



DÉCOR WORLD SERVICES
Engraving Emotions®

General Presentation

June 2021



DWS helps brands and retailers build a
strong customer experience

with phygital solutions for
instant personalisation
of luxury products.



THEY TRUST US





ADDED VALUE

The impact of our personalisation solutions **online & in store**

+ 30% sales on personalisable products

+ 10% sales on other products

> 50% of sales are personalised

Country Brand Manager 'Customers come specifically to that store to get the engraving'



WHO WE ARE

- Startup based in Orléans and Paris
- Experts in **laser engraving**
 - +12 years of experience in **Luxury** product and packaging personalization
- **Customer experience** state-of-mind
 - Retail and digital background



STATION F

LA MAISON
des Startups /
LVMH
/



PERSONALISATION SUITE

2-in-1 ALYCE engraving kiosk

E-store & IN-store

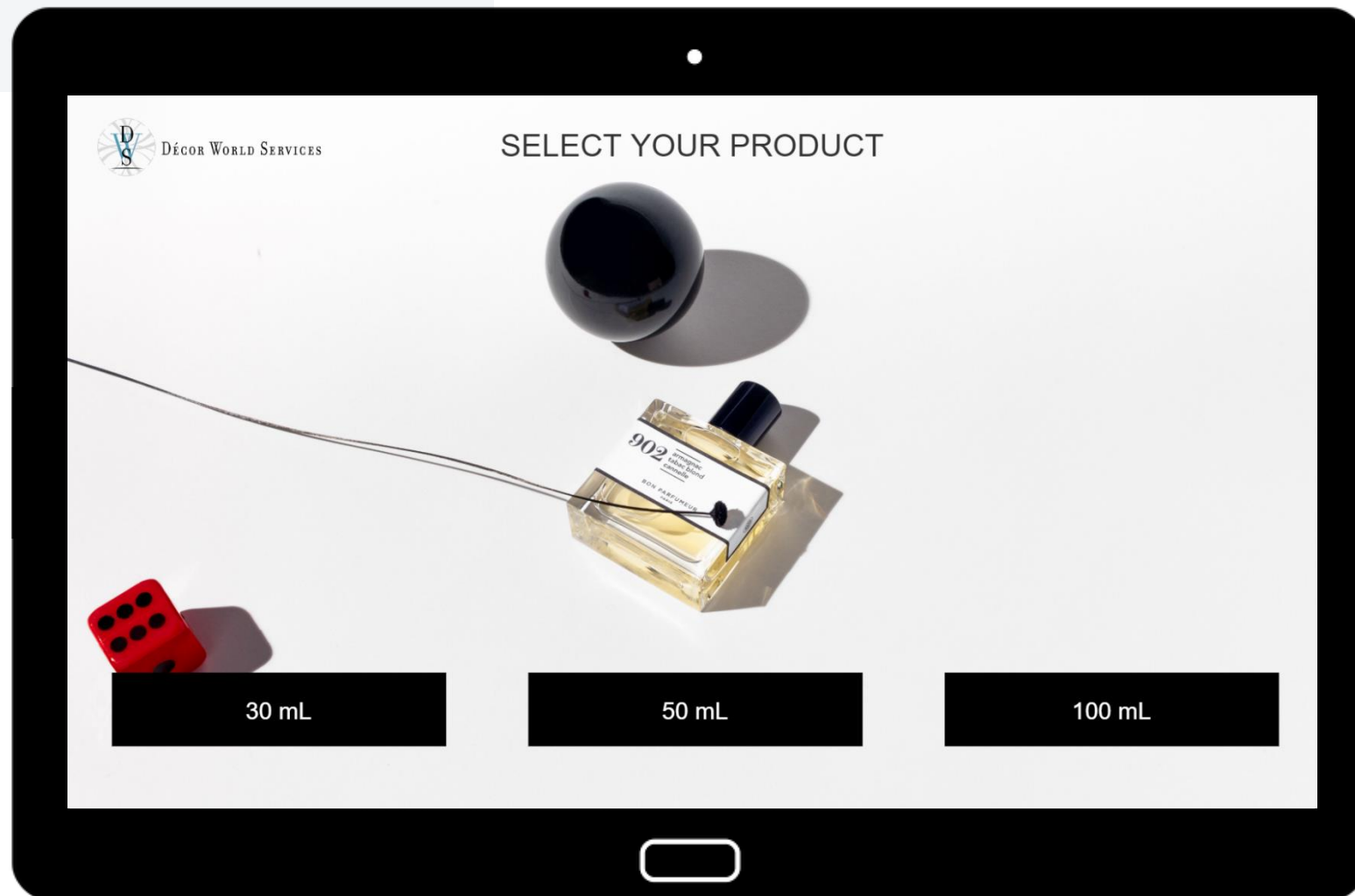
- Plug-and-play
- User-friendly
- Connected





1. Select the product

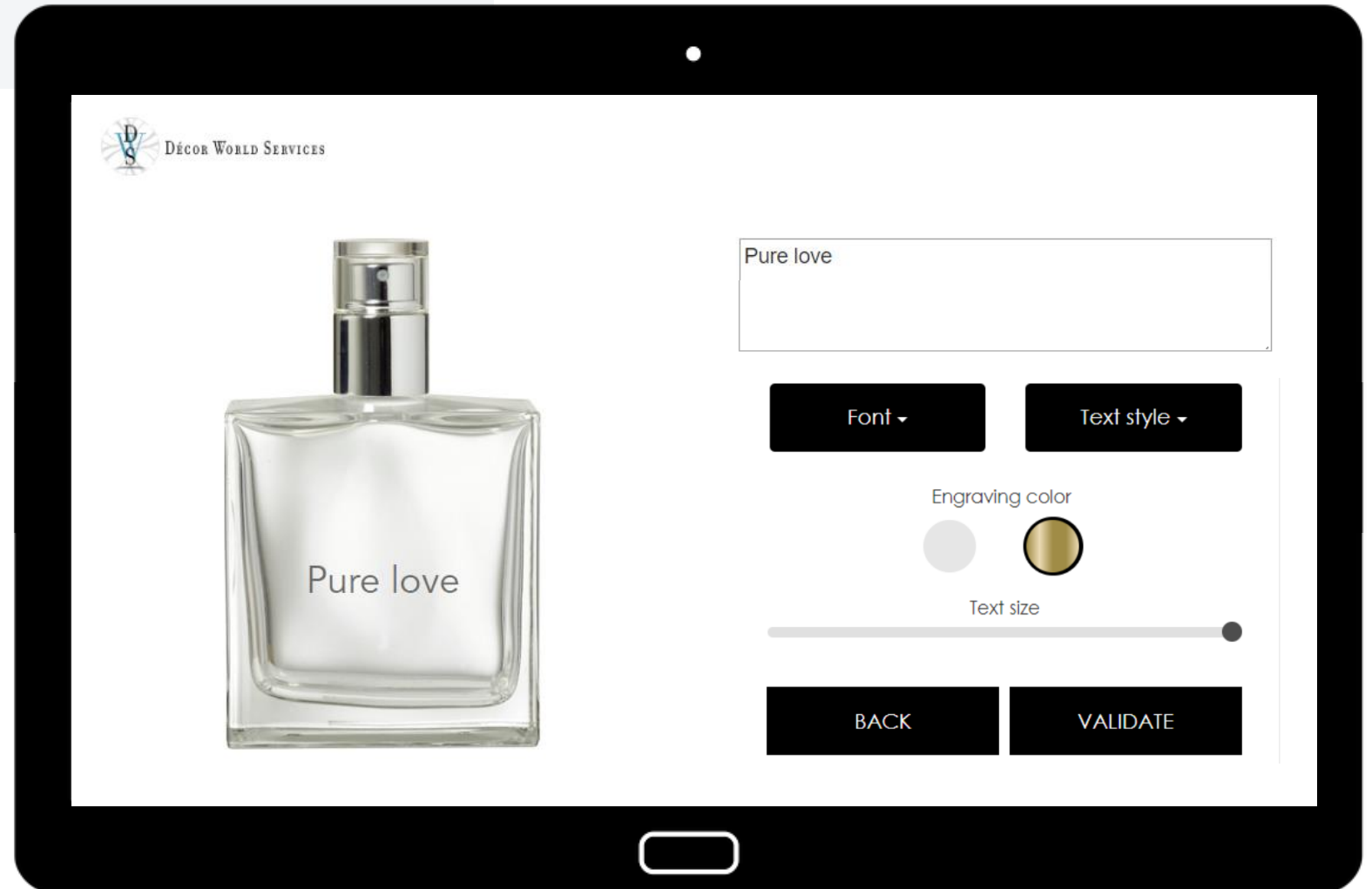
- Perfume bottles
- Cosmetics
- Spirits bottles
- And many more...





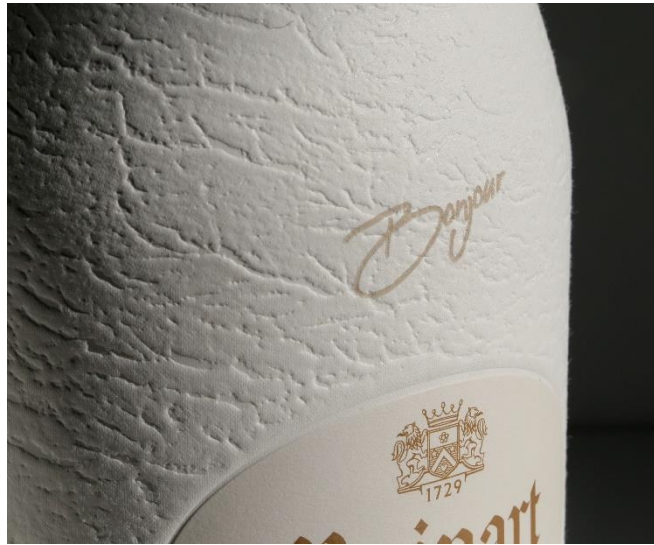
2. Personalize

- Various fonts
- Images, graphics, emojis
- Adjustable sizing
- Custom features





3. Engrave





3. Engrave





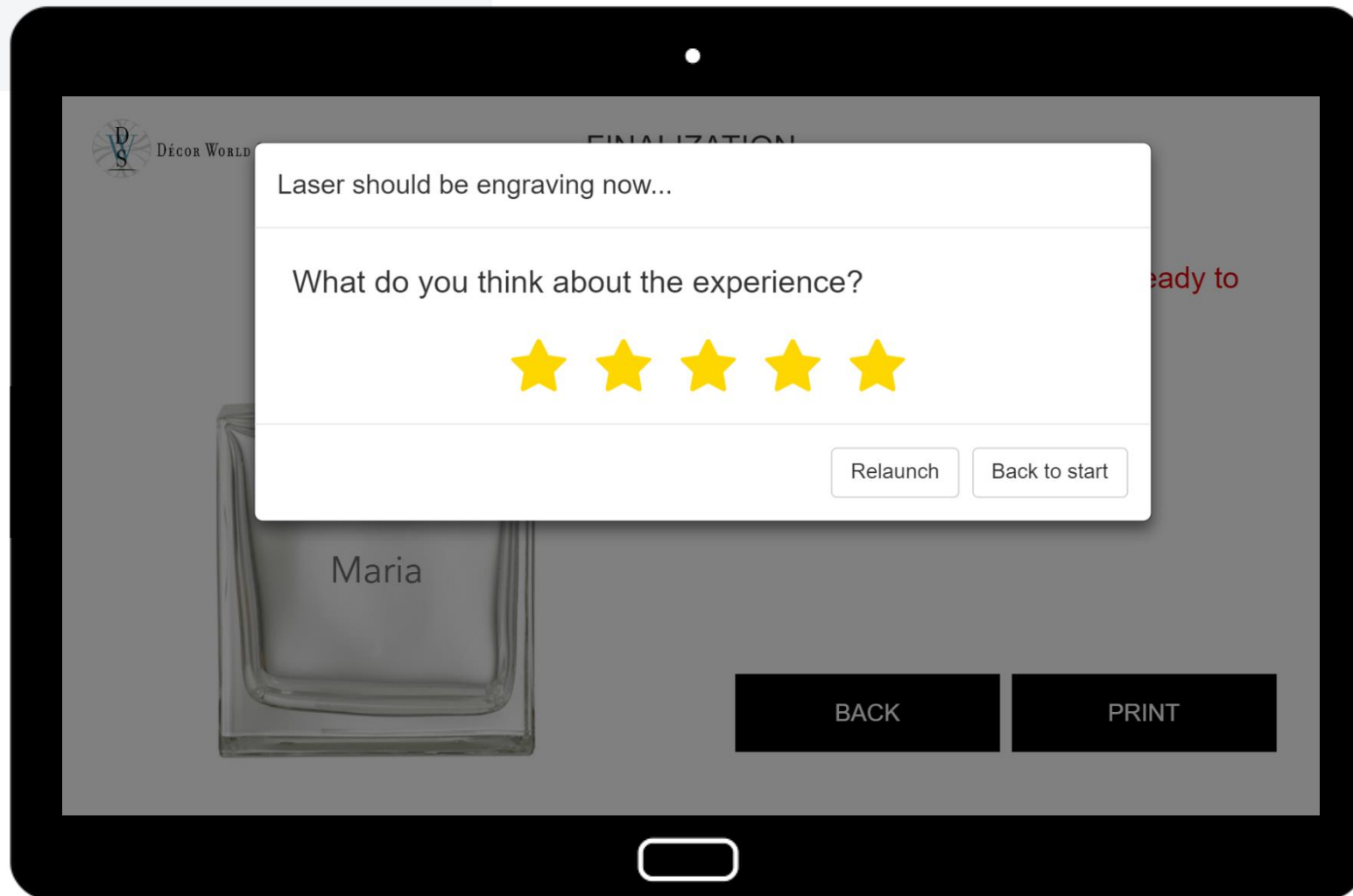
3. Engrave





4 • Data analytics

- Measure customer satisfaction live
- Ask contact info
- Or any useful metrics





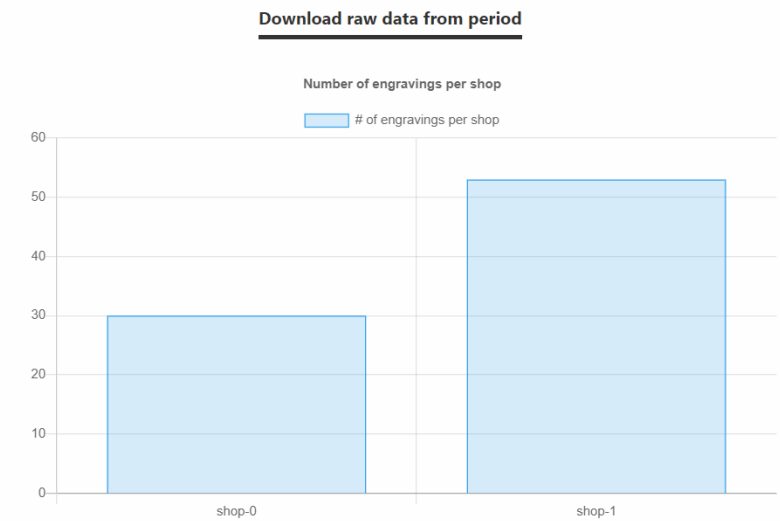
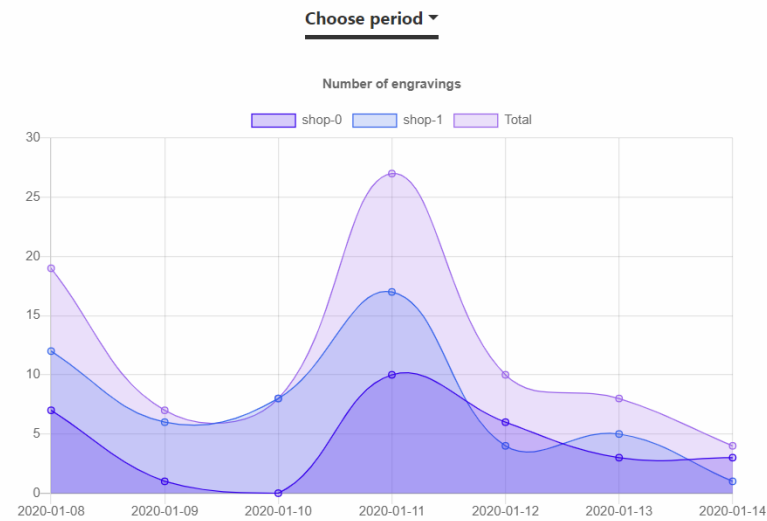
5. Track your KPIs

Web access to:

- Product performance
- Shop performance
- Raw data for analysis

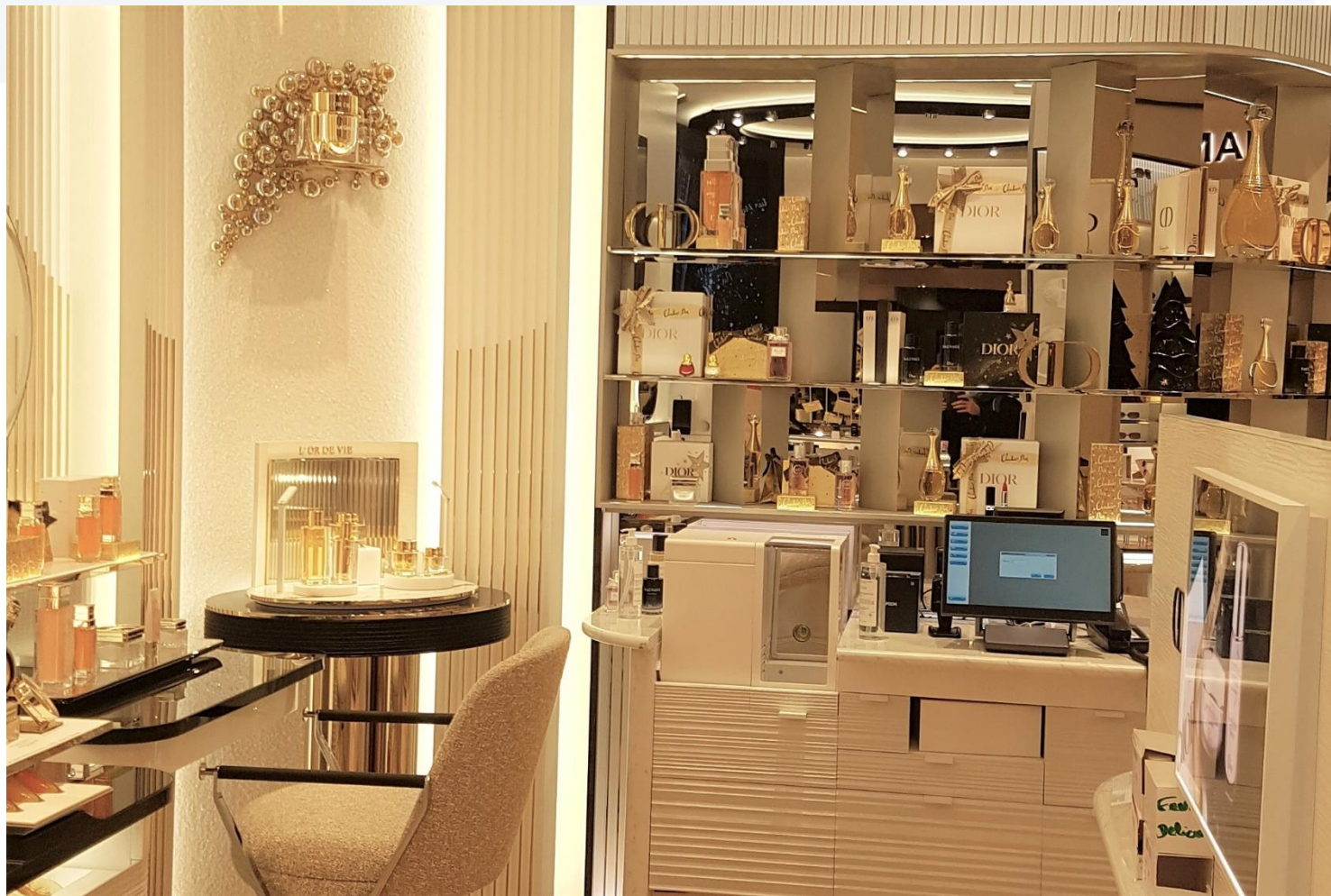
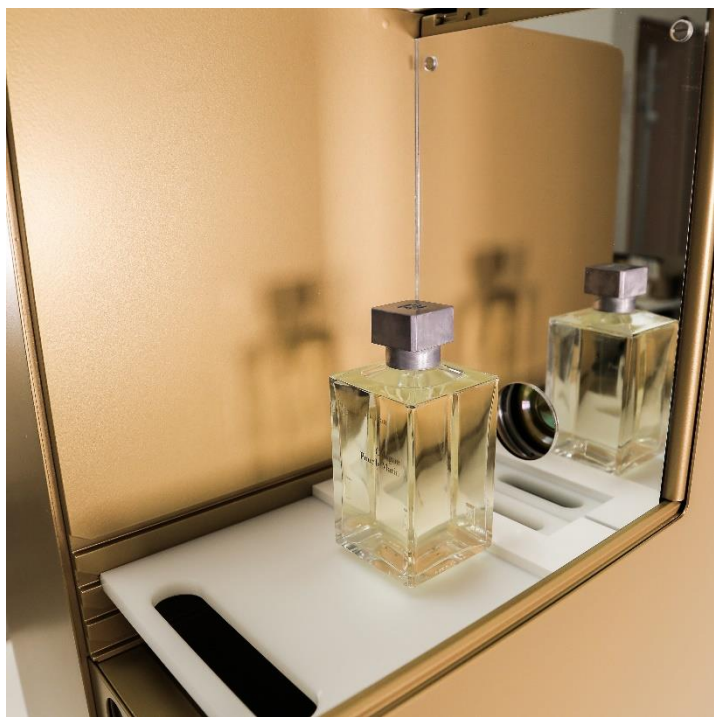


[Home](#) [Shops](#) [Sign out](#) [EN](#) ▼



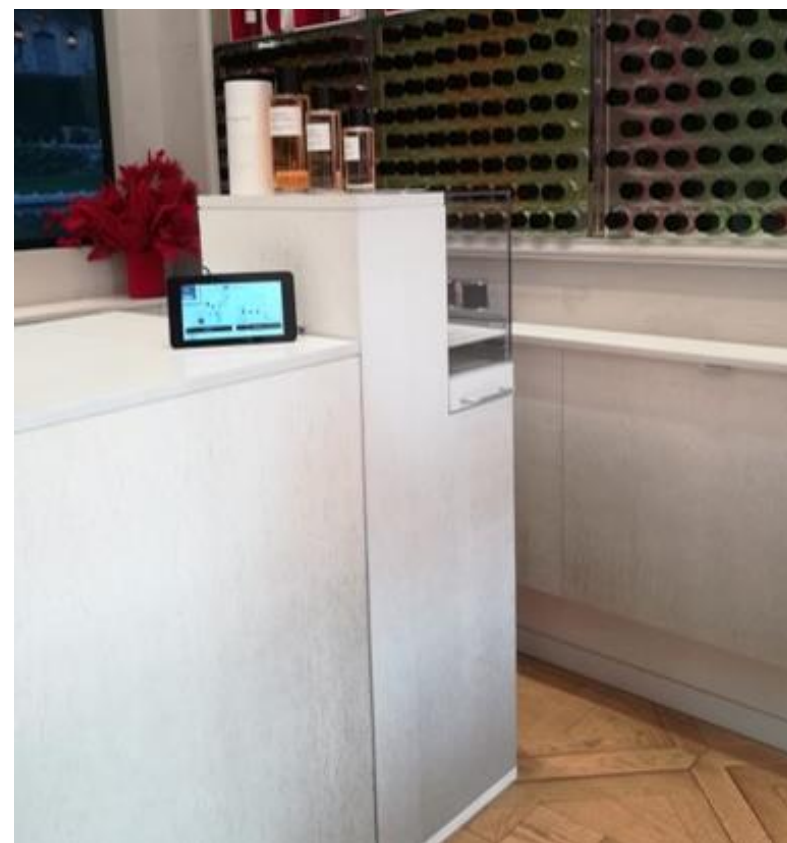


IN STORE





IN STORE





ONLINE



FR 🔍 📍 👤 🛒

Baccarat Rouge 540

EAU DE PARFUM

🧴 200ml • 🧴 70ml • 🧴 35ml • 🧴 3x11ml

Vaporisateur naturel, 215 EUR

PERSONNALISER MON FLACON • OFFERT

AJOUTER AU PANIER

Découvrir

L'INSPIRATION LES NOTES OLFACTIVES LA COLLECTION

🎁 UNE ATTENTION OFFERTE
Dès 200€ d'achat





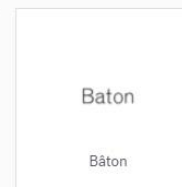
ONLINE



01 Texte de la gravure MODIFIER

02 Style de la gravure

Choisissez le style de votre gravure :



VALIDER

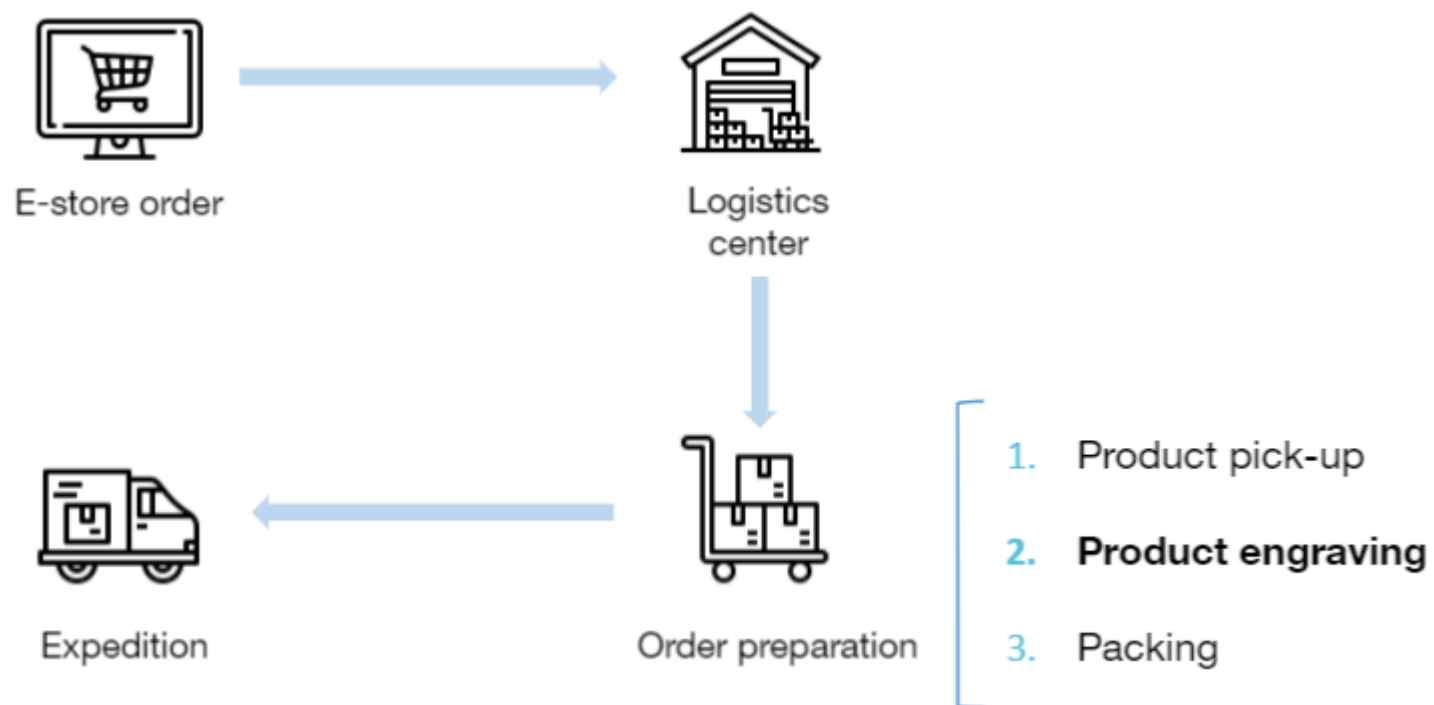
03 Couleur de la gravure

04 Position de la gravure

05 Validation de la gravure

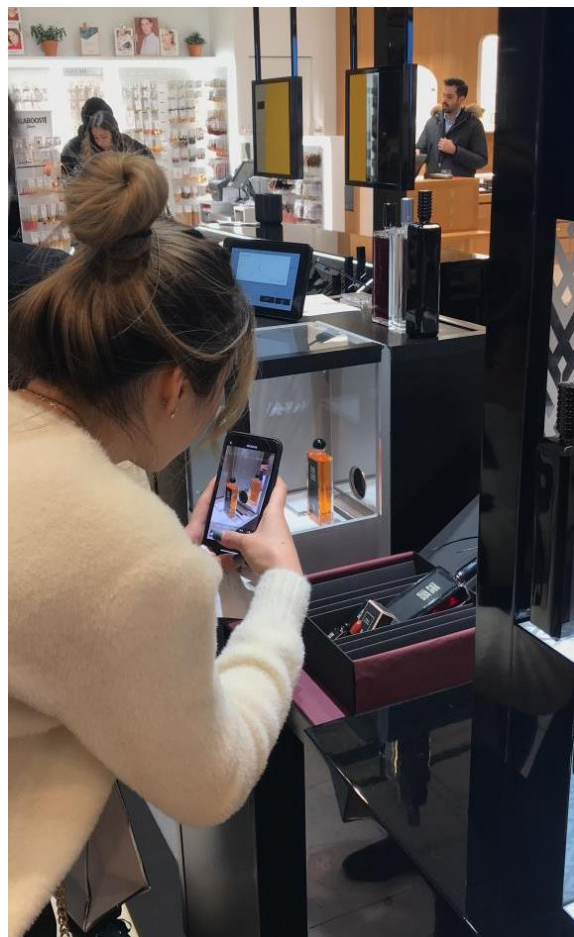


ONLINE





EVENTS





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