on the roadway for a hugely successful future, and invites you to join the network!

set sail this summer with BLUE GLUE . . .

www.blue-glue.com

BLUE GLUE believes that the passion growing around the concept creates flowing synergy for everyone involved