



COMPANY PROFILE

2025

 [fame-bros.com](https://fame-bros.com)

FRANCE - USA - HONG KONG

# 01

## FAME BROS LTD.

### Founders

Audray and Fabrice Bensoussan

... Cinereplicas SARL

Established in 2005, France

... Cinereplicas becomes a brand of Branddecision SARL

Established in 2010, France



... Fame Bros Limited

Established in 2013, Hong Kong



... Fame Bros USA

Branch, 2015, Delaware

### Brands



### Main Business

Cinereplicas is a renowned global brand that excels in creating licensed merchandise inspired by popular movies, TV shows, and sports. Among its exceptional product lines is Gomee, an exclusive collection of collectible eraser figurines. These intricately designed figurines can be assembled and creatively mixed and matched.

# THE COMPANY

# 02

FAME BROS Limited is a family-owned enterprise based in Hong Kong that operates in the textile industry.

With representative offices and facilities in France and the USA, the company is strategically positioned to meet the needs of its customers and has established a strong network of partners over the years.

FAME BROS Limited has a reputation for providing prompt and reliable service to customers, with a team that is dedicated to ensuring customer satisfaction. The company's strength lies in its buying capabilities of wide product assortments, which are supported by an extensive network of selected suppliers.

FAME BROS Limited is committed to innovation, productivity, and quality, which are essential components of its success. The company is also socially responsible to its employees, customers, and stakeholders along the supply chain. It strives to develop and maintain sustainable relationships with partners at all levels, as well as other social and environmental stakeholders in society.



Watch our 2024 product presentation



More information on [fame-bros.com](http://fame-bros.com)



# 03

## CINEREPPLICAS

Cinereplicas™ is a premium brand of officially licensed movie merchandise, known for its diverse range of captivating products. Initially recognized for its exceptional Harry Potter line, the brand has expanded its offerings to include themed costume collections, featuring scarves and robes sourced from iconic movie archives. With partnerships that extend to different studios and licensors, Cinereplicas™ continues to delight fans with a wide range of high-quality products and remains committed to expanding its offerings to cater to a growing fan base from various movies, TV series and universes.

Cinereplicas™ has garnered acclaim for its standout collections, notably the Advent Calendars available in classic and deluxe designs, and the Holiday Capsules, festive Christmas tree decorations that conceal special gifts. These sought-after products span across a wide range of licenses, culminating in a holiday-season lineup like no other, promising a magical and unique experience for enthusiasts of all kinds.

Harry Potter



ONE PIECE



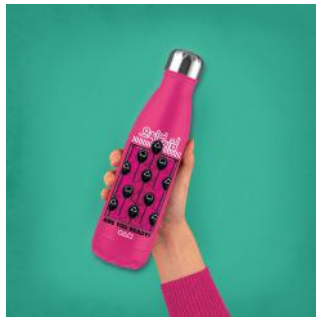
STRANGER THINGS



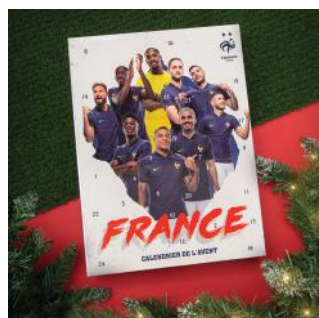
WEDNESDAY



NETFLIX  
SQUID  
GAME







**Advent Calendars Coming Soon**

# 04

## GOMEE

Cinereplicas™ launched its much-anticipated Gomee collection in 2020, providing attractively priced products that appeal to fans of all ages. The Gomee collection comprises cute eraser figurines that can be assembled and collected. The first batch, released in 2020, includes eight characters from the Harry Potter universe, such as Harry, Ron, and Hermione, among others, all under an official Warner Bros. license. Customers can choose between the mystery edition, where the characters are placed randomly, or the character edition, where the customer knows which figurine they will receive.

To ensure the highest quality, each figurine has been made with its own mold, designed specifically for the Gomee collection. Each figurine is easy to assemble and dismantle, and comes with its own set of accessories that can be mixed and matched with other characters. The Gomee figurines are made entirely of rubber, and they function as actual erasers, making them a perfect addition to any stationery set.

Due to the success of the first and second batches, Cinereplicas™ is developing many more characters and designs in the near future. This includes more Harry Potter™ characters, as well as some from DC Comics. Joining the current line of 32 Harry Potter characters, 8 DC superheroes, and 8 Masters of the Universe most-iconic heroes and villains, Cinereplicas™ is set to release a collection of Wednesday Gomees including Wednesday, Enid, Thing, Eugene, Gomez, and Uncle Fester. A Stranger Things collection is also in the works with Eleven, Steve, Robin, Dustin, Max, and Demogorgon Gomees.





# OUR VALUES

# 05



## CORPORATE SOCIAL RESPONSIBILITY

Since 2017, our company has made significant strides in environmental responsibility. We've actively reduced single-use plastics in our products, eliminating them whenever possible or when approved by clients. Our packaging has been optimized for reduced volume, minimizing waste.

We prioritize sustainable materials, using corn-based or coconut fiber alternatives to plastic packaging. Our cardboard is recycled, and we adhere to FSC standards when feasible. Air freight is rarely used, as we opt for more eco-friendly transportation methods.

Additionally, we've implemented energy-efficient lighting and climate control systems in our offices and warehouses. Our product design team focuses on creating durable, long-lasting items to reduce overall consumption. We've partnered with local recycling facilities to ensure proper disposal of production waste.

Our company is actively involved in ocean plastic reduction efforts in collaboration with SEArcular by GREENCORE (<https://www.searcularplastics.com>) and supports beach clean-up projects. Additionally, we've implemented a carbon offset program to address unavoidable emissions. We also encourage eco-friendly commuting through an employee incentive program and have shifted to paperless operations wherever feasible.



## FRENCH SAVOIR-FAIRE Premium quality

Our company boasts an impressive collection of products, meticulously designed by our talented teams in France and Hong Kong. Our premium items are either made in Italy or France, while some are produced in China. We take great care to ensure that all of our products meet international regulations and standards, with a dedicated team of experts tasked with verifying adherence to these requirements. We also conduct regular social audits to ensure our service providers comply with our code of conduct.

At the heart of our manufacturing process lies a commitment to using only the highest quality materials, including fabrics, wood, metal, resin, plastic, PVC, and ABS. Our Cinereplicas brand offers an extensive range of products, catering to all tastes and requirements.

For collectors seeking rare and exceptional pieces, we are particularly proud of our 'Firebolt broom' from the Cinereplicas™ line. This unique masterpiece took two years to develop and was crafted using birch, rattan, rubber wood and aluminium alloy. Due to the complexity and time-consuming nature of its production, only 10,000 pieces of this limited edition item were made.

# 06

## OUR VALUES



### Safety first

We take every possible measure to guarantee the safety of each and every product that we produce.

Treating health and safety as a serious matter, all our products are approved by accredited associations to guarantee a risk-free usage.

Our entire kitchenware collection is BPA free and FDA approved.



### Trusted by major brands

We constantly develop, adopt and improve new products and concepts to meet evolving customer needs and new trends.

We strive to be a trusted partner wherever we operate, and to be recognized for our expertise, experience, and ability to collaborate for success.

Guided by our values of quality, innovation, and expertise, we work hard to earn the high regard of our clients around the world.

We are also proud member of



### Our customers

We seek constantly to guarantee the high quality of our products. This persistency to offer the best leaves a reputable image to both customers and businesses. Known to be a premium brand, we are trusted by brands across the world. We work with more than 1,500 independents stores around the globe.

You may find our products at Hamleys, Galeries Lafayette, Mall of the Emirates, Thalia, Setan, Walmart, Fever, WHSmith, Libreria Mondadori, Liverpool, El Corte Inglés, Fnac, Lotte, Toys“R”Us, E.Leclerc, Coop, Renaud-Bray, Toy Sapiens and Cultura.







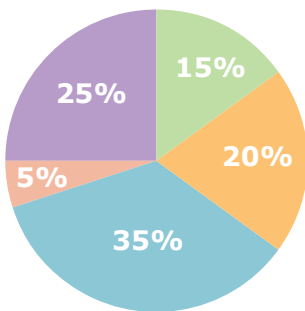
### Our Business

Cinereplicas thrives on a global scale, reaching customers in every corner of the world through diverse retail channels. From specialty retail outlets like toy stores, theme parks, electronics retailers, and book store chains to convenience stores, department stores, and the vast realm of e-commerce, our products are strategically placed to cater to the mass market, ensuring accessibility and engagement with consumers seeking quality and innovation worldwide.

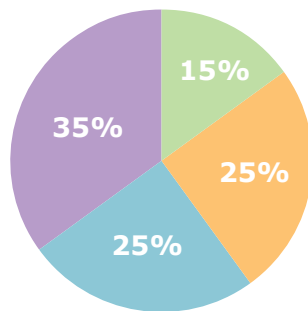


● Mass Market ● Speciality Retail ● Convenience Store ● Department Stores ● E-commerce

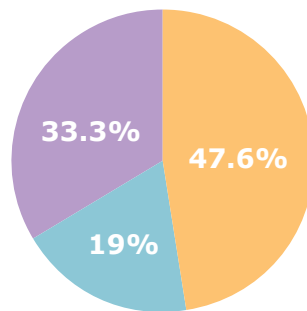
#### EUROPE



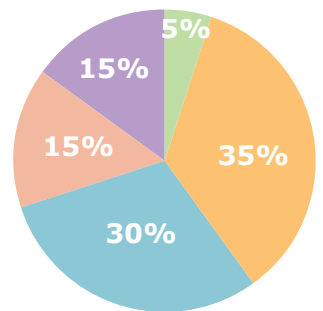
#### NORTH AMERICA



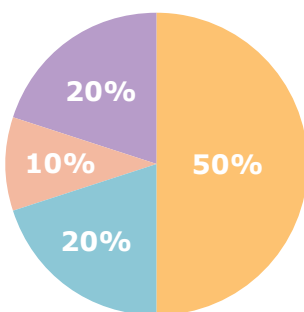
#### LATAM



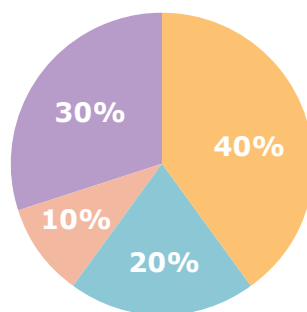
#### MIDDLE EAST



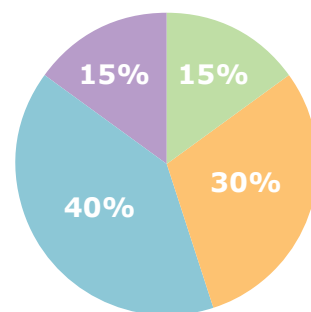
#### APAC



#### JAPAN



#### AUSTRALIA NEW ZEALAND



# OUR TEAM

# 08



## OUR TEAM

Uniting talents from all over the globe, we operate across three locations: France, the USA, and Hong Kong. It is our unwavering commitment and distinctive work culture that propel our company towards success. Our highly motivated team excels in meeting clients' deadlines, navigating international time zones with ease, and delivering projects seamlessly to corporate intranets and executive desktops worldwide.

We take immense pride in our belief that our workforce is among the best in the industry, with continuous development and learning being crucial to our sustained success. As a young and dynamic team, we understand the tremendous value that diverse languages and international exposure bring, both professionally and personally.

Furthermore, our team members speak at least three different languages, exemplifying our celebration of inclusivity. Our diverse background, including individuals from France, Hong Kong, India, the United Kingdom, Indonesia, and Malaysia, highlights the multicultural environment that unites us.



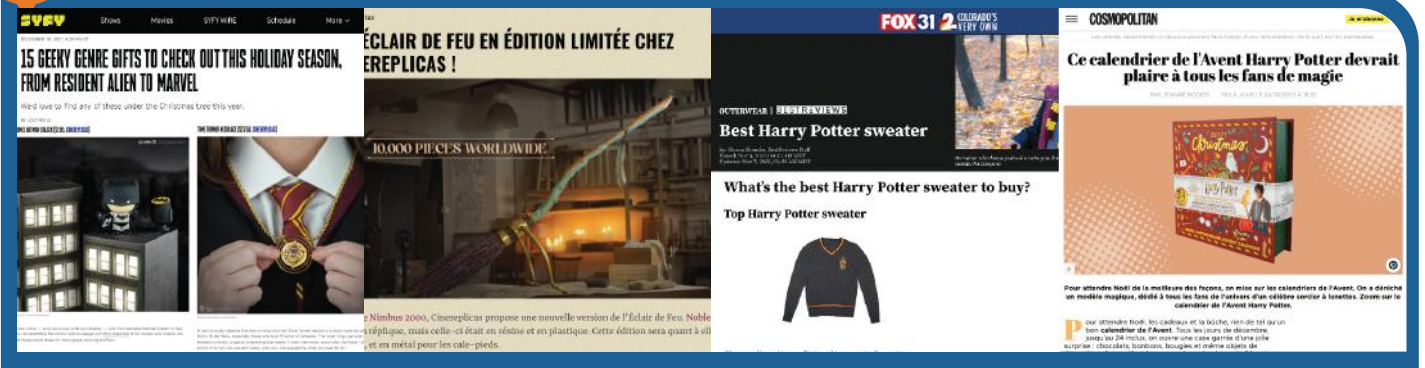
# 09

## MEDIA

### Event & Popup Store



### Web Media



### Social Media



## SOCIAL MEDIA COMMUNITY

We have also built strong social communities for our brands on every social media channels where we generate buzz by talking about our products. We have also developed long-term collaborations with reputable fans site and well-known influencers who spread their word-of-mouth to their fans via their pages.





# OUR LOCATIONS

# 10

## OUR LOCATIONS



To ensure the optimal supply for our customers, our network is sustained by our branches in France, Hong Kong and in the USA.

## OUR OFFICES AND WAREHOUSES



### Camden DE, USA (Office)

Fame Bros. USA Limited  
2140 South Dupont  
Highway  
Camden, DE 19934  
USA

### France (Office and warehouses)

23 Avenue du Chemin des  
Reniers, 92390  
Villeneuve-la-Garenne  
France

### Hong Kong (Office and warehouses)

Fame Bros. Limited  
Unit 15-10  
14 Wong Chuk Hang Rd  
Aberdeen  
Hong Kong

**CONTACT US**  
**SALES.CINEREPLICAS@FAME-BROS.COM**



**Hong Kong**  
**(Office and warehouses)**

Fame Bros. Limited  
Unit 15-10  
14 Wong Chuk Hang Rd  
Aberdeen  
Hong Kong



**France**  
**(Office and warehouses)**

23 Avenue du Chemin des  
Reniers, 92390  
Villeneuve-la-Garenne  
France



**Camden DE, USA**  
**(Office)**

Fame Bros. USA Limited  
2140 South Dupont  
Highway  
Camden, DE 19934  
USA