

ZWOLF  
Apothekengasse

Zwölf

 paper republic



## who we are, what we do

paper republic designs and produces premium **leather journals, notebooks and accessories made to last a lifetime.**

Based in Vienna, we design, craft, personalise and ship in-house.

We work directly with **family-run European suppliers** to ensure uncompromising quality, transparency and control at every step.

Our journals are crafted from vegetable-tanned, full-grain leather sourced from traditional Tuscan tanneries, using natural chrome-free processes. The leather develops a rich patina over time, each piece becoming more individual with use.

Our notebooks use extra-smooth, FSC-certified European writing paper designed for a superior writing experience.

But paper republic is more than materials and craftsmanship.

**We create tools for focus, creativity and intentional living.** Our modular journal system allows each customer to build a format that fits their life, for writing, planning, sketching, reflecting or travelling. The result is not a product, but a long-term companion.

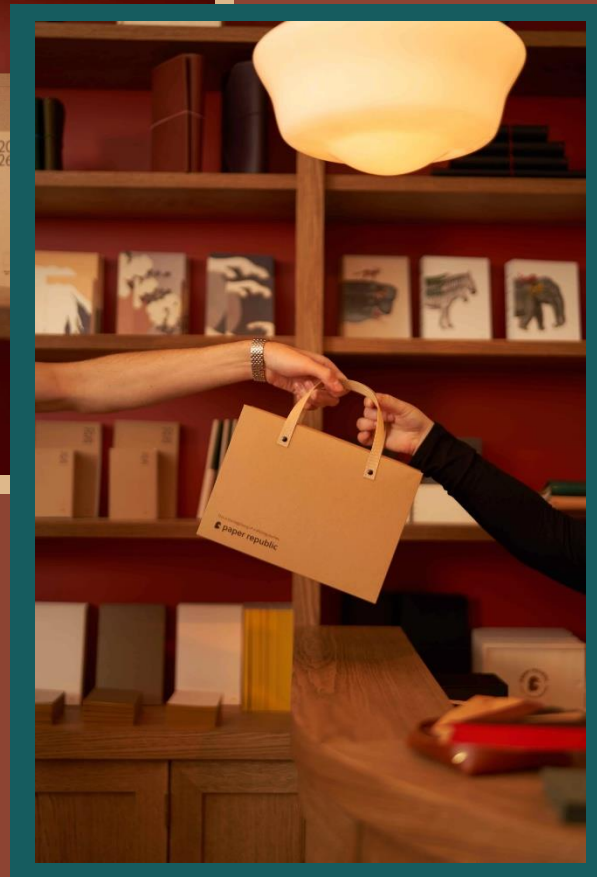
Guided by respect, authenticity and mindful consumption, we create durable objects with character and soul, products designed to be used daily, cherished over time, and kept for life.



**paper republic's  
growth over  
the years**



# turnover



2025  
€ 19M

2024  
€ 9M

2023  
€ 4M

# people

2026

115

2025

59

2024

35

2023

19



## customer behaviour



### 120,000 customers in 2025

A large and established customer base actively shopping with us.

**€100 Average Order Value**

**42% Returning Customer Rate**

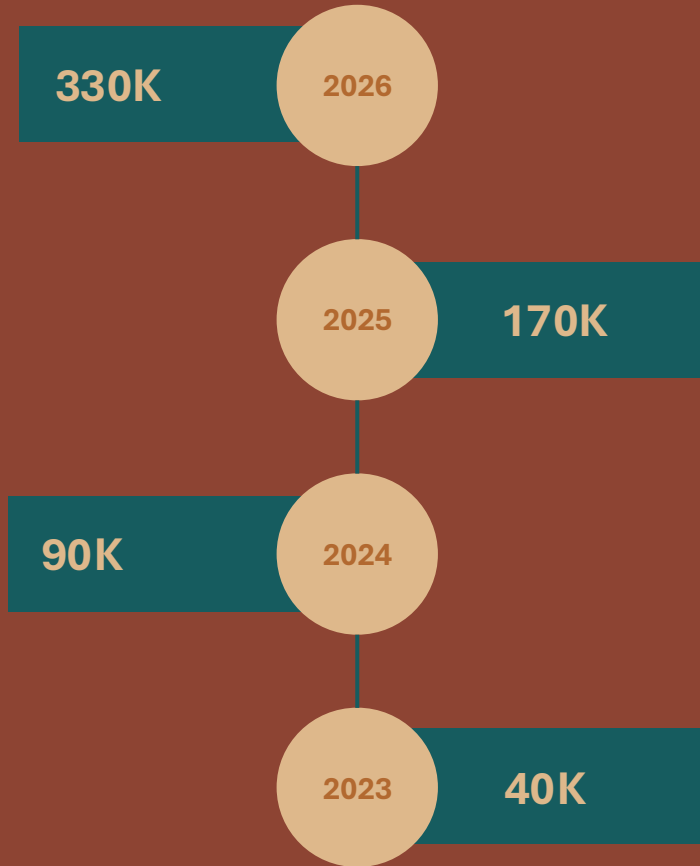
Repeat buyers drive a disproportionately larger share of revenue.

In 2025, returning customers shopped **2.6 times on average**, with an average spend of **€220**.

Strong brand loyalty: once a customer places a second order, purchase frequency more than doubles.

Our most loyal customers shopped **3.5 times on average** in 2025, with an average spend of **€270**.

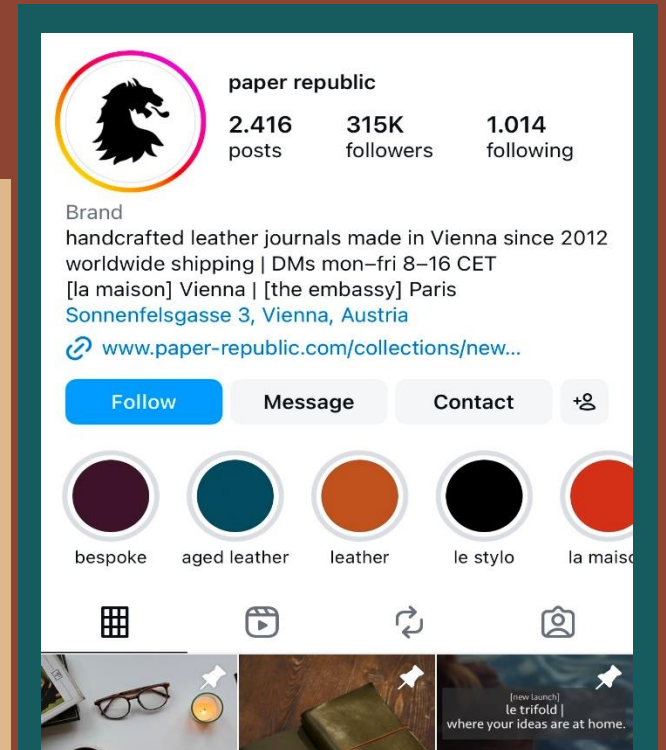
# social media (Instagram)



[your paper republic]  
**repost from  
our community**

**New journals, new stories,  
are you ready for today's repost?**

Here's what our paper republic community  
has been up to.



## la maison, Viennese flagship

In October 2025, paper republic opened *la maison*, our flagship space in Vienna's historic city centre. Designed as a place to slow down, *la maison* invites visitors to discover and purchase our journals, enjoy a coffee, meet the people behind the brand, and find a leather journal that feels uniquely their own.

*La maison* brings together culture, comfort, and community. It has exceeded expectations in both sales and visitor numbers, quickly establishing itself as a destination for both local customers and international guests.





why London



## market opportunity

London is  
our number #1 city for  
online sales.

The UK is  
our #2 country for online sales  
(behind the US, before Germany).

In terms of online order  
volume, London on its own  
performs at the level of our  
7th largest country.

## London *makes sense*

London represents one of the strongest market opportunities for paper republic, with demand already proven through our online performance and brand community.

Our London space will be designed as a flagship destination, not only to drive sales, but to build long-term customer loyalty and repeat visitation.

The concept goes beyond retail: a place for discovery, product storytelling, workshops, and community events that create sustained footfall and brand relevance.

We are looking for a space with character, strong presence, and enough room to deliver the full experience, including a central table for workshops and gatherings, seating for customers to spend time in-store, and a layout that supports both retail performance and brand building.

This will be our first international outpost and a long-term brand landmark, a store built to last and strengthen the area.

# Let's write the next chapter together!

## contacts

Richard Wassell – twentyretail, on behalf of paper republic  
07971 556 041  
richard.wassell@twentyretail.com

Ranee Lachaize – head of retail at paper republic  
+49 176 6683 7043  
ranee@paper-republic.com