



# INTRODUCTION

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A DEPARTMENT STORY

FREDERICK & SOPHIE is the first online department store that fuses literary fiction with commerce. Merchandise selections are integrated into the FREDERICK & SOPHIE fictional narrative and build around the personality, style, lifestyle and changing situations of eight fictional characters. Departments are based on the common rooms of THE RESIDENCE, a glamorous landmark building, and our characters' home, at Central Park South in New York.

Our main character and protagonist, SOPHIE, serves as the narrator and filter by which readers navigate our website and social media pages. Her weekly blog FREDERICK & SOPHIE, drives the main storyline. To stay consistent and bring out the playfulness and warmth of our characters, their homes and wardrobes, we make extensive use of carefully styled character and lifestyle illustrations throughout our site, character blogs and social media pages.

THE STORY

**WHAT  
YOU'RE  
MADE OF  
IS NOT  
ALWAYS  
WHO YOU  
ARE.**



A group of 30-something heirs and heiresses who have been friends since boarding school turn to each other for guidance as they try to define who they are independent of their legendary family names while wrestling with the pressures of life, love, parenthood and entrepreneurship in modern-day Uptown Manhattan.

FREDERICK & SOPHIE

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FREDERICK & SOPHIE takes a candid and comical look into the fictional lives of married couple Frederick and Sophie and their friends, Grace, an outspoken editor in chief, George, an enterprising yet slightly over eager man-about-town, Kat, a ruthless powerhouse lawyer, and Mr. Finch, Fairy-Godfather.



When Sophie decides to leave the executive floor of her family's retail empire to start her own company from the kitchen table, she learns that letting go of who you were to become who you will be comes with perils and pitfalls. As the saying goes, golden chains aren't shaken easily. Meanwhile, her husband and best friends strive for their own version of greatness. Better buckle up, buttercups. Proving your worth always comes with a price.

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# THE CHARACTERS

Good friends  
know all your  
best stories.



FREDERICK & SOPHIE



Best friends  
live them with  
you.

# Sophie

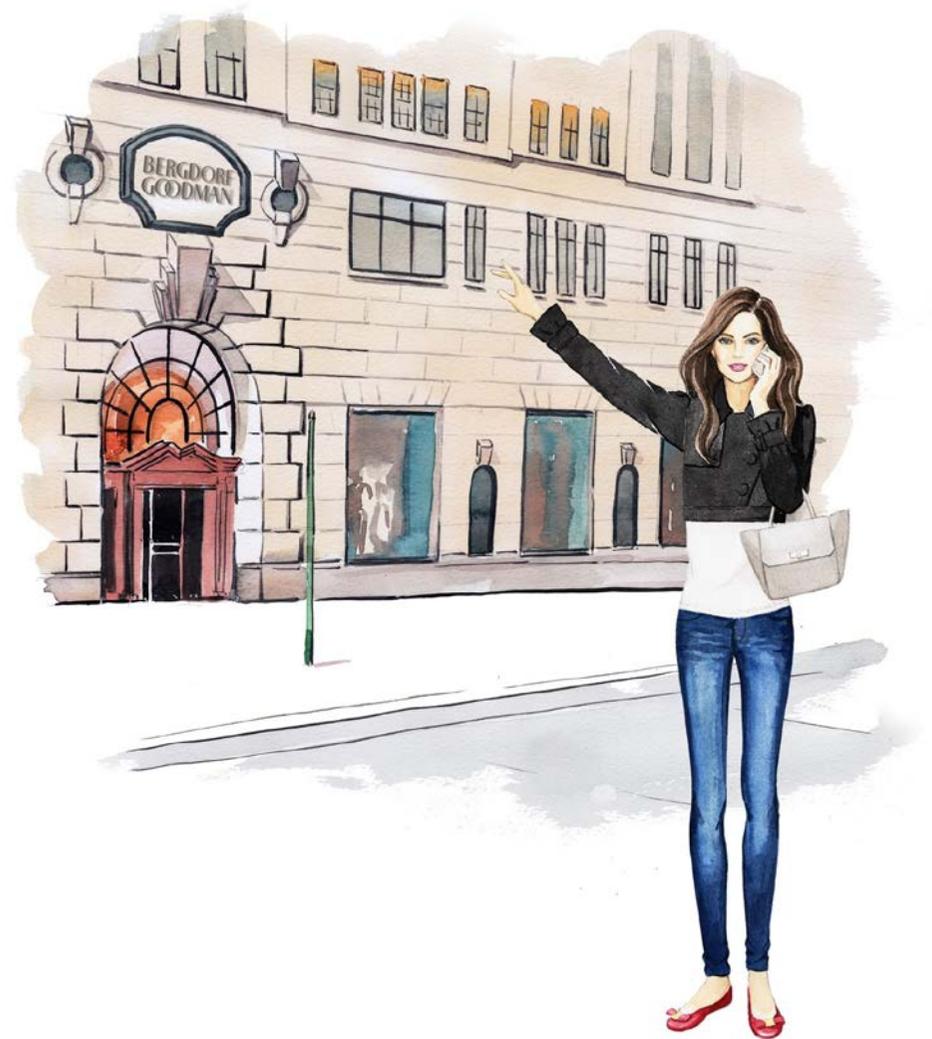
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30-something, Heiress, ex-Creative Director, wife of Frederick, mom of Parker and Newfoundland dog Wally, best friend to Grace and Kat

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With her European-Indonesian roots Sophie is embedded in both East and West. She feels most at home in The Residence though because that's where she can find her no-matter-what people and dog.

In her weekly blog **FREDERICK & SOPHIE**, Sophie philosophizes about entrepreneurship, parenthood, marriage, friendship, and trying to define herself independent of it all.





## *Frederick*

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**30-something, Co-Founder & CEO of 'Henri Montrose', husband of Sophie, dad of Parker and Newfoundland dog, Wally**

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As the grounded, pragmatic yin to Sophie's visionary yang, Frederick can come across as aloof. But he is a romantic at heart with a great sense of deadpan humour.

Frederick's endless curiosity keeps leading him down new paths. After leaving the strict, regal household of his ancestral home, Lenzberg Castle, he now embraces his entrepreneurial city-life. Together with his best friend George he founded 'Henri Montrose', a media publishing house named after the dynamic duo's grandfathers.

# Parker

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age 6, son of Frederick and Sophie, best friend to Poppy and Newfoundland dog Wally.

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A *petit* precocious prince with a remarkable dedication to his loyal stallion, Wally, and his best princess-friend slash-dragon slayer, Poppy. He'd like to have his own toy store one day. Can be found around town on his skateboard. Prefers hot dogs for breakfast. Without onions but with extra ketchup, please.

In **'Poppy & Parker'**, you can follow Parker's merry (mis)adventures in the Toy Room and around the world.





## Wally

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Best dog friend to Poppy & Parker, adores Sophie, occasional model for Juliet Magazine, isn't fond of cats but appreciates the occasional bulldog-buddy.

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Wally (short for Waldorf Archibald) is a true "Hairy Poppins" who follows 'his' kids every footstep. When he is not on an adventure with Poppy & Parker, you can find him on the roof terrace watching birds or cuddling with Sophie. He prefers his VOSS water slightly sparkling.

# George

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30-something, Co-Founder & CFO of 'Henri Montrose', husband of Grace, dad of Poppy, best friend of Frederick.

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George matches Frederick's business acumen but his ego is in a league all of its own. Enterprising and slightly overeager, this Prince of Prep recognizes a 'win' from afar. Or so he says. George is determined to shake up the publishing industry with Juliet Magazine, his company's latest publication. Thanks in no small part to his wife, Grace, he is able to maneuver himself around the runway and not get into too much trouble with fashion's influentials.

In his blog '**George's Town**', George writes about his Georges self in a Georges world.





## Grace

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30-something, Editor-in-Chief of Juliet Magazine, mom to Poppy, wife of George, best friend to Sophie and Kat

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With her razor sharp wit, and fashion knowledge, Grace is admired and feared by both her assistants and editors alike, and she's not afraid to wield that power when it suits her needs. Does she mind being called 'Her Grace-ious'? "C'est comme ça." It is what it is. Our Queen can't help it that she was born to reign.

In her blog '**Note of Grace**', she writes about her work, motherhood and style choices.

# Poppy

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age 6, daughter of George and Grace, best friend  
of Parker and Newfoundland dog, Wally

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As outspoken, fearless and straightforward as her editor-in-chief mommy, Poppy would like to become President of Mars, AirForce Captain or Head of an international spy agency one day. Not yet, of course, because right now her schedule is rather filled with calling Mr. Finch and conquering the city together with Parker and Wally.

In **'Poppy & Parker'**, you can follow Poppy's merry (mis)adventures in the Toy Room and around the world.





## *Kat*

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**30-something, single, Managing Partner of Collins, Baker & Rowland, best friend to Sophie and Grace**

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Kat (short for Katharina) was named after Catherine the Great and as the saying goes, 'if the majestic shoe fits..' You don't become a power player when you don't know how to play the game. Kat plays it better than anyone else. Or as George likes to say: 'The woman's got Kat-titude.'

In her blog '**Kat's Place**' , Kat writes about her life inside 'the winner's circle'.

# Mr. Finch

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age unknown, concierge & gardener at The Residence, Sophie's childhood caretaker,

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Concierge, gardener, dog whisperer and occasional therapist to all characters, Mr. Finch graduated cum laude from The British Butler Institute. Not only is he a true British gentleman, he is as well trained in archery, sharp shooting, coding, haute cuisine and falconry. He speaks and writes fluent in seven different languages. He is proud to serve, **take a message**, and to shoot the occasional arrow if needed.



# THE RESIDENCE

The FREDERICK & SOPHIE departments are curated from multiple brands and reflect rooms or floors in our character's home, THE RESIDENCE, a fictional landmark building at Central Park South.

FREDERICK & SOPHIE

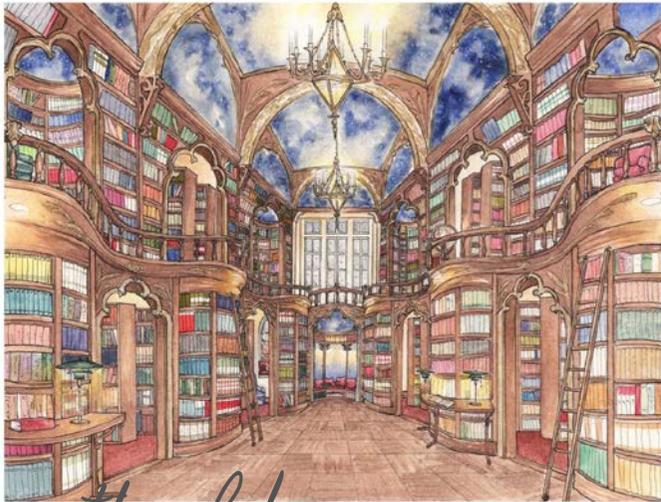


## THE DEPARTMENTS

THE CLOSET is the FREDERICK & SOPHIE fashion & lifestyle department, named after the majestic dressing room of Frederick and Sophie. Here our clients can shop for men's, women's and kids lifestyle products.

At THE LIBRARY you can find the books our characters are currently reading. Here our clients can shop for special/gift edition novels, children's books, travel books and inspiring biographies.

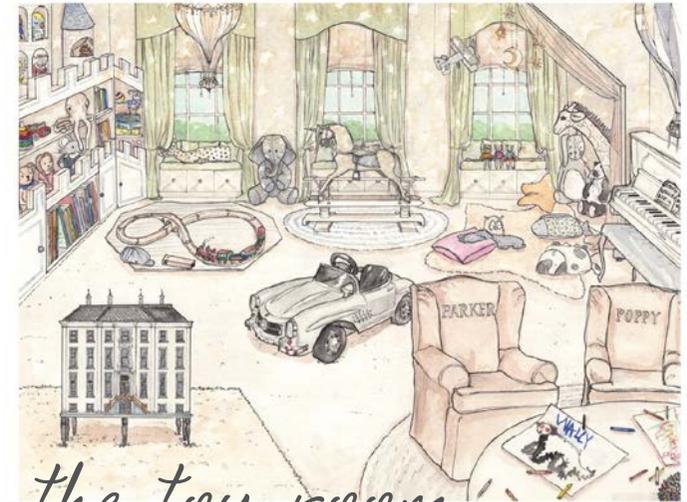
Future departments will be 'The Toy Room', 'The Kitchen', 'The Garden', 'Wally's World', and 'The Basement'.



*the library*



*the closet*



*the toy room*

## Driving Sales through fiction

Our online departments are both shops and an intimate and entertaining exploration of our characters' lives. Product photos are integrated into illustrations. On our single product pages, characters can leave product notes and illustrated snapshots of themselves using or wearing a product.

# #GRACE

### PRODUCT PHOTO INTEGRATION



FREDERICK & SOPHIE

### CHARACTER SNAPSHOT

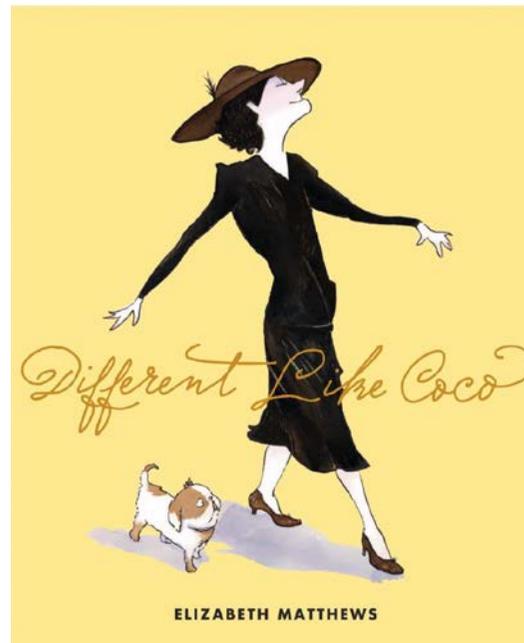


## THE LIBRARY

Our book department offers an exciting exploration of our characters' imaginary worlds through book fantasy illustrations and character notes.

### CHARACTER NOTE

*Here's what I can do. I can pick up the phone and call fashion designers to say "Pardonnez-moi but abricot pourri is the new black. Je vous en prie. You're welcome." When my mom takes me to the shows in Paris we go backstage to meet the designers. I like them all but none of them is Coco Chanel. I think Coco and I could have been best friends because she is absolutely chic and different like me. I think she would have liked that I want to become the President of Mars and wear a dress with sneakers. – Poppy*



FREDERICK & SOPHIE



BOOK FANTASY

## Fictionally fabulous @ home

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Our character's apartments are communicated throughout our website, shop, product pages, character blogs and social media pages. Each apartment enhances the personalities of its residents. The home of Frederick and Sophie is a mixture of SE-Asian grace and cosmopolitan coziness. Whereas the home of George and Grace balances Parisian opulence with New England flair. Kat's place is modern with a sense of simplicity in every element.

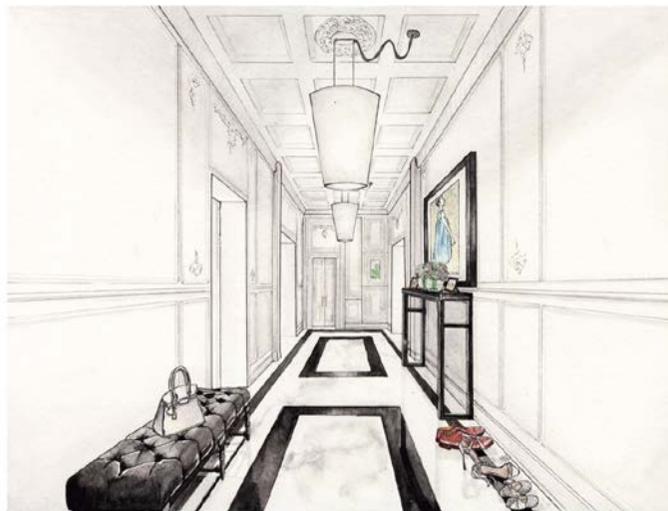
### *The Penthouse Duplex*

HOME TO: FREDERICK,  
SOPHIE, PARKER, WALLY



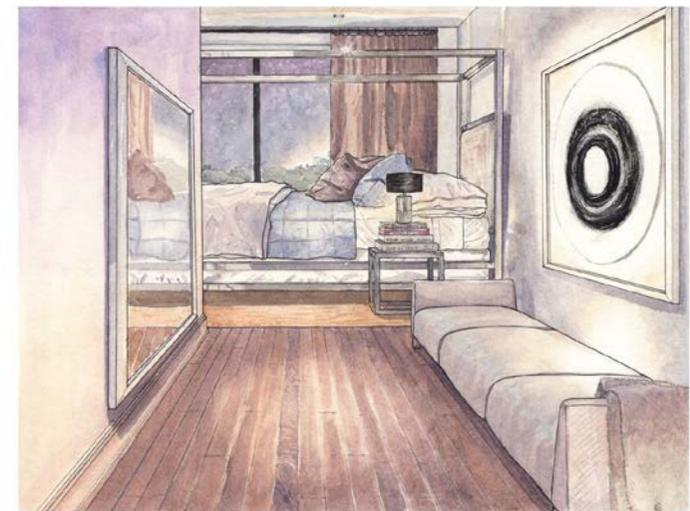
### *The Fifth Floor*

HOME TO: GEORGE, GRACE,  
POPPY

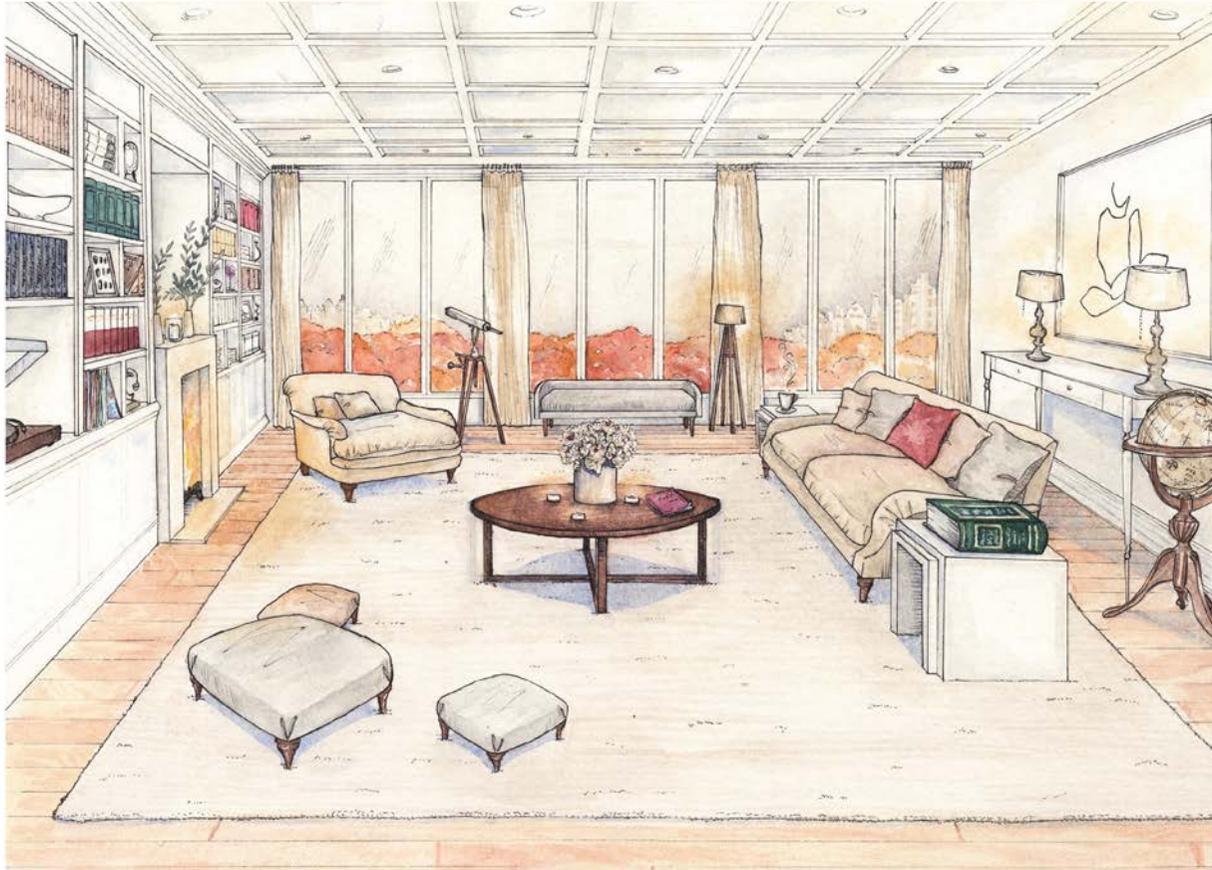


### *Kat's place*

HOME TO: KAT



FREDERICK & SOPHIE



A PLACE WHERE STORIES ARE TOLD

# THE DRAWING ROOM.

To inspire imaginative engagement with our characters we created THE DRAWING ROOM, home to our character blogs, and the online equivalent of the common drawing room at THE RESIDENCE. Each character writes an identifiable blog in their tone of voice, which allows our readers and clients to closely follow a character's independent story scenes. [SHOP THIS STORY](#) links posts to our product pages.

Leave a message with Mr. Finch



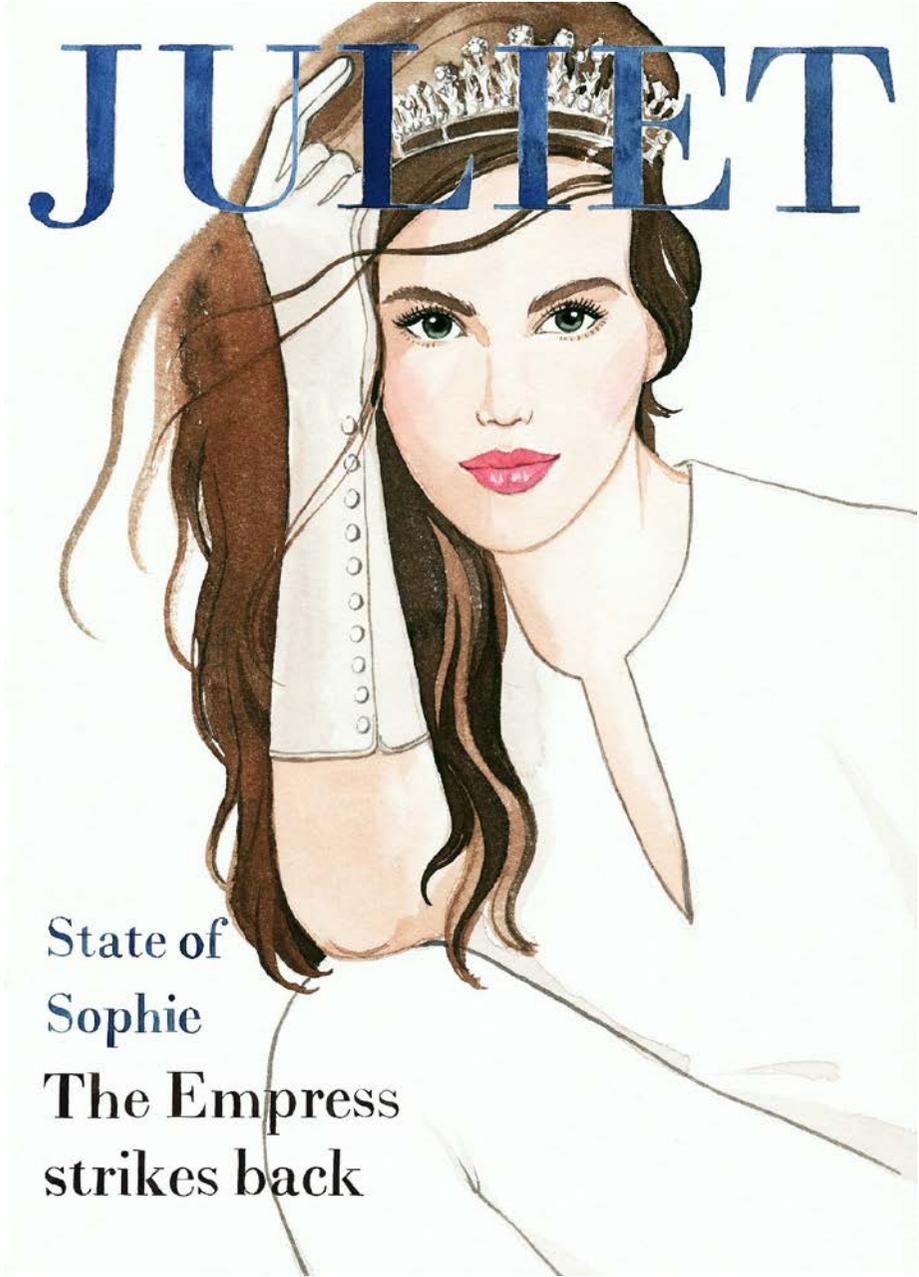
The CONCIERGE DESK is our contact page. Here visitors can leave messages with our character, Mr. Finch.

First Name\* Last Name\* Email\*

Message\*

Send

# JULIET



State of  
Sophie  
The Empress  
strikes back

## JULIET MAGAZINE

**JULIET** is a fictional monthly lifestyle magazine for women, owned and published by Henri Montrose, the media company of Frederick and George. The magazine's adored, honored and, most of all, feared, Editor-in-Chief is Grace.

**JULIET** targets entrepreneurial Uptown denizens in the age 30-45. Ladies who launch companies and empires, raise the next generation of precocious little pirates and aren't afraid to take on life, liberty and the pursuit of personal happiness.



### A SOCIAL STORY

SOPHIE narrates our social media pages. It's through her eyes that we read about the ins and outs of life in the Residence on **Facebook**, **Twitter** and **Instagram**. Through her **Tweets**, **Insta-stories** and **Hashtags** that we get to know what happens to all friends throughout the course of our story.

## BRAND RETAIL PARTNERSHIPS

FREDERICK & SOPHIE a one-of-a-kind online specialty department store, boasting a well curated mix of refined style, story and lifestyle inspiration.

Through our cohesive merchandise selections and extensive storytelling we build long term relationships with our target audience, the confident, 30-45+ year old cosmopolitan men and women who live multi-dimensional lives in the big city. They are parents, business owners, corporate executives. They travel, read books, spend time at the playground and in the board room. They deal with nannies, dog-walkers, managers and vice-presidents alike. They recognize the FREDERICK & SOPHIE story because they live it.

Products that are part of our online platform embody modern romance in style, and stand out through their uncompromising quality.

Our Brand Retail Partnership Models are: **Consignment, Sell or Return (SOR), Dropship and Affiliation.** Brand integration into our storyline is optional and at additional costs.

## CREATIVE PARTNERSHIPS

### *Brand Integration*

To ensure plot and character consistency, brand integration is only possible through bespoke creative content.

Bespoke creative content include copy and illustrations created by FREDERICK & SOPHIE which will be integrated into the FREDERICK & SOPHIE story through a selection of brand integration options.

Tailored proposals can be provided in response to briefs. Rates are from €1,500 net for creative and production.

#### **Homepage buy-out**

*Options on Homepage: Full screen Top Scroll, The Drawing Room blog scroll, The Closet product carousel, The Library product carousel, Twitter (three tweets).*

#### **Character take-over**

##### **Character apartment integration**

##### **Character blog integration**

##### **Character blog integration + Shop this Post & Shop integration**

##### **Character blog partner series**

*A branded short storyline of three to five posts.*

#### **JULIET Magazine integration**

*Cover + Behind the Scenes*

*Interview + illustrated product shoot*

*Illustrated editorial shoot*

#### **Newsletter integration**

#### **Social Only**

Bespoke creative content will be created and integrated into the lives of our characters on social media.

#### **Social Only + Facebook / Instagram boost.**



The Frederick & Sophie concept, story, characters and character's residence were created by Priscilla Obermeier.

Creative & Editorial Director:  
Priscilla Obermeier

All illustrations are courtesy of FREDERICK & SOPHIE.

Illustration Credits:

- Character Illustrations, Product Illustrations, Juliet Magazine (cover): Chuchu Briquet
- The Residence Illustrations, The Library Illustration, The Concierge Desk Illustration: Maya E Shakur

*Enter our story....*

Contact Brand Retail Partnerships

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