



Merch
Strategy



asmodee
Inspired by Players

Agenda

01 OBJECTIVES & STRATEGY

02 APPAREL: APPROACH & GUIDELINES

03 MERCH FOR WHO?

04 THE CATALOGUE

05 THE PLATFORM

06 MILESTONES FOR THE FUTURE



01 Strategy & objectives

Game
starts
here.



Objectives

1

Increase asmodee
brand visibility

2

Cultivate brand love &
pride of belonging

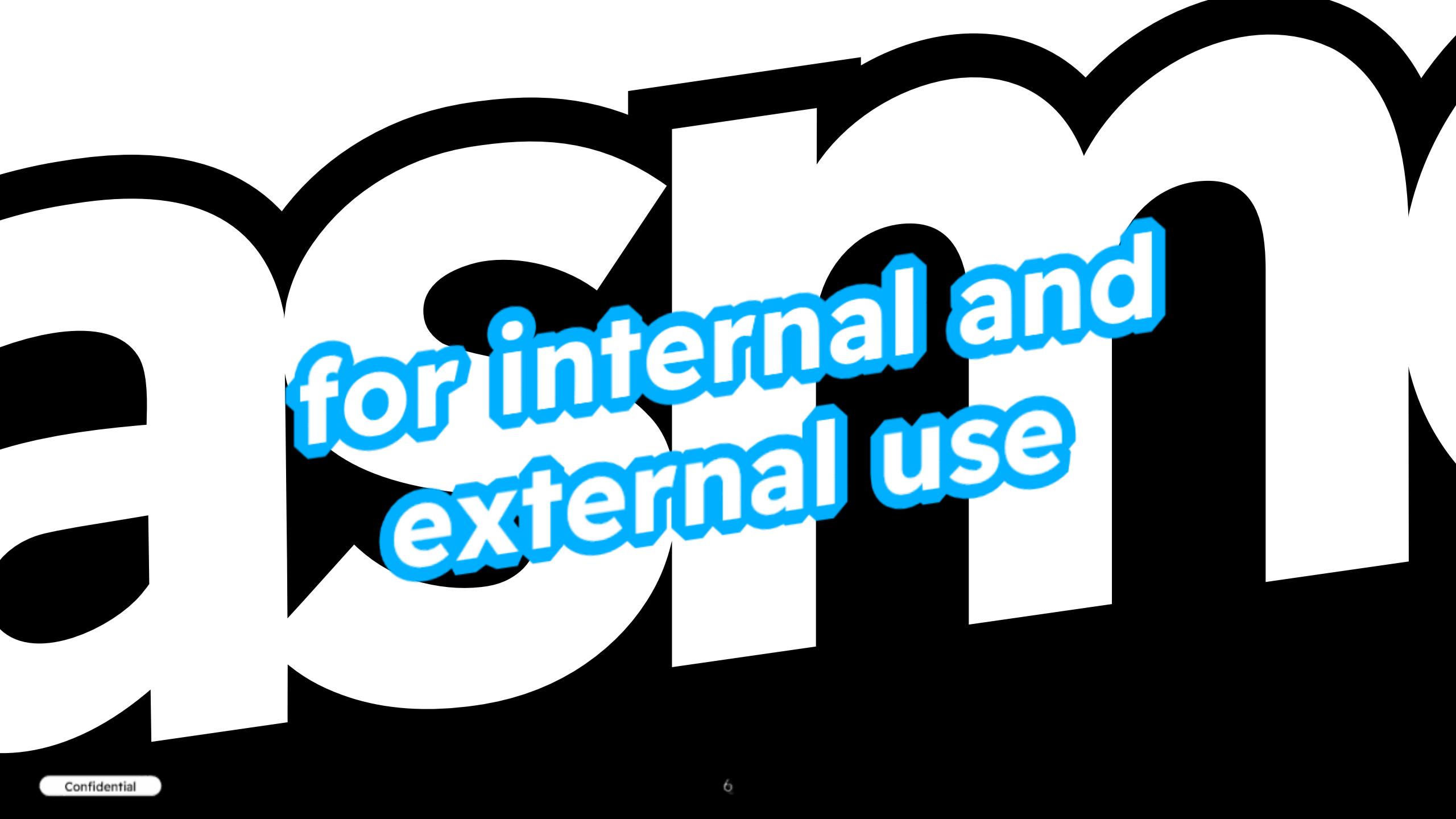
3

Position asmodee as
a cool brand





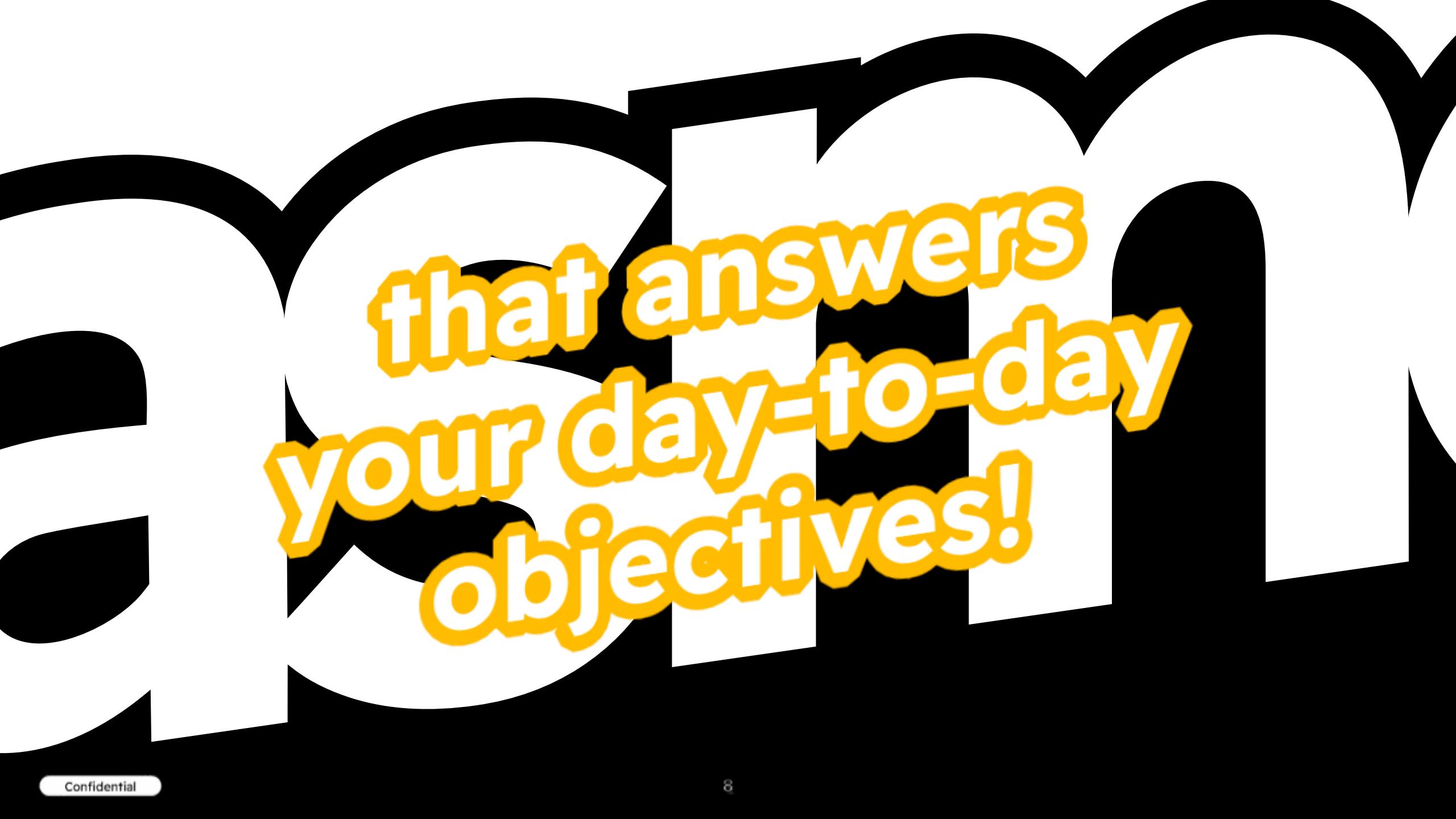
Provide the best
merch for any
occasion



for internal and
external use



**with a wide
range of
products**



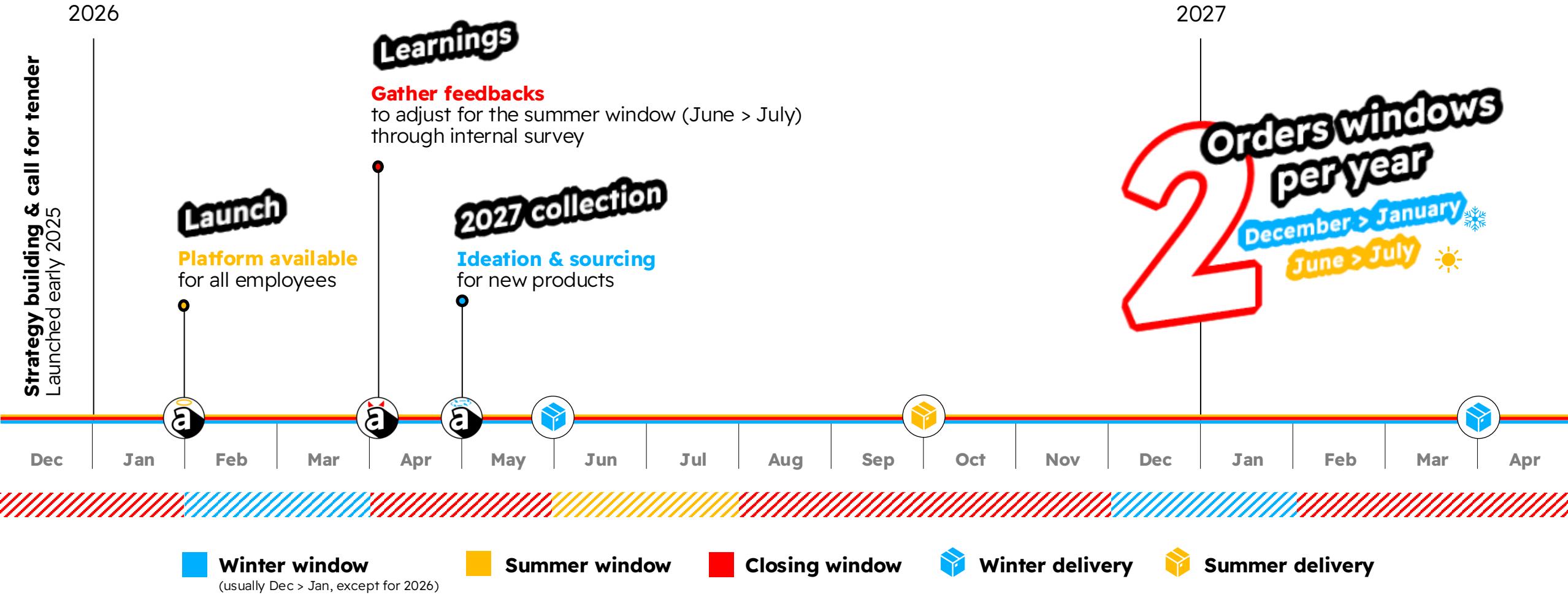
that answers
your day-to-day
objectives!

What to expect?



Merchandising rollout timeline

At a glance





02 Apparel: approach & guidelines

Game
starts
here.

Our merchandising **4** principles.

1

The branding must be visible

At a glance, we must recognize the brand by the colors, the logo, the stripes, the mojis... Basically any graphics that represent the new brand.

2

The right logo on the right apparel

As you know, we have a large declinaison of logos. In order to keep consistency, it's important to respect the merchandise brand guidelines. See next slides to discover them!

3

Always be creative and on-trend

At least we try. The idea is to follow the last trends to create desirable products, whether internally nor externally! Benchmark is key.

4

We create only meaningful merch

High-quality standard products (according to our Quality Team), long-lasting ranges, we want to provide the best merch for our collaborators and cultivate this pride of belonging. If external people wants our merch, that's a first win!

Disclaimer

Several pictures you'll see in the deck are generated by AI.
These pictures are for illustration purpose only.
They are **NOT** the final render.

All the AI-generated imagery have the disclaimer “Generated by AI” on it.



Our approach (apparel).

Generated by AI

Generated by AI



Our approach (apparel).

Internal

Apparel to be visible and well-branded with the standalone asmodee logo internally and/or during events. **Cannot be sold or given externally at anytime.**



Lifestyle

Apparel that you could wear on your daily basis, even outside of work with a discreet – yet visible – branding thanks to the mojis.

Cannot be sold or given externally yet, maybe in the future (cf Part 4).



Our approach (apparel).



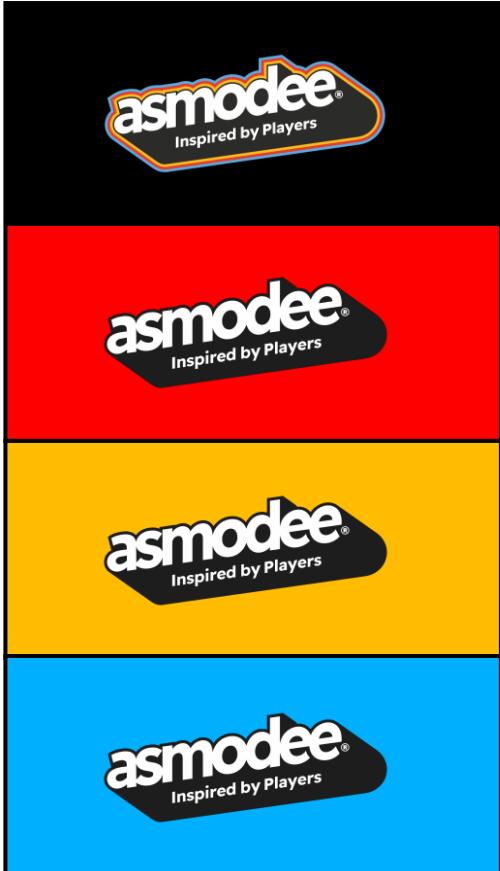
Our approach (apparel).

creative

Apparel to be seasonal and limited in number (not in stock). Items more creative and colorful! **Cannot be sold or given externally yet, maybe in the future.**

The logos (apparel).

Internal



Standalone Tagline logo on a unicolor background

Only to be used unicolor material for internal collaborators and events staff. For zippered or buttoned products the logo is on the heart. For any other apparel, the logo is centered.

Applications:



The logos (apparel).

Internal



Standalone Tagline logo + the stripes behind

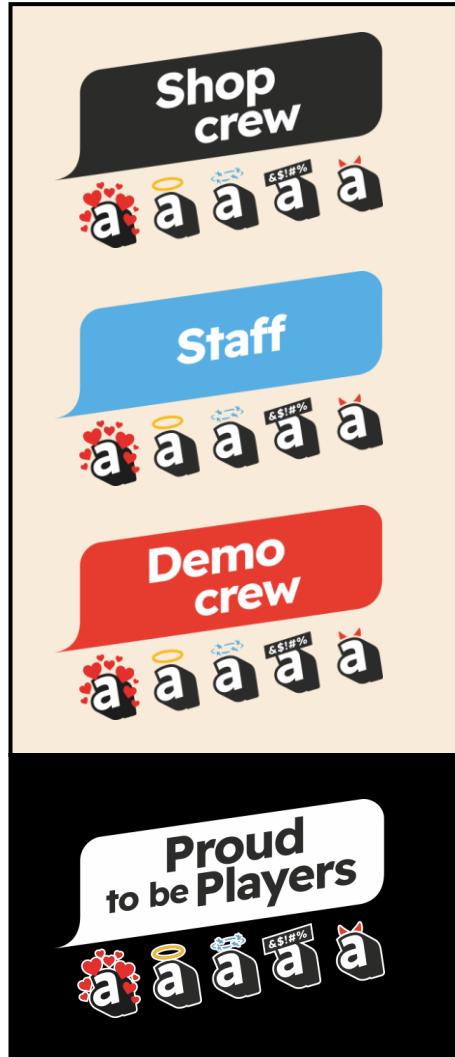
Only to be used on cream / beige material for internal collaborators and events staff. The logo is always centered. Avoid zipped cream / beige apparel so that the logo isn't split. For a zipped apparel, you want it to be black (cf previous slide).

Applications:



Graphic composition (apparel).

Internal



Backside composition for event staffs

In order to be recognizable during events, the staff will wear dedicated apparels with graphics on the back of the tee-shirt. The graphic composition uses the speech bubbles and the mojis.

Applications:



Use the Speech bubbles not outlined.



Do not use yellow plain standalone elements on the cream / beige apparels.

The logos (apparel).

Lifestyle



The mojis: expressions of our emotions as gamers.

To be used on all colored apparel (except cream / beige). The mojis are the most discreet, yet very recognizable asmodee brand asset, they must be used alone (if they are the only branded element) and placed at the heart. The moji is embroidered to a high standard (see next slide). If used on a dark material, the moji must be outlined with white (except for the moji that is already outlined).

Applications:



The logos (apparel).



The logos (bandanas).

Lifestyle



The logos (bags).

Lifestyle



“Griffe” / label logo & iconic silhouettes

The idea is to create a “griffe” label for all bags like Herschel, Rive Droite or Hindbag (cf references). This label is sewn on the bags and represents a “watermark” of creativity that includes our logo and silhouettes from our major games. The silhouettes will naturally link asmodee to the games and so raise awareness about our Ips. The bag collection is mainly black with color stripes as a reminder of our brand in order to bring a colorful touch.

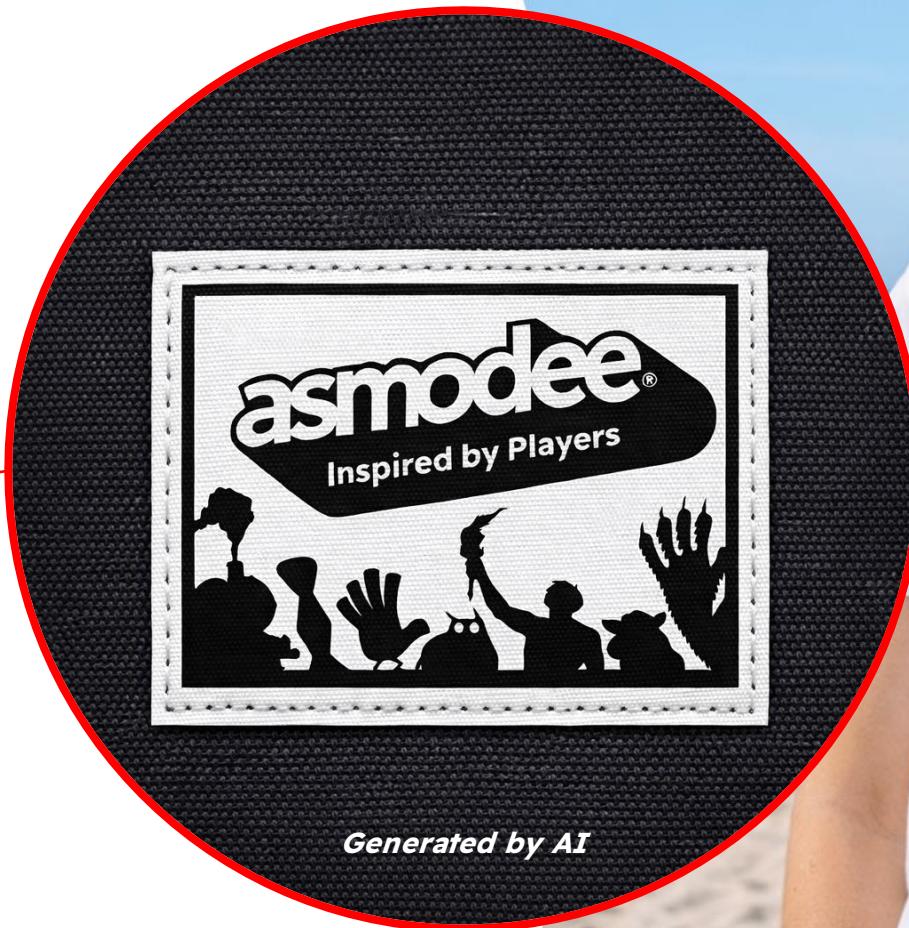
Applications:



References:

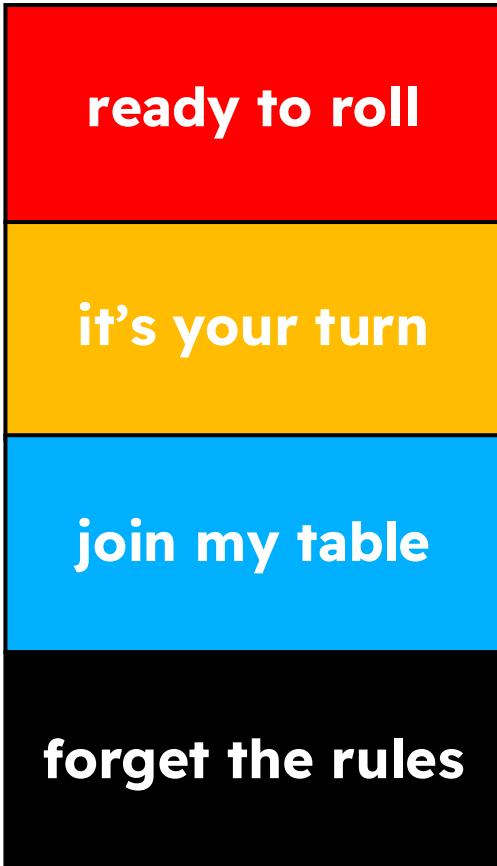


The logos (bags).



No logo (caps).

Lifestyle



Short and catchy sentence

This is an exception. The premium caps are the only items that are not branded. It's a lifestyle cap to be wore anytime, anywhere. The sentences are catch phrases related to tabletop games. The colors of the caps are pastel and are a reminder of our three main colors.

Applications:



Creative range (apparel).

Creative

Limited range

We don't want too many items.

Seasonal range

The items might change every year. If an item is a hit, it might integrate the regular ranges.

Lifestyle purpose

We aim at creating collector items.

No logo special rule / guidelines

Every item will be very specific, but it's on-brand ☺

Hoodie "since 1995"



Vintage football jersey
"since 1995"



Backpack "since 1995"



Generated by AI

Creative range (apparel).

Creative

International Tabletop Day T-shirt

Every year, we will produce un collector T-shirt for the International Tabletop Day (beginning of June).





03

Merch for who?

Game
starts
here.



1

FIRST OBJECTIVE

MERCHANDISING DESIGNED FOR EMPLOYEES.

To cultivate the brand love and sense of belonging, we aim at offering the best products for the collaborators. Apparel is one of the best social identification marker. We want to create product that everyone can wear, whether at the office or outside of the office... Whether to chill or to work!



2

WHAT ABOUT THIRD PARTIES?

TWO CASES: GIVE OR SELL.

It's natural to think about external use for the merchandising. We want to create appealing and desirable items even for non-collaborators!

- **Give:** thank or reward long-lasting partnerships with trustful partners.
Warning: check with your local legal team the gifting/bribing policy.
- **Sell:** we're not ready to sell externally our merchandising, even if we see the potential (especially during events). We must sit with the legal team to create "Selling Guidelines" and apply them to the dedicated products (EU regulations, legal mentions on the labels etc.). **Our target: 2027.**

Important notice

The following catalogue is for EU countries due to shipping / taxes issues.
Every guidelines, mockup and technical specs will be hosted on the AAL.

Our recommendations

In the following catalogue, every item will be noted with one or several colors to give you a clear vision about the recommended proper use.

- **Internal use:** only for asmodee and studios employees.
- **Event staff:** during events, we employ Demo staff, Shop staff that can punctually work with us.
- **Open for gifting:** to thank our long-lasting and trustful partners and to distribute during events to consumers.
- **Open for selling:** in the future, these items are what we aim at selling externally.

Please note that these are recommendations and we are flexible. In 2026, we will gather feedbacks from internal teams, from the consumers and we'll be more than happy to adapt our merchandising strategy in the future.



04

The catalogue

Game
starts
here.

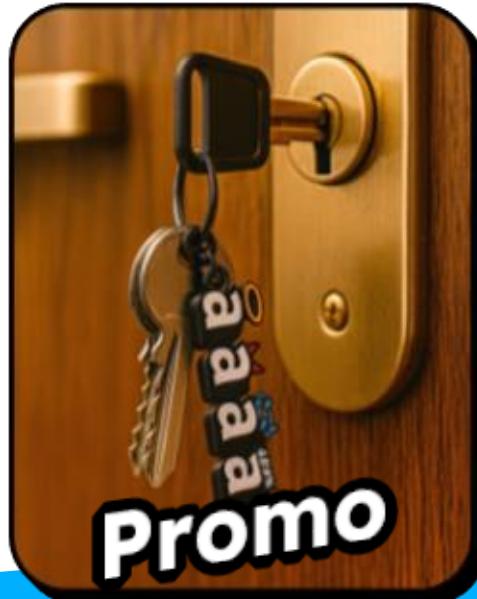
4 different ranges of products



**Office
supplies**



**Textile &
Apparel**



**Promo
items**



**Warehouses
essential**

Include our own brands



Unique branding



Office supplies



Overview

Office supplies

x18



Adhesive tape (pack of 18)

Ballpen (set of 10)

x10



4 colors ballpen (set of 10)



Card holder



Premium Moleskine notebook



Striped notebook

x3



Spiral notebooks (set of 3)



Luggage tag w/ tracker

● Internal use

● Events staff

● Open for gifting

● Open for selling
(in the future)

Overview

Office supplies



Power bank



Wireless charger



Mousepad



Metal water bottle (set of 3)

x3



Plastic water bottle (set of 3)

x3



Mugs (set of 4)

x4

● Internal use

● Events staff

● Open for gifting

● Open for selling
(in the future)

Overview

Office supplies



x3

Gift bags pattern (set of 3)



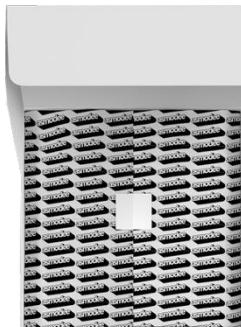
x100

Paper bag pattern (set of 100)



x3

Event shopping bags pattern (set of 3)



x100

Tissue paper (set of 100)

● Internal use

● Events staff

● Open for gifting

● Open for selling
(in the future)



Textile & Apparel

Overview

Events & Internal



● Internal use ● Events staff ● Open for gifting

● Open for selling
(in the future)

Overview

Events & Internal



Classic Tshirt



“Shop crew” Tshirt



“Staff” Tshirt



“Demo crew” Tshirt



Classic Hoodie



Zip Hoodie



Short sleeves polo



Long sleeves polo



● Internal use ● Events staff ● Open for gifting

● Open for selling
(in the future)

Overview

Events & Internal



Classic Tshirt



“Shop crew” Tshirt



“Staff” Tshirt



“Demo crew” Tshirt



Classic Hoodie



Zip Hoodie



Short sleeves polo



Long sleeves polo

● Internal use ● Events staff ● Open for gifting

● Open for selling
(in the future)

Overview

Events & Internal



Blue hoodie (confused asmoji)



Yellow hoodie (angel asmoji)



Red hoodie (devil asmoji)



Black hoodie (language asmoji)



Bodywarmer



Padded parker jacket



Black teddy



“Demo crew” worker jacket



Overview

Lifestyle



Yellow dot (Internal use) • Blue dot (Events staff) • Red dot (Open for gifting) • Black dot (Open for selling in the future)

Overview

Bags



Backpack



Hip bag / Fanny pack



Travel bag



Trolley bag



Backpack since 1995



Travel charging set

Overview

Caps



Vintage Cap "ready to roll"



Vintage Cap "it's your turn"



Vintage Cap "join my table"



Vintage Cap "forget the rules"



Classic Cap



Embroidered Cap



Vintage visors (set of 3)

Promotional items



Overview

Promotional items



Tote bag



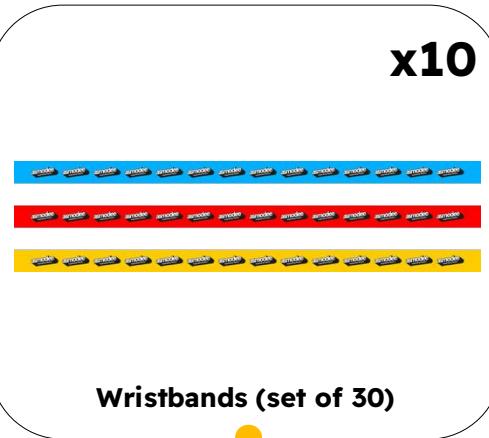
Bandanas (set of 3)



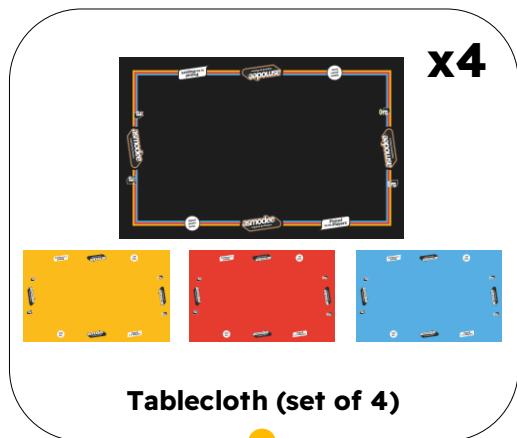
Umbrella



x10



Wristbands (set of 30)



Tablecloth (set of 4)

x4



Cardboard hats (set of 8)



x8



Stickers



Overview

Promotional items





Warehouses
essential

asmodee
Inspired by Players

Overview

Warehouses essential



High-visibility vest



Padded safety vest



Safety jacket



Safety polo



Safety trousers



05

The platform

Game
starts
here.

The platform

Our supplier and partner.



How to create an account?

SSO & Login.

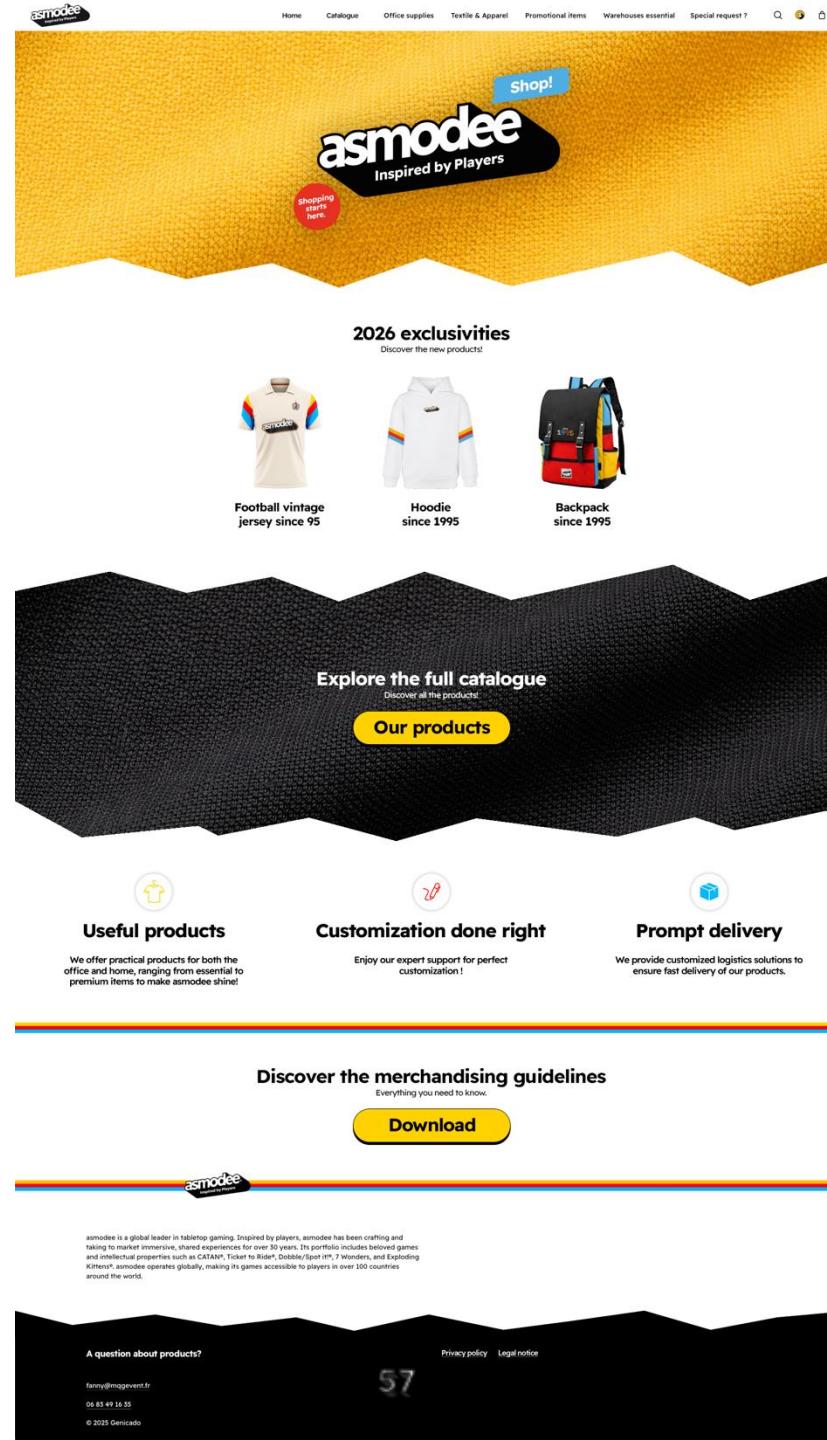
Direct link (pin it in your favbar):

<https://asmodee.boutique-genicado.com/>



User experience

Homepage.



User experience

Homepage.



Navigation bar

Home - Catalogue - Office supplies -
Textile & Apparel - Promotional items -
Warehouse essentials - Special request? -
Search tool - Account - Cart

Highlighted items

2026 exclusivities



Football vintage jersey since 95
Hoodie since 1995
Backpack since 1995

Explore the full catalogue

Discover all the products!

Our products

Full catalogue



Useful products

We offer practical products for both the office and home, ranging from essential to premium items to make asmodee shine!



Customization done right

Enjoy our expert support for perfect customization!



Prompt delivery

We provide customized logistics solutions to ensure fast delivery of our products.

Download this document

Discover the merchandising guidelines

Everything you need to know.

Download

Genicado contact



User experience

Searching for items.

Option 1: manual search



Type the keywords you want by clicking on the « search » icon in the navbar.

Option 2: via the full catalogue

Our products

By clicking on this button on the homepage.

Catalogue

Or by clicking on « Catalogue » in the navbar.

Option 3: via the product category

By clicking on the category you want in the navbar.

Office supplies

Textile & Apparel

Promotional items

Warehouse essentials

User experience

Searching for items.

Option 2: via the full catalogue

Hide / Show filters

Filters

Item category
Brand
Tags

By default they are all ticked

Search bar

Sorting options
Alphabetical - Price up - Price down - Latest...

Showing 1-12 of 62 results Default sorting (alphabetical) ▾

Shop

Home > Shop

Hide filters

Item category

- Office supplies
- Textile & apparel
- Promotional items
- Warehouse essentials

Brand

- asmodee
- asmodee Kids
- Board Game Arena
- Brand neutral

Tags

- Internal use
- Events staff
- Open for gifting
- Open for selling (in the future)

Search bar

Searching for a specific item?

Sorting options

Alphabetical - Price up - Price down - Latest...

Showing 1-12 of 62 results Default sorting (alphabetical) ▾

Adhesive tape (pack of 18)

Backpack

Backpack since 1995

Login to display the price

Login to display the price

Login to display the price

User experience

Searching for items.

Option 3: via the product category

Hide / Show filters

Filters

Item category
Brand
Tags

Only the chosen category is ticked

Search bar

Sorting options
Alphabetical - Price up - Price down - Latest...

Showing 1-12 of 62 results Default sorting (alphabetical) ▾

Shop

Home > Shop

Hide filters

Item category

Office supplies

Textile & apparel

Promotional items

Warehouse essentials

Brand

asmodee

asmodee Kids

Board Game Arena

Brand neutral

Tags

Internal use

Events staff

Open for gifting

Open for selling (in the future)

Search bar

Showing 1-12 of 62 results Default sorting (alphabetical) ▾

Backpack

Backpack since 1995

Black asmoji tshirts

Login to display the price

Login to display the price

Login to display the price

Article page

What you need to know.

Home > Textile & Apparel > White asmoji tshirts



A search icon is located in the top right corner of the product image area.

White asmoji tshirts

Set of 5

Category: Textile & Apparel

Total quantity ? **Price**

500+	Log in to display the price
1000+	Log in to display the price
2000+	Log in to display the price

Internal use **Open for selling (in the future)** ?

Description: a classic lifestyle white tshirt with high-quality fabric. Straight fit. 100% organic cotton. 235GSM

Sizes: XS > 5XL

Main color: white

Logo: embroidery (emotions asmojis : confused, angel, devil, love and language)

Origin: Bangladesh 

MOQ (minimum of quantity): 500 ?

Price: excluding VAT and excluding delivery costs

Nota bene: one order = one set of 5 tshirts including all the emotions asmojis (confused, angel, devil, love and language). Example: if you place an order for 1 in S, you'll receive 5 tshirts in S (one per asmoji).

Delivery Zone: EU

Size
Choose an option ▼

Colors

- 1 + Add To Cart

Article page

What you need to know.

[Download clothing pattern](#)
(if you are not in the delivery zone)

The screenshot shows a product page for 'White asmoji tshirts'. The page includes a navigation bar, item pictures, a carousel, pricing, tags, a detailed description, a 'More info pop-in' with a question mark icon, size and color options, and an 'Add to cart' button.

Navigation bar: Home > Textile & Apparel > White asmoji tshirts

Item pictures & carousel: A large central image of a white t-shirt with a small 'a' logo on the chest, flanked by left and right arrows for navigation.

Pricing & MOQ: Total quantity: 500+, 1000+, 2000+. Price: Log in to display the price, Log in to display the price, Log in to display the price.

Tags (item usage): Internal use, Open for selling (in the future)

Description: Description: a classic lifestyle white tshirt with high-quality fabric. Straight fit. 100% organic cotton. 235GSM. Sizes: XS > 5XL. Main color: white. Logo: embroidery (emotions asmojis : confused, angel, devil, love and language). Origin: Bangladesh. MOQ (minimum of quantity): 500. Price: excluding VAT and excluding delivery costs. Nota bene: one order = one set of 5 tshirts including all the emotions asmojis (confused, angel, devil, love and language). Example: if you place an order for 1 in S, you'll receive 5 tshirts in S (one per asmoji). Delivery Zone: EU.

More info pop-in: A yellow circular icon with a question mark inside, pointing to a detailed description of the product.

Size (if applicable): Choose an option: S, M, L, XL, XXL, XXXL.

Colors (if applicable): White, Black.

Quantity: 1

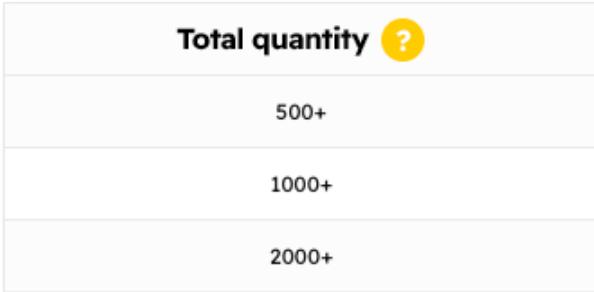
Add to cart: Add To Cart

Notion of MOQ

And its impact on the price & the production.

MOQ: minimum of quantity

The MOQ is visible on each article page.



If a MOQ is reached, the line becomes yellow:



6 easy steps!

1. The order window is open
2. Collaborators place their orders
3. If the MOQ is reached, the production is launched
4. The more orders are placed, the lower the price is
5. After the opening window, you receive your final quote
6. You receive your order, 1 to 2 months after!

Emailing

Order follow-up, fresh news and co.

Workflow mail à créer avec Fanny



06 Milestones for the future

Game
starts
here.

2026

Test & learn

Gather feedbacks on items, processes and the merchandising funnel.

ongoing

Remove / add items

Based on the learnings of the first two windows of 2026.

2027

Open sales direct-to consumers

Especially during events with a pricing and display strategy.

Thank you