



Lumen

Agency

OUR TEA LOVERS



MARIAMA



PAULINE



AGATHE



LAETITIA

THE CONTEXT



DEFINED BY STRONG VALUES...

- Quality through **craftsmanship**
- **Respectful relationship** with suppliers
- **Eco-consciousness**
- **Human-centered** approach

... DESERVING TO GO FURTHER

- Being **innovative** yet **timeless**
- Being **bold** while **keeping tradition**
- Being **way more** than “just another British brand”



THE FRENCH MARKET



40M



of French people drink tea **regularly**.

73%



of tea drinkers are **female**.

65%



Of tea consumed in France is **black tea**.

20%



of French people consume tea **out of home**.

THE TARGETS



PRIMARY

Urban, male & female tea lovers
with a curiosity for new flavors
and health-conscious

20-40

25-35

CORE

Epicurean urban women, active
and searching for refined
experiences

THE INSIGHT



**“ I SEEK NEW TASTING
EXPERIENCES TO DIVERSIFY MY
MOMENTS OF PLEASURE BUT
MANY TEA BRANDS SEEM
SIMILAR.”**

THE PROMISE



TAYLOR'S OF HARROGATE,
A CRAFTSMAN'S
APPROACH FOR DAILY,
REFINED MOMENTS.





CONVIVIALITY

RITUALS



ICONS

REFINEMENT



THE BIG IDEA



THE TEA **S****O****M****M****E****L****I****E****R**



By Appointment to
HRH The Prince of Wales
Suppliers of Beverages, Taylor of Harrogate
North Yorkshire

TAYLORS
OF HARROGATE · SINCE 1886

GRAND CRU À INFUSER

SINCE 1886



*Tea : a new vintage

THE CAMPAIGN

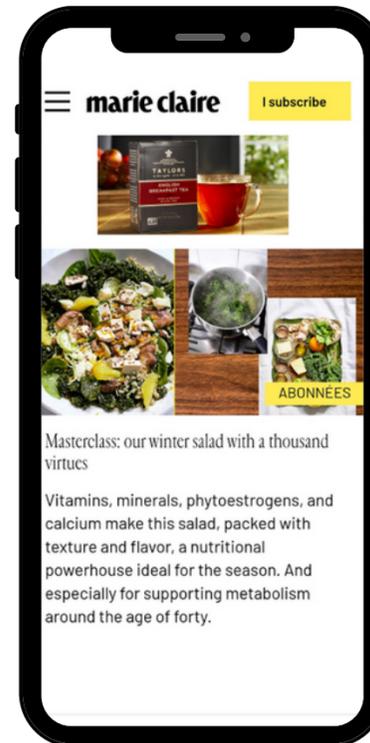
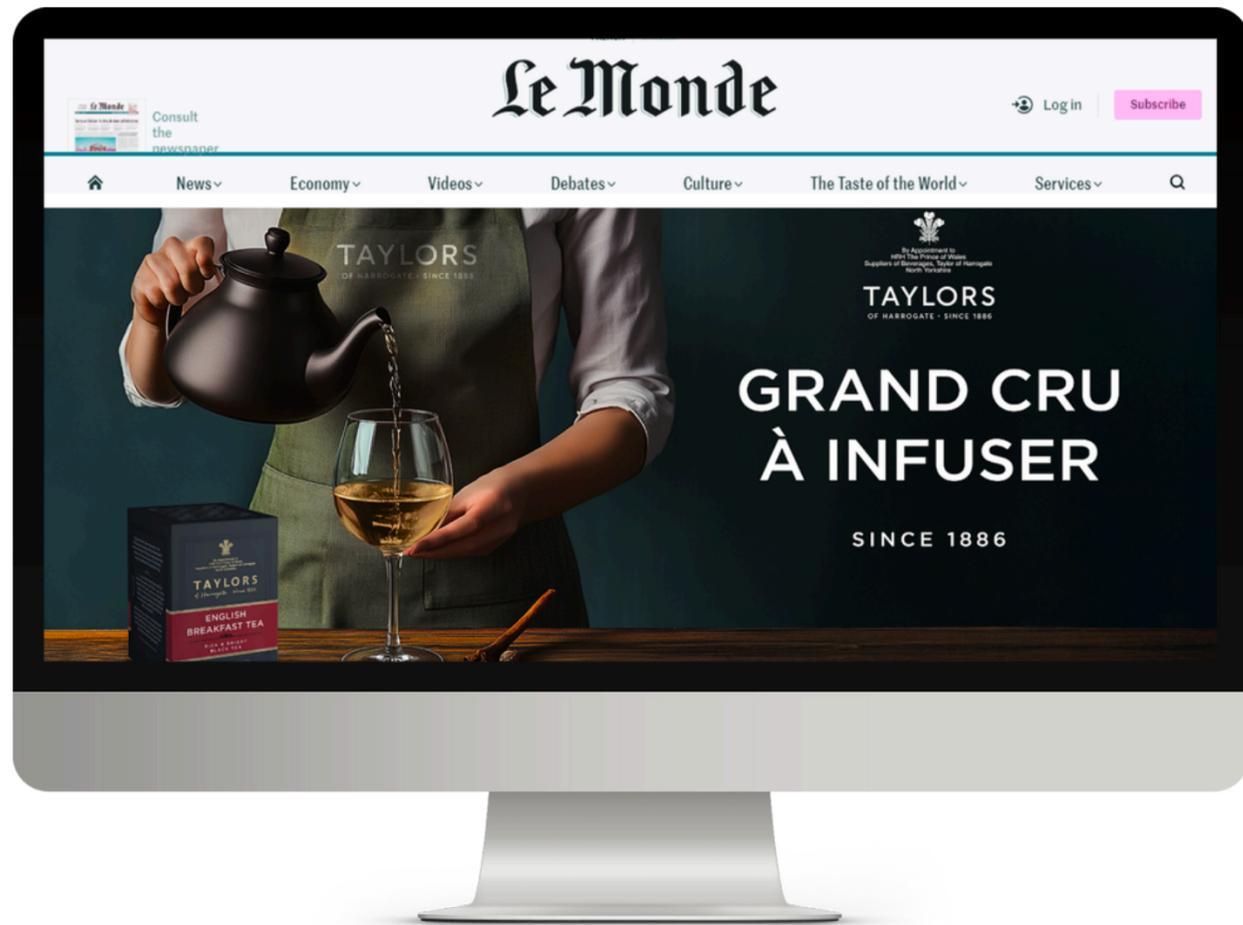


EMBODIED BY LYDIA GAUTIER

- **Pioneer of tea in France:** A recognized tea sommelier and expert in the world of tea.
- **Passionate and experienced:** A career shaped by travels to tea-producing countries (China, India, Japan).
- **Expert & author:** Works such as "Tea, Aromas and Flavors of the World."
- **Specialist in tea & food pairings:** Creator of unique and refined experiences centered around tea.
- **Ambassador of authenticity:** Promoting exceptional teas, terroirs, and sustainable craftsmanship.



THE DISPLAYS



Le Monde

16M

Monthly visits

COSMOPOLITAN

4M

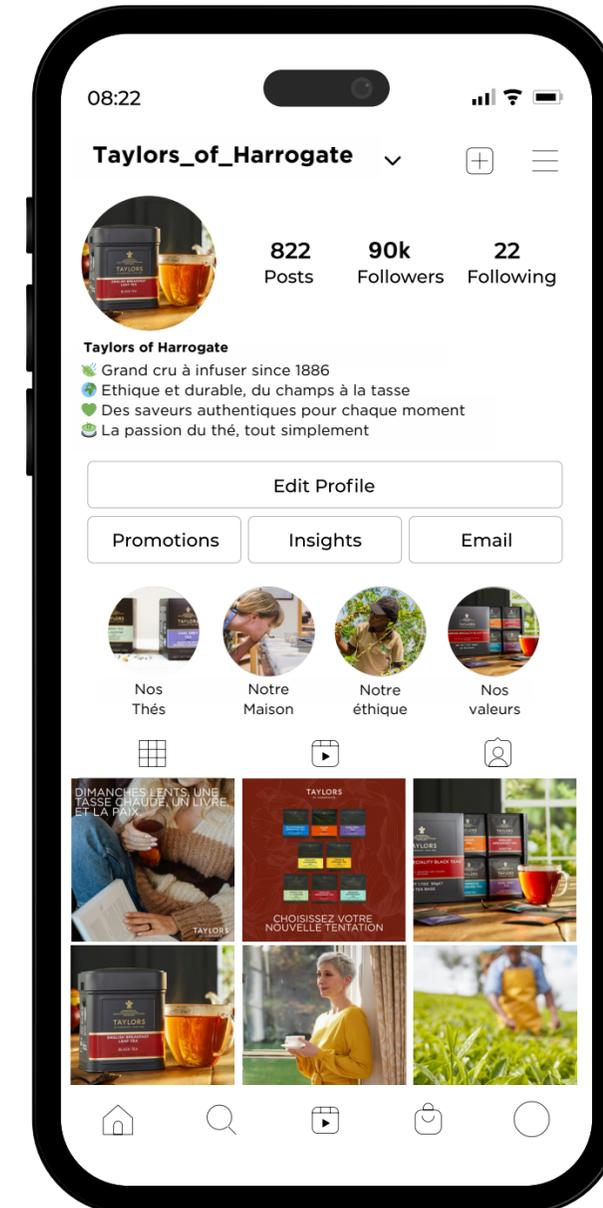
Monthly visits

marie claire

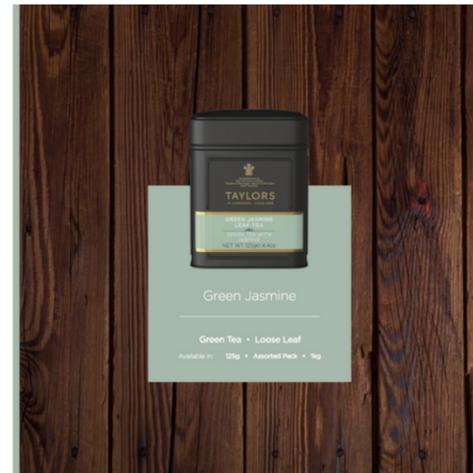
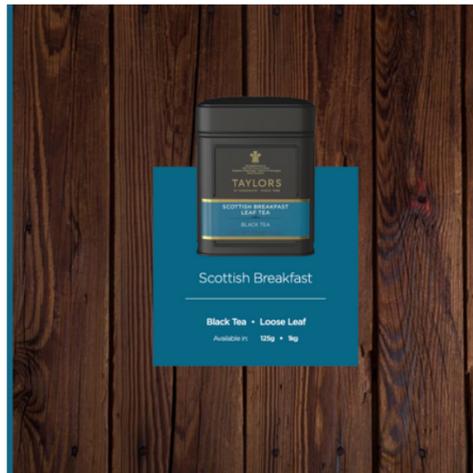
6M

Monthly visits

THE SOCIAL MEDIA



THE SOCIAL MEDIA



Series of posts **“Tea Time with Lydia Gauthier”**



Tea tasting **stories**



Campaign **teasing**
**Ready to awaken your senses ?*

THE INFLUENCERS



JUAN ARBELAEZ

A French-Colombian chef who gained public attention in season 3 of Top Chef. Juan worked in prestigious kitchens before opening several restaurants. Charismatic and committed, he represents a new generation of accessible and creative chefs.



464K



10K



200K



MAGHLA

A leading figure in the French streaming world on Twitch and YouTube, Maghla launched the podcast 'Sip & Gossip' a relaxed, intimate format where she spills the tea with her guests over juicy and sometimes touching stories.



785 K



1,15 M



840,9K



1,1 M



SUPERLUMOS

Superlumos is a French content creator known for his sincere and introspective videos. He is also the author of the book Mon recueil de douceurs, where he shares comforting recipes and personal anecdotes.



145K



62.3K



936,6K

THE EVENT



LA GRANDE EPICERIE **PARIS**

**Paris main grocery store*

THE TEA CELLAR

March 18-19, 2026

- Day 1: Journalists & Influencers
- Day 2: General Public
- Premium masterclasses hosted by Lydia Gautier
- Tea & Food Pairing Experience
- Distribution of an exclusive tasting guide



THE TERRITORY



NATIONAL DEPLOYMENT

- Lydia Gauthier's journey through France
- 12 regions
- Tea - regional specialties pairing events



THE HOME




By Appointment to
HRH The Prince of Wales
Suppliers of Beverages, Taylors of Harrogate
North Yorkshire

TAYLORS

OF HARROGATE • SINCE 1886

X



HELLO FRESH

BECOME A TEA SOMMELIER **AT HOME.**



THE CULTURE



**TOGETHER, WE ARE
SHARING MOMENTS.**

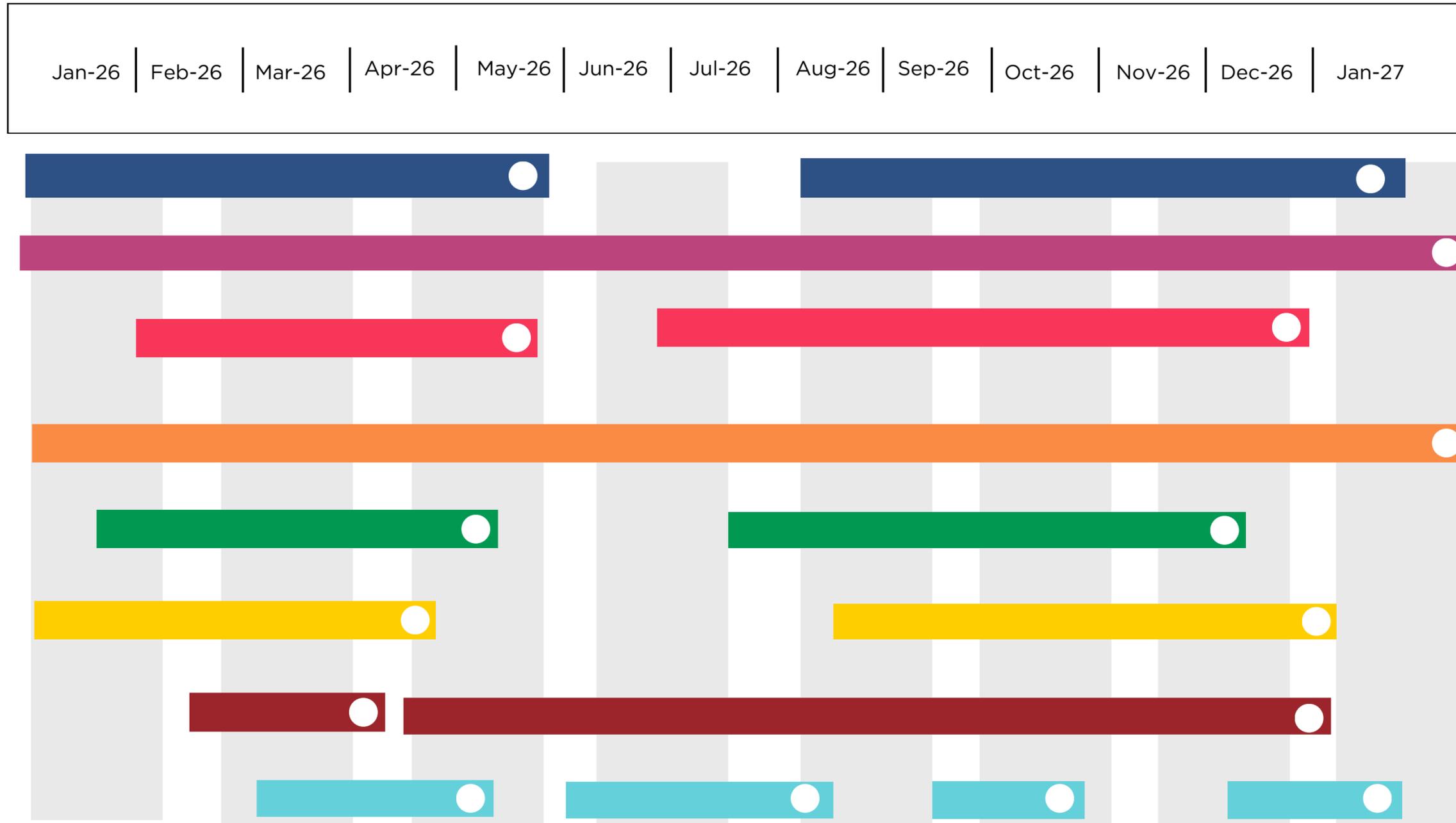
YOU HAVE

WINE



WE HAVE TEA.

THE PLANNING

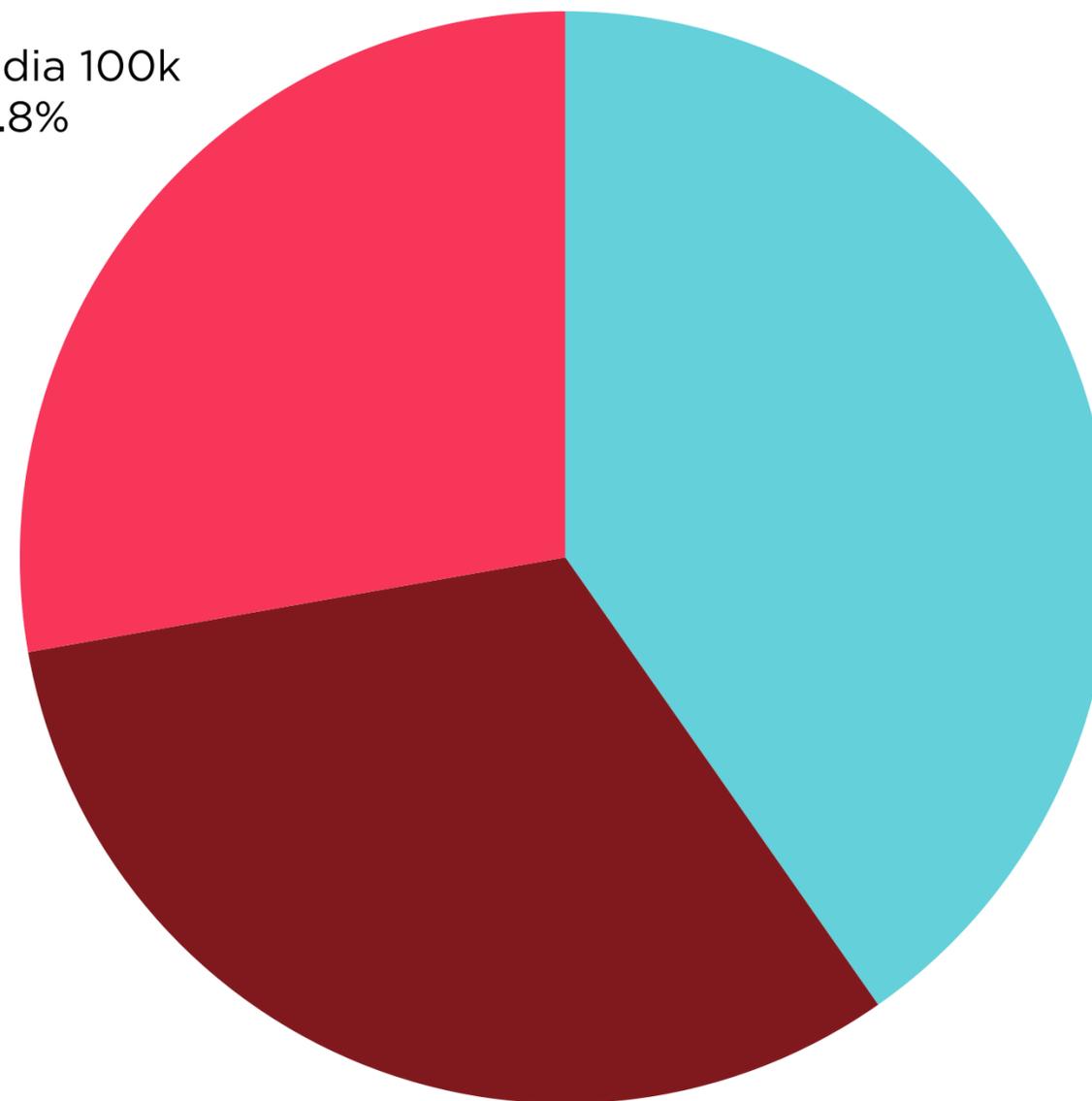


THE BUDGET



300 000 £
=
360 660 €

Paid Media 100k
27.8%



Event/OPS 145k
40.3%

Influence 115k
31.9%