

tikamoon

PRESS KIT



**Solid Wood
Furniture
designed in
Paris**



“ The history of Tikamoon is one of mentoring; of relationships with others, with objects, and with our life story.

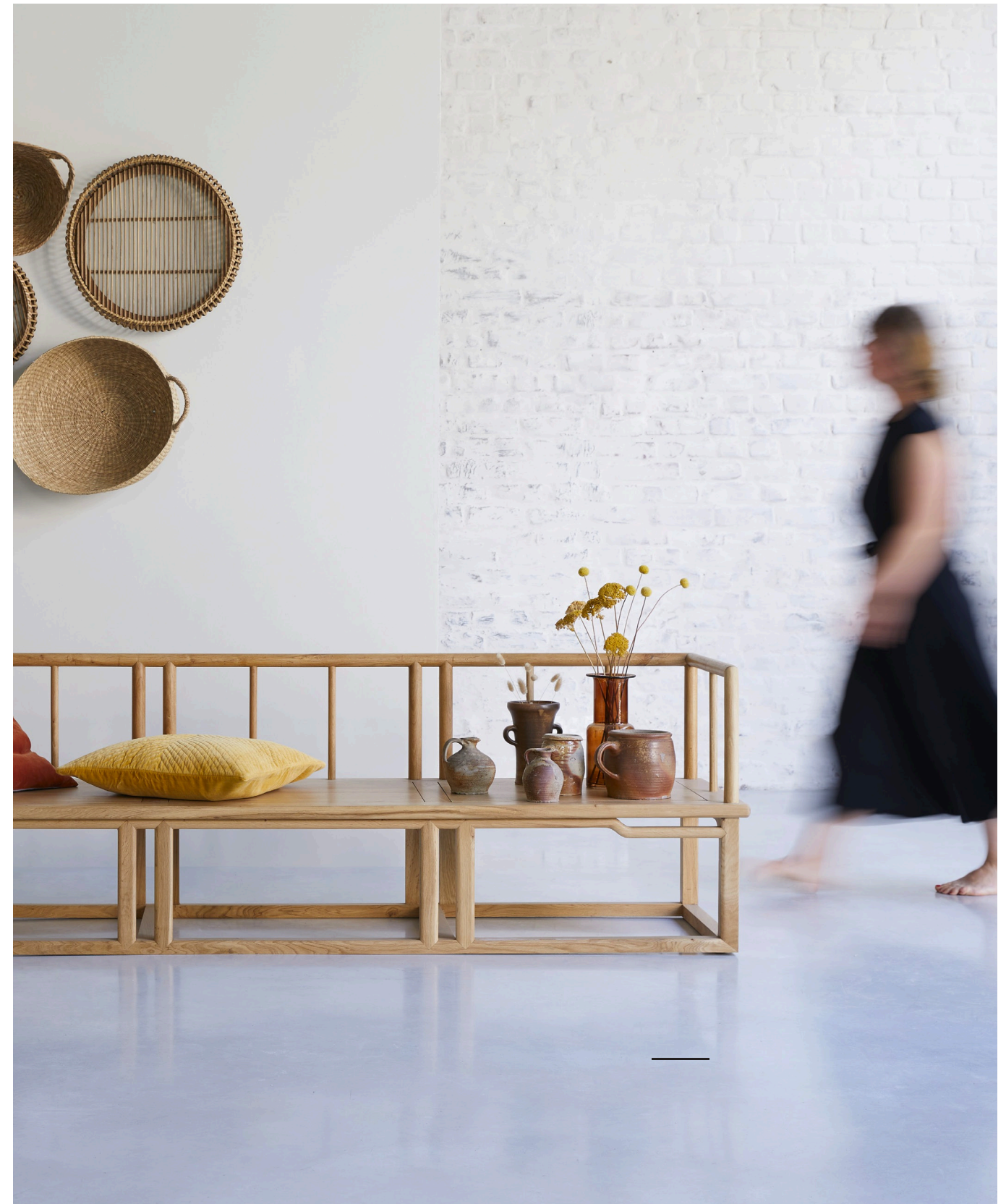
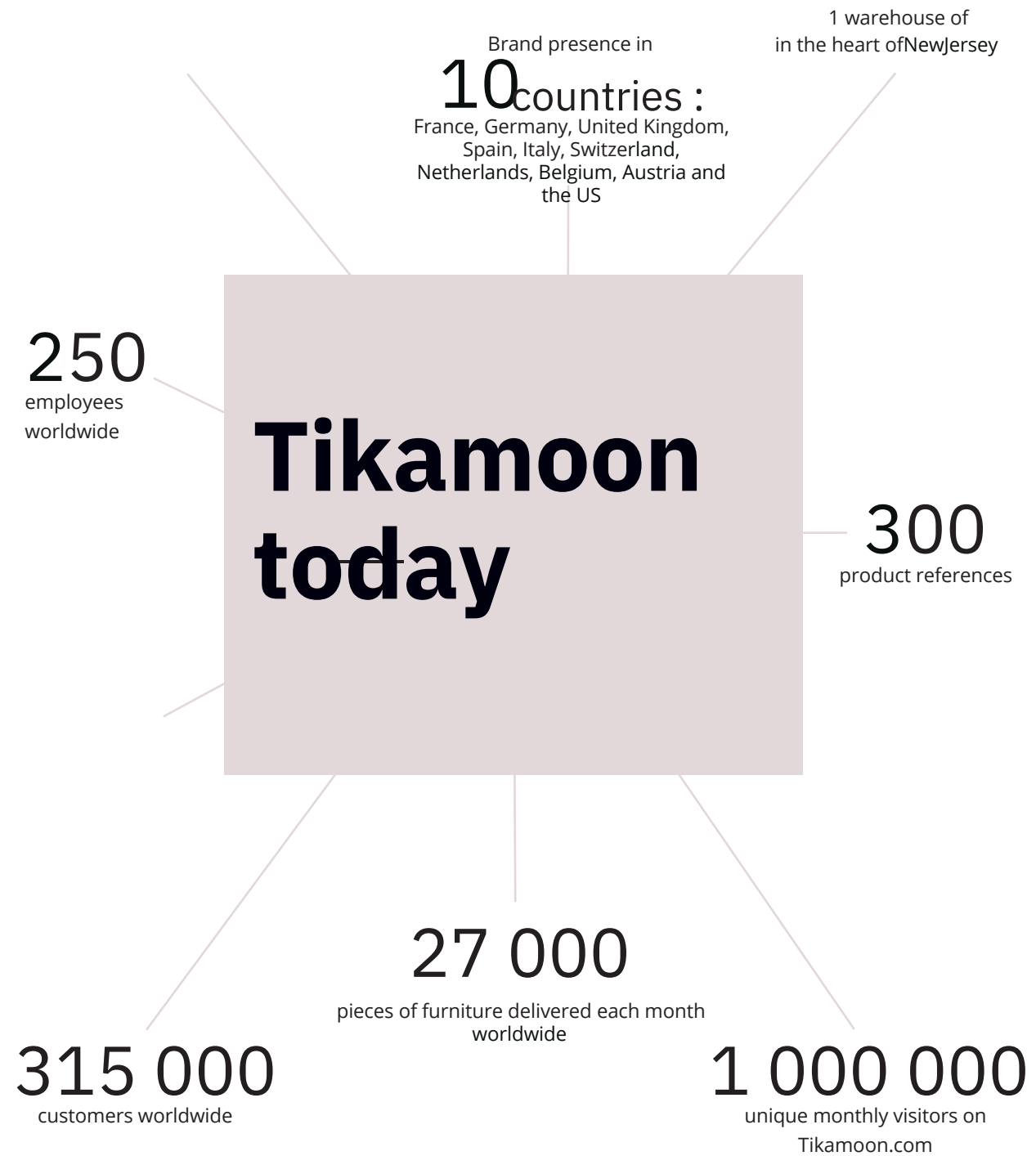
From forest to habitat, from design to delivery, each artisan puts their skills to work to manufacture distinctive and sustainable furniture.

Wood, a material of character, is at the core and is transformed by the hands of artisans.

Imagined by the in-house design office and shaped by the hands of artisans, the furniture and its unique character takes shape little by little: the choice of wood panels, the random nature of machining, traditional cabinetmaking techniques... each piece of Tikamoon furniture is unique.

Once in your home, time does its work; it adds a patina to your furniture, colours and transforms it. Furniture carries with it its history, its lived experience and that of its owners. It is now a piece of furniture for a lifetime.

”



Arnaud Vanpoperinghe, Managing Director, and Sophie Morel, Artistic Director, with an atypical profile, the pair take care of the DNA of this French design brand.



From the initial idea to today

THE FURNITURE FOR
A LIFETIME BRAND



For more than 10 years, Tikamoon has been designing, manufacturing and distributing (via its e-shop) highquality, durable and timeless furniture that is filled with personality and authenticity. Tikamoon was created on Ebay in 2009. The success was fast, and very soon the brand developed its own e-shop, then commenced exports to Germany, England, Italy and Spain. Its uniqueness? The care and rigour brought to shape furniture of character, in solid wood. Thanks to its expertise and thorough knowledge of craftsmanship, the DNVB (Digital Native Vertical Brand) has built up a network of artisans who are passionate about their trade and with whom it works directly. As a guarantee of authenticity, the furniture comes directly from the workshops and is delivered assembled. The Tikamoon team now has nearly 250 employees in Asia, Germany, the US and France, who all share a common vision: the love of beautiful products at the best price.



The independent company, operating in the region Hauts-de-France

In June 2021, Arnaud Vanpoperinghe and Thibault

Deslorieux took over Tikamoon. Led by its two partners, surrounded by a team of passionate experts, Tikamoon continues its entrepreneurial adventure. By operating a vertically integrated, 100% digital model, it continues to offer attractive prices to its customers, while paying the utmost attention to the clean design of its products, their quality and offering impeccable customer service. A model that allows it to offer a natural and sustainable alternative, to all furniture buyers.

The Tikamoon family

AT THE SERVICE OF YOUR WISHES

Today, with an average age of 27, the young Tikamoon team is made up of 50 people spread right around the world, and cultivates a family spirit. In customer service, the

simplicity and kindness. All based on a relationship of listening and sharing. And because «together we go further», the team also works in co-creation with each of the artisans.

Employees and complement-ary skills. Experts in their respective fields, they also share common values: passion, commitment, excellence,



TikaGreen

A CSR PROGRAMME

To meet its ambition to become a sustainable company, enabling protection of the planet and human development, Tikamoon launched TikaGreen. A unique sustainable development programme, based on tangible evidence and certified by partners. Tikamoon is committed to using sustainable materials, to minimising the impact of its production and transport and to maximising the lifespan of its products.

A four-step process :

1

Measurement :

Our TikaGreen strategy is based on scientific foundations, starting with the measurement of our carbon footprint. A carbon audit was carried out, with the help of the specialist consulting firm Carbone 4. Thus, Tikamoon can consciously plan a realistic path towards its contribution to carbon neutrality.

2

Improvement : As a signatory of the UN Global Compact charter, Tikamoon has set targets for progress in line with the UN Sustainable Development Goals.

3

Certification :

In August 2018, Tikamoon was delighted to be awarded the FSC® chain of custody certification. This demanding and virtuous label guarantees that FSC® certified furniture has been monitored throughout the production process, from the forest to the customer, including all stages of processing, transformation, manufacturing and distribution in Europe.

4

Discussion :

Discussion has always been at the heart of the Tikamoon philosophy. In order to challenge its approach and objectives, the brand chose to call on the WWF. The World Wildlife Fund aims to build a future in which people and nature live in harmony. As of 2019, Tikamoon has decided to join the Entrepreneurs pour la Planète club and support WWF projects in the field.



95%
solid wood

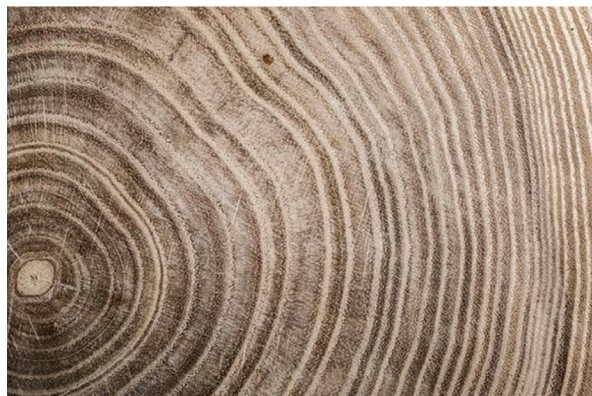


2 -year
guarantee



Solid wooden furniture

80% of Tikamoon furniture is made of solid wood. This means it retains the nobility of the tree and the beauty of the material and undergoes minimal transformation.



CO2 captured long into the future

Each plank of solid wood equals CO2 captured. This raw material can be easily repaired and therefore lasts over time. Its great recyclability will enable it to give life to new objects.

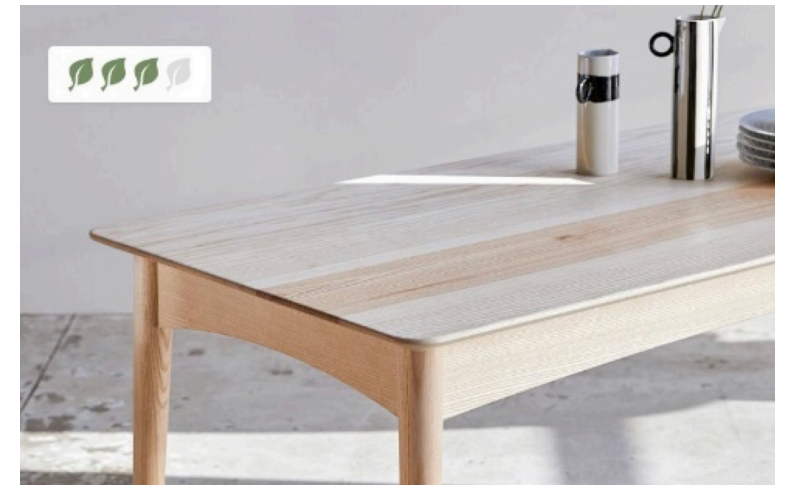


Furniture constructed using traditional craftsmanship

The traditional assembly is carried out without hardware, using woodworking techniques only. Different techniques are used to ensure maximum strength and longevity. The wood will continue to live and the assembly will allow it to react while remaining equally robust.

The Eco-rating: A tool to help you compare and choose your furniture:

To guide its customers towards a more responsible purchase and to offer them the best guarantees, Tikamoon has introduced an Eco-rating which rates the sustainable development performance of each product. Based on six eco- criteria: solid wooden furniture, absence of composite materials, resource-saving maximising the reuse of offcuts, traditional assembly, repairability and certified wood, allowing you to make your choices with a clear conscience.



Furniture guaranteed for two years

The longevity of a piece of furniture is linked to the ability to repair it, which is the great advantage of solid wood. In most cases, sanding and applying a protective finish will leave the furniture looking as good as new. Tikamoon also guarantees its furniture for two years, and undertakes to provide the necessary spare parts during those two years.



Preserving our forests

The FSC® label Tikamoon obtained for Europe ensures sustainable forest management. This guarantees that the forest is managed sustainably, with protection of biodiversity, and that the operation is socially and economically beneficial to local communities. The forestry practices used are carefully reviewed to protect the diversity of flora and fauna and ensure forest conservation over the long term.



Economising on our resources

When designing a product, particular attention is paid to the quantity of materials used. In fact, one of the main environmental impacts of a piece of furniture comes from the quantity of material used to make it. That's why the brand reviews its furniture to identify and remove unnecessary parts, such as some back panels. Recently, Tikamoon has decided to reuse offcuts, that usually go to waste, to create interior partitions and drawer dividers.



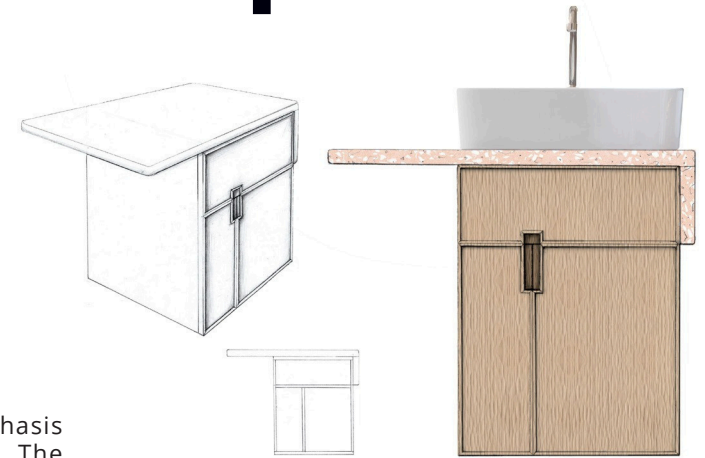
Behind the scenes, the teams design nearly 100 new products each year for the worldwide market: from the sketch to the final photoshoot.



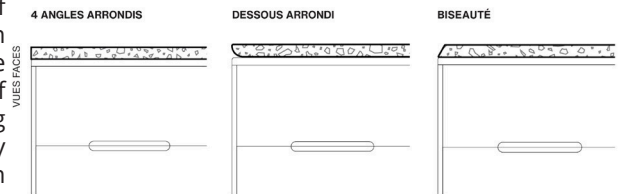
Several photoshoots are organised each year to present these pieces of furniture.

The creative spirit

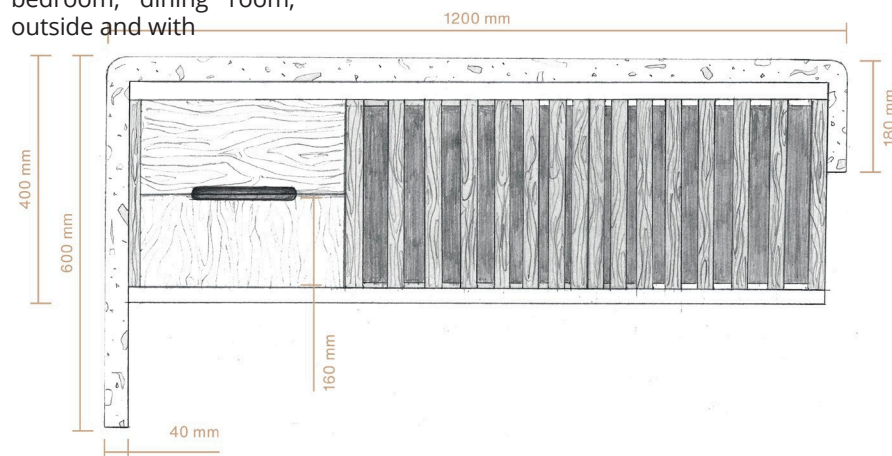
FURNITURE MADE BY
HUMANS, EXPERIENCED
BY YOU



Above all, we're passionate about creating, designing and styling extraordinary products that will become the backdrop to the highpoints of your life. Our furniture is designed to be part of your life story, long into the future. Behind the scenes, the teams design nearly 100 new products each year: from the sketch to the final photoshoot. More than 800 furniture references in different styles, 100 new designs each year and 27,000 products shipped each month worldwide, Tikamoon offers furniture and home accents designed for every room in the house: living room, bedroom, dining room, outside and with a particular emphasis on the bathroom. The various product settings and the regular renewal of photos play an important role in the storytelling of Tikamoon. They bring the products to life by placing them in an inspiring everyday setting. The products are regularly rephotographed in different ambiances to offer customers fresh inspiration. With these regular refreshes, the Tikamoon.com website now welcomes more than one million unique visitors every month.



70% of the products offered are created in-house by the design office, with the emphasis being on the functionality and aesthetics of the product. At the head of this office is Sophie Morel who develops the collections with a particular focus on the final result: « I observe a lot of things, I am intuitive, open-minded and pragmatic. What inspires me is the knowledge of my profession. I know what manufacturers are capable of, and how far I can go. My goal is to always get the best out of our partner artisans for the project we have envisioned. »





The iconic Tikamoon pieces

FURNITURE FOR
A LIFETIME



Designed mainly with multiple types of wood (teak, rosewood, mahogany, acacia, bamboo, oak, walnut), Tikamoon furniture is occasionally mixed with metal, marble or terrazzo. Synonymous with quality, it has stood the test of time, indifferent to the dictates of fleeting fashions.

The World of the Bathroom

FURNITURE FOR
ALL THE FAMILY





The latest

A RENEWED COLLECTION
EVERY YEAR



Creativity is alive and kicking at Tikamoon. Every year, the collections are renewed to breathe new life into the iconic products in the range. 100 new references are created throughout the year. This is a way for the brand to keep up with its customers' expectations and changing trends in the world of interior design.

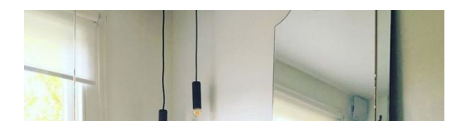
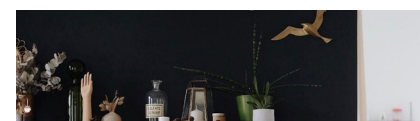
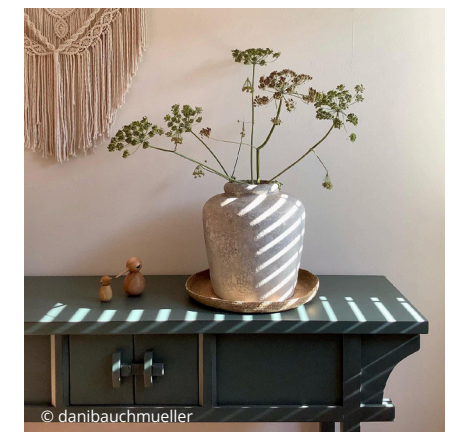
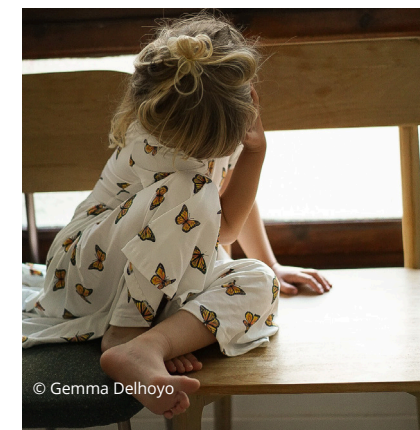
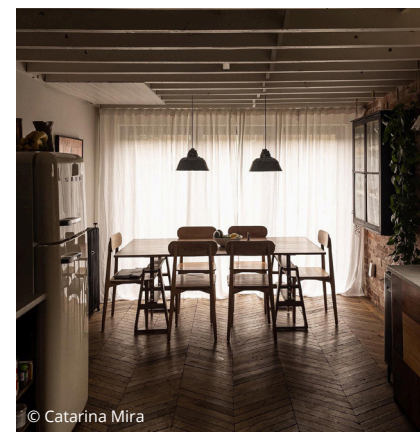
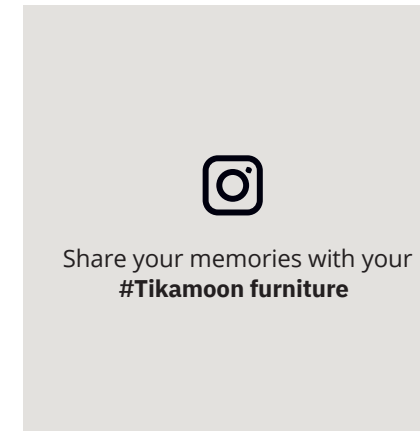
MADE IN FRANCE

Tikamoon in your home

OUR CUSTOMERS,
OUR BEST AMBASSADORS

Tikamoon invites its customers to let their creativity run wild and share the results on social media.

Their decorating ideas, which showcase the furniture in their homes, are now featured in the Tikamoon blog. Our spotlight on these inspirations is the personality.





tikamoon

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