



From
€1990



SCAN TO JOIN

SOPHIA[®]



Start your own curtain business!

| We produce. You sell, |
| measure and install. |





You're closer than you think!

**Build your own premium curtain business
with a trusted brand behind you.**

- No experience required
- No employees needed
- Full support from day one

Be your own boss. Work on your terms.

- Minimum contract: 3 years, with extension option
- Activity requires a registered business (self-employed or company)
- No employees required – you can work with external collaborators





WHY BECOME A SOPHIA AMBASSADOR?

YOU FOCUS ON SELLING

We handle production, collections, and stock.

ALWAYS HAVE WHAT TO SELL

Updated collections and permanent stock.

REAL-TIME ACCESS

Check products and availability instantly.

WORK SMARTER

Manage everything with ERP & CRM tools.

BUILD CONNECTIONS

Turn relationships into income.

FULL FREEDOM

You decide when and how you work.

MOBILE LIFESTYLE

All you need is a car and a driver's license.

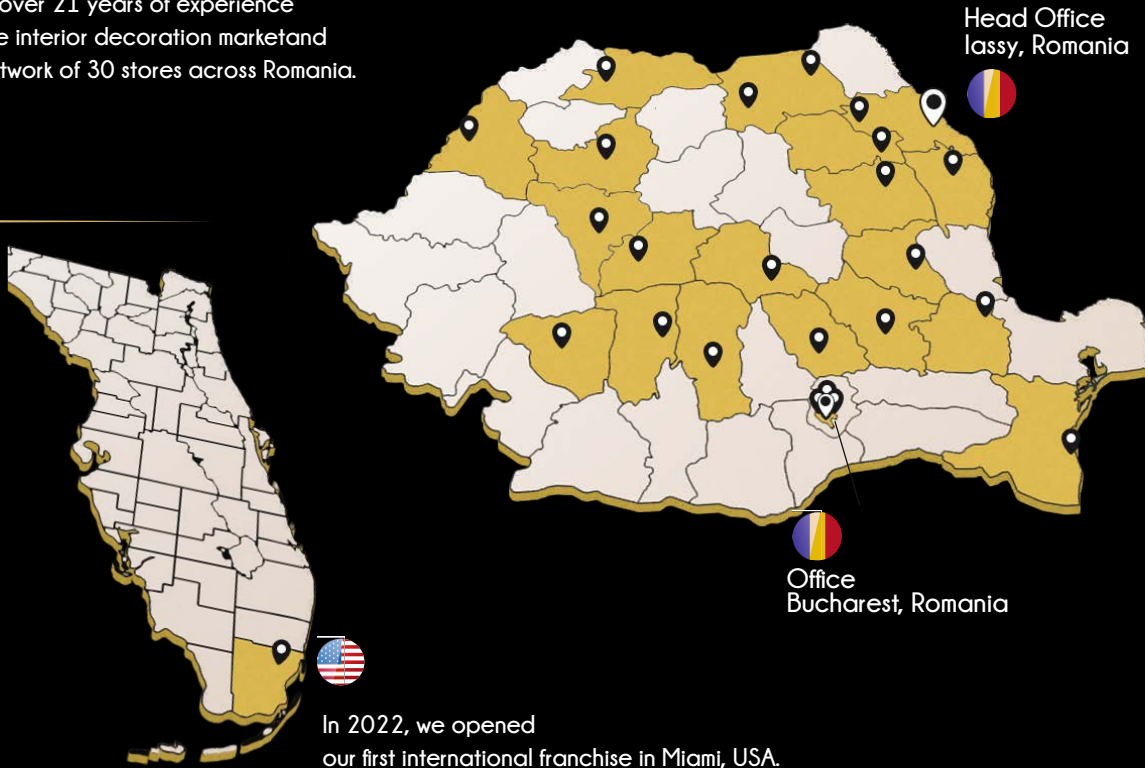


WHY SOPHIA?

- ✓ 21+ years of experience in premium window treatments
- ✓ Fully in-house production with complete customization
- ✓ Always available stock and constantly updated collections
- ✓ Strong brand presence and growing market demand for premium products
- ✓ Fast delivery and dedicated support to grow your business



SOPHIA is a 100% Romanian brand with over 21 years of experience in the interior decoration market and a network of 30 stores across Romania.



Head Office
Iassy, Romania

Office
Bucharest, Romania

In 2022, we opened
our first international franchise in Miami, USA.



WHAT DO YOU GET FOR YOUR €1,990 INVESTMENT?

✓ **Complete sales tools for client presentations**

Look professional and close deals with confidence.

✓ **Business strategy and ongoing support**

We guide you step by step to grow your sales and income.

✓ **Mobile app + ERP & CRM system**

Manage clients, orders, and stock in real time — all in one place.

CHOOSE THE SETUP THAT FITS YOUR WORKING STYLE

Option 1

4 professional sample kits

Ideal for maximum mobility and flexibility



Option 2

2 professional sample kits + display stand

Perfect for a more structured, showroom-style presentation





OUR SERVICES

B2B

Hotel projects

Business opportunities

Sophia Ambassador

Microfranchise

Franchise (national and international)

Partnership

Are you an architect or designer?

Be our partner!



Join **SOPHIA**[®] as an ambassador and business partner

AMBASSADOR From €1.990



Do you enjoy networking?
For €1,990, you can join Sophia and earn commissions on sales, with access to premium samples, digital tools, and real-time stock in the app.



MICROFRANCHISE From €5.000



Already have a showroom? Add Sophia as a premium brand and increase your sales effortlessly. You sell, we handle production and delivery.



FRANCHISE From €22.700



Open a premium showroom within a network of 31 locations and receive full support, from training to production and delivery.





OUR SERVICES

B2C

Home projects

Free 2-hour consultation
(at home or online)

Custom tailoring
On-site installation

Upholstery

Worldwide delivery



Online Consultancy | On-Site Consultancy | Site Measurements



STEP 3

Fast in-house production in our 3 workshops, with 60 skilled tailors.



STEP 4

Professional installation at your location.



HOW WE WORK WITH OUR CLIENTS

We offer a complete, end-to-end service, managing every step of the process — from initial consultation and fabric selection to measurements, production, and professional installation.

A seamless experience designed to deliver exceptional results, without the hassle.

| Tailored Quotations | Professional Installation | Final Steaming | Dressing & Arranging | On-Site Finishing



OUR PRODUCTS

We cover all textile needs, from window treatments to bed and table linens, designing and producing each element with attention to detail to create a cohesive, well-considered result.

FOR WINDOW

Curtains | Sheers | Upholstery
Fire-retardant fabrics, M1 certified 🔥 | Blackout 🌑 | Dimout 🌒
Custom printed drapes, upon request



FOR BED

Bed linens | Bedspreads | Runners
Decorative pillows | Duvets
Personalized items
with logo embroidery



FOR TABLE

Tablecloths | Runners | Napkins
personalized with logo embroidery
Chair covers





RESTAURANT PROJECTS

Over
230 projects
Restaurants & Cafés
Bistros
Lounges



Hotels Portfolio

Curtains & Draperies | Roller Blinds | Blinds | Curtain Tracks & Fixtures



ing Systems | Tables | Chairs | Banquettes | Table Linen | Table Runners | Placemats | Lighting Fixtures



HOTEL PROJECTS

Over
150 projects

Hotels &
Guesthouses



Hotels Portfolio

Soft Furnishings
Bed Runners |



| Curtains & Draperies | Curtain Tracks & Fixing Systems | Bedspreads | Decorative Cushions
Carpets | Upholstery Fabrics | Custom Upholstered Armchairs | Reupholstery | Selected Furniture Pieces



HOME PROJECTS

Over
50.000 projects

Apartments
Private houses
Private terraces



Home Portfolio



Soft Furnishings | Curtains & Draperies | Roman
Bed Runners | Carpets | Upholstery



Blinds | Curtain Tracks, Electric Rails & Decorative Poles | Bedspreads | Decorative Cushions
Fabrics | Custom Upholstered Pieces | Reupholstery | Custom-made Furniture



INSTITUTIONAL PROJECTS

Over
30 projects

Theatres
Museums
Embassies



Museum Portfolio



Curtains & Draperies | Sheer Curtains | Blinds | Deco



Decorative Side Panels | Pelmet | Valance | Decorative Top Treatments | Curtain Tracks & Fixing Systems

FRANCHISES - Europe


SOPHIA[®]

Romania

Alba Iulia | Baia Mare
Botoșani | Brăila | Buzău
București | Cluj-Napoca
Constanța | Craiova
Focșani | Oradea
Pașcani | Pitești Ploiești
Roman | Sibiu
Târgu Jiu | Vâlcea
Vatra Dornei | Timișoara



Belgium 
ANTWERP *coming soon*

FRANCHISE - USA Miami, Florida



In 2022,
we opened
our first
international
franchise.

Miami, Florida
219 N Federal Highway
Hallandale Beach



OUR STORY

21 years of experience

in window treatments, with premium curtain and sheer collections.

In 2004, we founded Sophia — a unique concept in Romania: dedicated stores for luxury custom-made curtains and drapes, designed to transform interiors into refined and harmonious spaces. From our first store in Iași, Sophia has evolved into a national and international network.

Today, we operate 30 franchise stores across Romania, one international location in Miami, Florida (USA), and a newly opened franchise in Antwerp, Belgium.

Our operations are supported by three in-house production workshops and a team of over 60 skilled professionals. We regularly participate in leading international design fairs in Milan and New York. These experiences have inspired us to develop exclusive collections and collaborate with architects and designers worldwide.



SOPHIA[®]

OUR MISSION

To offer premium collections of curtains and drapes, exclusive furniture pieces, and high-end window treatment services, transforming every space — from five-star hotels to private residences and heritage institutions — into an authentic expression of refined taste.

We are grateful to our franchise partners for their trust and for being part of Sophia's success story.

Anamaria Georgescu, Founder



WHO WE WORK WITH



HOTEL PROJECTS

For hotels, restaurants, and cafés, we provide fire-retardant fabrics, custom-made furniture, and complete interior design concepts.



HOME PROJECTS

Houses, villas, and apartments, where we bring elegance through curtains, sheers, and premium window treatment services.



INSTITUTIONS

Museums and heritage institutions, preserving and enhancing textile heritage





If this sounds like you,
you're ready to start
your journey with Sophia.





IS THIS THE RIGHT FIT FOR YOU?

- ✓ You are motivated, independent and enjoy working with people
- ✓ You own a personal car (to be branded with Sophia)
- ✓ You have a laptop, phone, and tablet
- ✓ You operate as a freelancer or company (or are open to getting started)
- ✓ You have a passion for interior design
- ✓ You are results-driven and aim for a monthly income between €2,000 and €30,000 (depending on your market)
- ✓ You are active in the field and provide in-home consultations (including installation)



Your business start-up investment

€1,990 (excluding VAT)

- ✓ Microfranchise fee & brand usage rights (3 years) – €1,000
- ✓ Customized sample trolleys – €250
- ✓ Mini sample collections (approx. 30% of Sophia portfolio) – €550
- ✓ Marketing kit (flyers, catalogues, business cards) – €100
- ✓ Branded equipment (3 t-shirts + 2 customized items) – €90



Ongoing costs

- ✓ ERP & CRM system (desktop & mobile) – €20/month
- ✓ Marketing contribution – €100/month
- ✓ Royalty – 1% of turnover
- ✓ Operational costs (fuel, logistics, etc.)
- ✓ Local promotion (Facebook, Instagram, TikTok)
- ✓ Installation collaborators (optional)




SOPHIA[®]



Join  **SOPHIA**[®] as an ambassador
and business partner



SCAN TO JOIN

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www.sophiahomedecoration.com