

NOT TO BE MISSED

A selection of brands
handpicked by the MAPIC Team

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(as of 25 September 2026)



AESOP (AUSTRALIA)

Aesop is a premium beauty brand specializing in skincare, body care, hair care and fragrances, known for its distinctive products and architecturally designed stores. The brand has an extensive global retail presence, with more than 470 locations across the world.



ANINE BING (USA)

ANINE BING is a fashion brand blending Scandinavian minimalism with American-inspired style across ready-to-wear, footwear and accessories. The brand has developed a global retail footprint with boutiques across the US, Canada, Europe, Australia and China.



ARC'TERYX (CANADA)

Arc'teryx is a premium outdoor apparel and equipment brand specializing in technical clothing for climbing, hiking and alpine sports. The brand operates stores across North America, Europe and Asia, with particularly strong growth in China, Japan and South Korea.



ARMOR LUX (FRANCE)

Armor Lux is a fashion brand renowned for its Breton-inspired clothing, particularly its iconic striped sailor shirts and knitwear. Based in Brittany, the company has a strong network across Europe.



AROMA-ZONE (FRANCE)

Aroma-Zone is a beauty and wellness brand specializing in natural cosmetics, essential oils, skincare and DIY beauty ingredients. The brand is expanding its physical retail footprint across Europe.



BALABALA (CHINA)

Balabala is a leading Chinese childrenswear brand offering clothing, footwear and accessories for babies, children and teenagers. The brand has accelerated its international expansion in Asia, the Middle East and Europe.

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BATH & BODY WORKS (USA)

Bath & Body Works is a global leader in personal care and home fragrance, driven by the belief that everybody deserves to feel good. They have 1,900 stores in the U.S. and Canada, and 500-plus international locations.



BEYMEN GROUP (TÜRKIYE)

Beymen Group is a leading luxury fashion and lifestyle retail group, operating brands including Beymen, Beymen Club, Beymen Collection, Academia, Network and Divarese-George Hogg, alongside boutiques for major international luxury houses. The group operates more than 250 stores.



BIRKENSTOCK (GERMANY)

Birkenstock is a footwear brand renowned for its anatomically shaped footbeds, comfort-focused sandals and increasingly broad lifestyle footwear range. The brand distributes its products across Europe, the Americas, Asia-Pacific and the Middle East.



BLACK SHEEP COFFEE (UK)

Black Sheep serve 100% specialty grade Robusta coffee. The Robusta Revival has a higher rate of absorption than Arabica beans, which creates a more intense and long-lasting caffeine effect.



BOGGI MILANO (ITALY)

Since 1939, Boggi Milano has been creating men's clothing, shoes and accessories: cutting-edge fabrics with our aesthetic identity. Boggi Milano is an Italian brand present on the market with 235 stores in more than 61 countries.



BOPARAN RESTAURANT GROUP (UK)

Boparan Restaurant Group is a hospitality company operating restaurant brands including Giraffe, Slim Chickens UK, Ed's Easy Diner, Carluccio's and Gourmet Burger Kitchen. Its venues are located across the United Kingdom in city centres, retail destinations, airports and travel hubs.

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BORNTOSTANDOUT (SOUTH KOREA)

BORNTOSTANDOUT is a fragrance house known for unconventional luxury perfumes and a bold creative identity that challenges traditional Korean cultural codes.



BRUNELLO CUCINELLI (ITALY)

Brunello Cucinelli S.p.A. is an Italian luxury fashion brand which sells menswear, women's wear and accessories in Europe, North and South America and East Asia.



BURBERRY (UK)

Burberry is a luxury fashion house best known for its trench coats, outerwear, leather goods and accessories. It operates around 400 directly operated stores across Europe, the Americas and Asia.



BURGER KING (USA)

Burger King is one of the world's largest quick-service restaurant brands, specializing in flame-grilled burgers alongside fries, beverages and other fast-food products. The brand operates an extensive franchise-led restaurant network across more than 100 countries and territories worldwide.



BUT (FRANCE)

BUT invented the ready-to-furnish concept in the 1970s to democratize access to furniture, equipment, and interior decoration. They are the 1st omnichannel and multi-specialist house furniture network with more than 340 stores in France.



CELIO (FRANCE)

Celio is a menswear retailer offering accessible casual, smart and everyday clothing and accessories. The brand operates a significant international footprint across Europe and other global markets.

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CHUNGCHUN RICE DOG (SOUTH KOREA)

Chungchun Rice Dog is a quick-service concept specializing in Korean-style corn dogs made with rice-flour batter and a variety of fillings and toppings. After Canada, the United States, Australia and several Asian countries, the chain is starting to expand in Europe.



CLINTON (GERMANY)

CLINTON is a modern fashion company based in Hoppegarten near Berlin. The CLINTON brand world includes the fashion brands CAMP DAVID, SOCCX, HARLEM SOUL, SENSES.THE LABEL and GAASTRA.



COLOSSEUM DENTAL GROUP (DENMARK)

Colosseum Dental Group is one of Europe's largest dental care providers, operating networks of modern dental clinics offering general and specialist treatments. The group manages hundreds of clinics across multiple European countries.



COSMO (SERBIA)

COSMO is a leisure and entertainment concept centered on social experiences, bringing together activities such as bowling, games and food & beverage under one roof. The concept is primarily established in Europe.



DAVE'S HOT CHICKEN (USA)

Street food sensation turned fast-casual hit, Dave's Hot Chicken specializes in Nashville-style hot chicken and serving tenders & sliders. The company operates over 390 locations across United States, Canada, United Kingdom, and Middle East.



DERIMOD (TÜRKIYE)

Derimod specializes in leather apparel, footwear, bags and accessories for men and women. With an extensive domestic store network, the company has also developed an international presence in selected overseas markets.

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DRUNI (SPAIN)

Druni is one of the leading beauty and personal care retailers, offering cosmetics, fragrances, skincare and pharmacy products. The company operates more than 500 stores throughout Spain.



DUNE LONDON (UK)

Dune London is an affordable luxury footwear and accessories brand. Its product line includes shoes for women, men, and children as well as fashion accessories. Dune has over 350 store locations worldwide.



DUNKIN' (USA)

Dunkin' is an international coffee and baked goods chain best known for its coffee, donuts and breakfast menu. The brand operates thousands of locations across more than 40 countries.



EPHEMERA GROUP (FRANCE)

Ephemera Group is a restaurant operator specializing in immersive, themed dining experiences that combine gastronomy with digital entertainment. Following strong domestic growth, it is preparing international expansion into major European cities.



FAUCHON (FRANCE)

Fauchon is a French gourmet food and delicatessen company that was founded in 1886 in Paris, France. With a new flagship in New York, the group is accelerating its expansion plans.



FEVER (SPAIN)

Fever is a global live-entertainment discovery platform connecting consumers with concerts, immersive experiences, exhibitions, cultural events and other leisure activities, while also creating and distributing experiences such as Candlelight. The company has a global footprint covering over 30 countries.

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FITNESS PARK (FRANCE)

Fitness Park is a fitness club chain offering affordable, high-quality gyms equipped for strength training, cardio and group fitness. The brand has grown rapidly with clubs across several European countries.



FLYING TIGER COPENHAGEN (DENMARK)

Flying Tiger Copenhagen is a variety retailer offering affordable, colorful products across homeware, stationery, toys, accessories, gifts and seasonal categories. The brand has grown into an international retail network spanning Europe and markets in Asia, the Americas, Australia and the Middle East.



FRASERS GROUP (UK)

Frasers Group is a retail group operating sports, premium fashion, luxury and department store brands, including Sports Direct, Flannels and Frasers. The company has a significant retail footprint across Europe while continuing to expand its international operations.



FRESCOBOL CARIOCA (UK)

FRESCOBOL CARIOCA honours the Brazilian beach sport, frescobol, born in 1945 on Rio de Janeiro's Copacabana beach. The brand brings together signature handcrafted bats and hand-drawn prints to create ready-to-wear, swimwear and accessories.



GARAGE (CANADA)

GARAGE is a fashion brand owned by Groupe Dynamite, offering trend-driven clothing and accessories primarily aimed at Gen Z women. The brand has a large retail network across Canada and the United States and has recently begun expanding into the UK.



GIRAUDI GROUP (MONACO)

Giraudi Group is a hospitality and food group known for premium restaurant concepts including Beefbar, Song Qi, African Queen and several other dining brands. Its concepts have expanded in Europe, the Middle East, Asia, Africa and the Americas.

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GONG CHA (TAIWAN)

Gong Cha is a leading bubble tea chain specializing in customizable premium tea-based beverages. The brand has expanded to more than 20 countries with a strong presence across Asia, Europe, the Americas and the Middle East.



GOODNEWS (SPAIN)

GoodNews is a coffee chain combining specialty coffee, food-to-go and lifestyle retail in modern urban cafés. The brand is entering international markets such as Paris, Amsterdam and London through flagship cafés, kiosks and franchise partnerships.



GROUPE BEAUMANOIR (FRANCE)

Groupe Beaumanoir is a leading fashion group owning brands including Cache Cache, Bonobo, Bréal, Morgan, Carroll and La Halle. The group operates more than 2,700 points of sale worldwide.



HAZZYS (SOUTH KOREA)

HAZZYS is a fashion and lifestyle brand offering contemporary apparel and accessories inspired by British casual style. Part of LF Corp, the brand has a particularly strong presence in Asian markets.



IMAX (CANADA)

IMAX is a global entertainment technology company specializing in premium cinema experiences through its large-format screens. IMAX operates a network of more than 1,700 cinema systems across over 80 countries worldwide.



JUMPYARD CONCEPTS (SWEDEN)

JumpYard Concepts is a Nordic leisure operator developing indoor activity parks combining trampolines, climbing, obstacle courses and family entertainment.

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KARACA

(TÜRKIYE)

Karaca is a home and lifestyle brand specializing in tableware, cookware, small appliances, home textiles and decorative products. The company has expanded internationally, with more than 300 stores across 28 countries.



LA BOÎTE AUX ENFANTS

(FRANCE)

La Boîte aux Enfants is a family entertainment operator specializing in indoor leisure and play destinations, with concepts designed primarily for children and families. The group has developed a network of leisure venues across France.



LE CREUSET

(FRANCE)

Le Creuset is a premium cookware and kitchenware brand best known for its colorful enameled cast-iron products. Founded in 1925, the brand has developed a significant global footprint and is sold in more than 50 countries.



LISE CHARMEL

(FRANCE)

Lise Charmel is a premium lingerie and swimwear house known for sophisticated designs, fine fabrics and detailed craftsmanship. The brand has developed an international network worldwide.



LULULEMON

(CANADA)

Lululemon is a premium athletic and lifestyle apparel brand specializing in technical clothing and accessories for yoga, running, training and everyday wear. The company has a strong global retail presence and continues to enter new markets, including several European countries in 2026.



MAD PARFUMEUR

(TURKEY)

Turkey's largest family of fragrance experts. With 368 stores in 81 cities across 7 regions, it offers perfumes, room fragrances, candles, hair perfumes, and car air fresheners nationwide.

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MAISONS DU MONDE (FRANCE)

Maisons du Monde is a home furnishings and decoration retailer offering furniture, home accessories and lifestyle products across a wide range of design styles. The company has an established European presence.



MARINA HOME (UAE)

Marina Home is a furniture and home décor retailer known for its eclectic, contemporary collections combining global design influences. The brand has expanded beyond the UAE across the Middle East, South Asia and other international markets.



MESSIKA (FRANCE)

Messika is a luxury jewelry house renowned for its contemporary diamond collections that combine high craftsmanship with modern design. The brand has expanded internationally across Europe, the Middle East, Asia and North America.



MISTER MINIT (BELGIUM)

Mister Minit is an international repair company, offering various services from shoe & phone repairs to key cutting. They have over 2,000 service shops worldwide in over 16 countries.



MOORER (ITALY)

MoorER is a luxury fashion brand best known for premium outerwear, particularly technically sophisticated jackets and coats manufactured in Italy. The brand has developed an international presence across Europe, Asia and North America.



NERO GIARDINI (ITALY)

Italian manufacturer crafts footwear, accessories, and apparel. Products feature distinctive design and quality materials, reflecting Italian style.

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NEW BALANCE (USA)

New Balance is an American sportswear company founded in Boston, Massachusetts, in 1906. It designs and manufactures athletic footwear, apparel, and accessories, with products sold worldwide.



OTERA (FRANCE)

Otera is a fresh produces grocery store, offering locally sourced products. They have strong environmental and social values. They currently have 14 stores and a strong expansion plan.



PAUL (FRANCE)

PAUL is a bakery and café brand offering breads, pastries, sandwiches, desserts and French-style café and restaurant experiences. The family-owned brand has developed a major international franchise network spanning more than 40 countries across Europe, the Middle East, Africa, Asia and the Americas.



PETIT BATEAU (FRANCE)

Petit Bateau is a clothing brand with more than a century of heritage, particularly known for high-quality babywear, childrenswear, underwear and iconic cotton basics. The brand has grown internationally with a particularly established presence across Europe and Asia.



POKE HOUSE (ITALY)

Poke House is a fast-casual restaurant concept specializing in customizable poke bowls inspired by Hawaiian cuisine and a Californian lifestyle aesthetic. The company has expanded beyond Italy into several international markets.



POP MART (CHINA)

POP MART is a market-leading IP-based toy company and a global champion of designer toy culture. They have over 500 stores in 30+ countries and more than 2,300 ROBOSHOPS.

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POPEYES (USA)

Specializing in Southern fried chicken, Popeyes is a multinational fast-food chain with a global network of over 5,400 restaurants across 51 countries.



PRIMARK (IRELAND)

Primark is offering affordable clothing, accessories, beauty products and homeware. It operates hundreds of stores across Europe and the United States and continues to expand into new markets.



PROVALLIANCE (FRANCE)

Provalliance is a leading European hairdressing group operating a portfolio of salon and professional beauty brands including Franck Provost, Jean Louis David, Coiff&Co and Bleu Libellule. The group has developed an extensive international network of salons and beauty retail locations.



PUMA (GERMANY)

Puma is a global sportswear company designing footwear, apparel and accessories for sport and lifestyle. The brand is sold in more than 120 countries.



RIVIERA 1955 MONTE CARLO (MONACO)

Bespoke celebration cakes, golden viennoiseries, fine confections, handcrafted chocolates, each a small act of craftsmanship, thoughtfully composed for the pleasure of the guest.



SECRET CINEMA (UK)

Secret Cinema is an entertainment company creating large-scale immersive experiences based on films, television and gaming franchises. It now stages productions in multiple international cities through partnerships with major entertainment studios.

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SMCP

(FRANCE)

SMCP is an accessible-luxury fashion group behind Parisian brands Sandro, Maje and Claudie Pierlot, offering ready-to-wear, footwear and accessories. The group has built an extensive international network.



STAND OIL

(SOUTH KOREA)

STAND OIL is a fashion accessories brand best known for contemporary handbags characterized by minimalist designs, distinctive shapes and accessible positioning. The brand is developing its international presence, particularly across Asian markets.



SWATCH GROUP

(SWITZERLAND)

Swatch Group is the world's largest watch manufacturer, owning brands ranging from Swatch and Tissot to Omega, Longines and Breguet. Its retail network spans thousands of mono-brand boutiques across all major international markets.



TAPE À L'ŒIL

(FRANCE)

The brand offers stylish clothing for babies and children up to sixteen. Accessories like hats, gloves, and scarves are also available. They have over 300 stores in a dozen of countries.



TAPESTRY

(USA)

Tapestry is the luxury group behind Coach, Kate Spade and Stuart Weitzman. Its brands operate thousands of stores across North America, Europe, Greater China and Japan. The group continues to expand selectively in Asia and Europe.



TEA PALACE

(UK)

Tea Palace is a premium tea retailer offering a wide selection of loose-leaf teas, infusions and tea-related accessories. The concept has developed an international presence focused on selected European and Middle Eastern markets.

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TRUSSARDI

(ITALY)

Trussardi is a fashion and lifestyle house offering ready-to-wear, leather goods, accessories and fragrances, combining its heritage with contemporary Italian style. The brand has international distribution across Europe and selected markets in the Middle East and Asia.



VICTORIA'S SECRET

(USA)

Victoria's Secret is a lingerie, beauty and lifestyle brand known worldwide for its lingerie, sleepwear, fragrances and body-care products. The brand has a broad international presence.



WENDY'S

(USA)

Wendy's was the world's third-largest hamburger fast-food chain. The quick-service chain became known for its square beef patties, made from fresh beef.