



FAMOSA FABRICA

WHY FAMOSA FABRICA?

The fine crafts market represents nearly €20 billion in France¹, driven by sustained demand in France and internationally. Yet the way it operates, still largely informal and fragmented, prevents its full value from being captured.

On the one hand, French fine craftspeople with rare skills lack visibility and struggle to access qualified business opportunities. Their activity still relies largely on business referrals through their network, with little time to devote to communication and commercial prospecting. On the other hand, specifiers (architects, designers, decorators, and players in heritage, hospitality or luxury) have a regular demand for exceptional skills, but operate under constraints: client prospecting, ever-shorter project timelines, a continual search for distinctive skills, little time for sourcing, and a primary reliance on their own contacts.

In summary, demand is growing and backed by purchasing power, but the market remains poorly structured and insufficiently equipped.

THE PROJECT

Famosa Fabrica is a high-end digital platform dedicated to the economic development of French fine crafts.

The platform is aimed at French fine craftspeople and at specifiers – architects, interior architects, decorators, designers, luxury houses, heritage and hospitality players, or local authorities – working in the fields of decoration, renovation, restoration and the fit-out of spaces.

Famosa Fabrica is designed around three complementary services: the dissemination of new project opportunities, the visibility of fine craftspeople among qualified specifiers, and the orchestration of targeted introductions.

It will bring together a selection of fine craftspeople, chosen by a special committee, French and international specifiers, bespoke sourcing tools, business development services and an editorial hub dedicated to the sector.

¹ Source: Ministry of Culture, Stratégie nationale en faveur des métiers d'art, 30 May 2023, estimate for 2019.



FAMOSA FABRICA

PROGRESS TO DATE

120+

Interviews
Market validation

Prototype

In testing
Future users

Governance

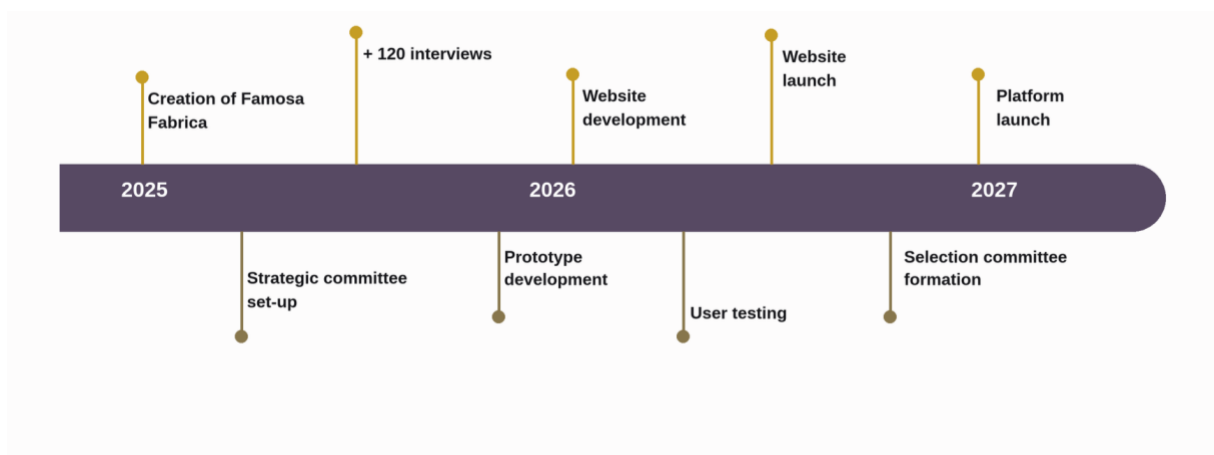
In place
Strategic
committee in
operation

Launch

2027
Pilot version of the
platform

More than 120 interviews have been held with fine craftspeople, specifiers and other players in the ecosystem. The prototype is currently being tested with future users. The strategic committee meets regularly. The selection process is currently being developed. The website famosafabrica.com presents the project, its approach and its latest news. The launch of the pilot version of the platform is planned for 2027.

At this stage of development, we are continuing to conduct interviews. These meetings make it possible to test the project against real-world conditions, enrich the platform and gradually build an initial community of future users - fine craftspeople, architects, decorators and designers.



THE FOUNDER



Sophie Chambon has held senior management positions within international groups, where she led transformation, innovation and development projects. She notably initiated pioneering projects, including Atos's climate strategy, which positioned the group as a forerunner in its sector, and the creation of its start-up accelerator, before building the CSR strategy of the SNCF group in the context of the opening up to competition.

Accustomed to leading high-stakes projects and to bringing ecosystems together, she is now putting her experience at the service of the fine crafts. Convinced that their growth also depends on a more structured and more efficient market, she founded Famosa Fabrica with the ambition of harnessing the full potential of digital technology to accelerate their economic development.

“ Our ambition is to disseminate opportunities and bring about collaborations. The economic development of the fine crafts also depends on the ability to organise the market better and make it easier to access. ”

FOUNDED	2025
FOUNDER	Sophie Chambon
HEAD OFFICE	229, rue Saint-Honoré, Paris 75001
LEGAL STATUS	SAS
SECTOR	B2B digital platform dedicated to the fine crafts
MISSION	Economic development in France and internationally
LAUNCH	2027
PRESS CONTACT	press@famosafabrica.com
WEBSITE	www.famosafabrica.com